
Content Marketing at Dell



How our paid media and owned media result in earned media

Stephanie Losee
@slosee

Managing Editor, Dell Global Communications
#digitalpr
Content Marketing Clinic

Experiments in
paid media can
result in earned,
making your
case for owned
as the next step



How and Why to Ignore Your Inbox: 30,600 views; 975 FB shares; 460 tweets; 370 LinkedIn posts

The screenshot shows the Forbes website interface. At the top, there are navigation tabs for 'New Posts' (+13 posts this hour), 'Popular' (Buffett's Billion Dollar), 'Lists' (Most Promising Comp), and 'Video' (30 Under 30). A search bar and a user profile icon are on the right. The main content area features the DellVoice logo and a 'Do more' link with a '+ Follow (92)' button. The article title is 'Managing Distraction: How and Why to Ignore Your Inbox' by Stephanie Losee, Dell, dated 4/19/2012 @ 11:22AM with 30,593 views. Below the title is a quote: 'Posted on behalf of Katherine Ellison, a Pulitzer-Prize winning investigative journalist, author, writing consultant and former foreign correspondent.' The article text begins: 'The problem confronts you each morning, like a squalling baby that must be fed NOW. It's your email inbox, loaded with capital letters and exclamation marks and missives marked "URGENT." Unlike with that baby, however, you'll need to ignore...'. A cartoon titled 'SHOULD I CHECK E-MAIL?' by Henry Markovitz is shown, with a decision tree asking 'HAVE YOU CHECKED IN THE PAST 3 MONTHS?' and 'DID SOMEONE YOU KNOW THAT THEY WANT TO BE A GOOD PARENT? EMAIL?'. On the right, a 'Most Read on Forbes' sidebar lists several articles with view counts: 'Grammy Winners 2014: The Full List' (+325,819 views), '7 Crippling Parenting Behaviors That Keep Children From Growing Into Leaders' (+189,289 views), 'Jay Z And Beyonce's Synergy On Display At Grammys' (+69,457 views), 'The President Forgets To Lie About Marijuana, And Prohibitionists Are Outraged' (+60,659 views), and 'Will iPhone 6 Improve Battery Life By Inscribing Solar Cells In Sapphire Glass-Coated Screens?' (+55,476 views). A '+ show more' button is at the bottom of the sidebar. The DellVoice logo and 'Do more' link are repeated at the bottom right of the article area.



SHOULD I CHECK E-MAIL?

