

EXPANSION

P.O.S.E Media Model

Consider your "POSE"

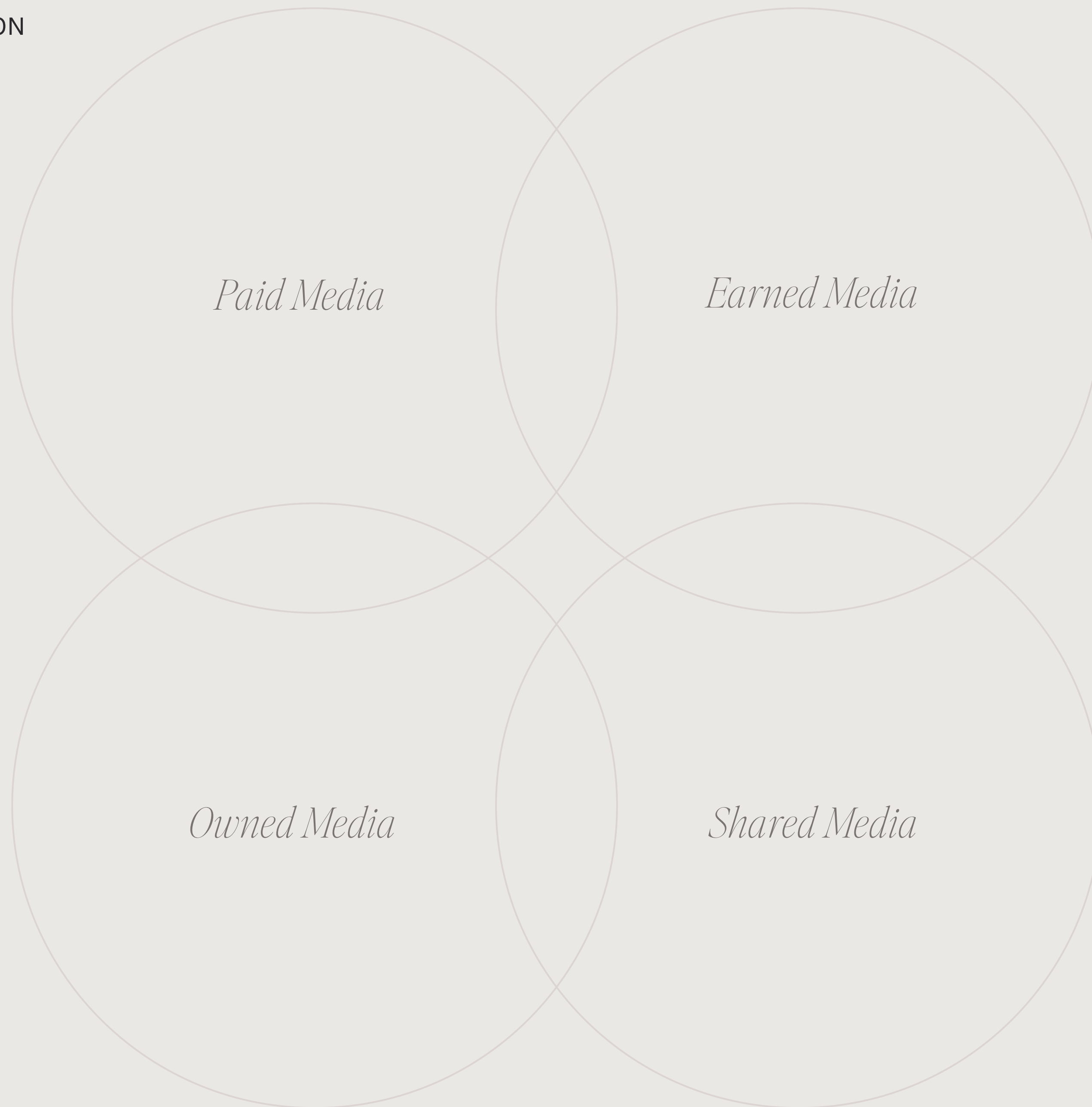


Who's telling your story?

Therefore, we want to be intentional with what we're putting out there for two reasons:

- To be in control as much as possible of the narrative around our brand and the impressions that are being made out there.
- To be respectful and mindful of the potential impact our brand and impressions are making now and will make over time.

...especially important when you're thinking about what Legacy you want to leave behind.



