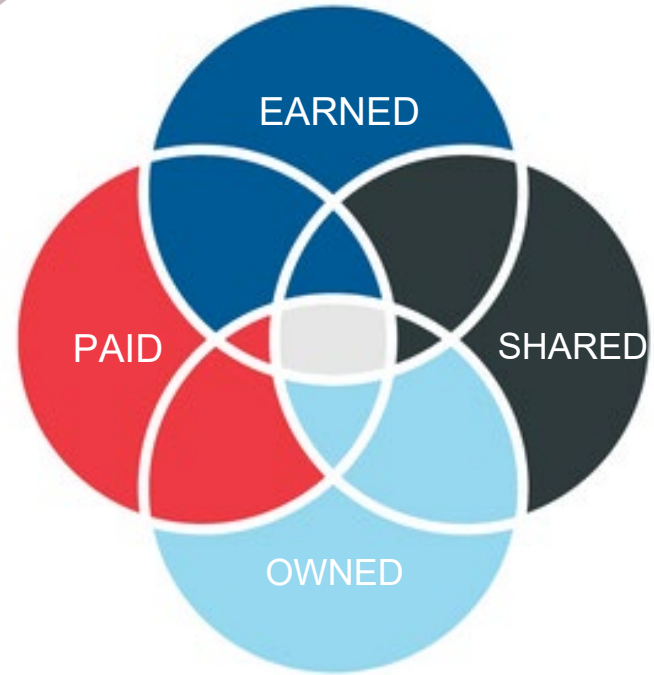


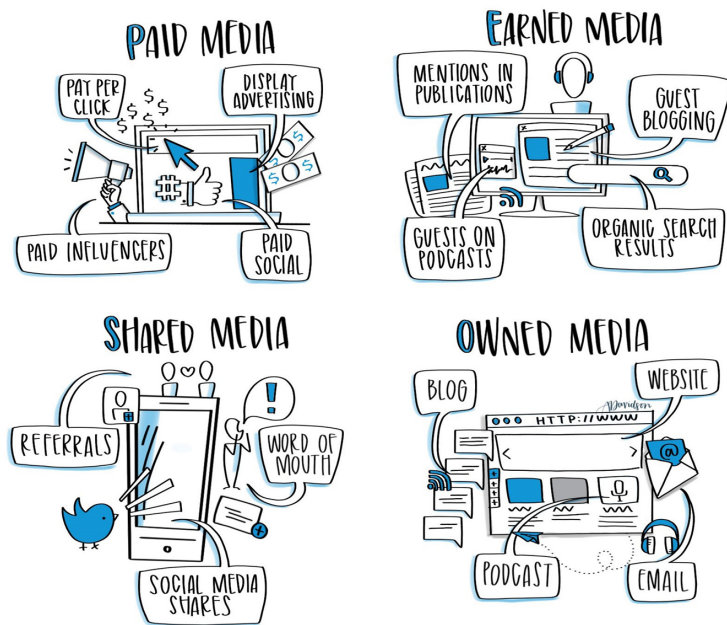


HOW TO USE THE PESO MODEL





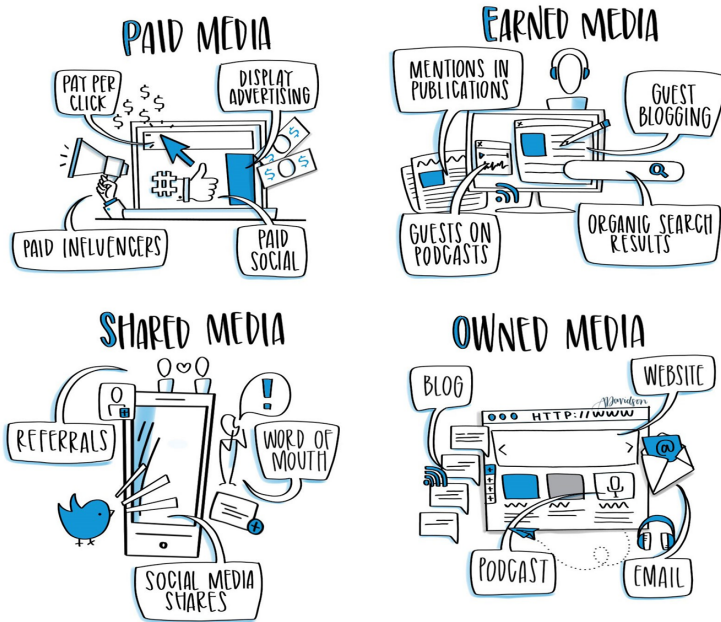
PESO MODEL



THE PESO MODEL

- This model takes four media types and merges them together for an integrated and measurable communications program:
 - Paid Media
 - Earned Media
 - Shared Media
 - Owned Media

PESO MODEL



GOAL

- Communication!
- To build your organization's reputation through:
 - Credibility
 - Trust
 - Thought leadership
 - Authority

OWNED MEDIA



Overview

- Owned media is content developed by your organization:
 - Examples: Your website, blog, infographic, fact sheet, etc.
- Owned media comes first:
 - Without content, you don't have anything to share on social media.

OWNED
MEDIA



Overview

- Owned media/ content should be:
 - Interesting
 - Valuable
 - Educational
 - Informational
- Most importantly, stand out!

“Exceptional work happens when you find and follow what makes you an exception.”

OWNED
MEDIA



What is Content Shock?

- The oversupply of content makes getting your organization's content seen more difficult.
- Owned content must fight content shock!
 - How?

