

The POEM Marketing Strategy

Understanding Paid, Owned and Earned Media

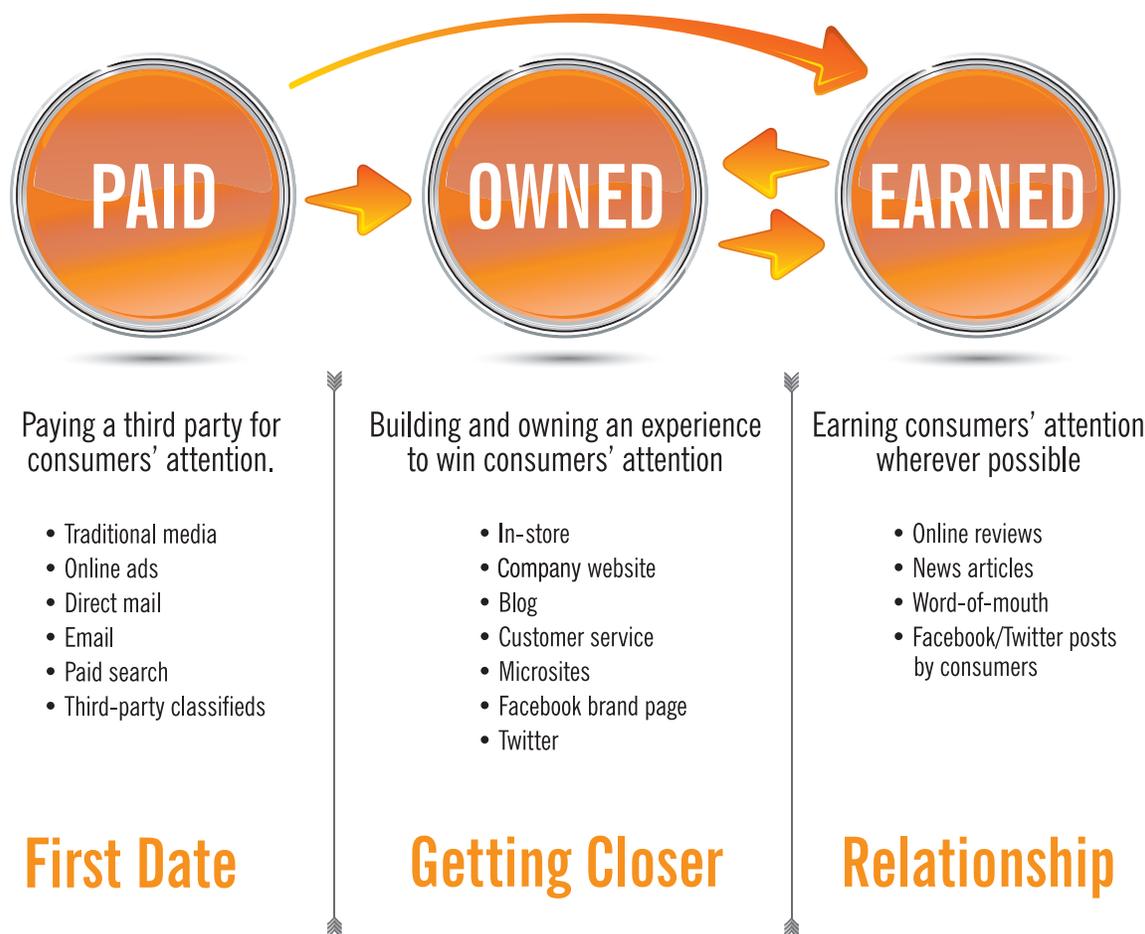
No, it's not Longfellow's "By the shores of Gitchi Gumee ...," but as a marketer, if you haven't heard the term "POEM" yet, you will. Today's POEM is an acronym that describes an integrated, coordinated strategy composed of "paid," "earned" and "owned" media. Long used in PR circles, POEM (alternatively known as PEO) is a reaction and solution to how marketers (or brands) are trying to grab the attention of consumers in the wildly fragmented online space made ever more complicated by social media.

Done correctly, all three disciplines (paid, earned and owned media) should produce a unified media experience that drives awareness, consideration and purchase.

A study on POEM by Yahoo! and advertising agency giant BBDO describes it as the "development of a human relationship – as brands and consumers move from a first date, to getting closer and finally, to a long-term relationship."

The Meaning of POEM

Paid media – Often thought of as traditional advertising such as display ads, PR, paid search, sponsorship, blogs, video ads, direct mail and email. It's the primary source for brand information and creating awareness. In the Yahoo/BBDO study, 73% of consumers found information about a brand via paid media. (e.g., an ad on AutoTrader.com). Paid media is fast, controllable, predictable and easily measurable.



Owned media – Owned media are channels such as company websites/blogs, speeches, photos, video, in-store, customer service, microsites, Facebook brand page, Twitter, brochures and collateral. According to the study, 97% of consumers said they want to know price, product attributes and proof points. More than half wanted to know about a brand's history and its "quirky details," and a little more than 40% said it was important that brands talk about why consumers should care about them — this is where your website and Facebook brand page play important roles.

Owned media gives you the ability to provide real value to your target audience while controlling the messaging.

Earned media – Earning consumers' and the news media's attention wherever possible, such as online reviews, news articles on your brand, word-of-mouth reviews, ads shared by friends and Facebook/Twitter posts by consumers (e.g., a favorable review of your dealership on a peer-to-peer site or a mention in *Automotive News*).

Earned media tends to be viewed as more credible, and is a direct result of consumers and the news media advocating for a brand because they were exposed to *paid* and *owned* media. The Yahoo/BBDO study indicated that reciprocity, advocacy and transparency are key, with about 80% of respondents saying brands should be more genuine, and an equal number believing brands and people should be "down-to-earth and self-aware." They also want brands to be more responsive (77%) and "more empathetic" (59%).

A successful POEM strategy can only work if advertising, marketing and PR are in alignment and working together, and are powered by valuable, high-quality content. Although this goal sounds rather lofty, it's a process that gives even the smallest brands a large voice.