“POSE” Media Model

Are you in control of it,
or not?



Paid Media

- Print Advertising
- Digital Marketing
- Pay Per Click
- Display Ads
- Google Ads
- Retargeting
- Paid Off-Site Backlinks
- Social Media Ads
- Promotions



Owned Media

- Website
- Mobile Site
- Blog
- Podcast
- Webinars
- Email Funnels
- Newsletters
- Research & Case Studies
- Employee Stories & Reviews
- Customer Stories & Reviews
- Online Courses



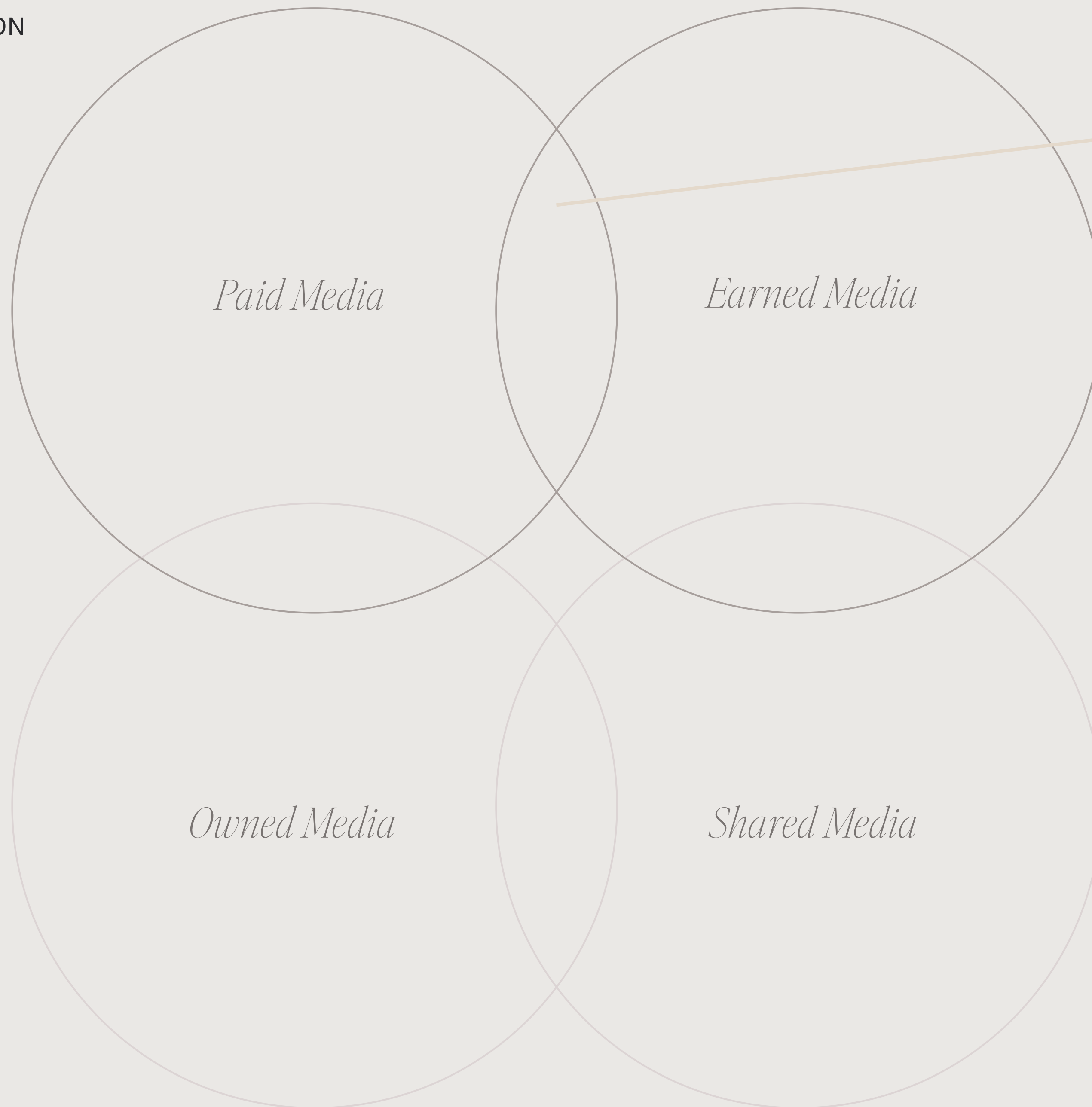
Shared Media

- Facebook
- X
- Instagram
- TikTok
- LinkedIn
- YouTube
- Pinterest
- Google My Business
- Wikipedia

