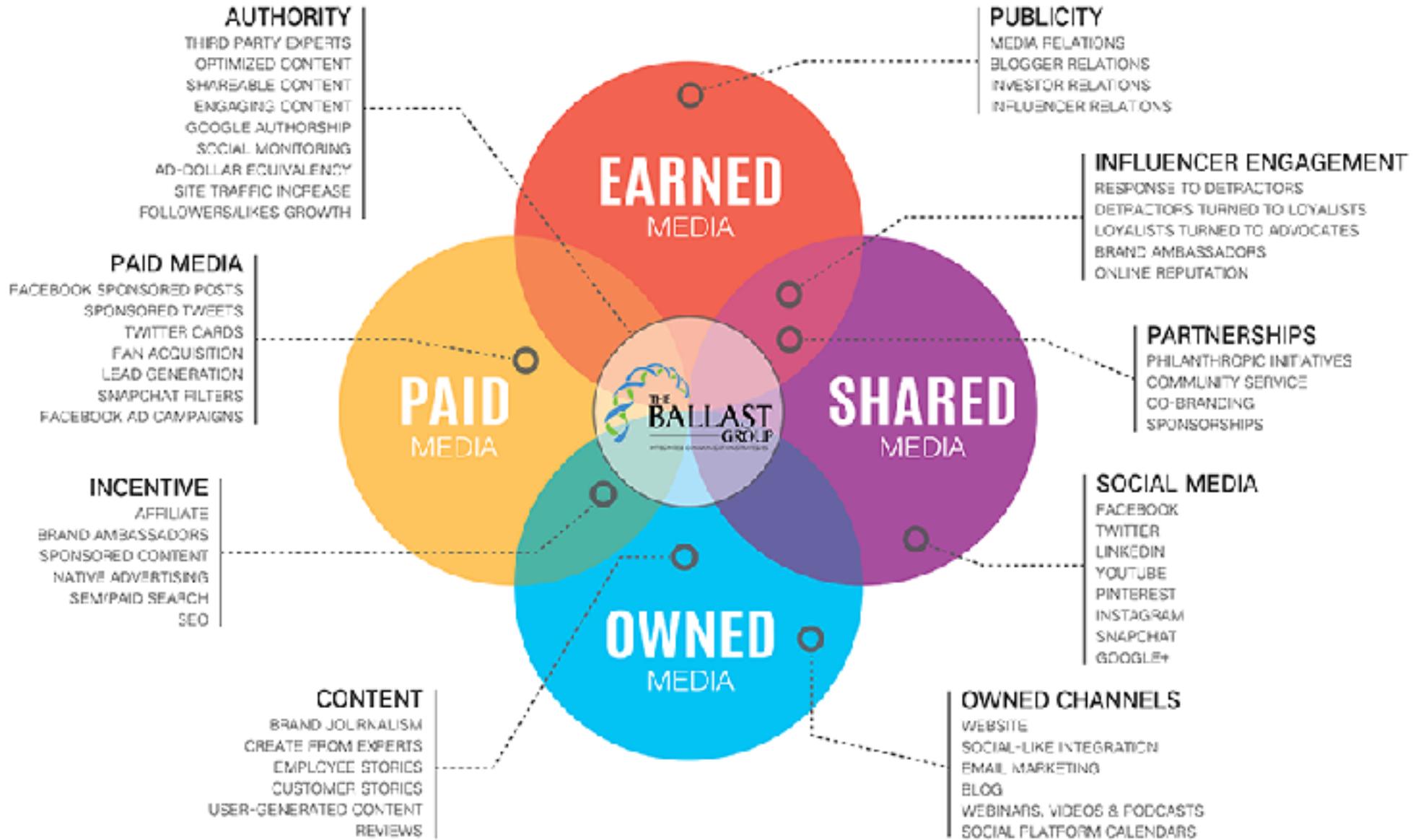


# PESO MODEL PAID, EARNED, OWNED, SHARED

# 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



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