3 Media Strategies to Drive Website Leads

Today's Presenters

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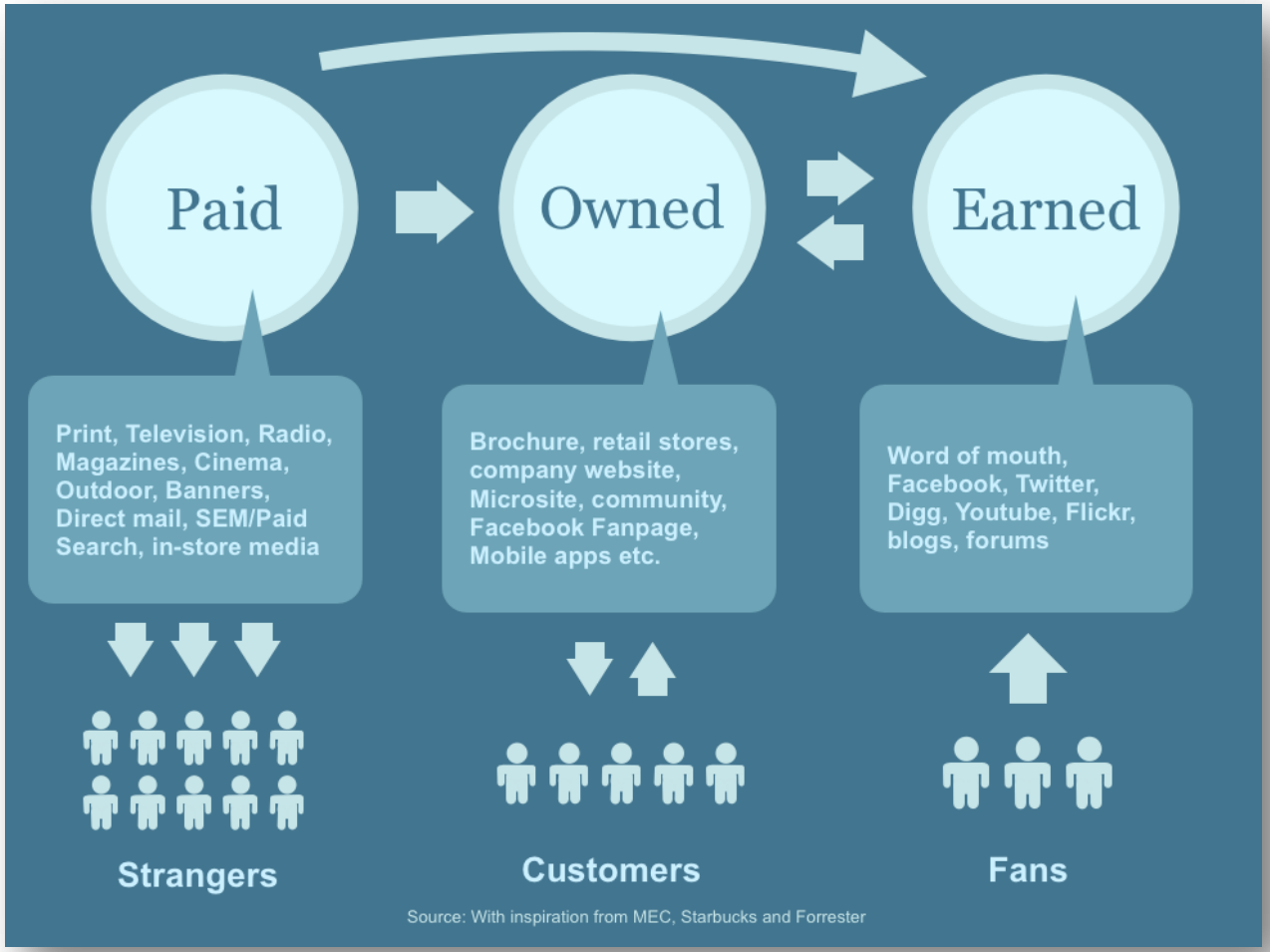
Agenda

- What are the three types of media?
- Why it’s imperative to integrate them
- Building your strategy
- Q&A

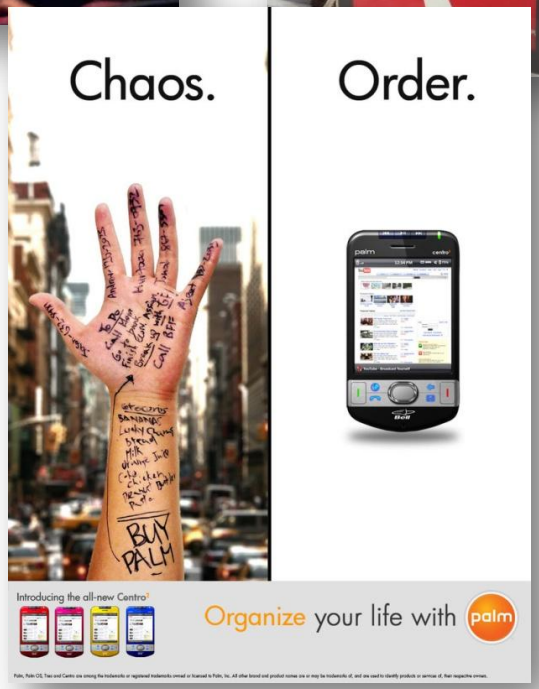
Paid, Owned & Earned Media

This phrase is simply a framework for how to organize and execute your marketing programs:



Paid Media

Pay to Leverage 3rd-Party Channel



Pro: You control message (if not the context). Immediate, scalable. Can feed earned media.

