

MARY CHARLESON'S

# MARKETING CHEAT SHEET

# 5 steps to grow your audience

A strategy for your owned, rented, earned  
embedded and paid media.



[WWW.FIVEMINUTEMARKETING.COM](http://WWW.FIVEMINUTEMARKETING.COM)

# 5 STEPS

TO GROW YOUR AUDIENCE

## OWNED MEDIA

- Have a website, blog, and newsletter
- Publish to these on a regular schedule. Build content that positions your expertise. Be sure to tag posts for search.
- Collect emails through your website or blog, Always be building your list. Put subscribe buttons in posts. Use pop ups. Encourage sharing.
- Post content from owned media to social media channels, but always drive traffic back to website or blog to capture and build your following.



## RENTED MEDIA

- Social media such as Facebook, Instagram, LinkedIn, Twitter, Youtube
- Use these channels to share content, broadcast and engage
- Build following on channels where your audience is
- Pick a couple and do them well. Don't worry about the rest.
- Schedule regular content on social media that will drive readers back to your website or blog with links. Engage your audience!



## EARNED MEDIA

- Getting publicity (free coverage) through print, broadcast or online media with significant reach (lots of readers, listeners)
- Earned media positions you as an expert, great for search.
- Perceived as authentic and honest because it's by a third party.
- Leverage earned media by sharing on social media and featuring it on your website.



## EMBEDDED MEDIA

- Getting stuff you have created published or broadcast in media that is owned by someone else.
- Approach media with significant reach (lots of readers or listeners) or media with a hyper focused audience well aligned for your business.
- Feature embedded media links on your website or blog and share out on social media channels.



## PAID MEDIA

- Paying to promote on selected social channels.
- Boost content exposure as a sponsored post to a targeted audience.
- Run paid ads promoting content. Always drive back to your website or blog to build your owned audience.



[WWW.FIVEMINUTEMARKETING.COM](http://WWW.FIVEMINUTEMARKETING.COM)