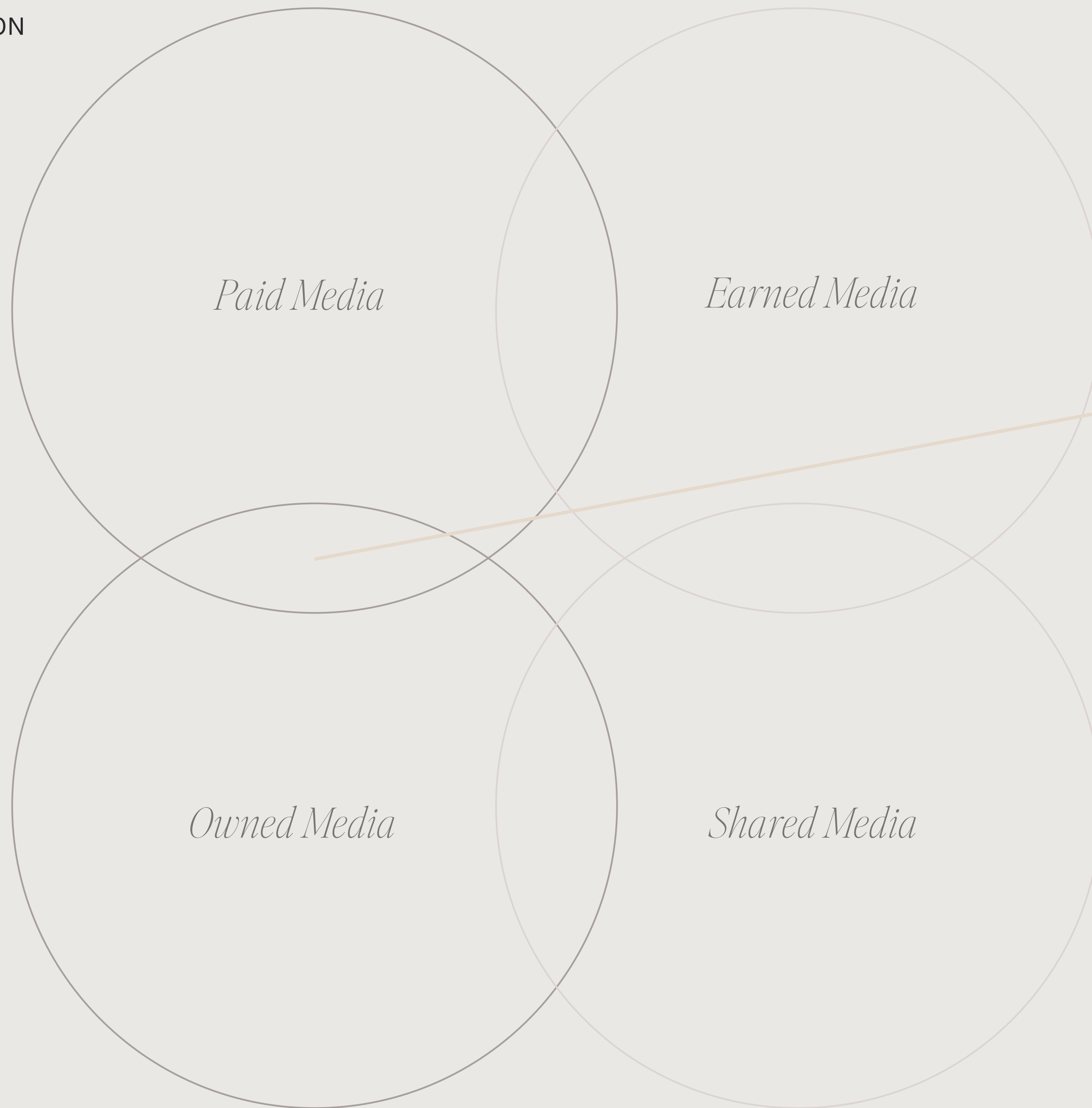


Earned Media

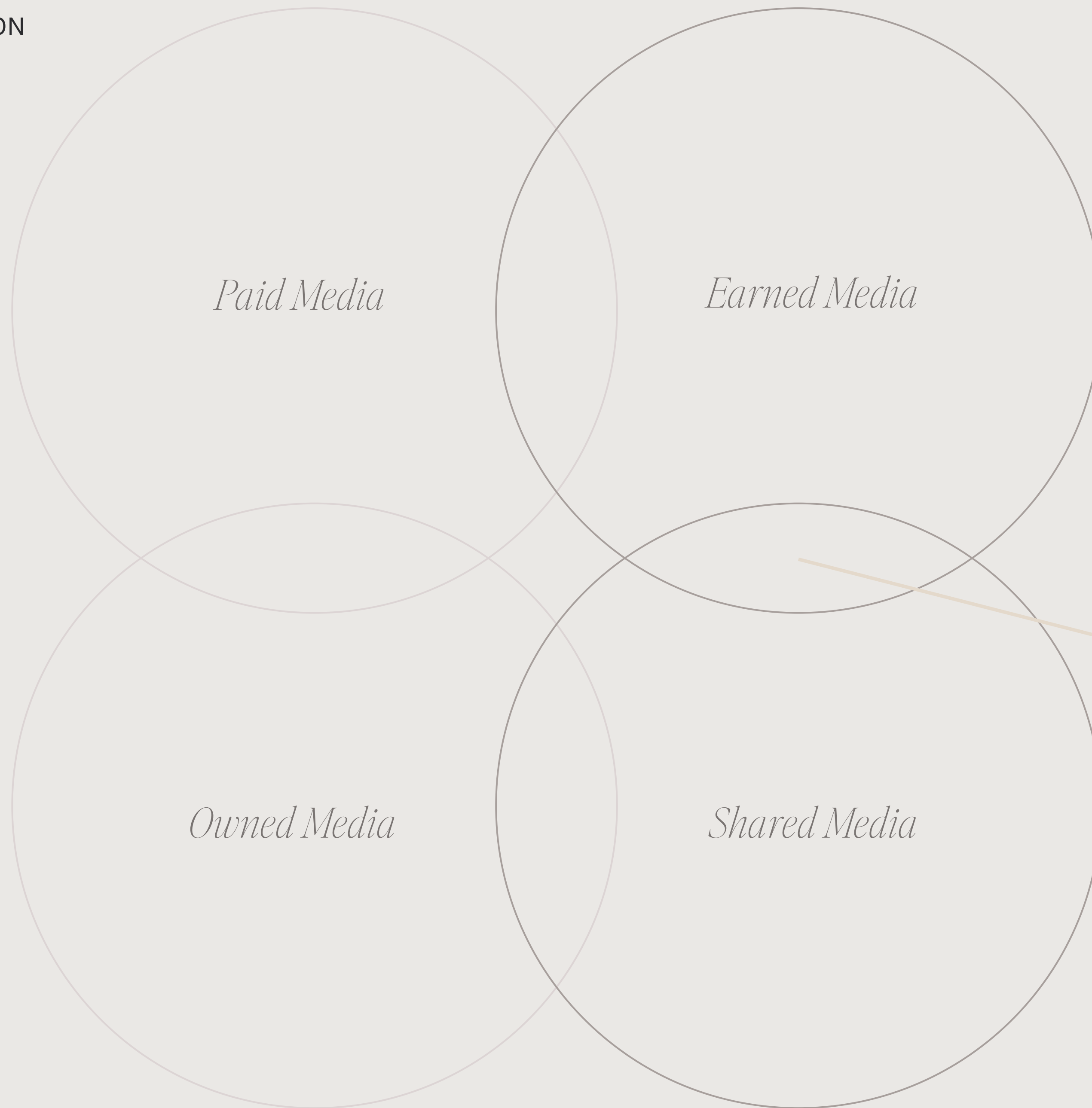
- Press Features
- Media Interviews
- Op-Eds
- Article Contribution
- TV, Podcast, Radio Appearances
- Media Tours
- Speaking Engagements
- Editor Relationships
- Influencer Relationships