Con: Expensive; pay to play for time/space. Not trustworthy or easily interactive; cluttered environment; declining response rates

Biggest benefit: Early funnel brand/product awareness. **Later:** purchase reaffirmation

Owned Media

Leverage a Channel You Create and/or Control

Pros: Totally control the message, and publish what you choose. High degree of control over the context. Can be interactive. Can be integrated with other channels easily. Cost-efficient. Serves niche audiences.

Con: Steady content creation and refresh a must. Takes time to scale.

Biggest benefit: Early-mid funnel awareness and education, relationship-building

Earned Media

Customers (and News Outlets) Become the Channel

CORPORATE NEWS

Cisco Sets Sights on $34 Billion Market

Slew of Fresh Products Is Designed to Appeal to Business Users Who Want to Collaborate on Projects

By Bobby White

Cisco Systems Inc. made its name with devices that connect corporate computers. Now it is stepping up efforts to link people more productively.

The Silicon Valley company Wednesday is expected to unveil a slew of products aimed at business users who want to collaborate on projects. The offerings include Cisco WebEx Connect, an online service designed to integrate tools such as instant messaging and Web conferencing with conventional business software and newer Internet applications such as blogs and wikis, which are collaborative Web sites.

Cisco plans to release software and hardware upgrades for what it calls "unified communications"—products that exploit Internet-based phone technology—and for a high-end videoconferencing system known by the term telepresence. It also is supporting the use of software widgets—small, downloadable programs that usually are designed to perform one specific function.

The San Jose, Calif., company puts the market for such collaboration products at $34 billion and has designated it as an important driver of growth. But targeting the field requires taking on some big competitors—including **Microsoft** Corp., **Google** Inc. and **International Business Machines** Corp.—as well as changes in the company's role as a hardware provider.

Screen shot of Cisco's WebEx Connect shows a kind of **virtual workroom**, with instant messaging, a click-to-call service and personalized "widget" programs.

During a recent presentation to industry analysts, Chief Executive John Chambers said corporate customers have long purchased Cisco's networking equipment to just move bits of data. Now Cisco has an opportunity to sell more-specialized gear and software to improve communication and efficiency, he said.

"Over the last two to three years there's been this shift in

sis on software, the company must build a reputation among corporate customers. Mike Gotta, an analyst with the Burton Group, a Midvale, Utah, market-research firm, estimates that

and can be customized to

of personal-computer software that can be downloaded free, but Cisco plans to charge companies $7 a month per person to use the service.

The add-on widget program are being developed both by Cisco and other companies; a Cisco spokeswoman said 80 to 100 software developers already are working on developing widgets. One example, she said, would be a widget that displays voice mails a user has received in a small window on their PC screen.

