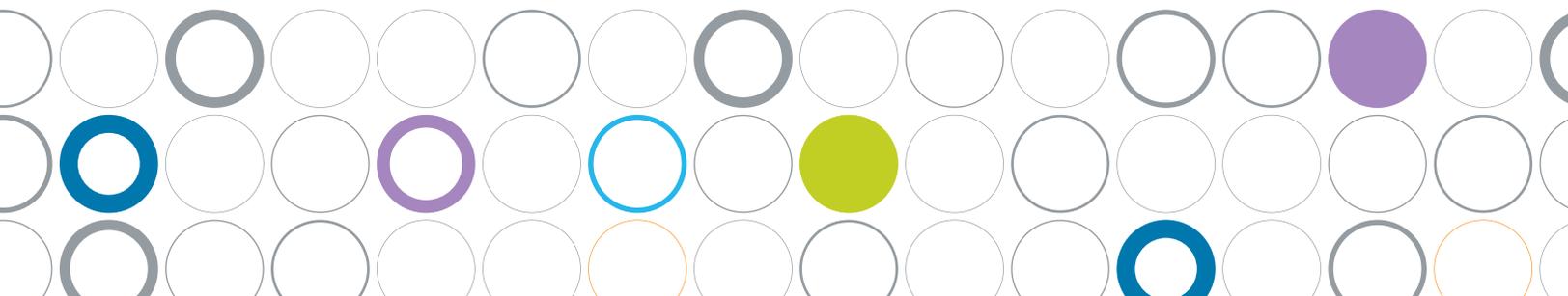


# Social Audience Marketing 101



Earned media can deliver great value to marketers and the brands they work for; it expands and extends the impact of paid and owned media and improves marketing results. Up to 70% of the visitors to any campaign site come from Social Sharing. Social visitors, those who come via sharing, convert up to four times higher than conventional visitors. But, until now it has been difficult to approach earned media and social sharing in a measurable, predictable and repeatable way... it has been much more a craft than science, but it doesn't have to be that way!

## Earned, Paid, and Owned Media

Let's begin by setting a simple base line to be used as reference throughout the document:

Owned media refers to the online spaces you own and for which you completely determine the content and terms of use; typical examples of these are corporate websites and campaign micro sites.

Paid media refers to the online spaces owned by others that you can "rent" on a temporary basis; the most common form is online advertising (display, search, etc.). Even when you don't own the site or control the terms of use for these spaces, you can contractually guarantee certain limits and conditions to the content that will be within the vicinity of your "rented space".

Earned media, in the context of this document, refers to the online mentions gained through the voluntary (not compensated in a monetary way) activity by end users; it can take the form of online reviews, comments and discussions, online sharing of your content, etc.

It is worth noting that the lines among these are blurring; it is common to find owned media that incorporates comments and online reviews.



## How and Why Earned Media Works

As mentioned before, earned media can expand and amplify the impact of owned and paid media. It all begins with your product and the content that surrounds it, but it only works if your clients care enough about the products, content and the needs they address to react to it. As you create products and associated content, such as user guides, how-to articles, comparison guides, case studies and advertisements, etc., clients and potential clients that CARE about it will react and act on this content and SHARE online, reaching their Social Graph. Sharing can take many different forms: email, a Facebook like, a tweet, an online review, a comment, participation in an online forum discussion in an online community. As this sharing occurs, two things happen: the impact of the original content expands in terms of reach (it becomes available to more potential customers, in more locations) and the credibility / relevance of the content is affected (normally in a positive way) by the fact that an unpaid agent is carrying the message. We term the increase in reach and credibility as LIFT.



This is great story, but not as easy as it sounds. There are quite a few challenges that need to be surpassed to make it work for you. Earned media promises great rewards for the Marketer; but it requires effort, careful planning and a systematic approach to achieve those rewards..

## Earned Media Challenges

### Competing for a limited resource; the user's attention

You have probably noticed everyone is talking about social / earned media. But, they are actually doing much more than talking. According to a 2011 Forrester report, a majority of marketers expect content marketing and social media to increase in effectiveness in the coming years and spending on social media is forecast to grow at a 26% CAGR and reach \$5B by 2016. This means that the social field is getting more crowded, and we are all competing for a finite resource: the time and attention of our end users.

