

SUMMARY OF MARKETING ASSETS

	OWNED TARGET: CLIENTS/FANS Owned Assets create, maintain, and elevate contact with a company's key audience(s)	BOUGHT TARGET: STRANGERS Bought Assets (think traditional media) are designed to build awareness + promote products, issues or causes	EARNED TARGET: PARTICIPANTS External channels on which users + media discuss or promote a product, issue or cause become Earned Assets
WHICH ASSET?	Product, Website, Social Media, Newsletters, Podcasts, Promotions	Online, SEO, Digital + Programmatic Ads, Print + OOH Ads, TV/Radio	Public + Media Relations, Reviews, Referrals, Influencer Attention, Awards
WHY DO IT?	INFORM, ENGAGE + RETAIN, TRANSACT	BUILD AWARENESS + MOMENTUM	LISTEN + CULTIVATE CONVERSATION
POSITIVES	Full Control, Cost Effectiveness, Measurable, Diverse Options, Lifelong	Scale + Reach, Targeting	Cost Effective, Authentic, Collaborative, Reach
CHALLENGES	Cost, Static, Mistaken Identity, Resource Intensity	Cost, Static, Lack of Trust, Measurement, SQUIRREL!	No Control, Crisis Control, Requires Investment
HOW WE CAN HELP	<p><i>We live in a profoundly creative and collaborative community of marketing designers and doers. Let us hear what you're thinking and go from there!</i></p>		