

How to Earn Media in a Social Media World



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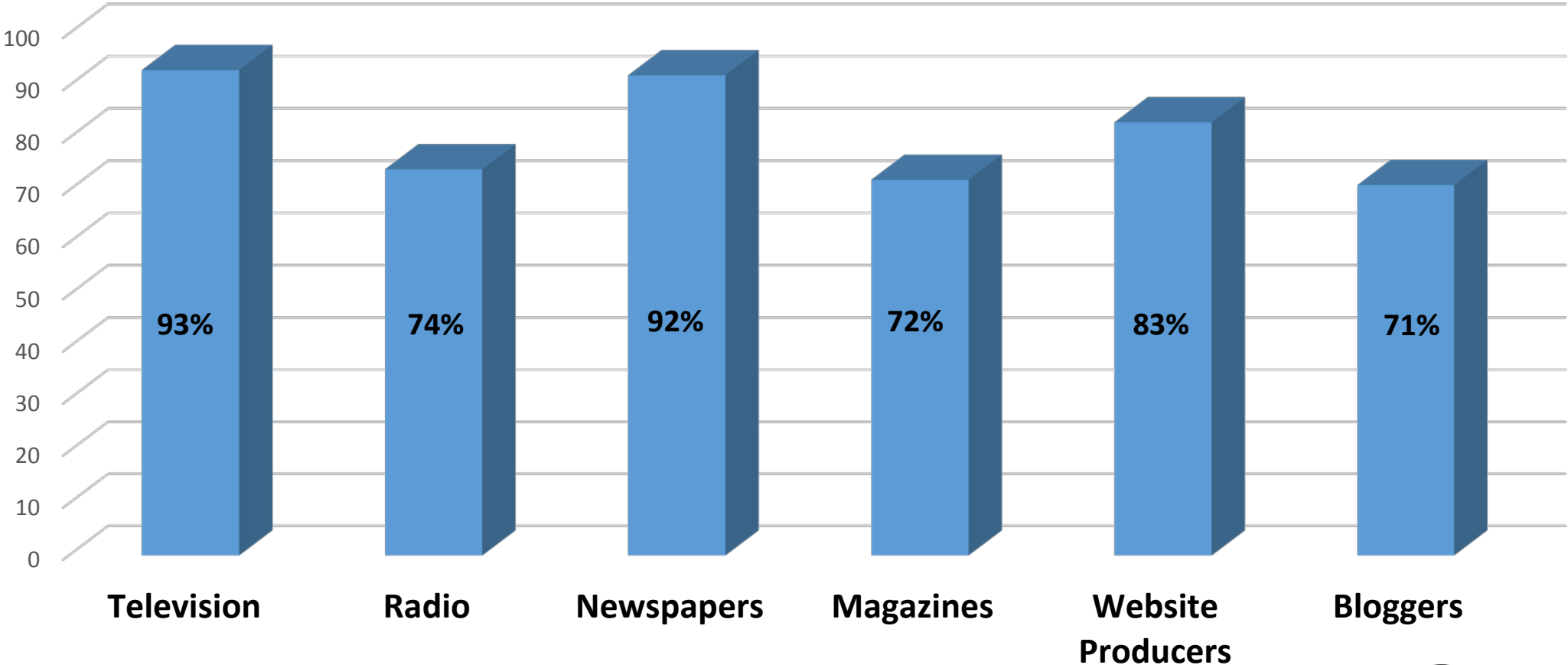


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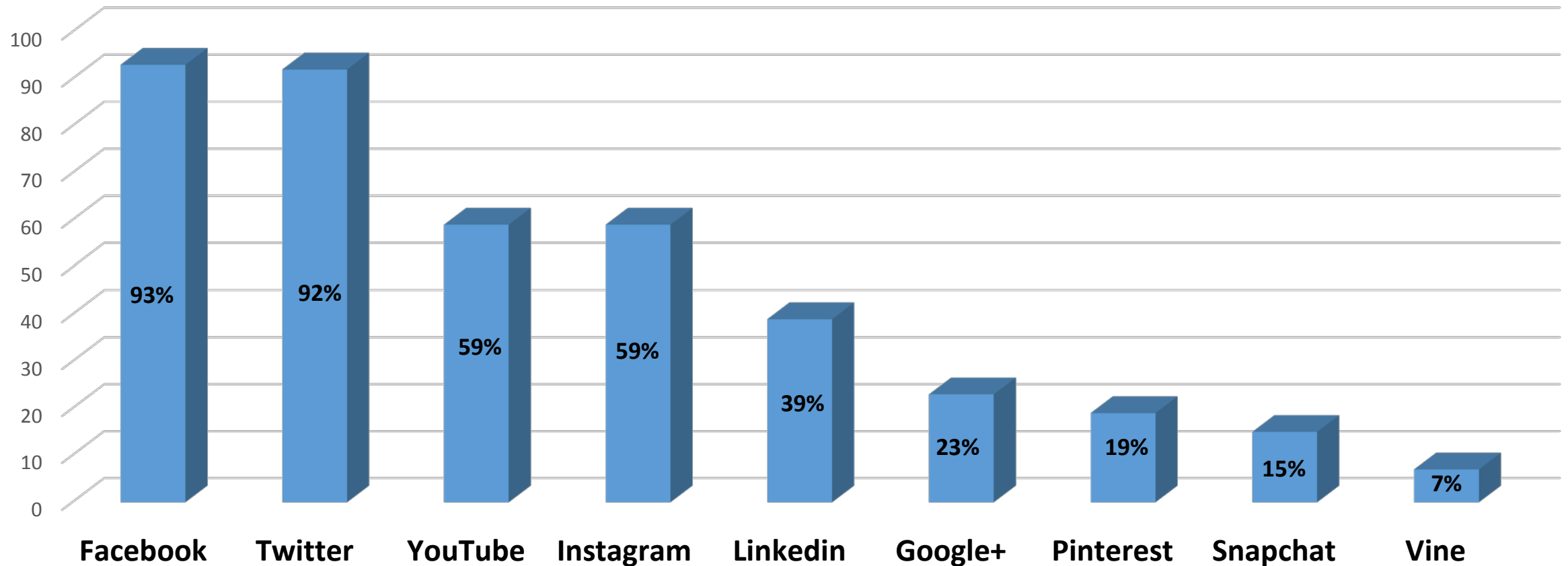
Are You Using Social to Drive Earned?



