



How to Implement the Peso Media Model Effectively

1. Paid Media

- Define Objectives: Determine specific goals for paid media (e.g., reach, engagement, conversions).
- Identify Platforms: Choose the most suitable paid media platforms (e.g., Google Ads, Facebook Ads, LinkedIn Ads).
- Allocate Budget: Allocate budget based on objectives and platform effectiveness.
- Create Content: Develop engaging paid media content tailored to each platform.
- Monitor and Optimize: Regularly monitor campaign performance and optimize based on insights.

2. Earned Media

- Build Relationships: Cultivate relationships with journalists, influencers, and industry experts.
- Content Creation: Create valuable, shareable content to attract media attention.
- Media Pitching: Craft compelling pitches tailored to relevant media outlets.
- Leverage Social Proof: Showcase positive reviews, testimonials, and user-generated content.
- Monitor Mentions: Monitor brand mentions and engage with audience feedback.
- Measure Impact: Measure the impact of earned media coverage on brand awareness and reputation.

3. Shared Media

- Identify Channels: Identify key social media channels where the target audience is active.
- Content Strategy: Develop a content strategy aligned with audience interests and platform best practices.
- Community Engagement: Engage with followers, respond to comments, and foster a sense of community.
- Amplify Content: Utilize paid promotion and influencer partnerships to amplify reach.

- Monitor Conversations: Monitor social media conversations related to the brand and industry.
- Track Metrics: Track key social media metrics such as engagement, reach, and sentiment.

4. Owned Media

- Website Optimization: Ensure the website is optimized for user experience and SEO.
- Content Creation: Develop high-quality, relevant content for owned channels (e.g., blog posts, videos).
- Email Marketing: Implement an email marketing strategy to nurture leads and retain customers.
- SEO Strategy: Optimize content for search engines to improve discoverability.
- Analytics Tracking: Set up analytics tracking to measure website traffic, conversions, and other KPIs.
- Continuous Improvement: Regularly update and optimize owned media channels based on performance data and audience feedback.