

Integrated Marketing for Organizations of All Sizes

Understanding the PESO Model

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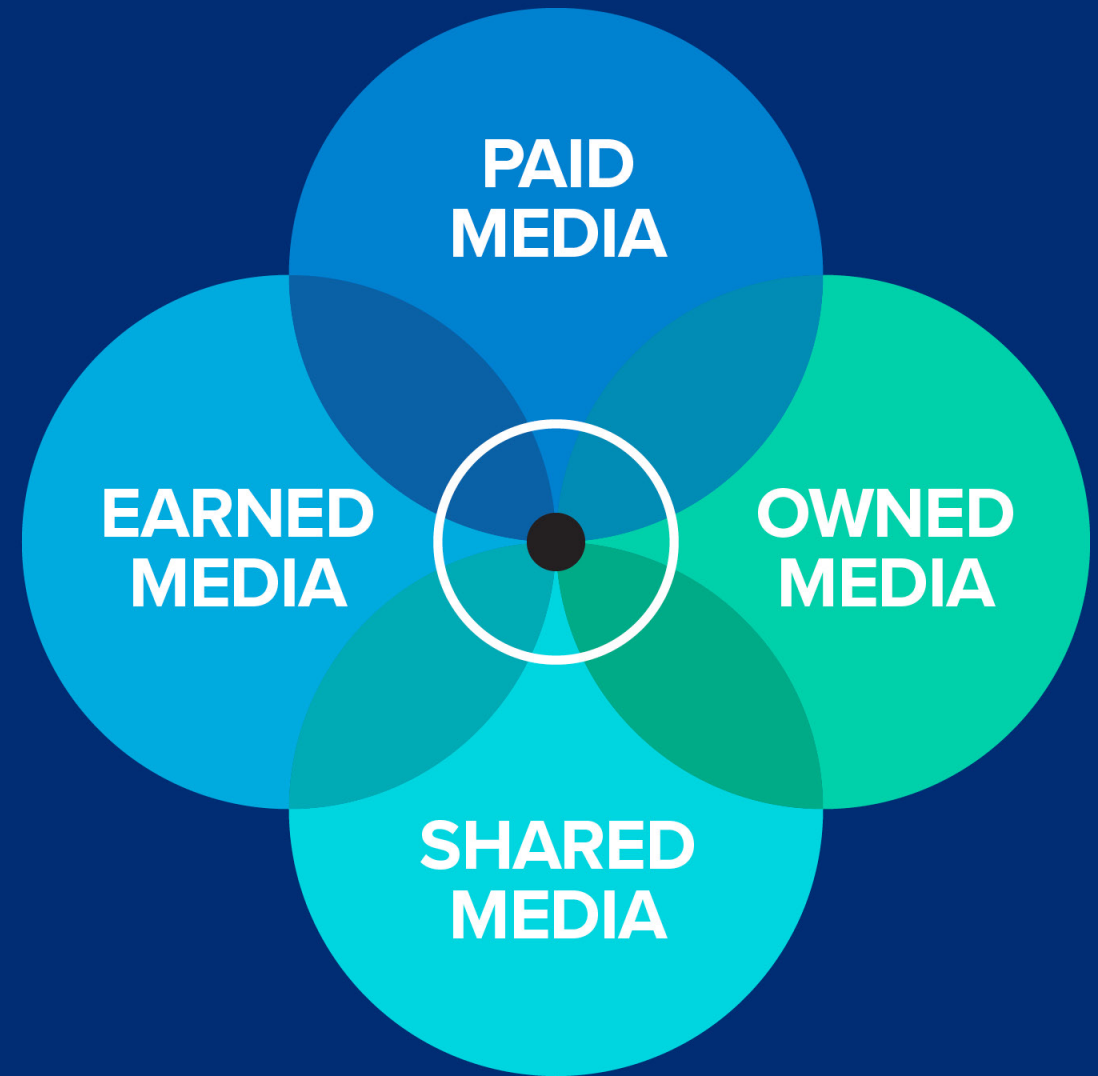


What is integrated marketing?

Integrated marketing is an approach that uses different forms of media, called channels, to tell a story or convey an idea.



That's
where
PESO
comes in.



P for PAID MEDIA



- Out-of-Home
- OTT/Streaming
- Paid Search
- Display Ads
- Native Advertising
- Paid Social Media
- Brand Sponsorships
- Events
- Print Ads
- Radio Ads
- Sponsored Stories

**And a little influencer marketing.*



E for EARNED MEDIA



- Media Relations
- Internal Communications
- Analyst Relations
- Public Affairs
- Executive Communications

**And a little influencer marketing.*



- **Build relationships with the media.** Get to know the reporters who cover your industry and pitch them story ideas relevant to their readers.
- **Create timely, newsworthy content.** Write blog posts or create infographics that address industry trends or hot topics.
- **Make it easy for journalists to find your expert sources.** Have a list of company spokespeople who can provide quotes or be interviewed on various topics.
- **Monitor the news.** Use Google Alerts or media monitoring software to track when your company or industry is mentioned in the news. You can then reach out to those journalists to offer your expert insights.
- **Pitch, pitch, pitch.** The more you pitch, the more likely you are to get coverage. But don't be a nuisance.



