

CONTENT MARKETING DISTRIBUTION – 3 MEDIA OPTIONS

	Social Media	Owned Media	Third Party Media
Marketing goal	<ul style="list-style-type: none"> • Build brand • Attract prospects • Engage prospects & customers • Support sales process • Establish thought leadership • Provide fan forum 	<ul style="list-style-type: none"> • Establish brand presence • Develop customer relationships • Respond to prospects & customers • Establish thought leadership • Transact sale 	<ul style="list-style-type: none"> • Build brand • Expand reach
Audience	<ul style="list-style-type: none"> • Is self selecting • Is targeted (with advertising) • Can include competitors' customers • Includes the general public 	<ul style="list-style-type: none"> • Is prospects, current customers & former customers 	<ul style="list-style-type: none"> • Has mass audience (can be targeted) around a specific topic. • Includes non-customers & competitors' customers
Benefits	<ul style="list-style-type: none"> • Reaches broader audience • Gets participant endorsement • Supports search • Provides for earned media • Allows user engagement 	<ul style="list-style-type: none"> • Has access 24/7 • Provides content control • Is branded • Is findable • Answers customer questions • Supports post sale use • Has no additional media cost 	<ul style="list-style-type: none"> • Has mass reach • Offers positive brand association
Challenges	<ul style="list-style-type: none"> • Has no control over participants • Requires continual monitoring • Requires on-going human presence • Is hard to measure 	<ul style="list-style-type: none"> • Requires on-going content creation • Requires on-going manpower • Requires technology support 	<ul style="list-style-type: none"> • Has media & advertising cost • Is hard to measure

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