Pros: Most credible and trustworthy. Can have huge impact. Immediacy

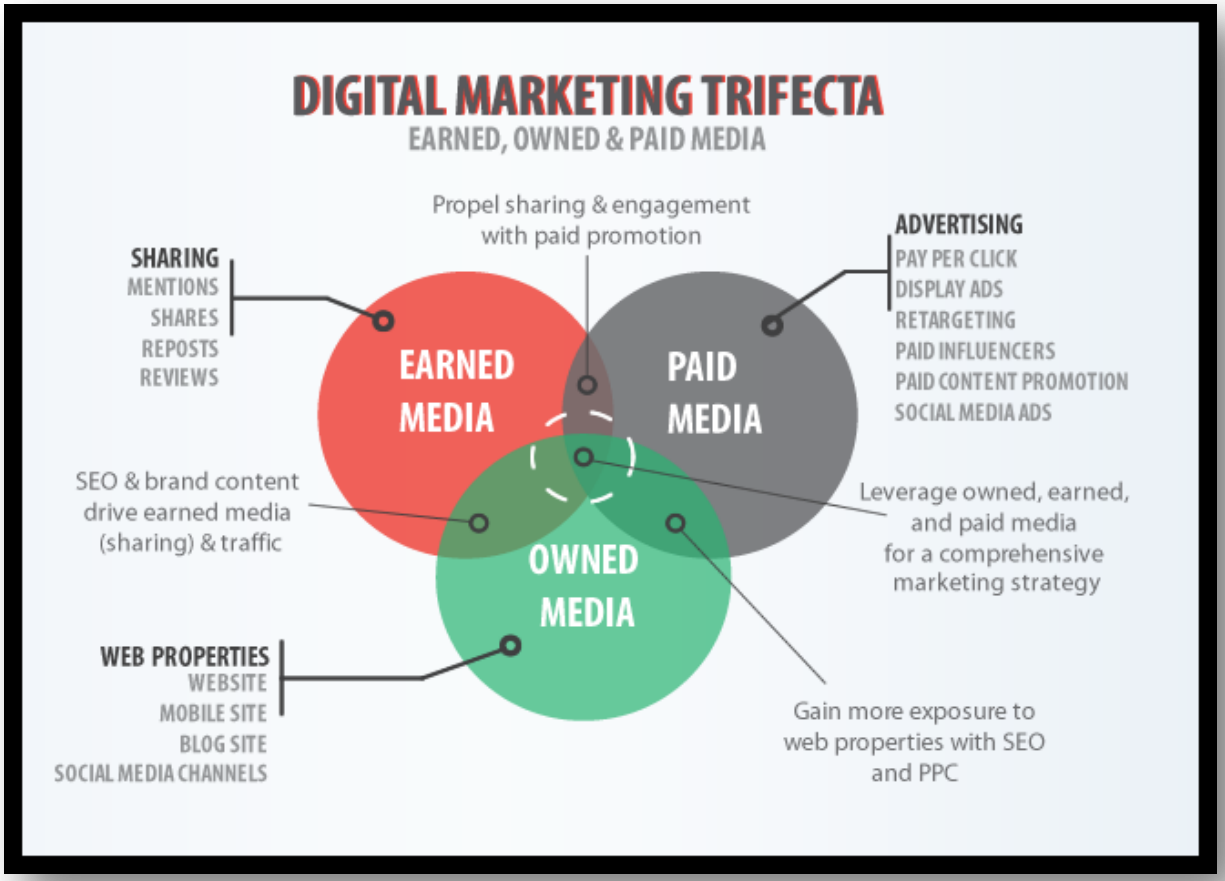
Con: You can seed, you can massage, but you can't control. Can be negative; hard to measure. Don't assume the press is your friend