OWNED
MEDIA

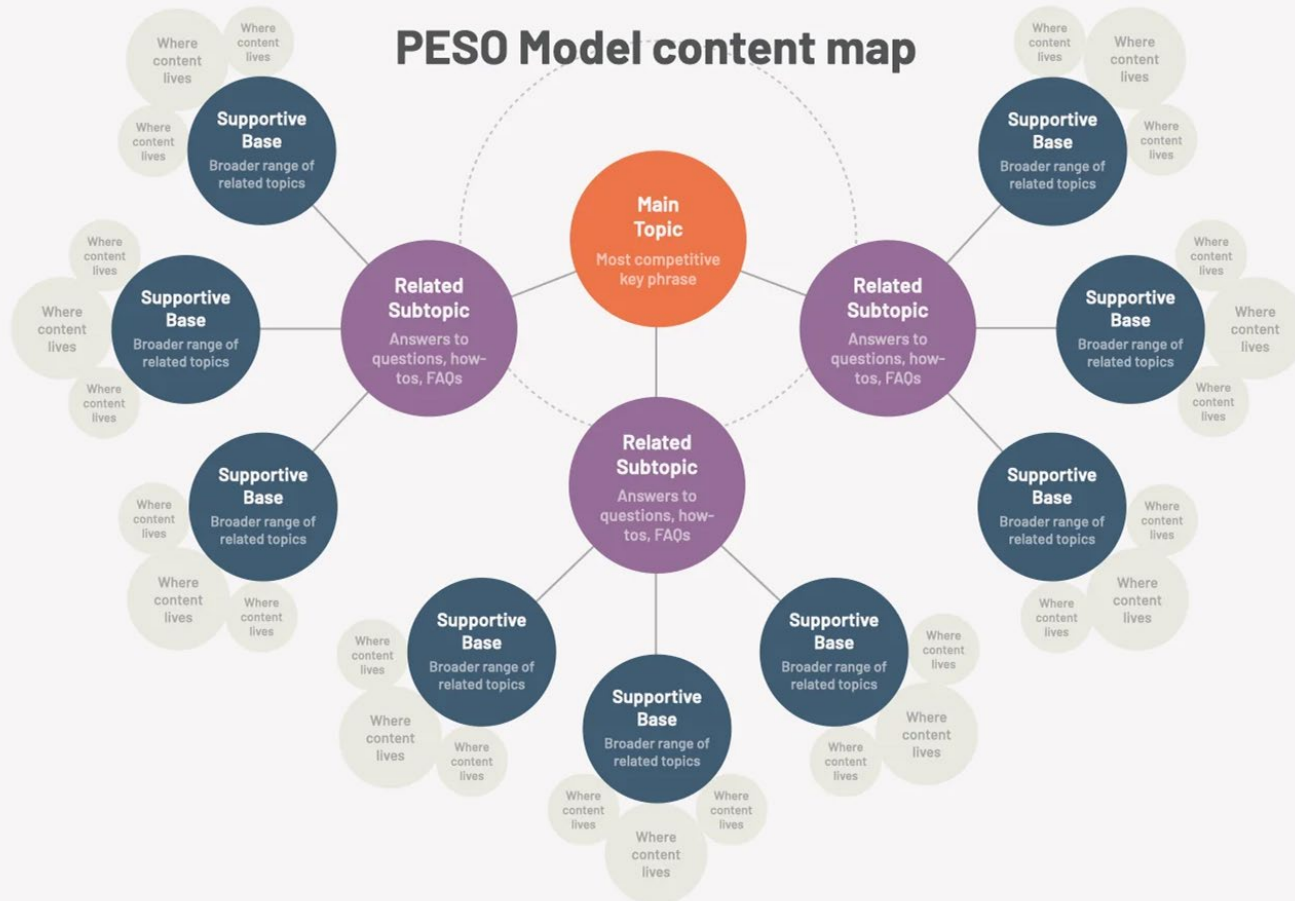


Create a Content Map

- A content map will help to narrow down the main topic you will be focusing on and allows you to find the right content for your organization.
- It ensures your messages will resonate with your target audience(s)

OWNED
MEDIA

PESO Model content map





Step 1: What does your audience need?

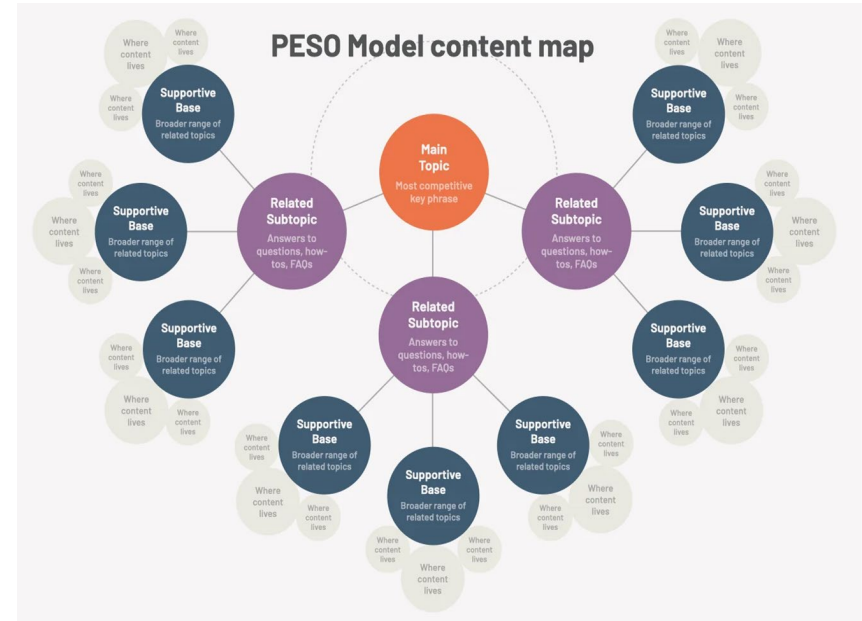
- Identify what questions your target audience has, so your content can answer their questions.
 - See what people are googling!
- Use these resources:
 - <https://trends.google.com/trends/?geo=US>
 - <https://answerthepublic.com/>

OWNED
MEDIA



Step 2: Priority Keywords

- Find or write your organization's priority keywords.
- Your main topic should be a more focused version of your priority keyword.
 - The more specific it is, the less you'll compete with organizations that have the same priority keywords.





