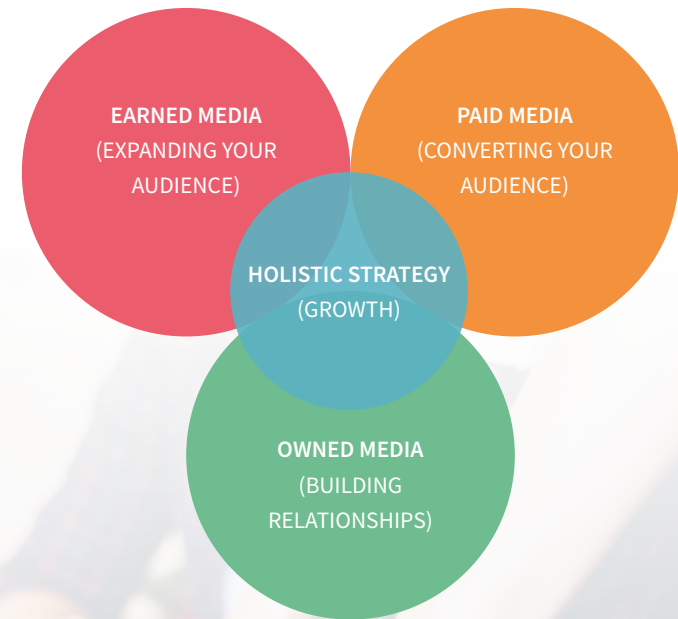


WHAT IS EARNED MEDIA MARKETING?

Part of the 'trifecta of digital marketing' ([earned, owned, paid](#)), earned media marketing is directed toward earning publicity, exposure, increased reach (and a dozen other related metrics), through engaging an audience on platforms your brand does not own.

This can take the form of media relations (traditional PR), blogger outreach, [influencer marketing](#), charity tie-ins, social media activity and more.

The aim of earned media marketing, therefore, can be easily summarised as marketing through unpaid third parties amplified via their own platforms – a kind of promotion which cannot be bought but must (as the name implies) be earned.



EARNED MEDIA TIPS

Earned media has much in common with digital practices the names of which you'll be more familiar with – namely '[outreach](#)' and '[content marketing](#)'. Think of earned media as an umbrella term which allows several disciplines to be unified as part of a top level strategy.

Earned media can be seen as the best method of building your consumer base. With strategic content dissemination and outreach, PR, influencer marketing and the like, you can look to extend your reach beyond that which you've already built. It also has the benefit of building on work done in each of the two other often referred to media types (owned and paid), helping you to fill the top of your sales funnel.

Earned media is about learning to play CUPID:

- **Content** – your content should be unique, relevant, substantial and engaging (what we refer to as SURE content). In order to earn engagement and encourage interaction from relevant audiences, you will need to offer content which ticks all of their boxes. For more information on creating content, take a look at the [Creativity eBook](#) from our [SEO Uncovered series](#).
- **User experience (UX)** – you should aim to create the easiest access and the best usability with your content, make it easy to find, easy to download and easy to share. If you want your consumers to do something for you, make it easy for them to do it.
- **Persistence** – you cannot build an earned media presence overnight (without some kind of scandal or runaway campaign), so persistence is the key. While early efforts may seem to deliver disappointing returns, each piece of content, PR or any other sharable story builds upon the last to improve performance and reach.
- **Interaction** – earned media requires a degree of interaction, whether on or off line. By communicating with your target audience, sharing appropriate content from others, you can build trust within existing communities who will then be more likely to share your content when the chance is presented.
- **Delivery** – if you promise something, make sure you follow through. This is true whether it's with assets for influencers to share, or simply finishing a series of blogs that people find useful. If you have set out to earn the trust and shares of your audience in order to reach beyond your current confines, it is vital that you deliver what you promise in the process.

HOW EARNED MEDIA CAN INTERSECT WITH PAID AND OWNED

Earned media, as with all aspects of marketing, is best used as part of an holistic marketing strategy with each feeding into one another. The following should give you an idea as to how owned and paid media specifically interact with earned media as part of such a rounded approach.