Biggest benefit: Trustworthiness, credibility, share-ability

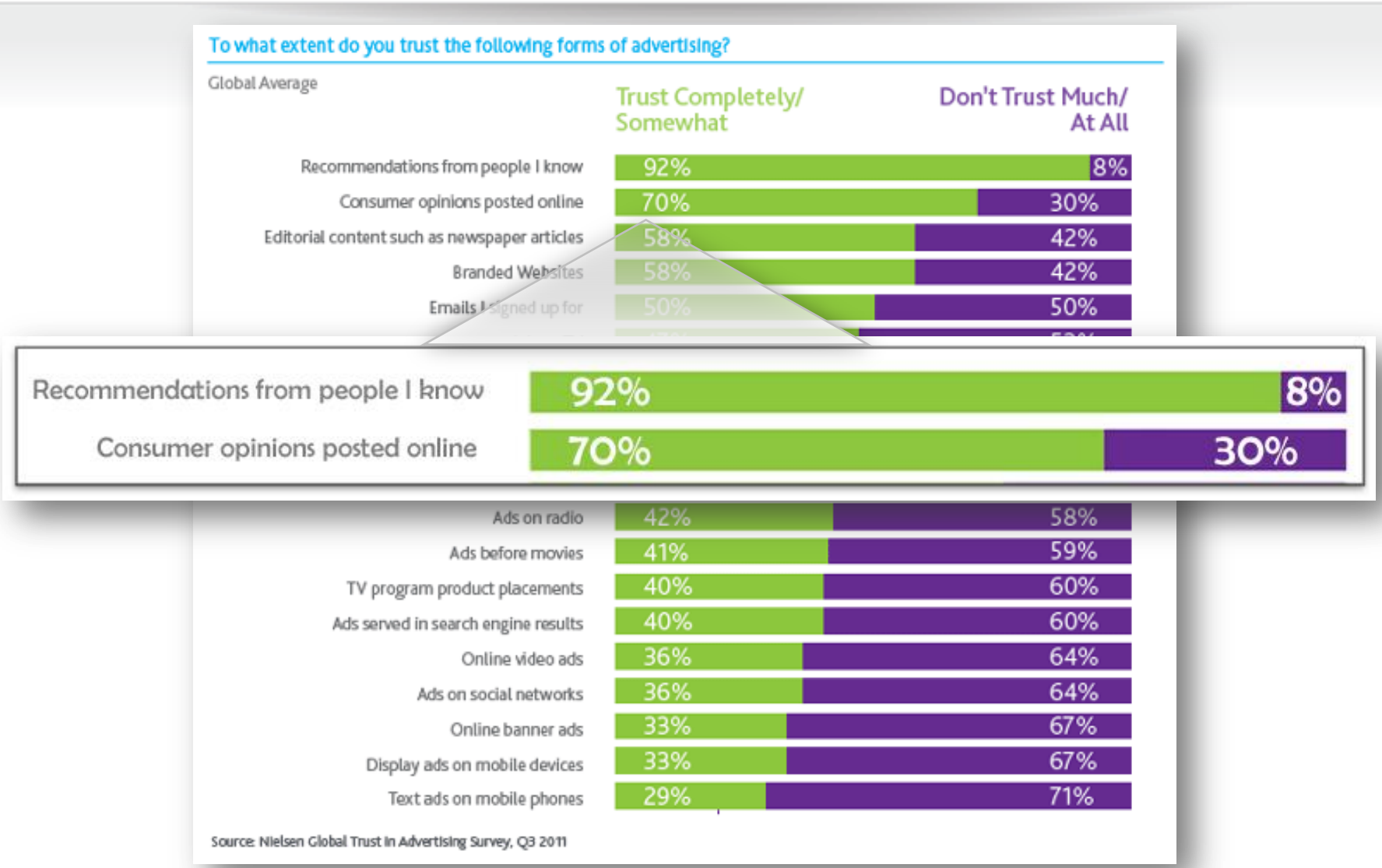
P+O+E=

Bring Your Paid, Owned, Earned Media Together

- Reinforce unified messaging across media forms
- Build trust with prospects, customers, press/analysts, etc.



Earned is the Most Important Media



Advantages & Disadvantages of Media Types

OWNED, EARNED AND PAID MEDIA

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	• Web site • Mobile site • Blog • Twitter account	Build for longer-term relationships with existing potential customers and earn media	• Control • Cost efficiency • Longevity • Versatility • Niche audiences	• No guarantees • Company communication not trusted • Takes time to scale
Paid media	Brand pays to leverage a channel	• Display ads • Paid search • Sponsorships	Shift from foundation to a catalyst that feeds owned and creates earned media	• In demand • Immediacy • Scale • Control	• Clutter • Declining response rates • Poor credibility
Earned media	When customers become the channel	• WOM • Buzz • "Viral"	Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media	• Most credible • Key role in most sales • Transparent and lives on	• No control • Can be negative • Scale • Hard to measure

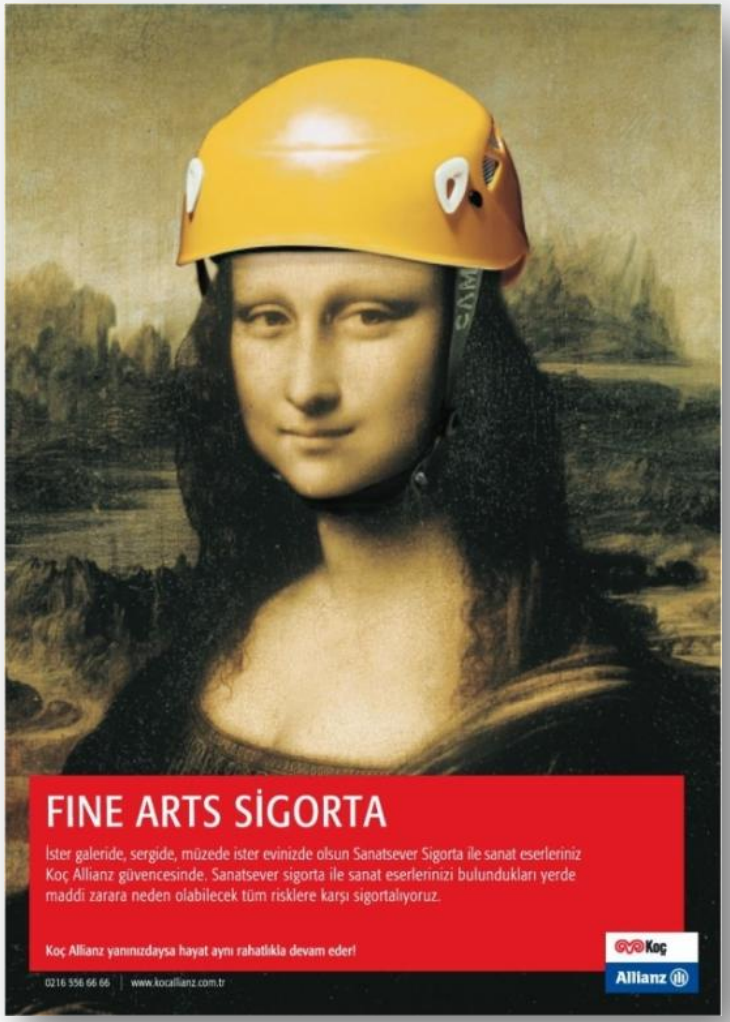
S4869

Source: Forrester Research, Inc.