Example Keyword:

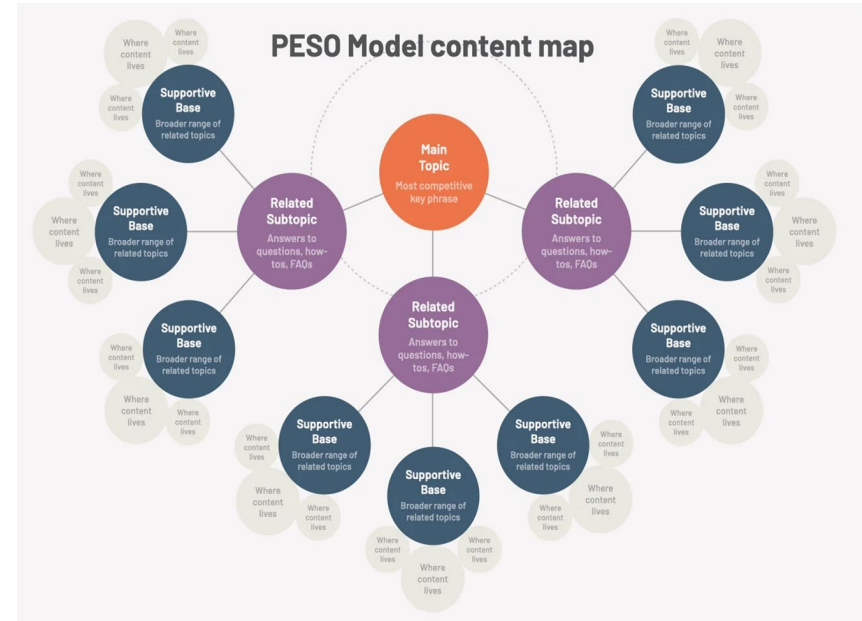
- Tobacco Control

Example Main Topic:

- Tobacco Control Policies in California

Step 3: Subtopics

- Pick your subtopics.
 - These can be answers to questions, how-to's, or tips related to the main topic.





Example Main Topic:

- Tobacco Control Policies in California

Example Subtopics:

- What types of tobacco control policies exist in California?
- How have counties in CA used tobacco control policies to improve community health?
- What are the key policies relevant in your county?

Step 4: Supporting Content

- Pick your supporting content
 - This is where you go in depth with your subtopics and present them in different formats.





Example Subtopic #1:

- What types of tobacco control policies exist in California?

Example Supporting Content #1:

- List of current tobacco control policies in CA



Example Subtopic #2:

- How have counties in CA used tobacco control policies to improve community health?

Example Supporting Content #2:

- Rank of California counties with the strongest tobacco control policies.



	Pros	Cons
Owned	<ul style="list-style-type: none">• Low Risk: you can't be shut down when policies change or the platform dies• Long-Term Asset: evergreen content will draw audiences as long as it's relevant, your audience will serve you as long as you nurture it	<ul style="list-style-type: none">• Slow: it takes time to build an audience• Not Independent: requires combination with paid, earned, or shared to build an audience

EARNED MEDIA



Overview

- Earned Media is most often thought of as being covered by a news outlet.
 - Examples
 - Being quoted in or mentioned by a news publication
 - Appearing on a TV news segment
 - Appearing on a podcast
- Earned Media is anytime another organization publishes content that mentions or quotes your organization.
 - Example: [Organizations of Excellence](#)

EARNED MEDIA



Benefits of Earned Media

- Building Credibility
- Search Engine Optimization (SEO)
 - High-quality links back to your site that Google values
 - New websites rank highly on Google
- Press Releases
 - You control your message
 - Reporters can grab your quotes quickly for use in their articles