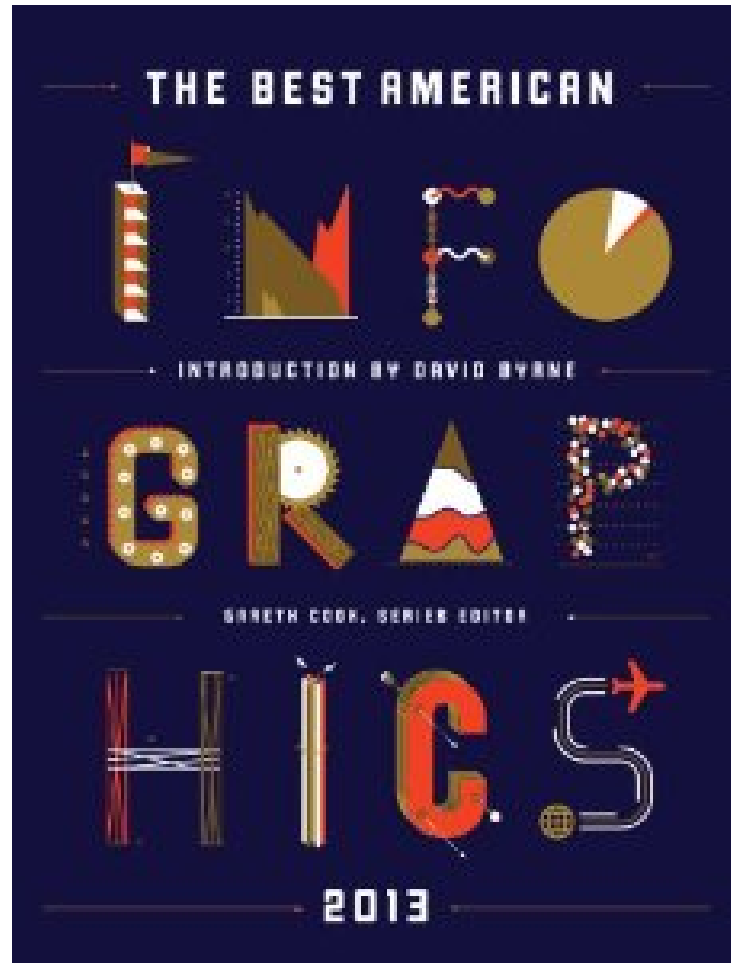
By WENDY MACNAUGHTON



THIS PUBLIC SERVICE ANNOUNCEMENT WAS BROUGHT TO YOU BY DELL.



Credit line:
Illustration by Wendy MacNaughton;
published by Dell Inc. on Forbes.com



So if you can do
that on
Forbes.com, can
you do it on
Dell.com?



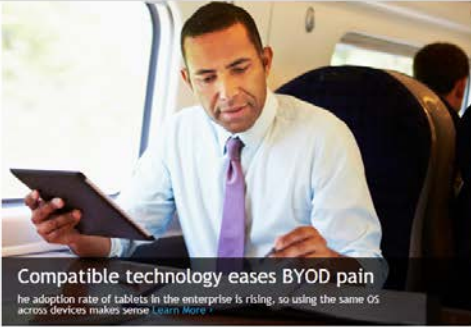
Tech Page One

Insights from the evolving world of tech

Tech Page One All Dell Search

Technology Business Industries Downtime

Products Solutions & Services Dell News



Compatible technology eases BYOD pain

The adoption rate of tablets in the enterprise is rising, so using the same OS across devices makes sense. [Learn More](#)



A lifetime of learning

Online education company Udacity is now emphasizing lifelong vocational education. [Learn More](#)



Managing your reputation

The threat of online complaints has prompted SMBs to engage in reputation management through data analytics. [Learn More](#)

About Tech Page One

Editors' Picks: Curated By Tech Page One

Startup lessons for healthcare businesses

[Entrepreneur.com](#)

Why you should start a business in 2014

[BusinessInsider.com](#)

9 common mistakes of first-time entrepreneurs

[BusinessInsider.com](#)

Technology trends for teachers to try in 2014

[iNews.com](#)

Trending

- Building an enterprise flash strategy
- Compatible technology eases BYOD pain for IT users
- Top online streaming sticks: Which is best for you?
- Three ways brick-and-mortar can leverage mobile
- Five must-have apps for your Android tablet

Grid List Customize



Price wars heat up between Amazon, other retailers

By Eric Searleman

Tech Page One 50 mins ago



Windows 8: Jargon you need to know

By Sandy Berger

Tech Page One 3 hours ago



The surprising truth behind social media

By Eric Searleman

Tech Page One 4 hours ago

Get Started Contact Info

Contact a Dell Expert.

Complete the form to have a Dell expert contact you by email or phone.

How can we help?



Global preventable disease outbreaks, visualized

Curated by Tech Page One

[Gizmodo.com](#) 6 hours ago



She's spent half a century reading for the blind

By Megan Anderle

Tech Page One 6 hours ago



6 management lessons from visionary women leaders

Curated by Tech Page One

[FastCompany.com](#) January 24 2014

Sign up for Tech Page One Digest

Catch the highlights

Experience Dell World.

Get access to the virtual event.

[Register Now](#)

Dell Solutions & Services

From social media to owned media—content takes customer conversations to the next level

Global Marketing



Objective: Conceive, assign, and publish great original stories, embracing adjacent content

Tech Page One

Insights from the evolving world of tech



Tech Page One

All Dell

Search

Technology ▾

Business ▾

Lifestyle ▾

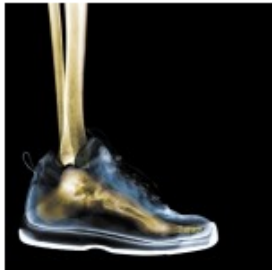
Products | Solutions and Services



Will Your Cell Phone Soon Be Capable of X-Ray Vision?