Media = Distribution Methods for Content

Content marketing is:

"The marketing and business process for creating and distributing valuable content to attract, acquire and engage a clearly defined and understood target audience—with the objective of driving profitable customer action."



Content Distributed Through Owned Media

Create Earned Media From Owned Media

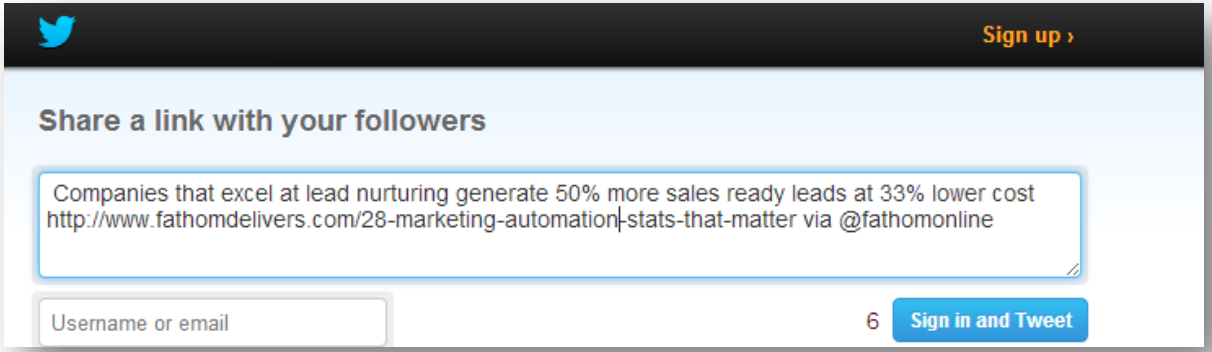
Cost Savings & Revenue Increases

The section may be the most vital when making a business case for marketing automation – the effect on your bottom line.

19. **Companies that excel at lead nurturing generate 50% more sales ready leads at 33% lower cost**. (Forrester Research) Tweet This Stat!
20. 47% of nurtured leads make larger purchases over non-nurtured leads. (The Annuitas Group) Tweet This Stat!
21. Companies that automate lead management see a 10% or greater increase in revenue in 6-9 months. (Gartner Research) Tweet This Stat!
22. In the highest performing organizations, 40% of the revenue is generated by marketing, versus 22% for average companies. (Marketo) Tweet This Stat!
23. Gartner estimates a 15% savings on creative production with marketing automation. Tweet This Stat!
24. Gartner estimates a 5% reduction in marketing waste through automating fulfillment. Tweet This Stat!
25. A case study of a freight transport facilitator showed a 50% cost reduction in customer acquisition. (MarketingSherpa) Tweet This Stat!

Owned Website

Earned Social Attribution



Create Earned Media From Owned Media

PRESS RELEASES

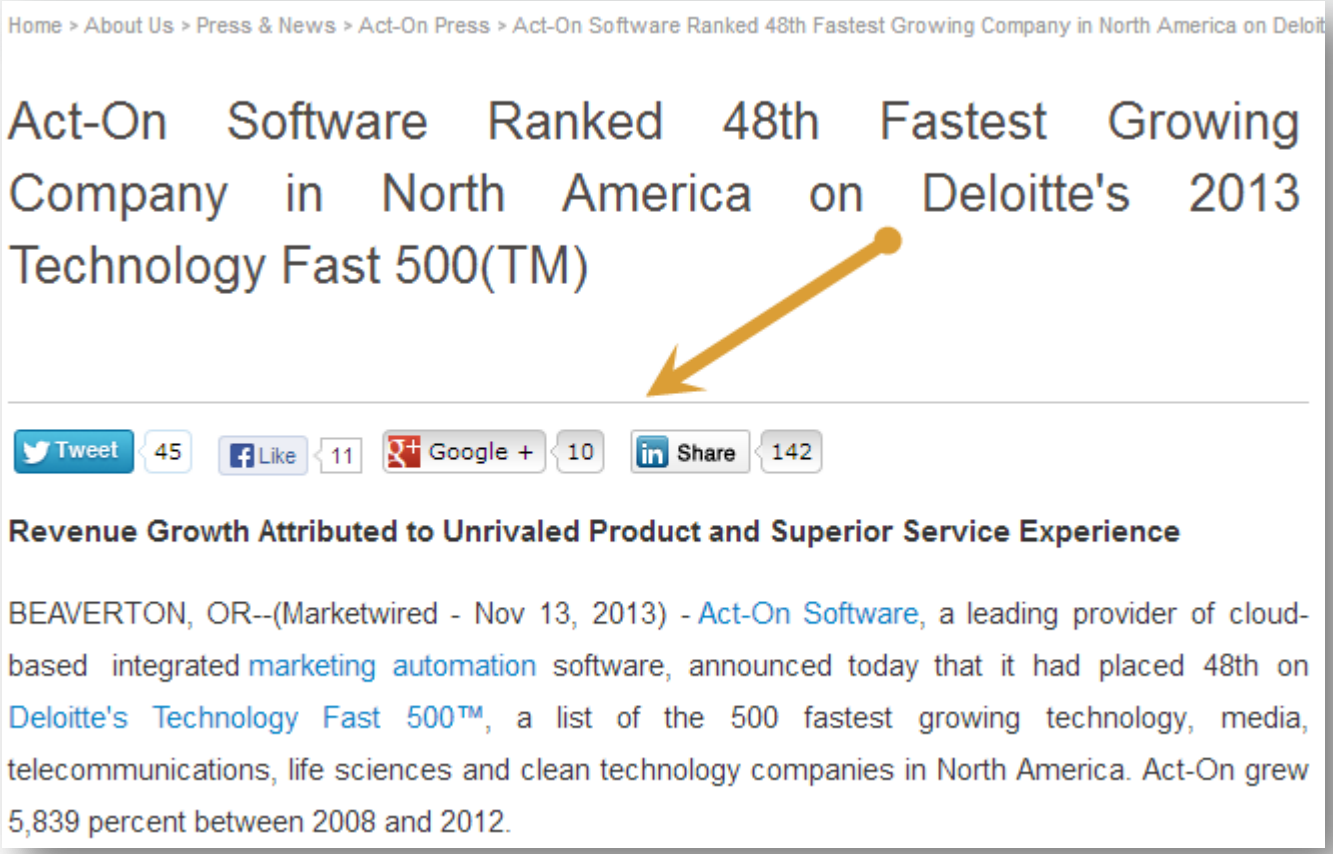
Include a Click-To-Tweet embedded in the press release to maximize sharing capabilities and to earn social share of voice

