

Media	Audience	Description	Touch Points	Role	Benefits	Challenges
Own	Customers	Touch point company directly controls	<ul style="list-style-type: none"> • Product • Packaging • Mobile • Websites • Microsites • Newsletters & CRM 	<ul style="list-style-type: none"> • Inform • Educate • Sell online • Engage users • Retain customers 	<ul style="list-style-type: none"> • Full control • Cost-effective • Longevity • versatility 	<ul style="list-style-type: none"> • Resource intense • Time to scale • trustworthyness
Bought	Strangers	Traditional advertising media to build awareness	<ul style="list-style-type: none"> • TV & Radio • Print & OOH • Display Banners • Search Engine Marketing • Sponsorships 	<ul style="list-style-type: none"> • Build brand and product awareness • drive new audiences to own media 	<ul style="list-style-type: none"> • Scale & reach • Prospect targeting 	<ul style="list-style-type: none"> • Investment intense • Clutter • Lack of trust
Earned	Participants	External touch points where users and media discuss about your offering	<ul style="list-style-type: none"> • Consumer Blogs and posts • Non-paid Press articles • Viral campaigns • Non-paid retail 	<ul style="list-style-type: none"> • Listen and respond • Cultivate discussions • Inspire 	<ul style="list-style-type: none"> • Cost-effective • Authentic • Collaborative • Reach • Emotional 	<ul style="list-style-type: none"> • No control • Can be negative • Measurement is resource intense