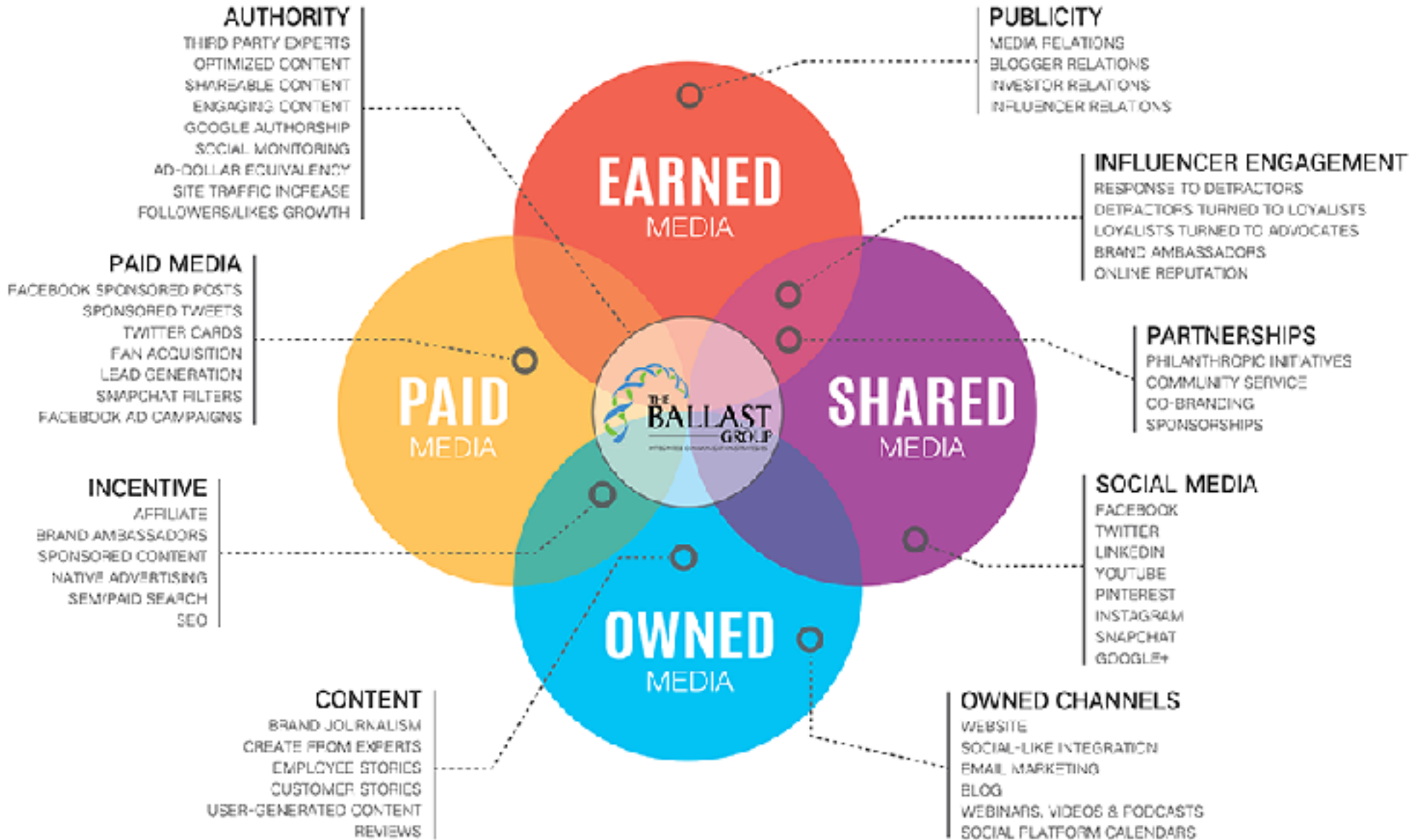


PESO

MODEL

PAID, EARNED, OWNED, SHARED

PESO Model



PAID

Online advertising, search engine marketing

Underwriting and sponsorship

Radio PSAs

Professional videos or video ads

Social media advertising

Swag, merchandise

Sponsored content



EARNED

Event listings

Influencers – blog coverage

Articles and stories in web, print, radio and TV

Interviews with stakeholders

Event coverage

Social media engagement (likes, shares, comments)

Reviews by stakeholders, donors, supporters

Testimonials



SHARED

Social media channels

Blog

Curated content - blogs, social, article contribution

Op-Eds

Community engagement



OWNED

Websites, campaign landing pages

Social media engagement strategy

Blog posts

Printed materials

Direct marketing (postcards, e-newsletter)

Public speaking

Online newsroom, press release, features