By Jim Nash, Tech Page One Contributor - [Tech Page One](#) 01/07/2013

Share ▾



Add this to the list of improbable capabilities your phone could soon have - X-ray vision.

A pair of researchers at the California Institute of Technology have hacked conventional chip hardware to create a device that they say is small and affordable and that can see short distances beneath certain materials (not thick metal, for example). The device can also pick up the signatures of explosives, chemical weapons and drugs, as well as identify skin cancer.

It gets better, according to its inventors: Even though the system uses the electromagnetic spectrum (on which reside dangerous X-rays), the high-frequency beams are non-ionizing, which means they present little potential for causing cancer.

A working prototype has been built by Ali Hajimiri, a professor of electrical engineering, and postdoctoral scholar Kaushik Sengupta, both of Caltech. They got a set of CMOS chips to work in unison to create invisible beams in the little-used terahertz range of the spectrum.

1 Get Started

2 Contact Info

Contact a Dell Expert.

Complete the form to have a Dell expert contact you by email or phone.

How can we help?

Business Email

Continue



Send them out into the Web for republishing and pickup, generating traffic back to Tech Page One

The screenshot shows the PCMag.com website interface. At the top, there is a navigation bar with categories: LAPTOPS, DESKTOPS, TABLETS, PHONES, SOFTWARE, CAMERAS, HDTVS, PRINTERS, and MORE. A search bar is prominently displayed with a red 'SEARCH' button. Below the search bar, there are sections for 'Top Searches' (Online Backup, Windows 8, Android, iPad) and 'Trending' (Best iPad Cases, Best Android Apps, Best Laptops). A featured advertisement for the HP Slate 7 Android Jelly Bean Tablet is shown, priced at \$169.99 with free shipping. Below this is a banner for Cisco WebEx Meetings, featuring a woman using a smartphone and a 'Start Now' button. The main article is titled 'Your Next Smartphone May Have X-Ray Vision' by Damon Poeter, dated January 9, 2013. The article includes social media sharing icons for Google+, Facebook, Twitter, SoundCloud, LinkedIn, and Pinterest. The article text begins with 'Those X-ray glasses we used to see advertised in the back of comic books may soon become a reality courtesy of a pair of California Institute of Technology researchers. Only this X-ray technology, built into a typical smartphone camera, actually works and you don't have to sell thousands of copies of Crit to get your hands on it'. To the right of the article is a vertical 'Feedback' button. Below the article is an advertisement for metroPCS, featuring an LG Motion 4G smartphone and promotional text: '\$40 \$50 \$60 Unlimited data, talk and text. The price you want. BUY NOW * per month'.



Customer story + activation + press release + blog act in concert to increase amplification

How the Virtual Star of "Ted" Showed Up at the Oscars

By Lauren Mauro, Dell Contributor - Tech Page One 02/25/2013

Share ▾



The virtual star of "Ted" presented at the 2013 Academy Awards in Los Angeles, with co-star Mark Wahlberg. Credit: Universal Pictures/ Tippett Studio

So how does an animated character "appear" at the Oscars? Dell's Lauren Mauro interviewed Scott Liedtka, visual effects supervisor for Tippett Studio, just prior to the broadcast to find out.

Can you give us some background on Ted's appearance at the Oscars and Tippett Studio's role in making it happen?

1 Get Started 2 Contact Info

Contact a Dell Expert.

Complete the form to have a Dell expert contact you by email or phone.

How can we help?

