

# Paid, Owned and Earned Media (P.O.E.M.) Framework

Media Type	Definition	Examples	Role	Benefits	Challenges
<b>Paid media</b>	You pay to leverage a channel	<ul style="list-style-type: none"> <li>Advertising in any medium, e.g., print, broadcast or digital</li> <li>Paid search</li> <li>Sponsorships</li> </ul>	Shift from a foundation to a catalyst that feeds owned and can stimulate earned media	<ul style="list-style-type: none"> <li>On demand</li> <li>Immediacy</li> <li>Scale</li> <li>Control of message</li> </ul>	<ul style="list-style-type: none"> <li>Clutter</li> <li>Declining response rates</li> <li>Poor credibility</li> </ul>
<b>Owned media</b>	You own and control the channel	<ul style="list-style-type: none"> <li>Website</li> <li>Mobile site</li> <li>Blog</li> <li>Corporate brochures, sell sheets, etc.</li> <li>Promotional items</li> </ul>	Build for longer-term relationship with existing and potential customers, and earned media	<ul style="list-style-type: none"> <li>Control</li> <li>Cost efficiency</li> <li>Longevity</li> <li>Versatility</li> <li>Niche audiences not reached by major media outlets</li> </ul>	<ul style="list-style-type: none"> <li>Company communication not trusted</li> <li>Takes time to scale</li> <li>No guarantees</li> </ul>
<b>Earned media</b>	You reach out and interact through third-party channels	<ul style="list-style-type: none"> <li>PR in traditional media outlets</li> <li>Twitter account</li> <li>Facebook page</li> <li>YouTube channel</li> <li>Flickr account</li> <li>Word -Of-Mouth, Buzz or 'Viral'</li> </ul>	Two-way information flow between company, customers, and between the various media types. Talk, listen and respond – earned media is often the result of well-executed and well coordinated owned and paid media.	<ul style="list-style-type: none"> <li>Most credible</li> <li>Increasingly key role in most sales</li> <li>Transparent and lives on</li> <li>Cost efficiency</li> <li>Versatility</li> <li>Organizational learnings</li> <li>Humanizes organizations</li> </ul>	<ul style="list-style-type: none"> <li>Little or no control</li> <li>Can be negative</li> <li>Takes time to scale</li> <li>Can be hard to measure</li> </ul>

Source: <https://conversations.marketing-partners.com>  
 [link:<https://www.marketing-partners.com/conversations2/paid-owned-earned-media-are-you-in-the-right-place>]  
 Adapted from framework first developed by Forrester Research, Inc.  
[https://www.forrester.com/blogs/09-12-16-defining\\_earned\\_owned\\_and\\_paid\\_media/](https://www.forrester.com/blogs/09-12-16-defining_earned_owned_and_paid_media/)