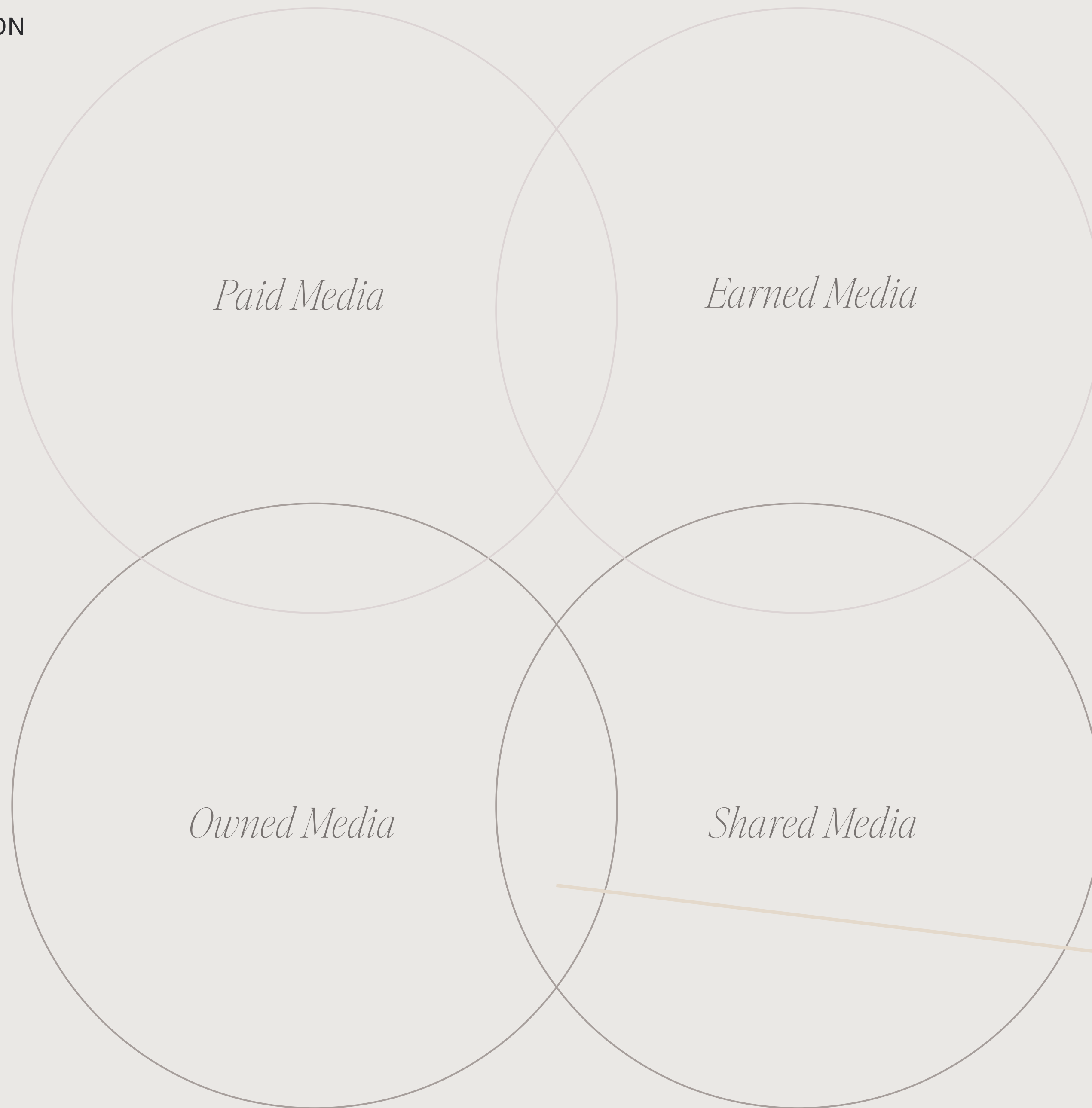
- Advertisorials
- Sponsored Content