Media Outlets Are Using Social Networking Sites to Find Content

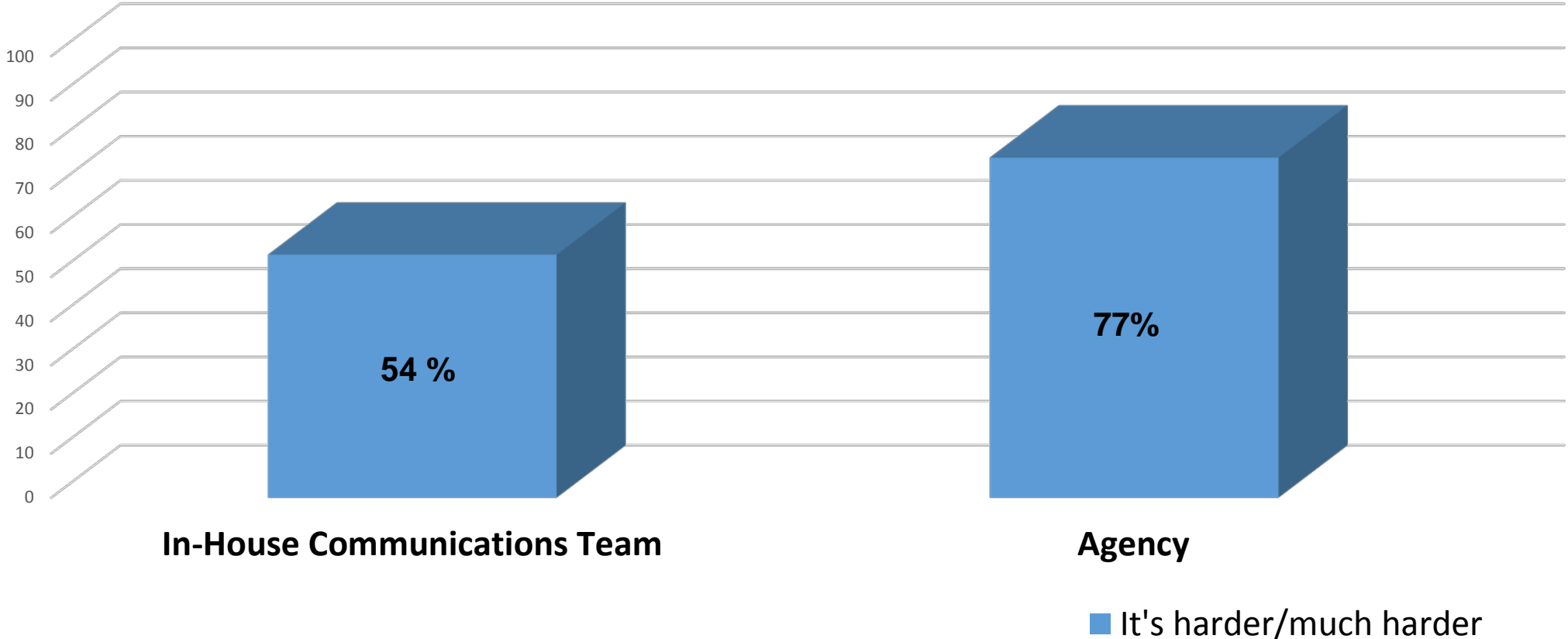


Facebook and Twitter Top the List of Social Networking Sites Journalists Use to Find Content