### Dilution of trust

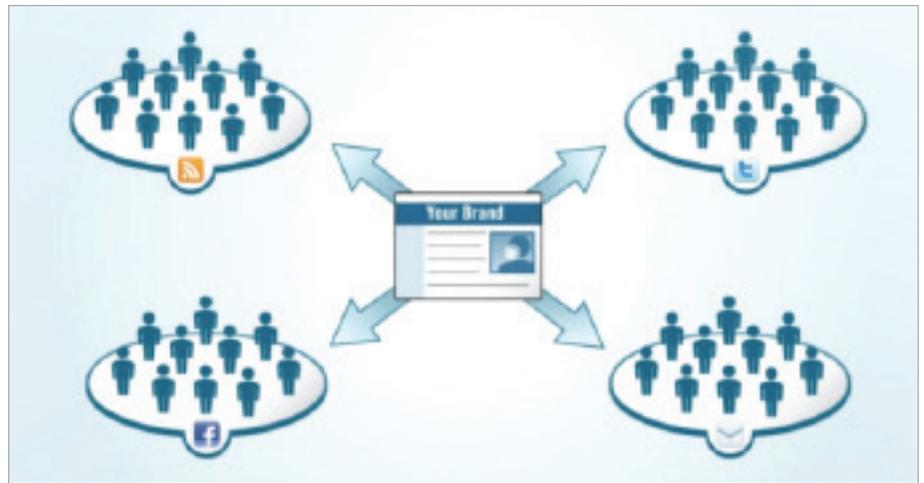
A secondary effect of the points made above is the dilution of trust the typical end user has with their peers. The average Facebook user has 130 friends and on any normal day there are 294 billion emails traversing the internet. The Edelman trust barometer yearly study indicates that trust in "a person like myself" is decreasing, currently 47%, down from 68% in 2006. It is not enough anymore to ensure your message is carried through. You want to make sure it is carried through by the right messenger.

### Incomplete / Inconsistent approach to engagement and identification

Does this sound familiar? A Brand Marketer realizes the importance of earned media and as a consequence reaches out and meets customers where they like to be, engaging with them at different social media locations, through email marketing, blogs, etc.

However this is not a scalable approach, nor one that allows for systematic optimization. This approach presents you with a number of challenges:

- It doesn't address the fact that the audience engages with your brand and each other using multiple channels; shallow metrics that do not account for the multi-generation and multi-channel nature of social sharing make it difficult or impossible to identify key members of this audience (the influencers and brand advocates).
- Lack of a consistent identification and activation methodology makes it impossible to systematically and consistently engage and encourage influencers and brand advocates to drive the actions you want them to perform.
- Optimization of content creation and media investment is, at best, inaccurate. Shallow metrics fail to properly account for and attribute earned media lift. First generation tracking will only account for the first visits and not detect when media investments (owned or paid) actually get shared again and again delivering a much higher impact.



## Social Audience Marketing Approach

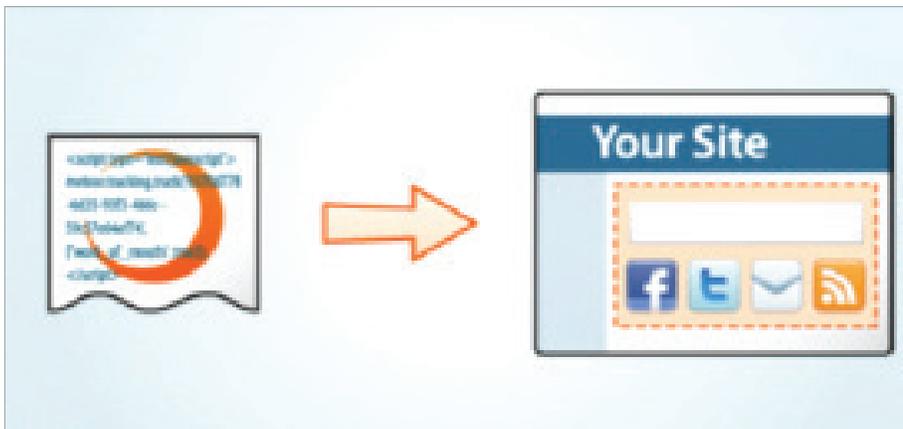
### Comprehensive, systematic, scalable engagement and identification

The Social audience marketing approach begins with your brand's content-rich website at the center. Traffic driving tactics – such as display and search advertising – jump-start the activity. Proper enablement of sharing makes it easy for users to share, ensuring earned media lift. A comprehensive capability to identify and activate key members of the audience and track content as it is passed-along operates as the core of the system. Social audience marketing tracks the sharing activity to identify the Influencers and Brand Advocates that share content and the social audience that the shared content reaches.



## Step One:

Deploy the Rio SEO™ platform patent pending Tag & Trace™ engine, which dynamically graphs sharing activity and identifies in real-time the influencers and brand advocates that share content and the social audience that the shared content reaches.



