



THINK LIKE A MEDIA MOGUL: HOW TO MANAGE MULTIPLE CHANNELS AND CREATE CONTENT THAT POSITIONS YOUR BRAND

This presentation focuses on the use of your owned, rented, earned, embedded and paid media and how to leverage these channels strategically for marketing gain. Owned media are those that you produce content for such as e-newsletters, websites and blogs. Rented media includes social platforms to broadcast and engage, and earned media provides endorsement, extensive reach and content to repurpose through your owned and rented properties. Becoming embedded as a columnist, writer or broadcaster further amplifies reach and clout. And finally paid media, when used strategically, can multiply impact exponentially. Learn how to collectively leverage all five media properties to reach your target audience, and build a loyal tribe. This presentation will help you punch far above your weight and budget using content marketing, by becoming a media company to position your brand. ■

Customized for YOUR event: Mary works with her clients in preparation to ensure this presentation includes industry specific examples. She takes the time to deliver actionable ideas to ensure value and is happy to include an optional Q&A session to dig deeper. Additional services can be arranged upon request.

LEARNING OUTCOMES:

- ✓ Approach social media with a strategy to achieve goals and not waste time
- ✓ Gain insights to maximize free publicity
- ✓ Learn how to funnel traffic through content back to your site to increase sales
- ✓ How to get published or broadcast
- ✓ Learn how to maximize the impact of a small paid media budget

The ideal audience: Companies, associations, organizations and individuals that want to maximize the reach and clout of their marketing with limited funds.



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BOOK MARY TODAY!

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MARKETING BLOG
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