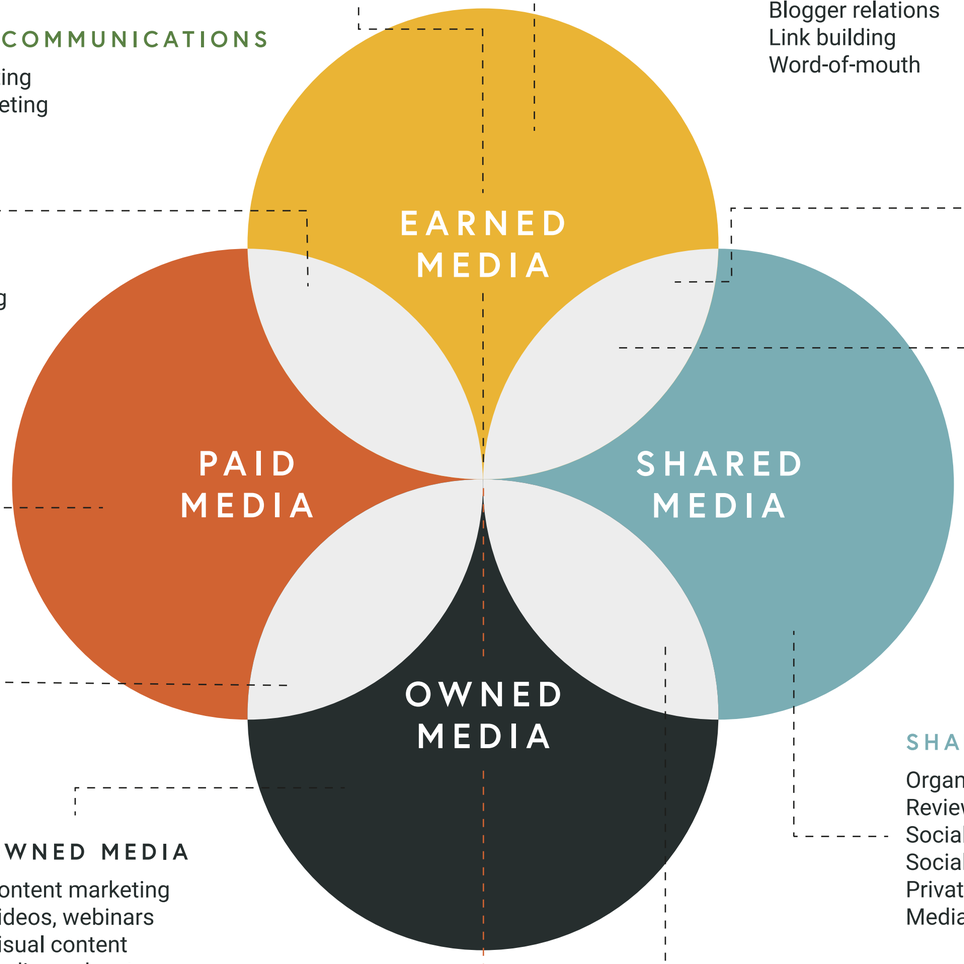
THE PESO MODEL



REPUTATION

Credibility
Trust
Thought leadership
Authority

EARNED MEDIA

Media relations
Influencer relations
Investor relations
Blogger relations
Link building
Word-of-mouth

MARKETING COMMUNICATIONS

Influencer marketing
Experiential marketing
Event marketing

COMMUNITY

Community building
Engagement
Detractors
Loyalists
Advocates
Brand ambassadors
User-generated content

PAID MEDIA

Social media advertising
Boosted content
Fan aquisition
Lead generation
Sponsored content
Paid publishing

PARTNERSHIPS

Charity tie-ins
Community service
CSR
Co-branding

LEAD GENERATION

Email marketing
Affiliate marketing
Inbound marketing
Contests, quizzes

SHARED MEDIA

Organic social
Reviews
Social forums
Social monitoring
Private social
Media sharing sites

OWNED MEDIA

Content marketing
Videos, webinars
Visual content
Audio, podcasts
Brand journalism
Employee stories
Customer stories

SEO

SERPS
E-A-T
Voice search
Domain authority

DISTRIBUTION AND PROMOTION

Content distribution
Content curation
Publishing platforms