

Phillips MediaSource WhitePaper

Measuring and Reporting Paid Owned Earned Media

The Big Picture

There are 3 major types of media and they could be broken down as follows:

Paid Media

is like buying an ad online or making a TV spot buy.

Owned Media

is something that you own like a website.

Earned Media

is like being covered on some major blog or news outlet.

At Phillips we call it P.O.E.M. (Paid Owned Earned Media)

1. KPIs (Key Performance Indicators)

Here are the three typical steps when formulating your KPIs for each media type. These are examples only, but recommends a positive train of thought.

Paid Media

- How many ad exposures the campaign ads had; how much traffic did it get?
- How many of those eye balls translated to prospects, turned into leads, converted, etc.
- Did you meet the expected objective?

Owned Media

- Did you get the traffic you expected, and did it see any incremental lift in traffic via analytics?
- Did you drive any conversations?
- Did your owned media contributed to the bottom-line during the campaign period? By how much?

Earned Media

- How many posts or mentions did you garner?
- Did any posts turn into conversations? (i.e. re-tweets, replied comments, etc.)
- Did the conversations yield positive growth in positive sentiments of your brand or correlations to sales?

Remember, each of these medias are related, since they don't work in silos. As a result look holistically at these different media types.

- Total brand exposure (traffic, impressions, brand mentions, etc.)
- Outcome (non-dollar outcome that are critical to the business)
- Incremental sale contribution and ROI of the program

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2. Operational Metrics

This is where the rubber meets the road. A need to understand what really worked and what didn't. Use this information to make informed, future marketing investments a success. Again, these are examples only. Be sure every marketing campaign has its own goals and objectives. s

Paid Media

- Where did the traffic fall short. Which ads, ad placements, ad size, landing page, creative type, etc?
- What part of the behavior funnel did or did not resonate well with the target audience? - ROI, ROE
- Cost of traffic. i.e. CPM, Cost per conversions, etc.

Owned Media

- Incremental traffic exposure using on-site ads. How much did the site contribute?
- Did the conversion rate match your expectation? Was the conversion efficiency good or bad? Did that landing page work?
- Did it support greater efficiency with paid media costs?

Earned Media

- Which social network service worked the best in terms of number of mentions about the brand or products.
- Which topics, timing, influencers contributed to the lift post campaign period.
- Any correlation or causation to sales from the trended buzz around your brand during the marketing efforts? Was there a positive impact on sales or business outcomes.

Remember, operation metrics should be the KPIs or second tier of detail metrics that will tell your company or business that your strategy worked or not. Be aware that you're using metrics that are familiar with your team, and make sure the key stakeholders are in alignment with what you're measuring.

Let's talk.

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