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# How to acquire earned media

In this reading, you will learn how to acquire earned media. Recall from other course content that **earned media** is any positive digital exposure generated through personal or public recommendations.

## Examples of earned media

Earned media is important to businesses because it relies on word-of-mouth promotion from friends, family, unpaid influencer posts, product reviews and so much more. If someone likes your product enough to post about it for free, not only are you not spending anything to get that positive publicity, but it also means your audience believes in you. It's probably the most difficult marketing tactic to be successful at because you have no control over it. Some examples are:

- Customer testimonials and reviews
- Blog posts about your product
- Shares and reposts of your content
- Mentions of your product on social pages

## Effective earned media strategy

Although you can't necessarily control earned media, there are steps you can take to set yourself up for possible shares, reposts, mentions, positive reviews, and more. The most important thing when it comes to earned media is to **create engaging content**. The more engaging your content is, the more likely your audience is to share it. Next, **nurture relationships you may have with other brands, media members, and journalists**. If you do this successfully, your brand may get positive press as a result. Next, **make sure you are providing more than satisfactory customer service** to your customers. When your audience is enjoying their journey as followers, customers, users— or whatever their relationship may be to you—they are likely to share your brand with others. And finally, **encourage others within your organization to share, share, share**. The more people you have sharing your content, the more others will see it, and the more likely they are to share it.

## Key takeaways

**Earned media**, which you now know is any positive digital exposure generated through personal or public recommendations, is the most difficult marketing tactic to be successful at because you have little control over it. If you want to try to acquire more earned media, create engaging content; nurture relationships with brands, media members, and journalists; provide satisfactory customer service; and encourage members of your organization or business to share your products.

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