Simply click the "Click to Tweet" link to share these surprising stats with your Twitter followers.

Top Revenue Performers v. Bottom Revenue Performers

- Top performers invest more in marketing —7% of revenue, compared to <4% for bottom performers [Click to Tweet]
- Top performers are 10% more likely to be using email automation [Click to Tweet]
- Top performers are 60% more likely to be automating lead management [Click to Tweet]
- Top performers' top factors in lead scoring are time frame and opportunity size [Click to Tweet]

Create Earned Media From Owned Media



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Act-On Software Ranked 48th Fastest Growing Company in North America on Deloitte's 2013 Technology Fast 500(TM)

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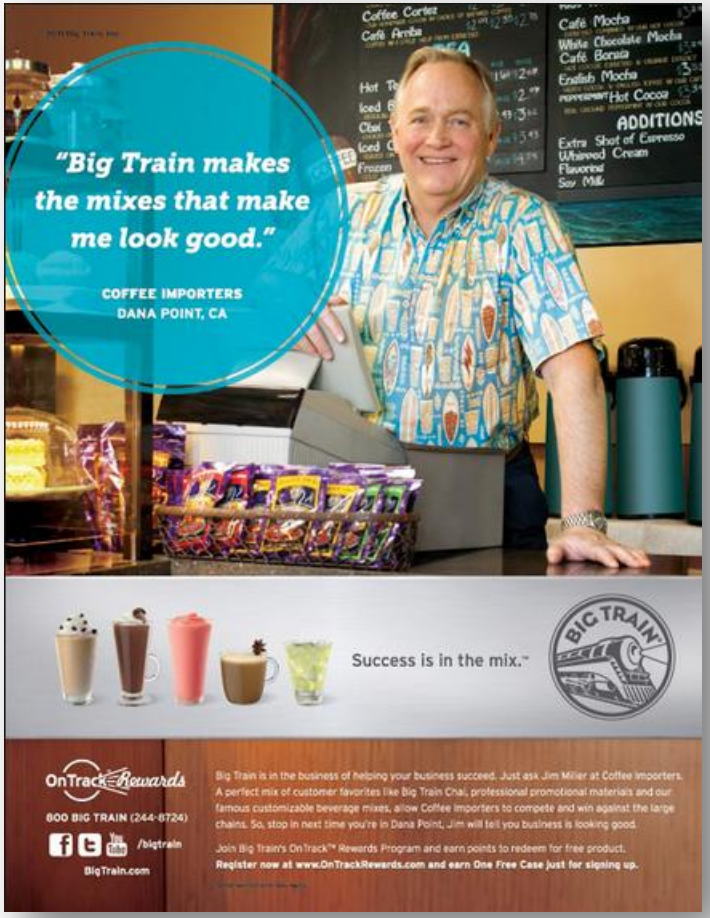
Revenue Growth Attributed to Unrivaled Product and Superior Service Experience

BEAVERTON, OR--(Marketwired - Nov 13, 2013) - Act-On Software, a leading provider of cloud-based integrated marketing automation software, announced today that it had placed 48th on Deloitte's Technology Fast 500™, a list of the 500 fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. Act-On grew 5,839 percent between 2008 and 2012.