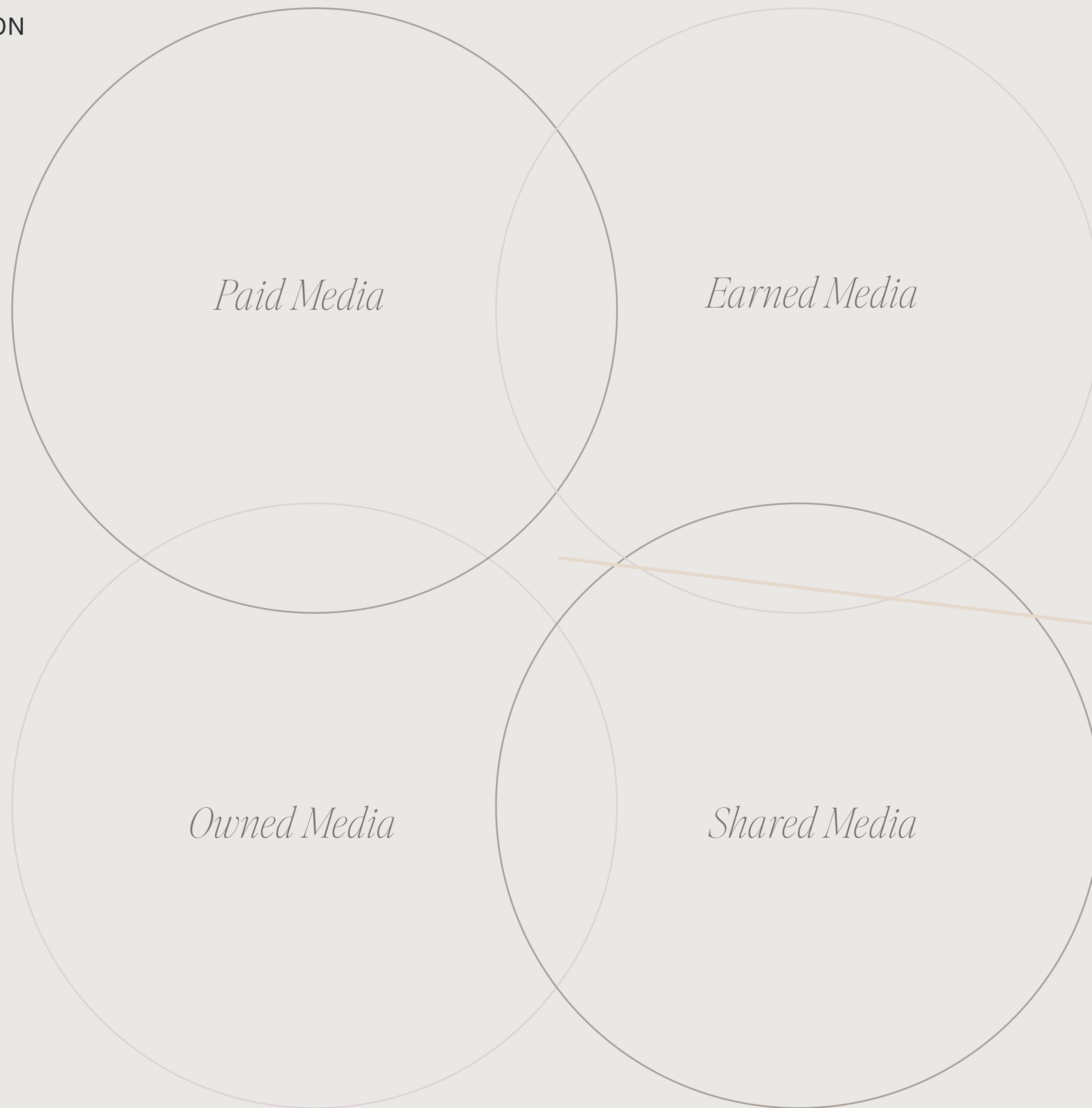
- Affiliate Programs
- Brand Ambassadors



