



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

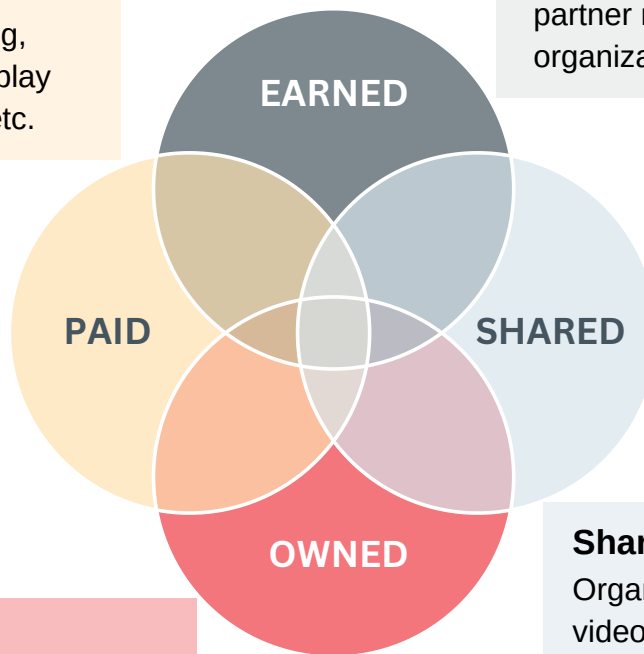
Social media advertising, sponsored content, display ads, email marketing, etc.

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>](#)



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.](#)

Shared Media

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

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



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.



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.