Include social share icons for every press release posted to company website. Make content easily accessible to share across networks.

Testimonials & Case Studies: Virtuous Circles

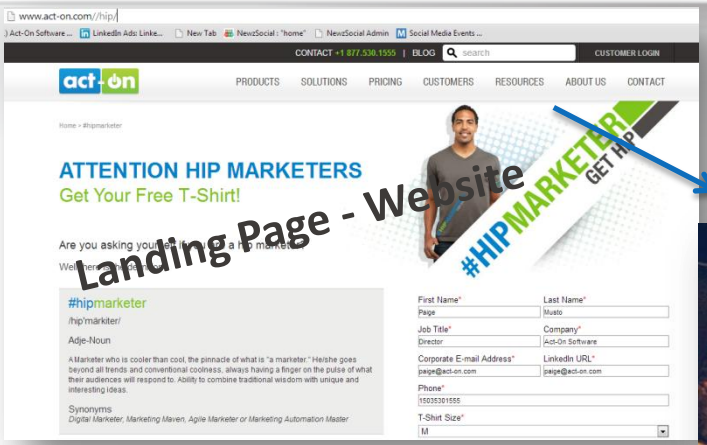
Your advocates may be willing to provide case studies and testimonials (earned media) that you can put on your website (owned media) and also use in advertising (paid media).



Earned/Paid/Owned Working Together

- Coke's **game app** gets Hong Kong teens to interact with its **TV commercial**
- Localized **website** iCoke.hk offers the app and shows how to play
- Teens download the app on their **smartphones**
- "Open" the bottle caps, then exchange them with friends through **Facebook Connect** to redeem prizes
- Grand prize: a Volkswagen

From Owned to Paid to Earned Media



A Straw Man

SmartLens.Com and the 3 Media Types

Details

- Small pharma
-Innovative new type of contact lens
- Target demo: Women 18-44.

- **Paid media** Buy advertising in trade magazines that reach optometrists who can prescribe, and fitness and lifestyle magazines to reach end users. *Create demand!*

- **Owned media**: Web pages/landing pages that educate about the new product and its benefits. Address common questions one-by-one in the blog. *Satisfy questions! Get people to take the next step*

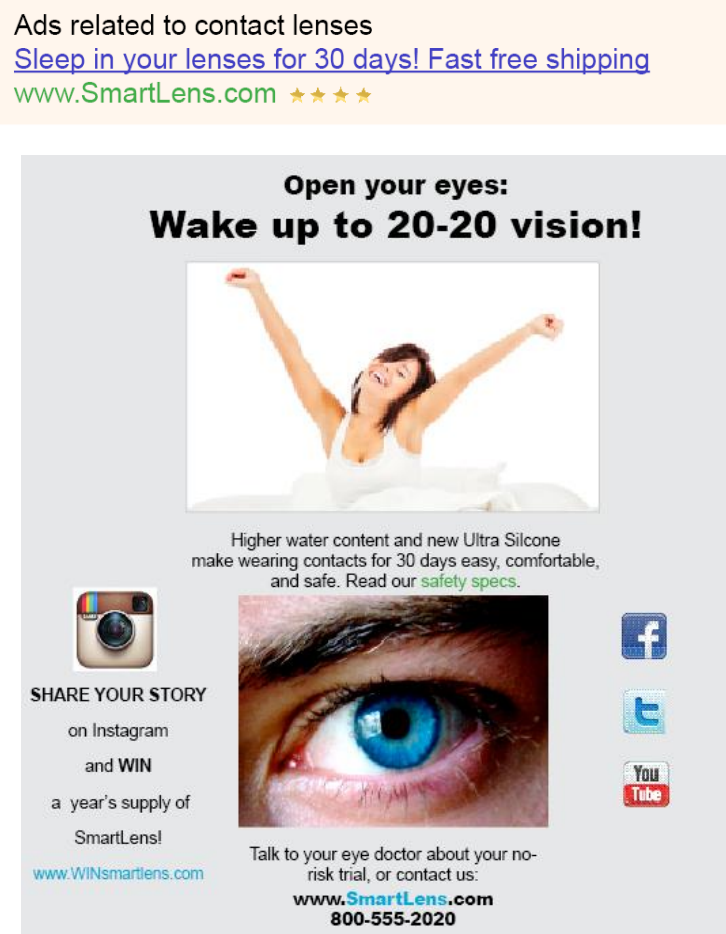
- **Earned media**: Put out a press release, get beauty/health reporters to cover, do segmented social campaigns to optometrists and to end users. *Create demand and buzz!*