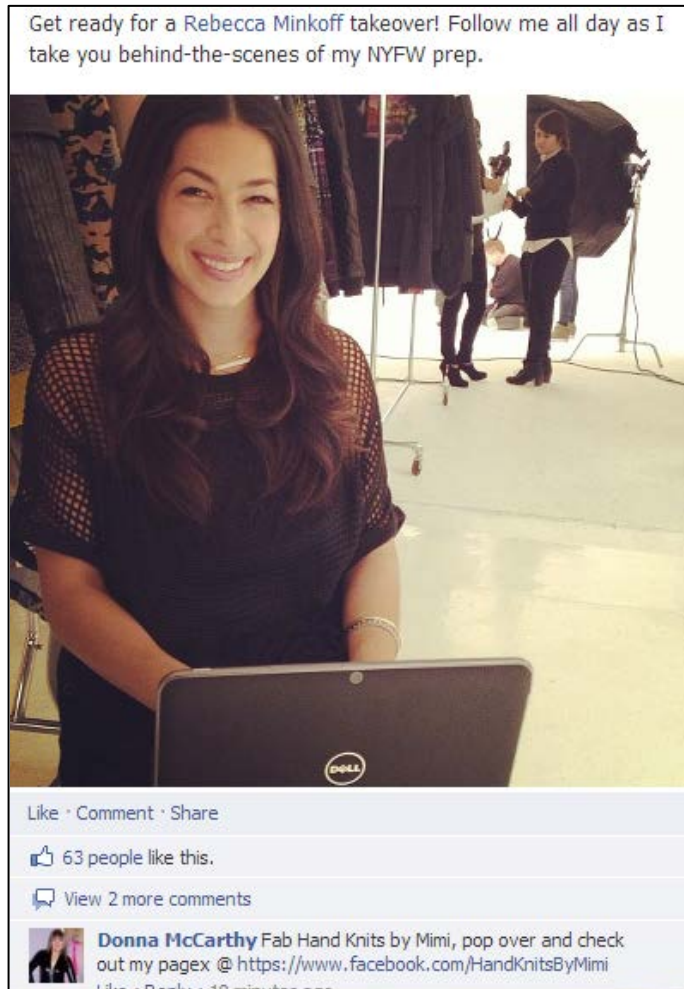
Business Email

Continue

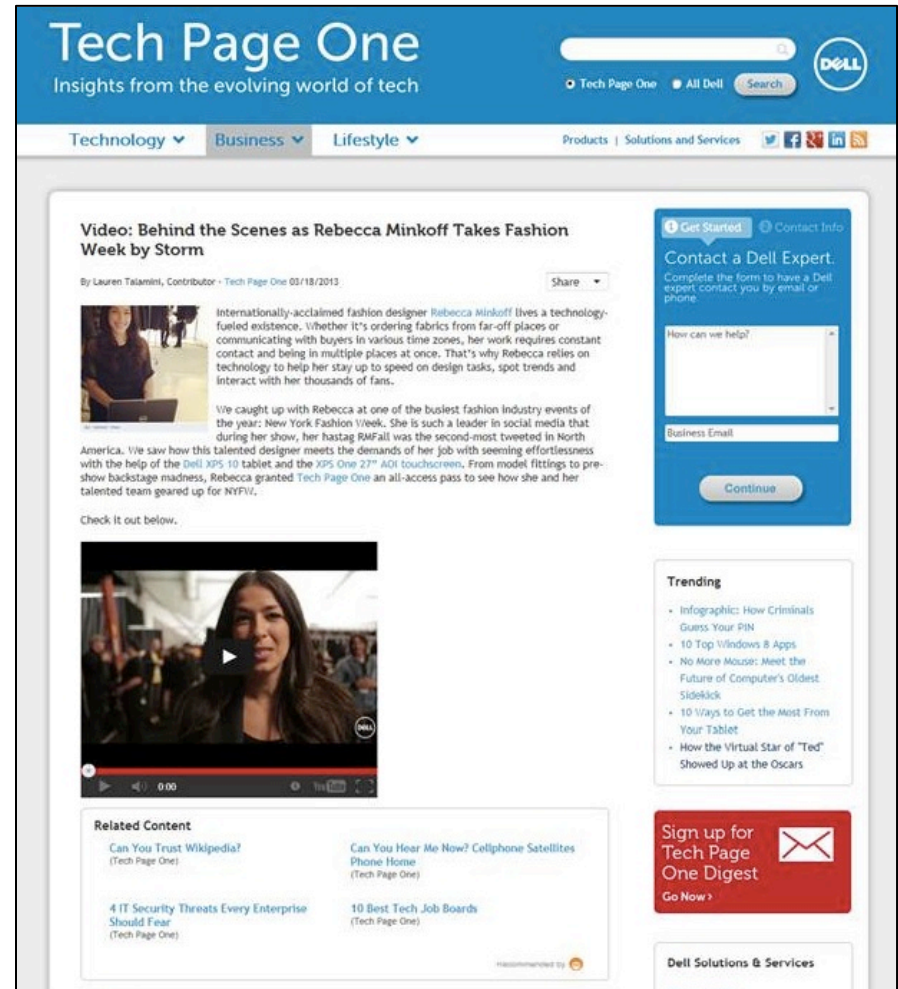
Trending

- [Infographic: How Criminals Guess Your PIN](#)
- [10 Top Windows 8 Apps](#)
- [No More Mouse: Meet the Future of Computer's Oldest](#)