S for SHARED MEDIA

*Notice we're not
calling it SOCIAL
media here!*

P

E

S

O

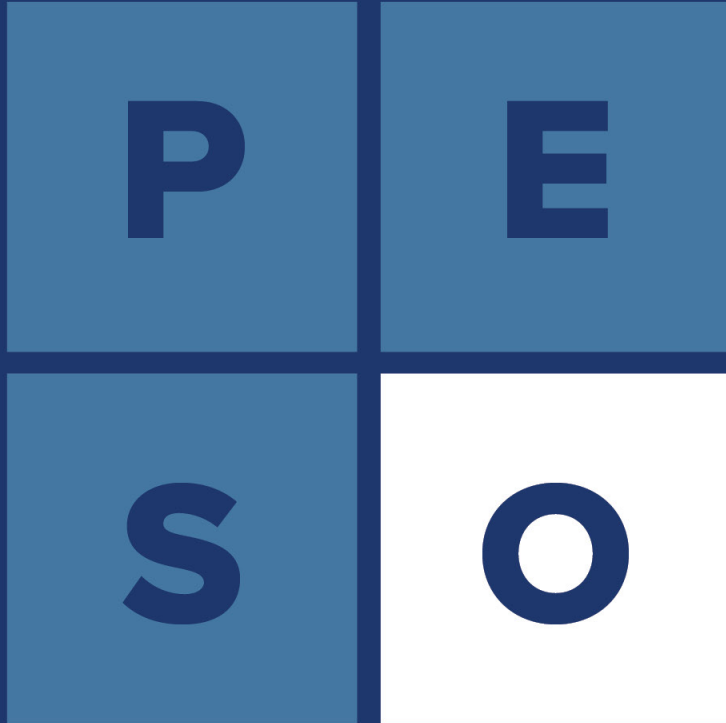
- Organic Social Media
- Online Forums (i.e. Reddit)
- Review Sites
- User Generated Content Apps
- Social Audio



- **Define your goals.** Without defined goals, you won't be able to measure success. For organic social, goals will most likely center around community engagement, awareness, and customer advocacy. Clicks, conversions, sales, and similar metrics align more with paid media.
- **Create a content strategy.** Even though the content won't be promoted or used for paid media, you still have to create a social narrative. A social narrative will help you develop content that aligns with your brand identity, resonates with your target audience, and drives business results.
- **Consistent creative.** All your social media channels should have a consistent look and feel, including your background images and profile photo. You should also create a visual style guide for the content you post. This will help ensure that all your content looks like it belongs to the same brand.
- **Make sure your content is shareable.** The whole point of shared media is for other people to share it. So when creating shareable content, make sure your content is shareable by using images, infographics, gifs, and videos. Also, create attention-grabbing social media posts and make people want to share them.
- **Be active on social media.** Just because you aren't promoting the content doesn't mean you post and forget about it. You must be active on social media, responding to comments, questions, and messages. This is how you create a community of brand advocates.



O for **OWNED MEDIA**



- Corporate Website
- Apps, Blogs & Communities
- Social Customer Support Forums
- Press Releases, Newsroom
- Onsite Digital Experiences
- Company & Customer Events
- Email Marketing
- Print Materials



Content DRIVES Owned Media and here are some examples.



Blogs: long-form content that lives on company web pages. Usually around 400-600 words.



Content hub: similar to a blog but contains more multimedia content, such as videos, infographics, and whitepapers. Great way to consolidate all your owned media in one place.



White paper: long-form, research-driven piece of content that explores a specific issue or topic in depth. Usually around 2,000-5,000 words and can be very technical.



Ebook: long-form digital book that contains chapters, sections, and images. Usually around 10,000-20,000 words, and brands use them to showcase their thought leadership on a specific topic.

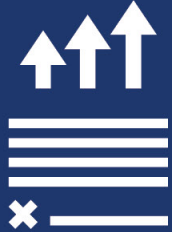


Webinar: live or recorded online seminar that educates viewers on a specific topic. Usually last around 60 minutes.



Images: break up text on web pages and blog posts, making the content more visually appealing. They are also used for social media posts and paid media ads.

Content DRIVES Owned Media and here are some examples.



Infographics: type of image that contains information or data visualizations. They are often used to communicate complex ideas in a more easily digestible format.



Infograms: sharable infographics but visualize one data point.



Videos: short-form, long-form, and posted to just about any social media site like LinkedIn, TikTok, YouTube, Instagram Stories, or Twitter.



Animated videos: type of video that uses moving images, vector graphics, and text to tell a story or communicate an idea.



Podcasts: audio files that can be downloaded and listened to on a computer or mobile device.

Tools We Use **EVERY** Day

**WordPress
and Wix**

MailChimp

Canva

**Sprout
Social**

U Printing

**Google
Analytics**

TeamGantt
– or other project
management
software!

HubSpot
– downloadable
tools, like marketing
plan templates



DISCUSSION



How do I know
where to **spend**
my resources?



Q & A





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