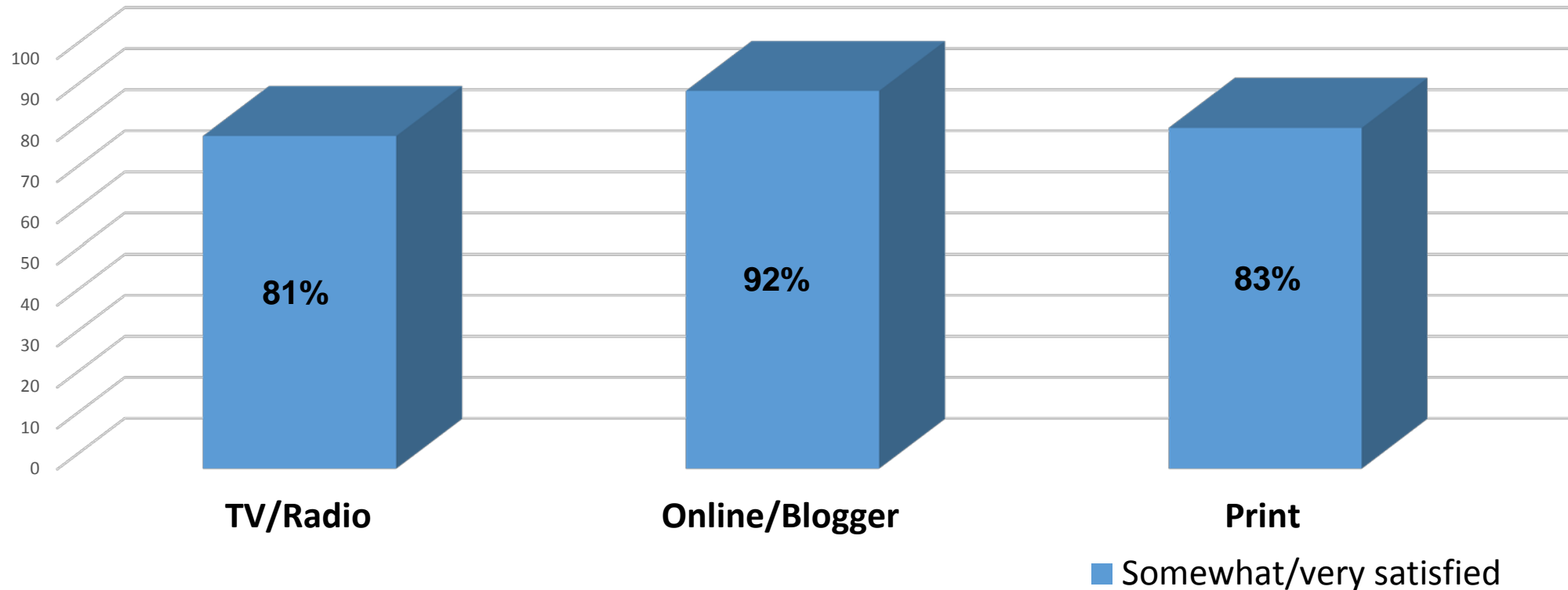
The Challenge to Earn Media

It's harder than it used to be to earn media



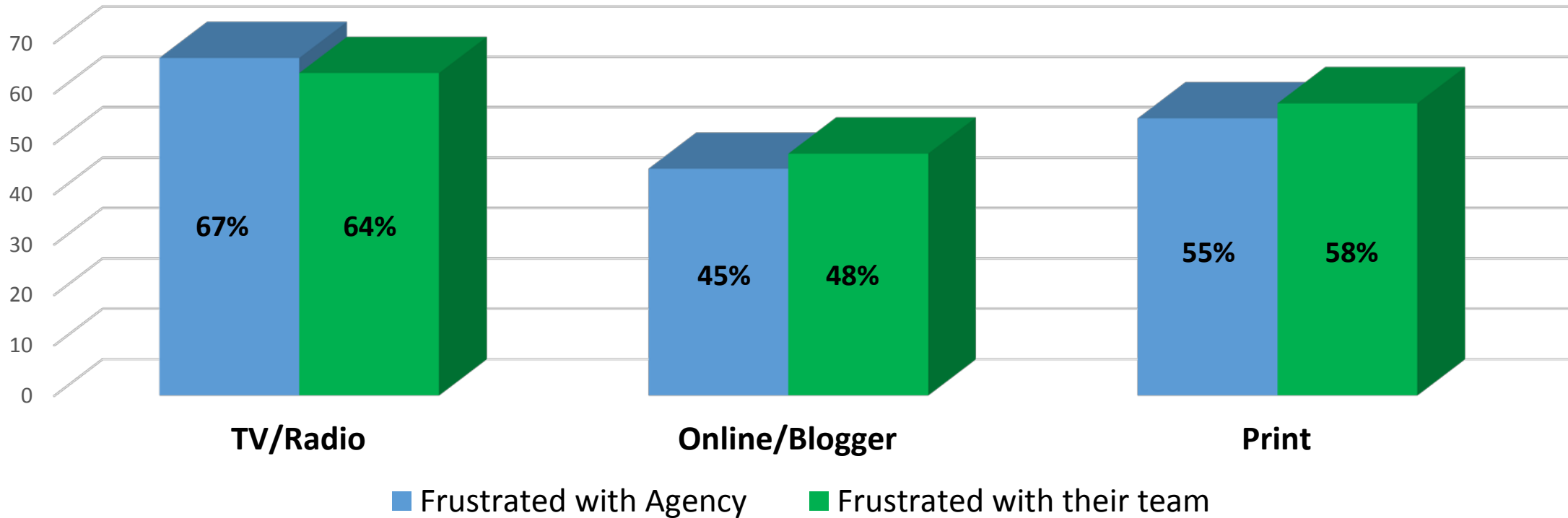
The Agency/Brand Disconnect

Agencies are satisfied with their team's ability to earn media placements for clients on:



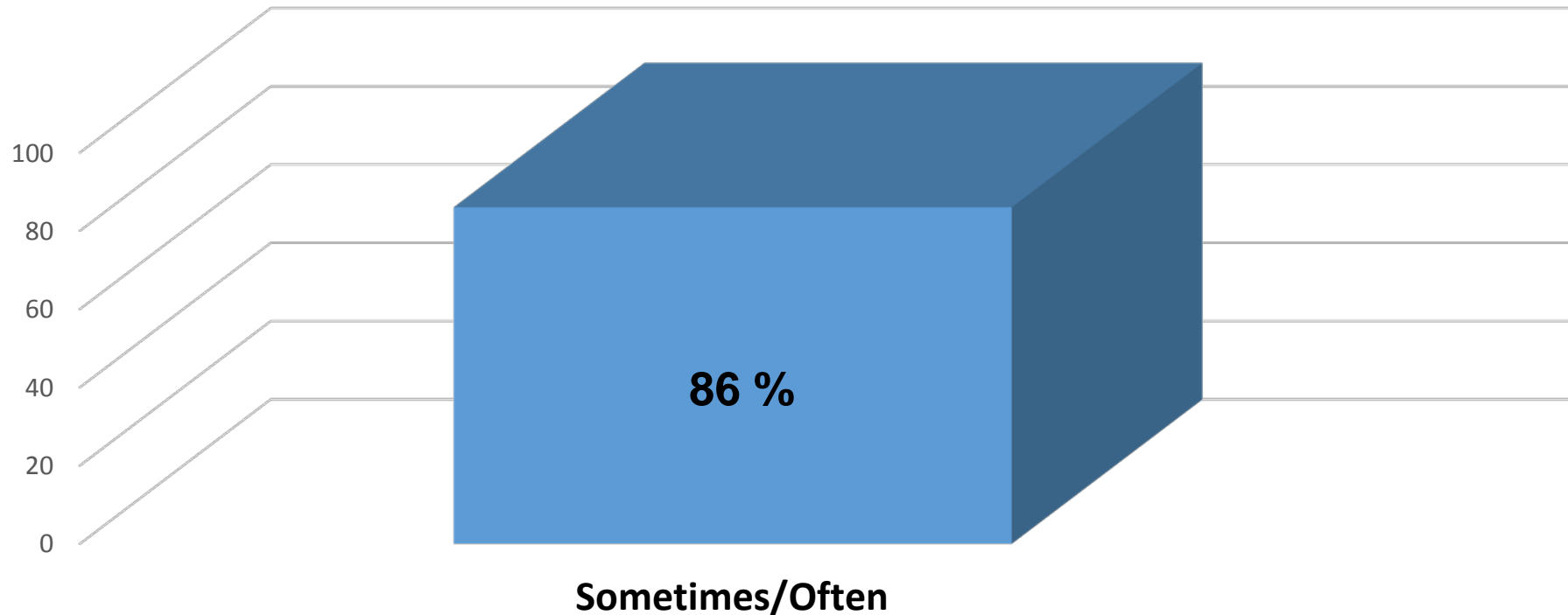
The Agency/Brand Disconnect

Brands are frustrated with both their agency's and in-house team's ability to earn media on:



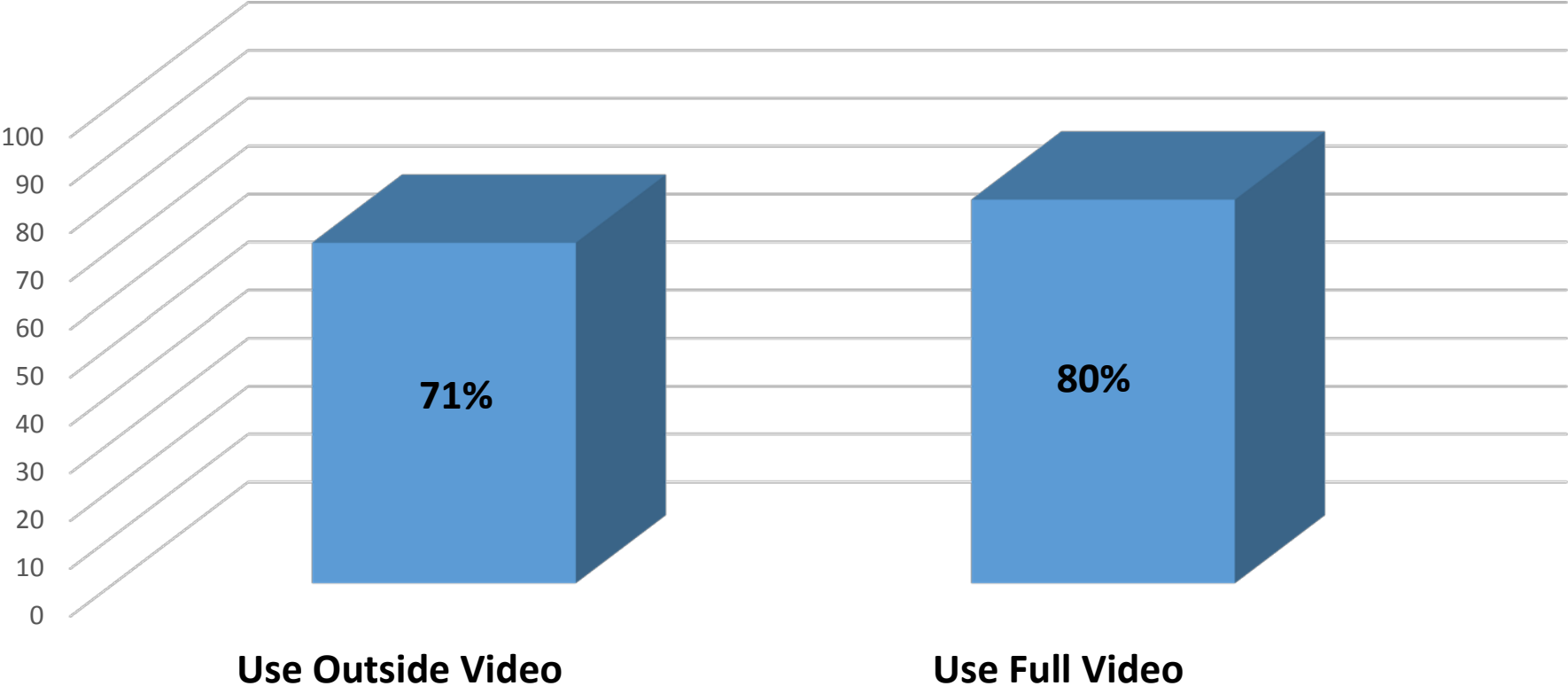
The Agency/Brand Disconnect

Agencies find client insistence on a more commercial messaging limits ability to earn media.