OWNED AND EARNED MEDIA

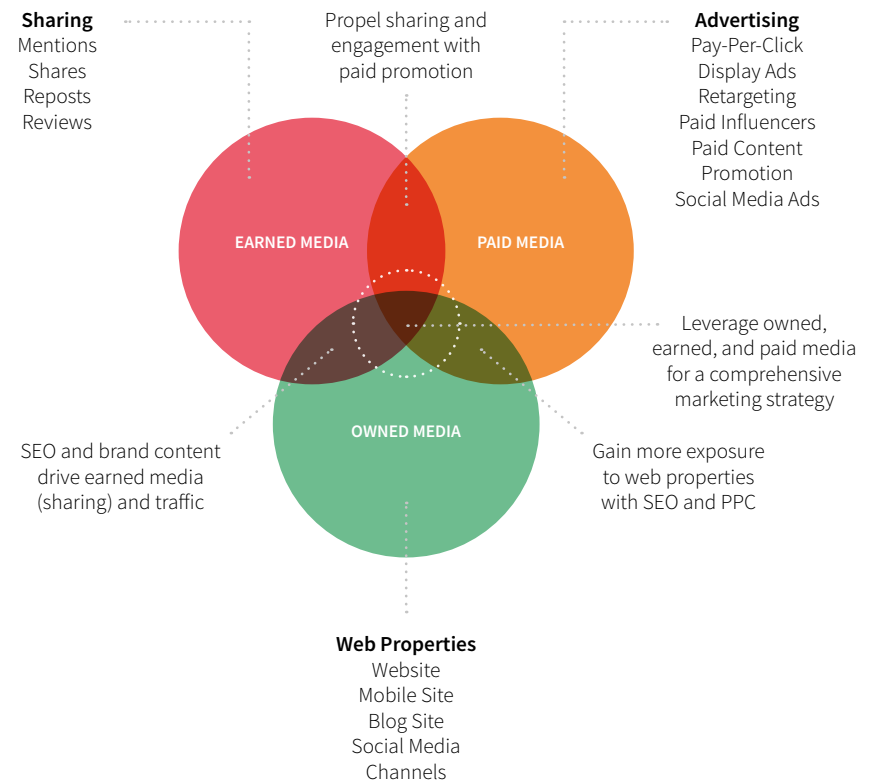
Owned media – including your website, your social media profiles and any sites on which you syndicate your blog – have an obvious tie in with the earned media portion of your marketing strategy; this is that they serve as a host and sharing platforms from which you can look to disseminate the content you want to earn links, shares etcetera with.


However, there is also room for search engine optimisation (SEO) to enable your earned media to reach larger audiences. By targeting the right mix of brand and industry key terms, by using the right markup and ensuring that best practices are followed [technically](#), you can make the content easier to discover on search engine results pages (SERPs) and therefore allow your audience to grow organically through Google and other search engines.

PAID AND EARNED MEDIA

Click Consult predicted the paid amplification of content as one of our [trends to watch for 2017](#) – and while it hasn't reached its peak, it is definitely on the rise. While paid promotion (through various 'suggested content' platforms) has been relatively common for sites such as BuzzFeed and other article based sites, the rise of branded content promotion is still in its infancy, but well worth considering.

Whether it's in SERPs, through remarketing or via display, the use of paid search to enable keystone content to reach much broader content is one you should really consider as the internet overflows with content which is seldom seen let alone shared.





As with everything in modern marketing, earned media marketing can only reach its full potential when used as part of a holistic approach. The average user journey is increasing in length, in touch points and requires a much more involved relationship so it is vital that brands are dealing with each different aspect in order to make the most of their marketing activity – paid, earned, owned or otherwise.

ABOUT US

Located in North West England, Click Consult is a multi award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Best Digital Agency in 2017, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

Follow us on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#), or to find out what Click Consult can do for you, call:

0845 205 0292

ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks

Click Consult produces in depth eBooks on aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

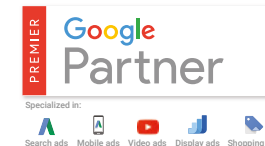
Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

OUR ACCREDITATIONS



Accredited Professional



OUR AWARDS



OUR TECHNOLOGIES