Craft Your Media List

- Go to Google and search for your organization's priority keywords.
- Which media outlets and blogs show up on the first page? What about the second page?
- The top media outlets and blogs that appear will make up your initial outreach list.
 - Which reporters from those outlets cover your issue on a regular basis?
These are the people on your priority outreach list.
 - Being timely with your pitch is essential
- **When media or partners quote or mention you, that is your “earned media” content.**



Using Propel Public Relations Management

- Propel PRM has a free account option to monitor mentions of your organization and search their database of reporters covering your topic.
 - www.propelmypr.com/pricing
- Whether you use their email feature to contact reporters or not, it's a great option to find reporters beyond the major outlets who are often inundated with pitches!



- Important tips:

- To get reporters to cover your topic, you can email them directly with a media pitch (if timely) or expert comment (if there's breaking news).
- **Make sure your pitched content is valuable, interesting, timely, and relevant to that news outlet's readers** (ex: AARP Magazine and Teen Vogue have very different readers).
- Only call your pitch “exclusive” if you are truly offering it to ONE reporter to release exclusively.
- Embargo - term to use if you want a reporter to see something in advance but not publish until a certain day and time

EARNED MEDIA



Amplify Earned Media

- Tips:
 - When you get media coverage, post about it across social media. Tag the journalist and outlet.
 - Reporters are evaluated based on clicks on their article.
 - Share their article as broadly as possible to drive traffic to their article.



Earned

Pros

- **Authoritative:** you are vouched for by a third-party authority
- **Cost-Effective Reach:** leverage the size and trust of an established audience
- **Long-Term Benefit:** past press mentions or placements can be referenced to create long-term SEO benefits

Cons

- **Unreliable:** you can never guarantee a press mention or placement
- **Hard to Scale:** does not scale well to global efforts or high volumes of messages
- **Expensive:** an effective PR program takes time and/or money to build

SHARED MEDIA



SHARED MEDIA

Overview

- Shared Media is social media.
 - Organizations have begun to use this as their main source of external communication.
 - It's more than marketing or customer service
- The goal is to find where your audience lives and engage with them naturally by speaking colloquially.



SHARED MEDIA

- It's important to know which social media platforms your target audiences use.
- Here are a few ways to find out:
 - Search
 - Analyze
 - Survey



Search

- Similarly to Owned Media, this includes:
 - Taking your top keywords and searching for them on Google.
 - Where do the conversations around those topics occur?
 - Look for specific shared media responses that turn up
 - Community sites, news articles, podcasts, blogs, etc.



Analyze

- If you have a Google Analytics account, visit analytics.google.com and login.
 - Here you can look at your referral report.
 - Click “Review Audience data” and learn more about who is visiting your website.
 - Click “Behavior Data” to see how long they stay and which webpages people visit the most.
 - Compare your top visited pages to see if they align with what you intend to have as your top resources.
- To learn more about Google analytics, visit [this page](#).



U.S. State Traffic

Region	Sessions	Goal Completions
California	2,209	12
Washington	136	1
District of Columbia	40	4
(not set)	36	0
Texas	31	0
Iowa	30	0
New York	23	1
Virginia	23	0

Sessions (by date range top right)

3,013

% of Total: 13.81% (21,812)



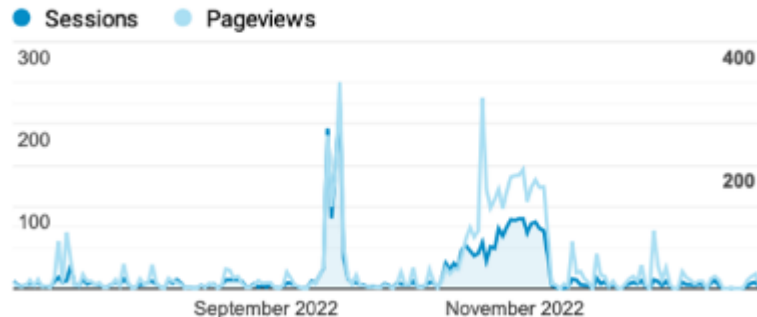
Pageviews (by date range top right)

6,289

% of Total: 18.51% (33,970)



All Sessions and Pageviews





Survey

- Conduct an audience survey.
 - Ask them to share where they get their information online and which social channels they use and trust.