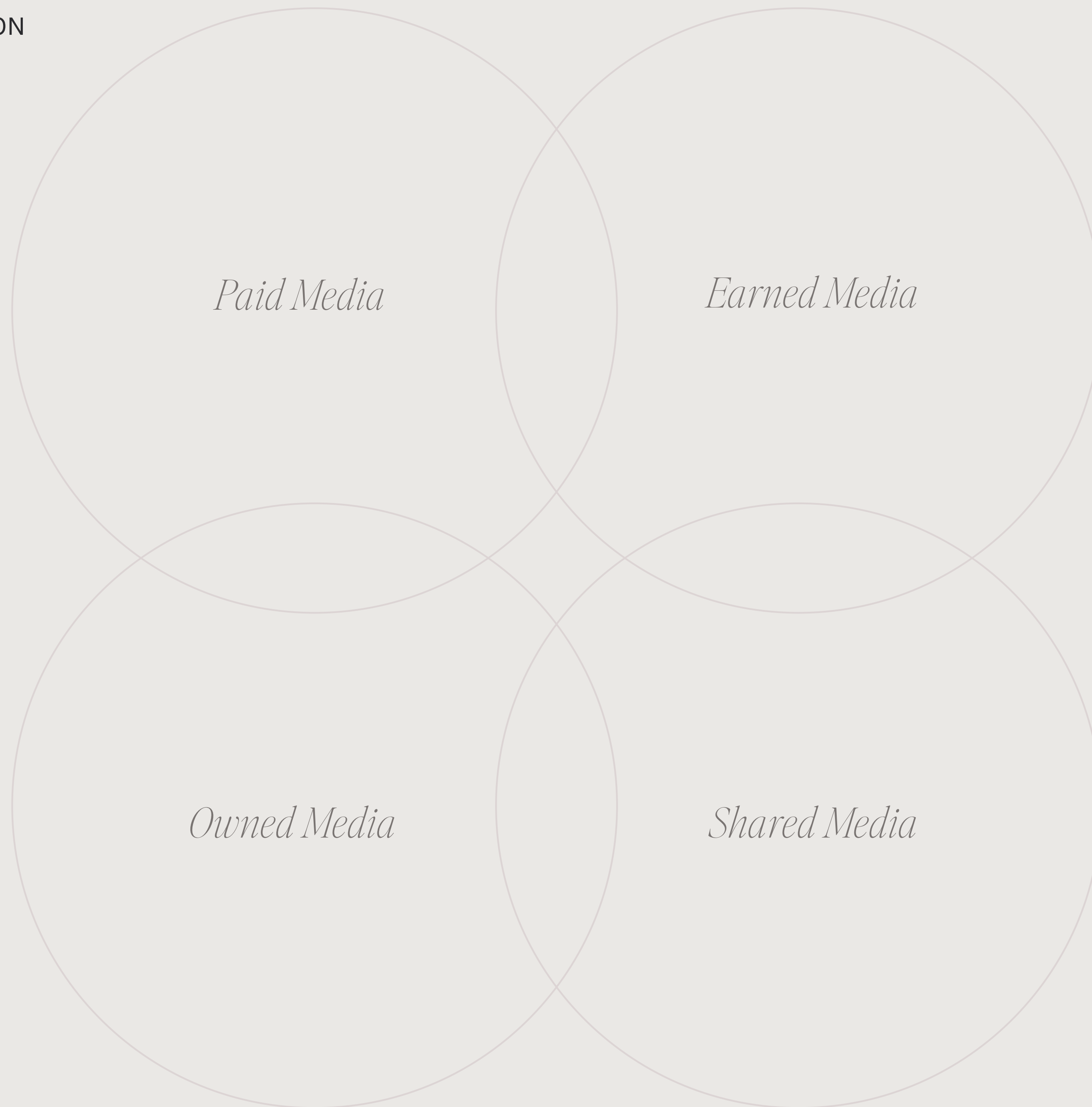
- Influencer Engagement
- Off-Site Reviews



- Private group communities
- Partnerships
- Social Impact Initiatives
- Collaborations