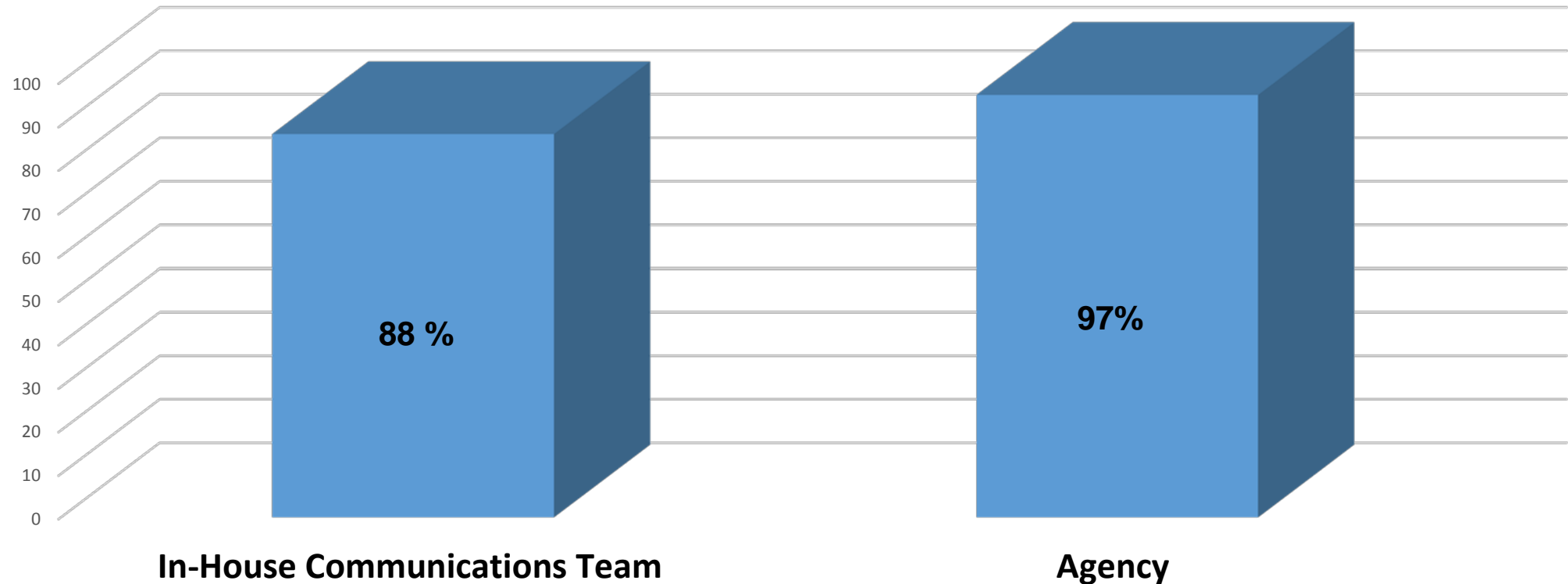
The Power of Video

Digital Producers Use Third-Party Video Unedited



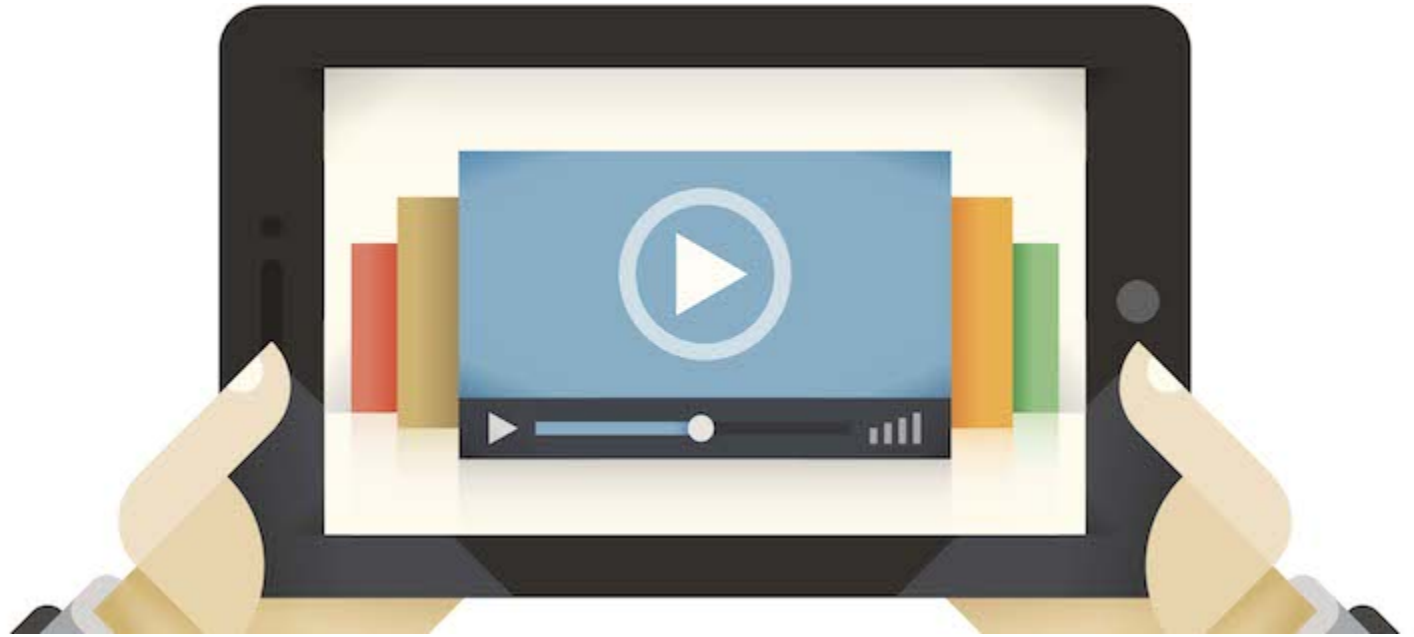
The Power of Video

Increasing Earned Media Placements Will Improve ROI



The Power of Video

- Tell A Story
- “Gee wiz” moments
- Memorable images
- Emotion
- Humor
- Well Crafted
- Connected to Distribution/Viewership
- Spokesperson vs. Influencer



Big Events



WATCH AND LISTEN

DEDICATION OF THE WHITNEY MUSEUM OF AMERICAN ART

SHARE



On April 30, 2015, the Whitney Museum inaugurated the opening of its new home with a dedication ceremony and ribbon-cutting featuring First Lady Michelle Obama, Mayor Bill de Blasio, architect Renzo Piano, and Whitney leaders, as well as a performance by the Wooster Group.

New Building, About the Whitney

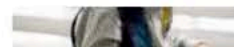
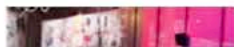
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Are You Using Earned to Drive Social?