SHARED MEDIA

- Shared media is not a one size fits all!
 - Once you know where YOUR audience is online, you can start to engage with them and build relationships.
- Shared media is a critical component to your communication plan.



SHARED MEDIA

- Resources from ASH for using Social Media
 - [Getting Started on Social Media Guide Sheet](#)
 - [Popular Features on TikTok Guide Sheet](#)
 - [How to Create a TikTok Account Training Video](#)
 - [How to Create a TikTok Account Video Training Video](#)
 - [How to Establish Posting Standards on Social Media](#)
 - [Responding to Comments on Social Media](#)



	Pros	Cons
Shared	<ul style="list-style-type: none">• High Trust: people trust their peers more than the media or an ad• Low Cost: the amplification of your content is tied to its quality, not the dollars behind it	<ul style="list-style-type: none">• Unreliable: it is hard to predict what will be shared in advance• Unscalable: simply producing more content doesn't always mean more shares

PAID MEDIA



PAID MEDIA

Overview

- In the PESO Model, paid media includes:
 - Paid social media advertising
 - Paid press release distribution
 - Google advertisements
 - Paid lead generation email campaigns



PAID MEDIA

- You don't want to pay to promote every single piece of content you produce.
- Review your most popular content each month, and amplify/sponsor that.
 - If it aligns with your primary messaging goals.
 - Test it once a month on each platform and evaluate which posts do best.
 - Fine tune your audience segmentation with each ad.
 - To learn more about retrieving analytics for social media, visit this [resource](#).



The CAB Method

- Create
- Advertise
- Blast!



Example: Facebook Ads

- They work!
- If Facebook ads don't work for your organization, one of three things may be happening:
 - You're not registered with Facebook as a [Social Issue Advertiser](#), which is required for all tobacco control ads.
 - You've chosen the wrong audiences, or
 - The creative is wrong for your audiences.
- How To Get Your FB Ad Approved [Link](#)



Content Marketing Ads

- Goal of content marketing ads:
 - Build awareness, trust, and authority among those who click through to your website or see your ad in their feed.
- Provide them with value:
 - Education on a topic
 - Events to attend
 - Blogs on the impact you're having
 - Actions they can take



Conversion Marketing Ads

- Goal of conversion marketing ads:
 - Have your audience take a specific action.
 - If your long-term goal is to create a database, and you've had success with your content marketing ads (which tend to be less expensive), it's time to add a "sign-up" element to your ads.
- Lead individuals to a landing page
 - This would require them to enter an email address or information to download/ access your content, or to stay updated to learn more.



Conversion Marketing Ads

- If you are trying to track conversions on your website, add a FB/Meta pixel to the code on your website.
 - The FB/Meta Pixel can help you better understand the effectiveness of your ad and the actions people take on your site, like registering for an event.
 - <https://www.facebook.com/business/tools/meta-pixel>
- You can also run retargeting ads which function as display or social media ads that reach individuals who have previously visiting your website.



Closing the Loop

- Anyone who has both clicked on your ads and converted by giving you their contact information is now a **warm lead**.
- A warm lead means that they're ready to take action, change their thought process, or eventually change their behaviors.
 - This depends on your organization's goals.



Paid

Pros

- **Scalable:** more money equals more distribution
- **Reliable:** guaranteed exposure for your message
- **Fast:** media can be placed in front of your audience today

Cons

- **Low Trust:** everyone is a bit skeptical of a paid placement or ad
- **Expensive:** as reach or frequency increases, so does cost
- **Ephemeral:** once you stop investment, returns will drop off quickly



Thought Leadership

- The last piece of an integrated PESO Model program is authority—or thought leadership.
- To help someone garner respect and recognition with a thought leadership strategy, you need:
 - A firm commitment to the long game. It takes time.
 - Ability to apply focus to a singular concept. You can't be the go-to expert for every topic.
 - Have concise and clear information ready to share with those looking to be informed and expand ideas in your space.