Incorporate multimedia and cross promotion



Celebs on Facebook page



Tech Page One video

Return to paid
media to draw
attention to
your owned
media (resulting
in more earned
media)



The New York Times home page

SECTIONS SEARCH

U.S. INTERNATIONAL 中文网

SUBSCRIBE NOW SIGN IN Register

SHOP MARC JACOBS.COM EYEWEAR

The New York Times

Saturday, January 18, 2014 | Today's Paper | Personalize Your Weather |

WORLD U.S. NEW YORK BUSINESS OPINION SPORTS SCIENCE ARTS FASHION & STYLE VIDEO All Sections

JUST 99¢ for 4 WEEKS OF A DIGITAL SUBSCRIPTION [SEE MY OPTIONS](#)

Keeping Grip on Digital Pipeline, Obama Fails to Assure Industry

By DAVID E. SANGER and CLAIRE CAIN MILLER 10:38 AM ET

While President Obama bolstered some protections for citizens, he did nothing, at least yet, to address the concerns of American technology companies about the National Security Agency's surveillance programs.

121 Comments

- Obama Outlines Curbs on Phone Spying
- Graphic: Changes to Government Surveillance



Ozier Muhammad/The New York Times

New York City's Water Is His Life

By KIA GREGORY

Jim Roberts, New York City's deputy commissioner for water and sewer operations, has been busy since a large water main burst on Wednesday in Greenwich Village.

The Opinion Pages

OP-ED CONTRIBUTOR

The Forgotten Virtues of Tammany Hall

By TERRY GOLWAY

Political machines served the people when the government didn't.

- Editorial: The President on Mass Surveillance
- Op-Ed: Sometimes 'Nazi' Is the Right Word

OP-ED COLUMNISTS

- Collins: The \$1 Trillion Question
- Nocera: Protecting Consumer Data

SUNDAY REVIEW | QUICK HISTORY

The Week That Was

By SERGE SCHMEMANN

A philandering French president, remembrances of Sharon, and in Egypt, a complicated election.

BUSINESS DAY »

COMMON SENSE

Dangers of Giving In to Impulse for Revenge

The New Jersey traffic jam scandal offers lessons on seeking retaliation for




PAID POST: Will Millennials Ever Completely Shun the Office? >>





Dell Paid Posts landing page

SECTIONS HOME SEARCH **The New York Times** LOG IN

PAID POST
For women entrepreneurs, mentors help bridge the gap BY **DELL**

1.  **FRUGAL TRAVELER**
How to Choose an Air Travel Search Site

2.  **DAVID BROOKS**
The Inequality Problem

3.  **Severe Drought Grows Worse in California**


4.




PAID FOR AND POSTED BY DELL


DELL

For women entrepreneurs, mentors help bridge the gap


January 8, 2014


 WRITTEN BY: **DELL** Giovanna Fabiano

SHARE   



More paid posts from Dell

 **Can the government become entrepreneurial?**
By Michael Keller
House legislation calling for entrepreneurs-in-residence at federal agencies aims to reform the bureaucracy.

 **Will millennials ever completely shun the office?**
By Kim Anderson
The workplace is evolving, especially for

Selections from Dell Tech Page One

planners would actually meet and collaborate. She also made it a point to recruit the right employees and seek the advice of both female and male mentors.

A study from the Centre for Women in Business at the London Business School found the [optimal gender balance](#) for teams that drive innovation is 50-50.

“Companies with a balanced team of both men and women tend to outperform [the competition], because both genders have their unique strengths, and there are a lot of men out there who want to build the next generation of women,” Mrs. Recht said.