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initiatives, can tap for talent as well as customers in the future.

Emerson worked with ad agency DDB Chicago to develop the campaign. Airing the ad on YouTube but also during "The Big Bang Theory," which has a similar, younger, science-geek audience and subject matter, was a natural context.

I sat down with Emerson CMO Kathy Button Bell and Green to learn more about the campaign, their mutual goals, and their novel pairing.

Forbes CMO Interview: Emerson's Kathy Button Bell, Joined By Star Vlogger Hank Green



HANK GREEN
Scientist, YouTube Personality

SAPVoice: Can You Rise to Incompetence?
Reuven Gorsht
SAP

Q and A With Hank Green, Inventor of 2D Glasses
Alex Knepp

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0:12 / 2:04

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(JACK) 100@ 97.16 ▼ 0.07 | SUNPOWER (SPWR) 100@ 32.91 ▼ 0.4

Effective Tools

- Media Tours
- Custom Content Packages
- Digital Press Conferences

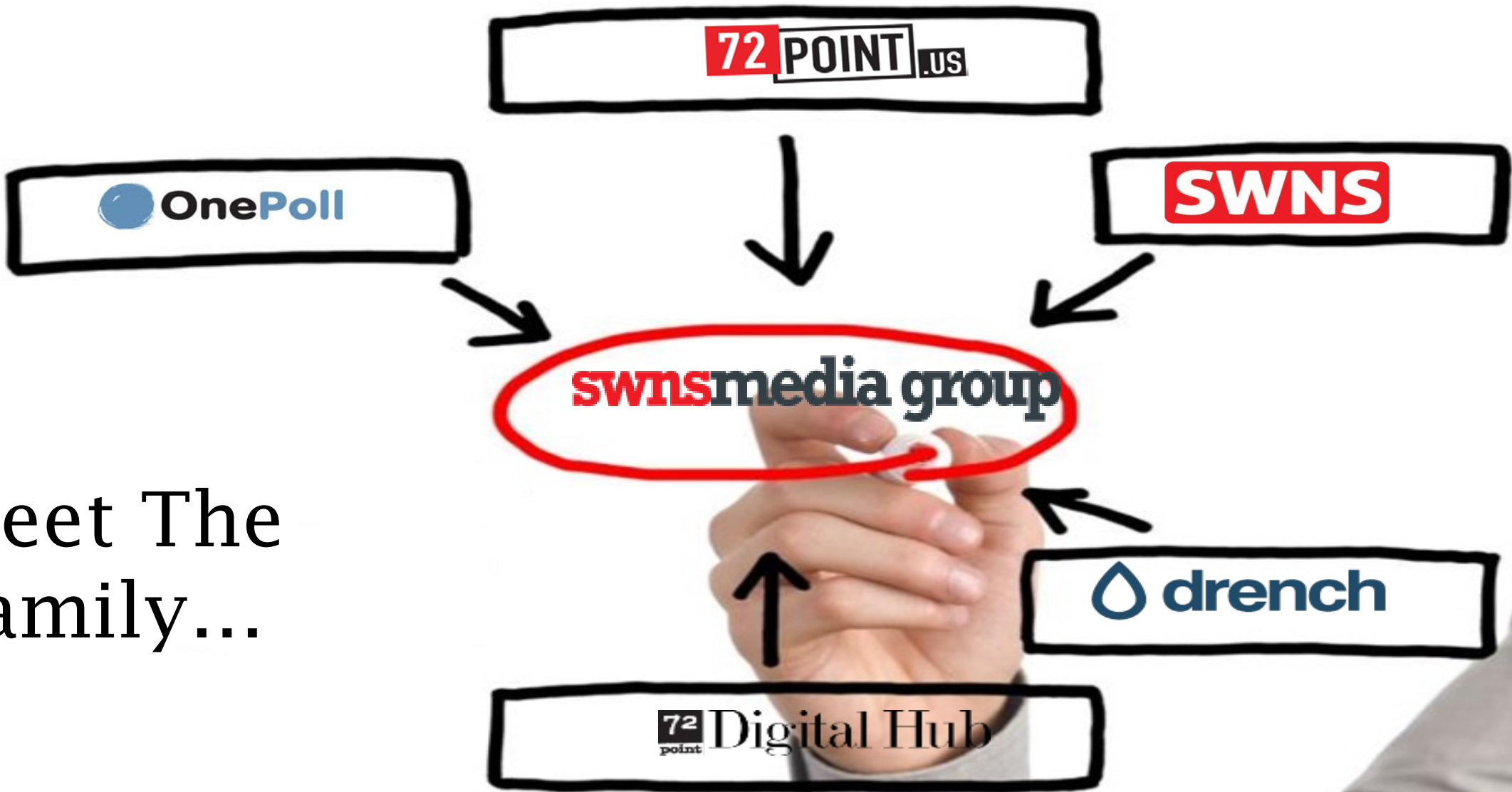


Network Executive Model

- Audiences
- Programs
- Channels
 - TV/Radio
 - Online
 - Social







Meet The Family...

Brief:

Client wants to raise overall awareness of their business with a focus on their tours of famous American landmarks offering.



Challenge:



Solution: Topline Concept

“What do Americans know about where the country’s most famous landmarks are located?”