Advancing Momentum for a Tobacco-Free California



PESO Model Resource Sheet

A comprehensive communications plan incorporates the four key types of media: paid, earned, shared, and owned, often referred to as the PESO Model. It's displayed as a Venn diagram to show how each type of media works with the other and how it can be shared across each form of media to amplify your message, in turn saving time on new content creation and ensuring a consistent public message.

Paid | Earned | Shared | Owned

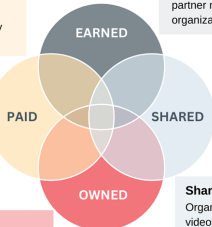
Paid Media

Social media advertising, sponsored content, display ads, email marketing, etc.

Earned Media

Having a media outlet or partner mention your organization or quote you.

Earned Media Example
Apply to be featured as an Organization of Excellence with ASH [here](#)



Shared Media

Organic social media posts, videos, and stories shared across platforms.

Visit our website for additional social media guide sheets and trainings: endtobaccoca.ash.org

Owned Media

Content your team writes, records, and designs, often for your website and social media.

This includes videos, webinars, podcasts, testimonials, photos, infographics, designed images.

Start your planning here.



Advancing Momentum for a Tobacco-Free California



Owned Media: Content Creation

1.) **Determine your target audience:** get to know them, what they already know/believe/understand, what they want to know, and what they need to know.

If you're not sure what questions your audience has about your issue, search it here to kickstart your brainstorming session: <https://answerthepublic.com>

2.) **Determine your priority keywords:** Create content that makes sense for both humans and search engines by focusing on your priority keywords, i.e. specific words or phrases that someone would Google Search about your issue, for which your organization would ideally be in their search results. For example:

Priority Keyword:

- Tobacco Control

Specified Main Topic:

- Tobacco Control Policies in California

Subtopics:

- What types of tobacco control policies exist in California?

Supporting Content:

- List of current tobacco control policies in CA

Earned Media: Starting Points

1.) **Google Search your issue and recent news on it:** click on every article and make an excel of every reporter (name, job title, outlet) who covered the issue, differentiating between a Breaking News reporter and someone assigned to your related beat like the Health Reporter. These are the reporters most likely to cover your issue in the future.

You can also make a media list and contact reporters through a paid PR service. Some services have a free version too, like Propel PRM: www.propelmypr.com

2.) **Email a reporter to pitch your topic IF:** you have something valuable, interesting and NEWSWORTHY to share with them. Briefly explain why your tip (the information you want covered) is timely and relevant to their specific audience. Note any experts you can connect them to for comment as well. Be ready to reply quickly if they ask to talk or for more resources.

3.) **When you get media coverage:** amplify it! Share it across social media.



Advancing Momentum for a Tobacco-Free California



Paid Media: Types of Ads

Create > Advertise > Blast!

1.) Content Marketing Ads

The goal for your content marketing ads is to build awareness, trust and authority among those who see your ad and click through to your website.

- Provide them with value: education on a topic, events to attend, blogs on the impact you're having, or actions that they can take.

2.) Conversion Marketing Ads

These ads ask the audience to take an action by providing their email addresses.

- Examples: to register for an event, to download or access your content, or to stay updated to learn more.
 - If you are trying to track conversions on your website, add a FB/Meta pixel to the code on your website.
 - You can also run retargeting ads which function as display or social media ads but the targeted audience is folks who have already visited your website or landing page.

3.) Ads for Closing the Loop

Anyone who has both clicked on your ads and converted by giving you their contact information is now a warm lead for further targeted engagement.

- They are ready to take action, change their thought process, and eventually change their behaviors, etc.