More Stories from Dell's Tech Page One

- Common core testing devices have a test to pass**
By Nick Clunn
The integrity of the Common Core assessments depends on the uniformity of the testing experience across all users. For that, serious technology is required.
[Learn More >](#)
- How the media doesn't help the gender gap in tech**
By Raquel Cool
Women are outnumbered in the tech world, and the gender gap is widening.
[Learn More >](#)
- What This Female CEO Learned About Gender Bias After Pitching 200 VCs**
By Erika Trautman
Women tend to undersell their vision compared to men when pitching VCs, but there's more to successful pitching than a big promise. Here's one...
[Learn More >](#)
- Are Millennials Falling Out of Love With Technology?**
By Steve Power Brown
What do you think about the future of your relationship with technology?
[Learn More >](#)

Around the Web

This page was produced by the Advertising Department of The New York Times in collaboration with Dell. The news and editorial staffs of The New York Times had no role in its preparation.

© 2014 The New York Times Company | [Contact Us](#) | [Work With Us](#) | [Advertise](#) | [Your Ad Choices](#) | [Privacy](#) | [Terms of Service](#) | [Terms of Sale](#) | [Site Map](#) | [Help](#) | [Site Feedback](#) | [Subscriptions](#)



Press about the Paid Posts launch with Dell as charter sponsor--Adweek

HOME JOBS EVENTS TALENT GALLERY **SUBSCRIBE TO ADWEEK** NEWSLETTERS

in Follow f Like 178k Follow @adweek 204K followers

ADWEEK

2014 Super Bowl Ads
Who's in? We track the Big Game's spots. Sponsored by Adobe

Subscribe to Adweek
The voice of media, marketing and technology

Adweek Super Bowl Blitz
Find all the latest news and analysis on the biggest game on Earth

THE PRESS TELEVISION TECHNOLOGY ADVERTISING & BRANDING ADFREAK VIDEO **SUBSCRIBE** Search

Headlines: Press: [Hearst Sets Launch for First I...](#) TV: [Telemundo Orders Orlando-Based...](#) Tech: [Tumblr Takes No. 2 in Revenue ...](#) Ads & Brands: [DDB Chicago Fills Its Top Crea...](#)

With Redesign, NYTimes.com Unveils Native Ad Platform 'Paid for' labeling throughout

By Lucia Moses

January 7, 2014, 12:15 AM EST The Press f 122 t 279 in 129 g+ 11 v 1 3

The New York Times recently detailed plans to introduce a native advertising product to its website, and on Wednesday, readers will get to see its first appearance.

Dell is the charter advertiser of the new ad platform, which will be part of an overhaul of NYTimes.com **launching that day**.

The Times has been tentative about embracing the ad format, which has lately been

Advertisement

AUTODESK. AdChoices

Create tomorrow's automotive icons today with next-generation technology



Dozens of stories, and a piece on NPR's "All Things Considered"

The screenshot shows the NPR website interface. At the top, there are navigation links for 'topics', 'programs', and 'listen', along with the 'stations' logo. The main content area features a news category 'news > business' and a headline: 'News Or Ad? Online Advertisers Hope You'll Click To Find Out' by DAVID FOLKENFLIK, dated January 08, 2014 at 6:07 PM. Below the headline is a large blue play button icon and a 'Listen to the Story' button, with the text 'All Things Considered' and a duration of '3 min 55 sec'. To the right of the play button are three options: '+ Playlist', '+ Download', and '= Transcript'. Below the main article content, there is a section titled 'The New York Times' with a sub-headline 'Can the Government Become Entrepreneurial?' and a photo of the US Capitol building. To the right of this section, there is a 'Share' button and a '19 Comments' button.

The New York Times unveiled a major redesign of its digital offerings Wednesday. With a new scroll feature, readers will never again have to click to read the second half of a story, and the site is crafted to appeal to a mobile audience.

But [the redesign](#) has also embraced a

Coming in 2014:

Dell TV

Dell Books

(aka more
owned, with the
goal of earned)



Paid, owned and earned tips:

- Embrace your identity as a brand publisher. You already are one whether you call yourself one yet or not.
- Companies of every size can afford to experiment with individual pieces of content.
- The less you talk about your brand and the more you embrace an editorial approach, the more earned media you'll receive.
- Re-jobinate journalists, artists and filmmakers. Your audience will thank you. (Their thanks will come in the form of sharing.)