Image by Niek Beck

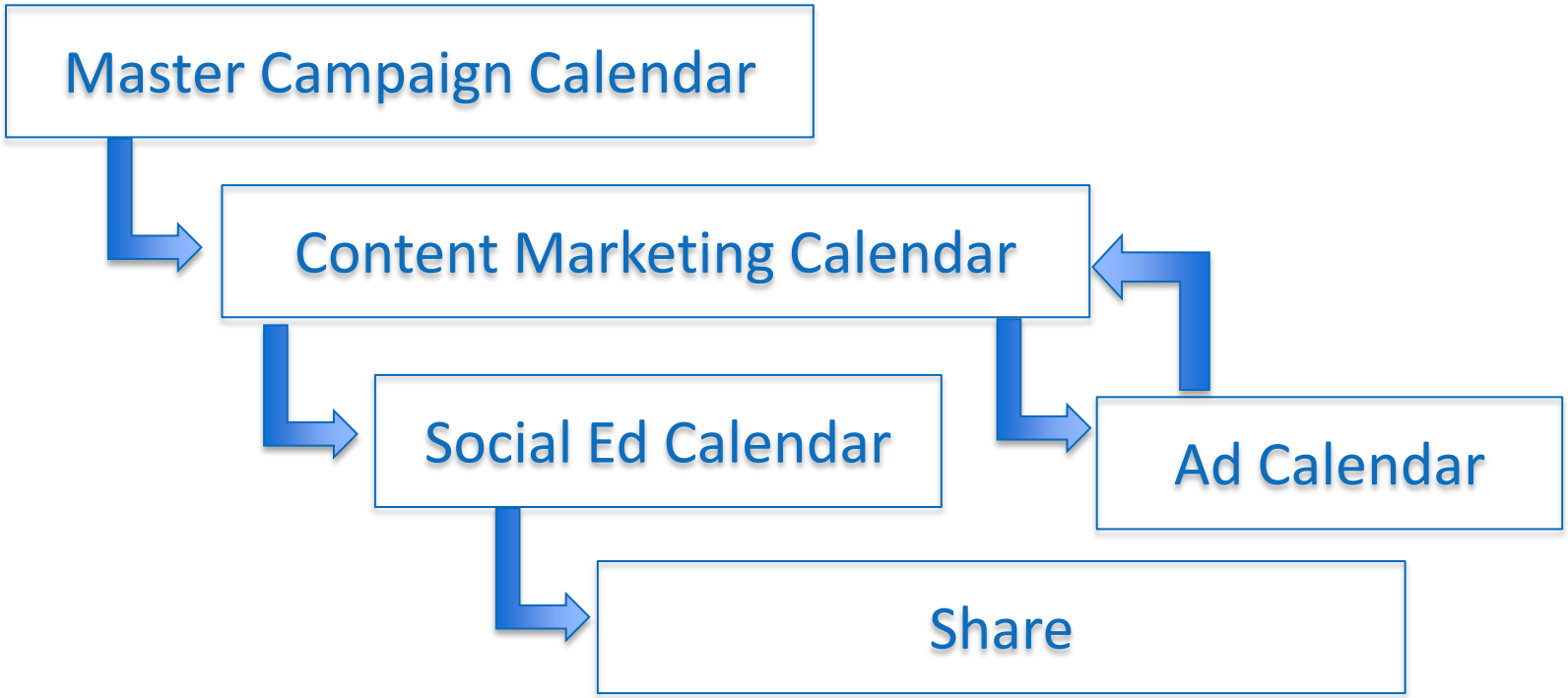
Interlock the Media

- **Paid media:** Wedding trade shows, events at malls, use social to drive traffic, contests
- **Owned media**: Tout your events, can you gamify something?
- **Earned media:** Social influencers, games

As your campaign progresses, cross-pollination will increase. People's engagement will tell you how to keep adjusting each channel.



Building a Calendar Workflow



KEY: Interrelated content that complements and supports your strategy

P+O+E

All three needed to reach all parts of the buyer's journey

Stage	Behavior	Channels/form factors
Discover • Interest • Education	Status quo loosens Commit to change	Paid is very important to early awareness Advertising, events, sponsorships, surveys
Consider • Criteria • Evaluate	Explore options	Owned increases in importance as people seek answers. Web copy, papers, email, case studies, papers, websites
Decide • Select	Justify Commit	Earned and owned. Social, forums, testimonials, reviews, vendor comparisons, implementation scenarios
Advocate • Satisfaction	Likes reinforcement of decision, validation of relationship	Earned. Social, forums, case studies, testimonials, email, advertising, events, customer service, training, loyalty programs, updates, surveys

Key Takeaways

- **Paid, owned, and earned** are important to a digital strategy. Evaluate and decide where to allocate your resources to make the most sense for your brand.
- **Owned media** sites are an extension of your brand and create additional avenues for people to interact with your brand.
- **Earned media** is the equivalent of online word of mouth and is the vehicle that drives traffic, engagement and sentiment around a brand.
- **Paid media** is a great way to promote content in order to generate more earned media and can also be used to drive traffic directly to your owned media properties.

Maximize strategy effectiveness by leveraging all three forms together

Q&A

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Ready to Learn More?

Interested in a demo

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