A couple lines of code deployed in your web page enable and track sharing. As users share through their preferred method (social networks, email, IM, mobile, blogs or others) other users receive those shares and click through to the original site, in turn sharing and causing other users to visit as well. Rio SEO Tag & Trace engine tracks the sharing across the spectrum of social media building a multi-generation social graph for every user as they share content; thereby identifying the individuals that are influential across multiple generations of sharing.

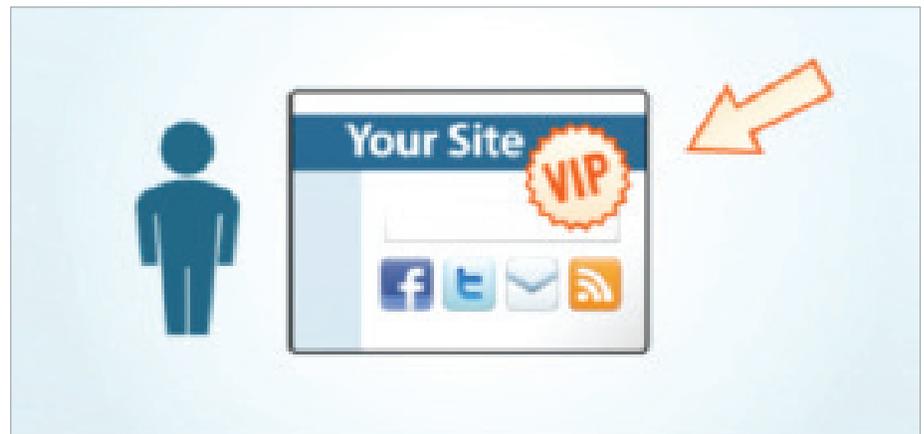
## Step Two:

Once sharing and tracking are in place brands can identify and activate Influencers using Rio SEO Activate™.

The appropriate sharing activation strategy varies depending on the topic area and target audience. Typical approaches include:

- Exclusive / early access to content (particularly effective in topical areas where knowledge is a priced commodity).
- Public Recognition for contributions / achievements.
- Leaderboards
- The opportunity to bring a benefit to others in a relevant space (peer distribution of free tickets for an event, discounts, etc.)

Rio SEO Social provides easy to deploy activation applications out of the box, as well as API access to create activation experiences for these approaches and more.



### Step Three:

As users share the size and value of the Brand's Influencer and Advocate Audience (social audience) grows continuously.

Rio SEO's platform tracks and builds a multi-generation social graph for every user as they share content; thereby identifying the individuals that are influential across multiple generations of sharing across the social web (social networks, email, IM, mobile, blogs or others).



### Step Four:

Tracking and capturing your social audience enables reaching your Influencers and Brand Advocates with targeted advertising across the web using Rio SEO Social Advertise™.

Advertising to Influencers and Brand Advocates who have shown propensity to propagate and/or react favorably to your brands message results in a better response to your advertising call to actions, as compared to conventional audiences.



### Step Five:

Best of breed analytics – using Rio SEO Social Analyze™ – allow measuring and optimizing marketing programs, content creation and media investments.

Using these analytic tools make it possible to create a virtuous cycle that continuously grow the size and potential value of your social audience and gives you the tools to advertise to that audience turning that value from potential into real. Rio SEO's customers have seen sharing generate from 10 to 70% of their audience. They've seen social audiences convert in the range of 1.5 to 4 times higher than conventional visitors. Analytics enables customers to get better and better results over time.



## Conclusion

- Earned media delivers value by increasing, accelerating and extending (lifting) the impact of paid and earned media.
- In order to truly reap the promise of earned media marketers need to adopt a systematic, scalable and repeatable approach.
- Social audience marketing provides the methodology and tools to systematically identify, encourage and target the brand's influencers and advocates, and the information to optimize marketing investments targeted for them.

## About Rio SEO

Rio SEO provides best-of-breed technology solutions for earned and owned digital media programs, specifically for SEO (search engine optimization) and social media marketing. Based in San Diego, Rio SEO is among the largest independent providers of SaaS-based SEO automation solutions with patented technology. Rio SEO offers application modules for organic search and social media with tools for content marketing, auditing, reporting, change tracking, keyword discovery, competitive analysis, mobile site optimization, SEO execution, and local SEO automation. Clients include brand marketers, retailers, and digital agencies. More information about Rio SEO is available by calling 858.876.3010 or at [rioseo.com](http://rioseo.com).