Key data from survey

- 57% misplaced the Grand Canyon
- 17% thought the Space Needle was in Florida
- Only 30% know where Yellowstone National Park is
- 40% don't know where Mount Rushmore is




Story assets: IG & Video



YAHOO! TRAVEL		
(EST.) MONTHLY VISITS: ●	5.73B	
Powered by  SimilarWeb		
(EST.) COVERAGE VIEWS: ●	243K	
DOMAIN AUTHORITY: ●	100	
LINKS FROM COVERAGE (INFO)	1	
		
860	2	3


PREVIOUS TRAVEL
CRUISE
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ROAD TRIP
FAMILY
WEEKEND GETAWAYS
WINTER TRAVEL
AIRLINES
A ROUND-UP
HOTELS
WEEK

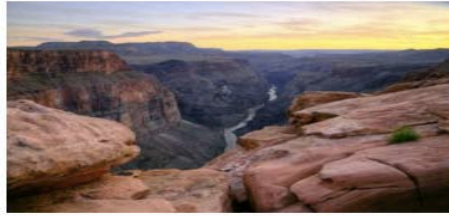
Do You Know What State the Grand Canyon Is in? Most People Don't



Greg Keraghosian
Associate Travel Editor
December 13, 2015

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The correct answer is Arizona. (Photo: Thinkstock)

The Griswold family could find the Grand Canyon, but a new survey says most of their fellow Americans can't.

The adventure tour company [Intrepid Travel](#) gave 2,000 Americans a pop quiz on their national landmarks, and as it turns out, there's a lot they needed to brush up on. Forty-five percent said they have little or no knowledge of U.S. landmarks, and a whopping 57 percent said they don't know that the Grand Canyon is found in Arizona.

Related: [9 Things You Didn't Know About the Grand Canyon](#)



Infographic: Intrepid Travel

Here are some other findings from the survey:

- Only 40 percent of Americans polled knew the Hoover Dam lies between the borders of Nevada and Arizona.
- While 63 percent could locate the Space Needle in Seattle, 17 percent thought it was in Cape Canaveral, Fla.
- Just 68 percent knew that *Alcatraz*, the most famous prison in American history, is in San Francisco. Thirteen percent thought it was in New York, and another 11 percent didn't know where it



(EST.) MONTHLY VISITS: **114M**

Powered by  SimilarWeb

(EST.) COVERAGE VIEWS: **84.2K**

DOMAIN AUTHORITY: **95**

LINKS FROM COVERAGE
(INFO) **1**



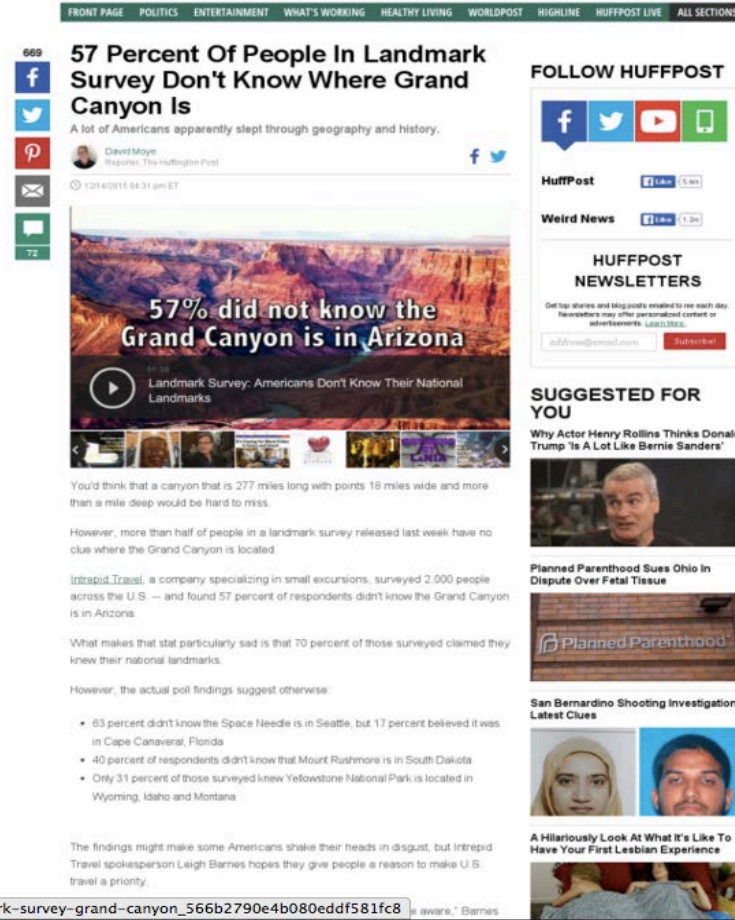
1



2



97



57 Percent Of People In Landmark Survey Don't Know Where Grand Canyon Is
A lot of Americans apparently stepped through geography and history.

David Moye
Reporter, The Huffington Post

12/14/2015 9:31 am ET

57% did not know the Grand Canyon is in Arizona

Landmark Survey: Americans Don't Know Their National Landmarks

You'd think that a canyon that is 277 miles long with points 18 miles wide and more than a mile deep would be hard to miss.

However, more than half of people in a landmark survey released last week have no clue where the Grand Canyon is located.

Intrepid Travel, a company specializing in small excursions, surveyed 2,000 people across the U.S. — and found 57 percent of respondents didn't know the Grand Canyon is in Arizona.

What makes that stat particularly sad is that 70 percent of those surveyed claimed they knew their national landmarks.

However, the actual poll findings suggest otherwise:

- 63 percent didn't know the Space Needle is in Seattle, but 17 percent believed it was in Cape Canaveral, Florida
- 40 percent of respondents didn't know that Mount Rushmore is in South Dakota
- Only 31 percent of those surveyed knew Yellowstone National Park is located in Wyoming, Idaho and Montana

The findings might make some Americans shake their heads in disgust, but Intrepid Travel spokesperson Leigh Barnes hopes they give people a reason to make U.S. travel a priority.