- Influencer Campaigns



“POSE” Media Model

Start with what you OWN

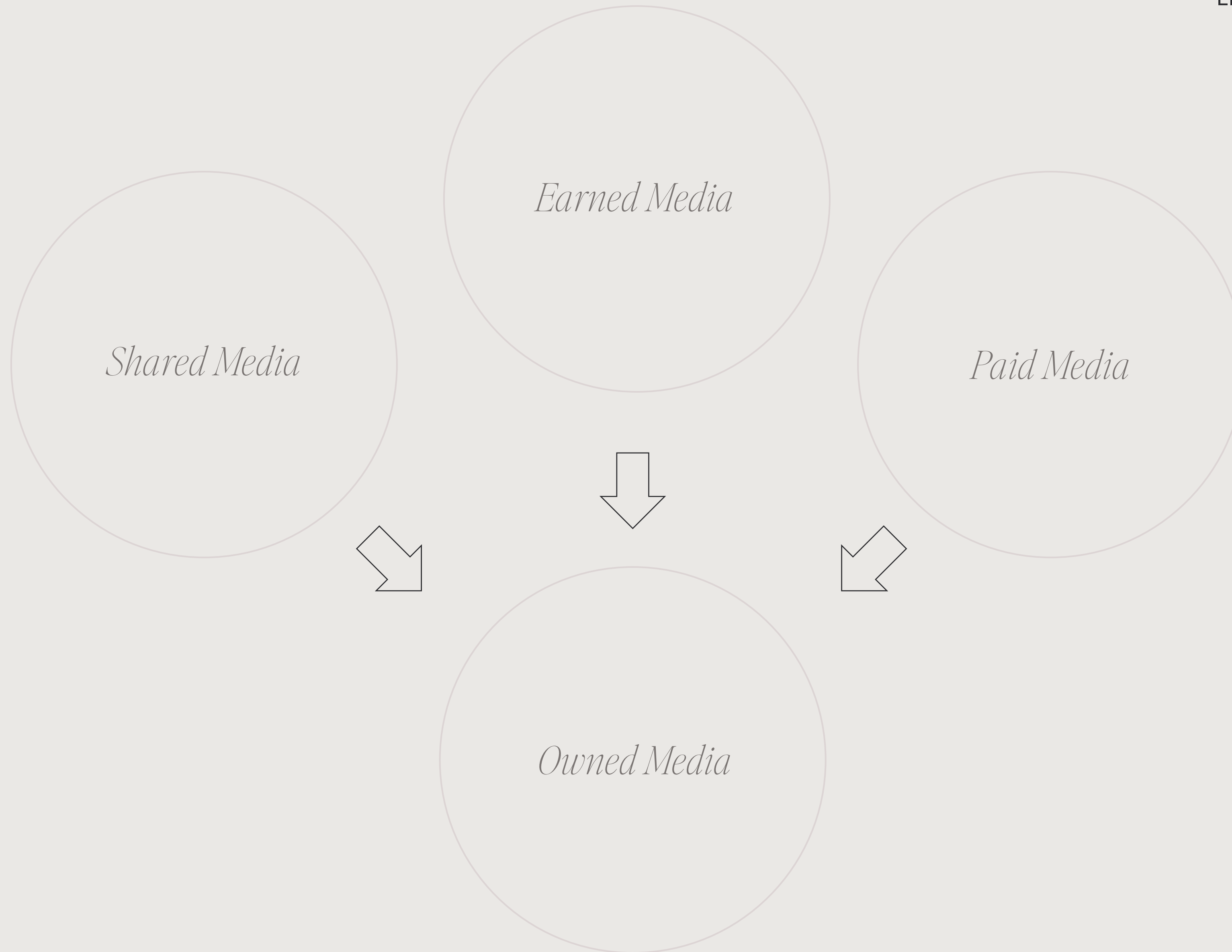
(and drive as much
traffic as you can there)

OWNED media (such as your website) is the best place to control your content, your narrative, and where most conversions will happen.

SHARED media (such as your social channels) is the next place where you can control what and how often your content or message is being put out there.

EARNED media (such as features) comes when you have these first two pieces in place and are ready to engage with editors and influencers.

PAID media (such as digital marketing) comes when you are ready to pay for traffic to your owned or shared media.



Own your
content, own
your audience.

Repurpose as much as you can, put it on your website, too:

- Turn your best social posts into blog posts.
- Add a video page on your website.
- Podcast? Create a page for every podcast episode with a title, guest name, description, and link to the episode.
- Got Press? Talk about a press feature, partnership, or appearances in a blog post, too.

Think of your website and blog content as a net to catch people and bring them to you.

It's all about the SEO

When someone is Googling your business, what shows up?

You want to own that narrative.

So if it's not major press features, then you want it to direct people to your website or your social profiles. (SEO within app)

Don't forget Google My Business (GMB)!

- Is your address and phone number up to date?
- Do you have (good) reviews?
- Get a GMB review link and send to your customers, with a thank you offer if they post a review for you

These are
Search
Engines too.

Pinterest

- Pin directly from your website.
- Use keywords in your image filenames.
- Captions: what would someone search to find your image?

YouTube

- Descriptions & keywords!
- Upload your company videos on your channel that you may have on your website or have used for social.

Yelp

- Ask customers to check-in.
- Always reply to reviews (both positive and negative).

But it doesn't
mean much
without the
punch.

You have to create a solid brand foundation
BEFORE you go out and spend the time and
money building up your brand presence.

You have to know what your narrative is.

You have to believe why it's important.

You can only do this if you gain clarity around
who you are as a brand so you can gain the
confidence to know the impressions you are
making are coming from the right place, for the
right reasons.



Thank You

*...I cannot wait to see
what you create!*

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