Shared Media: Finding Your Audience

1.) Search

Take your top 10 keywords and search for them on Google. Where do conversations around those topics occur? Look for specific shared media responses that turn up, community sites, news articles, podcasts, and blogs.

2.) Analyze

Review the results from Step 1. If you have a Google Analytics account, visit analytics.google.com and login. Here you can also look at your referral report to see how folks are already finding you.

3.) Survey

Conduct an audience survey and ask them to share where they get their information online and which social channels they use and trust the most.





RETRIEVING ANALYTICS FROM SOCIAL MEDIA PLATFORMS



TWITTER

Log in to your account here: <https://analytics.twitter.com/>

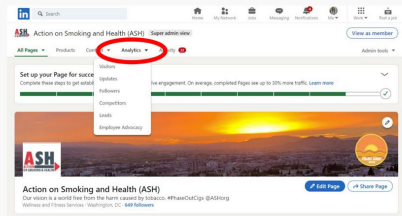
TIKTOK

Log in to your account here: <https://www.tiktok.com/analytics>

LINKEDIN

Log in to your account here: <https://www.linkedin.com>

- Login as an administrator to manage your page.
- Click on the Analytics tab across the top to review the metrics of your choice.

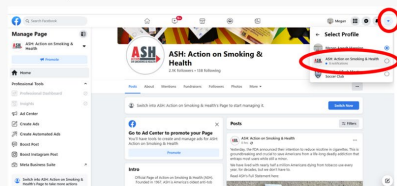


RETRIEVING ANALYTICS FROM SOCIAL MEDIA PLATFORMS



FACEBOOK

- You need to make sure you are in Admin mode for the Page to access Insights.
- Click the blue arrow in the top right corner, and select your page if you aren't already on it.



- The profile picture icon will change to your logo, and the Insights button will become clickable.

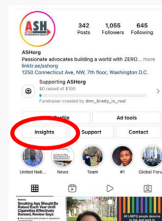


RETRIEVING ANALYTICS FROM SOCIAL MEDIA PLATFORMS



INSTAGRAM

- You need to have a business or creator account on Instagram to view Insights.
- Insights seem to be unavailable on desktop.
- Click Insights on mobile from your Profile view.



NOTES

- Analytics from social media platforms themselves are limited and more likely to only show recent data, so you need to set a calendar reminder to review your analytics and record them every month.
- Consider a paid service like Hootsuite, SproutSocial, or Planoly to have more control over reporting.

Carol Maytum
(916) 591 - 9988
maytum@ash.org





THANK YOU!

Carol Maytum

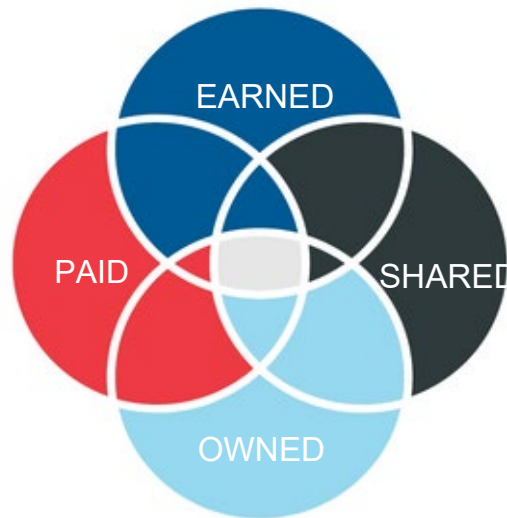
maytumc@ash.org

Megan Manning

manningm@ash.org

Alexa Arejian

arejiana@ash.org





Is your organization doing great
work in tobacco control?

SUBMIT TO BE OUR NEXT MONTH'S ORGANIZATION OF EXCELLENCE.

Let us showcase your efforts!



To submit, visit:

[https://endtobaccoca.ash.org
/orgs-of-excellence-feature/](https://endtobaccoca.ash.org/orgs-of-excellence-feature/)