

Owned, Paid And Earned (OPE) Media

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Topics covered

- Background of OPE media
- Owned media
- Paid media
- earned media

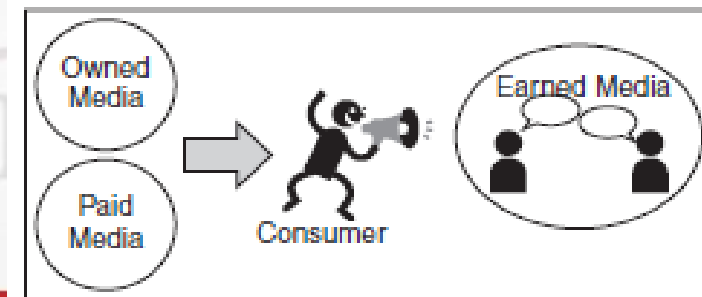
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Background of OPE (Owned, Paid And Earned) Media

- The **terms** owned, paid and earned media **were first used in 2008** by Finnish mobile phone manufacturer **Nokia** in connection with their media planning.
- **It became popular in 2009** with the **increase in popularity of use of internet as a channel.**
- In the online environment, a high-quality digital corporate presence is critical to success. Hence its necessary to focus on the OPE media.

Owned Media

- **Owned media** carry communication messages from the organization to **internet users on owned channels**.
- Primary goals are to
 - ✓ Engage consumers with positive brand content.
 - ✓ Entice them to pass along content to others.
 - ✓ Exercise CRM (customer relationship management).



Owned Media

- **All in-house company channels** are described as owned media, which includes any corporate media channels such as:
- **Website/app**
 - **Blog**
 - **Twitter page, Facebook page etc**
 - **E-mail**

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Paid Media

- **Paid media** are properties owned by others who are paid to carry promotional messages.
- The terms “paid media” and “advertising” are often used interchangeably.
- Example: Display ads, Sponsorships, classified ads, Paid search etc

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Online Sponsorships

- In online context, a sponsorship is when an advertiser pays to have both ads and content on a site.
- These are commonly used when sections of websites will receive extra traffic during an event.

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Earned Media

- **Earned media** are when **individual conversations become the channel.**
- Earned media are like physical word-of-mouth on social media.

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Earned Media Performance Metrics

- This takes the **form of online word-of-mouth** as expressed in the form of Social site discussion, customers/users' comment, likes, shares, Ratings and reviews and testimonials, Collaborative content, news articles etc. about a brand/company.
- **General earned media metrics: number of users who interact with an application, time spent viewing a video, social media fan growth, etc.**

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Benefits of Earned media

- **It holds greater credibility and influence with consumers**
- **Power to reach many more consumers than paid or owned media**
- **Relatively free, -- Need high effort**

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Viral marketing

- **Viral marketing / viral advertising** refers to a marketing technique that uses social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes.
- Also called **Word of Mouse Promotion**

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References:

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Thank you!

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