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Integrated PESO Model: How to Create a Coordinated Marketing Strategy

The PESO Model takes the four media types—paid, earned, shared, and owned—and merges them together. To create a harmonious marketing strategy that follows this model, you first create content, use shared media to distribute it, paid media to amplify it and earned media to validate it.

There are four aspects of the Integrated PESO Model:

PAID MEDIA: Media that you pay for

- Social media advertising + boosted content
- Paid advertising (traditional and nontraditional)
- Sponsored content

EARNED MEDIA: Mentions / media coverage that is not paid for

- Media relations
- Industry bloggers
- Influencers
- News coverage
- Word of mouth

SHARED MEDIA: Community

- Organic social media (not paid)
- Community building + engagement
- Mutually-beneficial partnerships
- Brand ambassadors
- Reviews
- User-generated content

OWNED MEDIA: The content that we own and control

- Website content
- Blog content
- Publications



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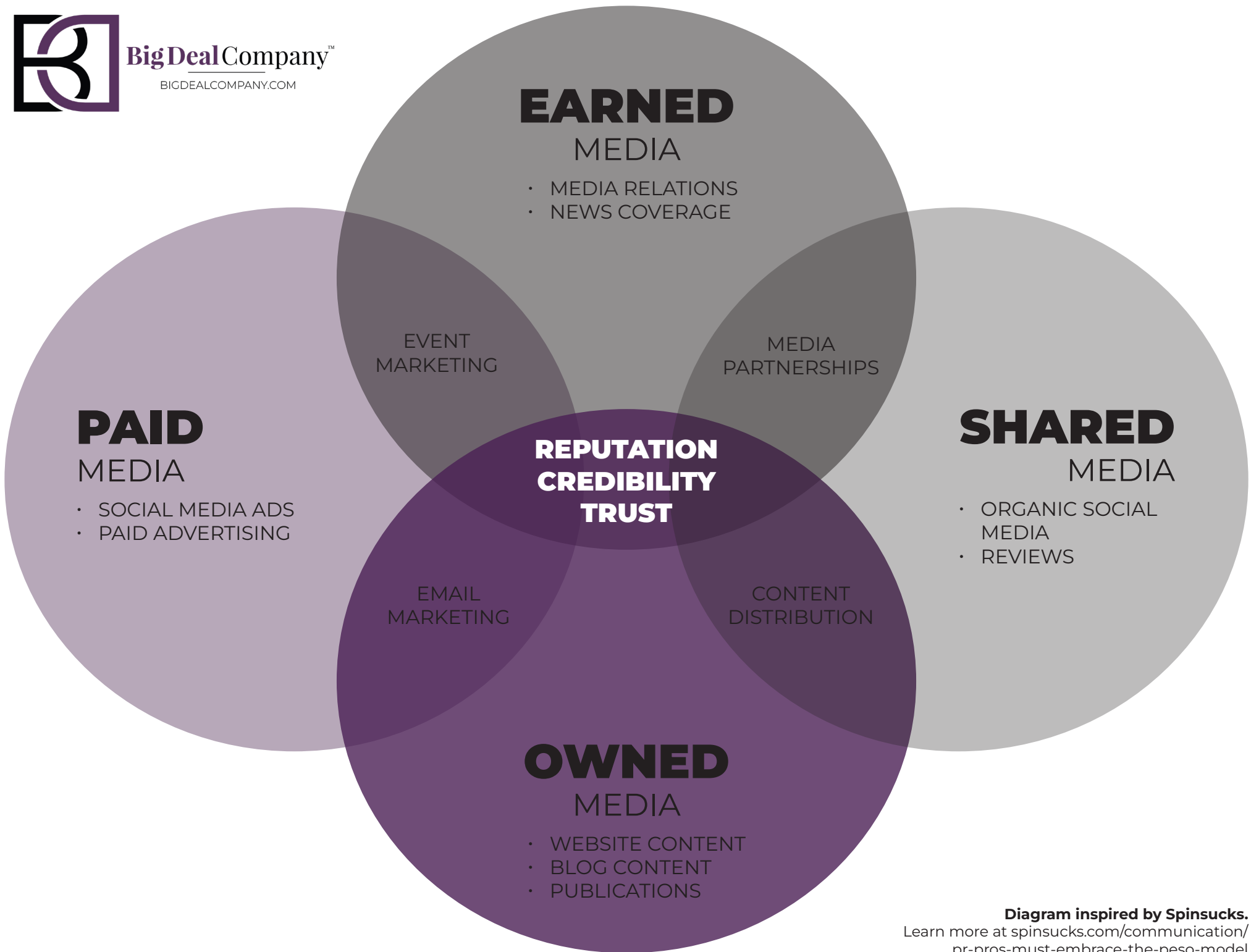


Diagram inspired by Spinsucks.
Learn more at spinsucks.com/communication/pr-pros-must-embrace-the-peso-model

To create an integrated marketing strategy that uses the PESO model, begin with the content that you own – your website, blog, publications, etc. Create outstanding content that is valuable, timely and relevant. Then use it to develop the three other areas.

Follow owned media by focusing on paid media. For just a small investment, you can boost your social media content. With the right content, you'll start to create a buzz that will activate shared and earned media.

You can also increase these areas by developing and fostering relationships and creating community engagement. Respond to those who give you reviews. Get to know the thought leaders in your sector or the journalists that cover your beat. Identify other major organizations in your community and work on projects together. Engage with local causes and important stakeholders.

As you work all four aspects of the PESO model, look for key measurables to monitor your success. Track the behavior of your website visitors, your social media engagement, etc.

Want help understanding how you can use the Integrated PESO Model to develop your coordinated marketing strategy? We can help. You're a big deal, and so are we. Let's put our heads together and develop a plan that will move your business forward.



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