mark-survey-grand-canyon_566b2790e4b080eddf581fc8 | aware, Barnes

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Results – Intrepid Travel



(EST.) MONTHLY VISITS: ● **60.4M**

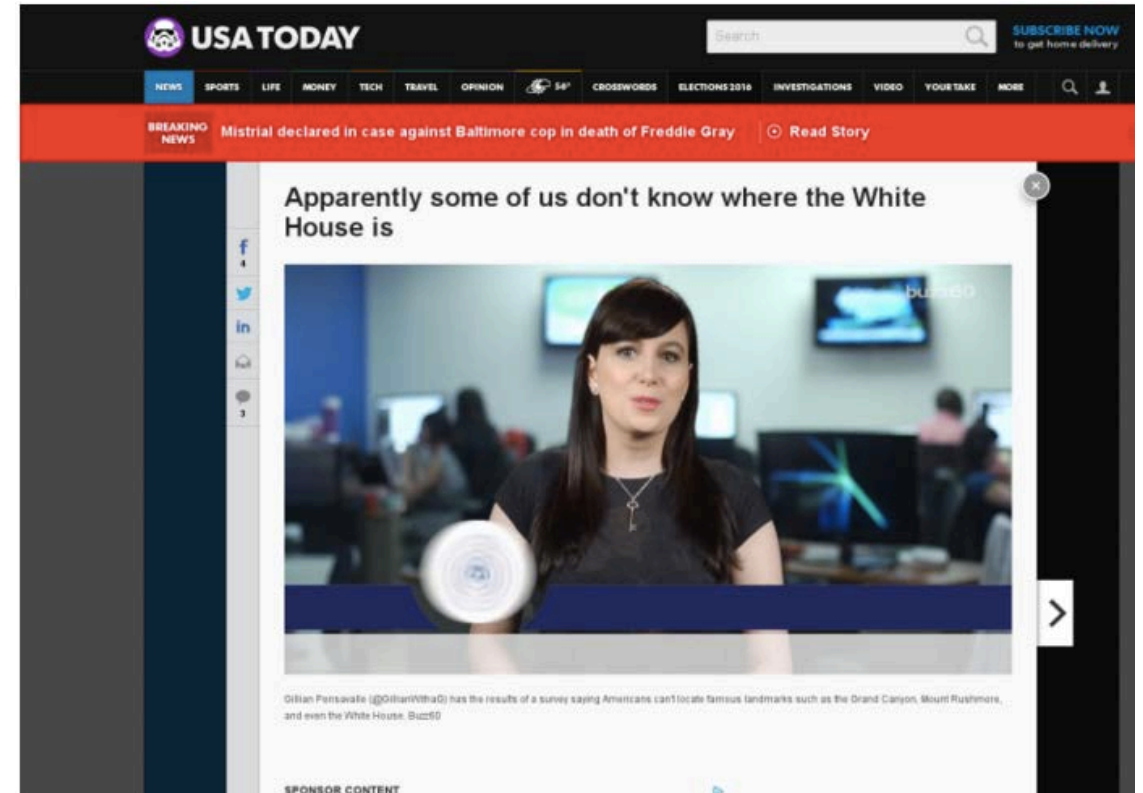
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(EST.) COVERAGE VIEWS: ● **53K**

DOMAIN AUTHORITY: ● **94**



15



Daily Mail.com

(EST.) MONTHLY VISITS: **158M**

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(EST.) COVERAGE VIEWS: **227K**

DOMAIN AUTHORITY: **90**

 210
  4
  3



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Almost 70% of Americans don't know where Yellowstone National Park is and 1 in 10 think Alcatraz Island is in NEW YORK
 - In a survey of 2,000 Americans, many struggled to identify major landmarks
 - 40% didn't recognise Grand Central Terminal, but 97% knew Times Square
 - While just 43% knew that the entirety of the Grand Canyon was in Arizona

By KATIE AMEY FOR MAILONLINE
 PUBLISHED: 08:58 EST, 15 December 2015 | UPDATED: 08:47 EST, 15 December 2015

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America may be a leader of industry, a top political world power and the home of some of the world's most brilliant scholars - but when it comes to knowing their own geography, general knowledge seems to be a bit lacking.
 According to a survey of 2,000 people across the country, nearly 70 per cent of Americans claim to know their landmarks, yet 40 per cent don't recognise Grand Central Terminal, 31 per cent don't recognise the Jefferson Memorial and 17 per cent think that Seattle's Space Needle is actually in Cape Canaveral, Florida.
 Furthermore, only 37 per cent of Americans have visited one to three U.S. landmarks.
 Scroll down for video

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According to a new survey, nearly 70% of Americans claim to know their landmarks, only 31% knew where Yellowstone National Park is located

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COVERAGE SUMMARY

ONLINE COVERAGE

 Do You Know What ...	 AOL.com	 The Huffington Post	 USA TODAY	 Mail Online	 Survey Says Americ...
 kare11.com	 World News	 WCVB	 wsh6.com	 wzzm13.com	 WTAE

PIECES OF COVERAGE: **29**

ESTIMATED COVERAGE VIEWS: **831K**

LINKS FROM COVERAGE: **3**

SOCIAL SHARES: **1.52K**

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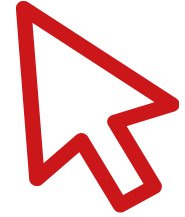
brief



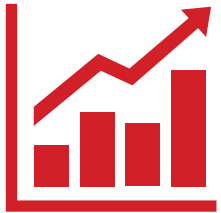
brainstorm



write survey



run survey



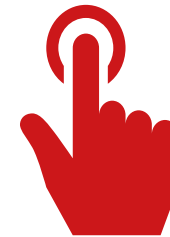
analysis



write copy



visual assets



sign-off



distribution

PR surveys Consumer research Infographics Branded content News copy writing

#PRNews

www.72point.us

Work Backwards – Story 1st
15 pars – 1 good stat for each
Add visuals / IG / Video
Don't be greedy !

Key Takeaways

1. Ask what a journalist would think of your social content
2. Engage key publics in the content of your video
3. Repurpose earned media to feed and drive you social eco-system
4. Customize your content
5. Have a distribution plan in place before starting production
6. Agency and brands should talk (honestly) to each other...please

