

In the digital marketing industry, you will encounter a few common words or phrases. Content marketing, [search engine optimisation \(SEO\)](#), social media management—these are terms that you will hear tossed around quite often. However, have you heard of “POEM” in digital marketing?

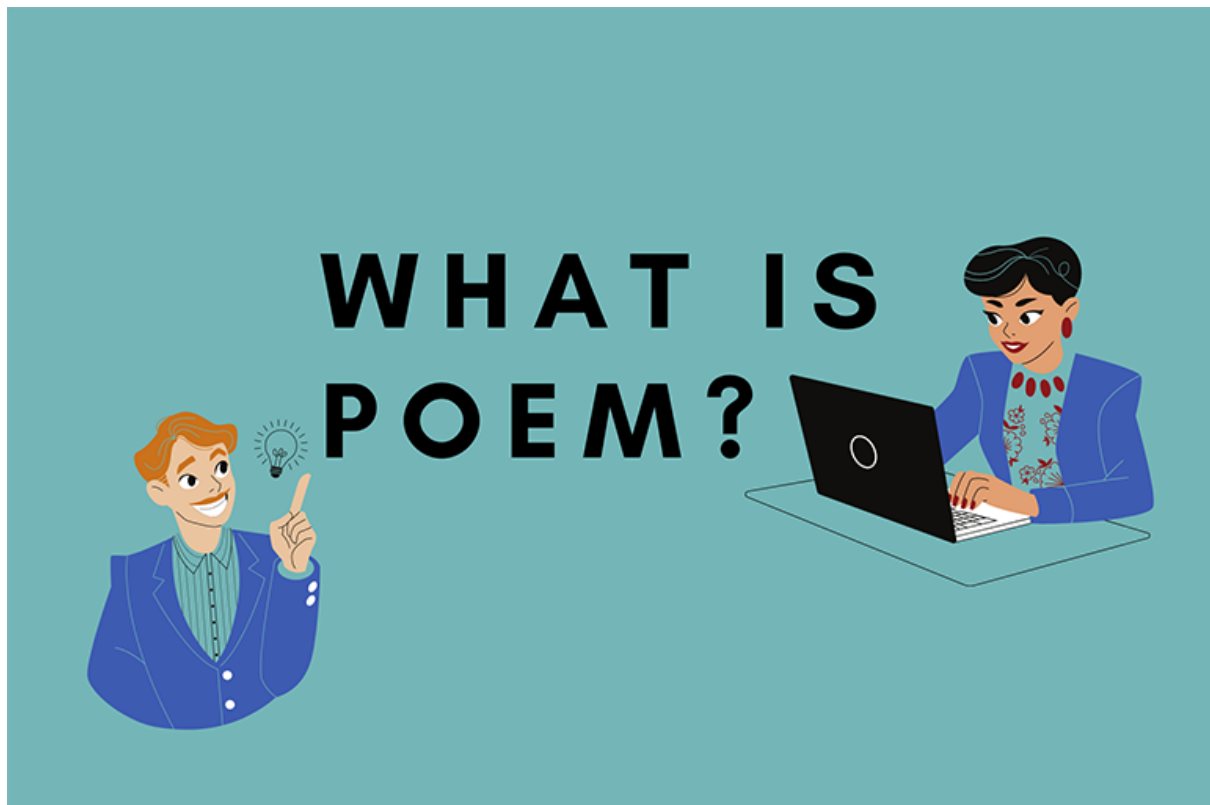
POEM in [digital marketing](#) is not about words that rhyme that help you express your emotions. The POEM that we are talking about is POEM that stands for Paid, Owned and Earned Media, which serves as a framework for your digital marketing strategies.

Knowing more about POEM will help you come up with better marketing strategies. But to utilise POEM for your digital marketing campaign, it is essential to understand the purpose and meaning behind each marketing channel.

When creating a digital marketing campaign, never stick with just one strategy. What you need is to plan several strategies that will improve your chances of success. That includes utilising POEM.

Read on to learn everything you need to know about POEM!

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## What Is POEM?

As mentioned above, POEM is a framework that you can use for your digital marketing strategies. Its approach is to promote products and services through various media so that digital marketing campaigns can attract more customers, gain leads and traffic.

The POEM model also works to deepen and strengthen the relationship between the brand with its existing customers. In doing so, the brand that uses POEM could move toward its goals of growth and success.

To further understand what POEM is in digital marketing, let's dissect each letter and the meaning behind it.

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## Paid Media

Whenever you think about advertising, what comes to mind? Perhaps you would think of ads and commercials. In digital marketing, these are examples of paid media. It is a form of advertising that utilises different channels, such as social media and search engines.

In short, the goal of paid media marketing is to deliver paid or sponsored ads to reach the right audience. In many ways, it seems like traditional advertising, wherein you will place ads in different media, such as newspapers, billboards, television, and radio.

The difference, however, is that paid media usually involves [digital marketing](#) platforms—like social media platforms and websites, for instance.

How can you boost the effectiveness of your paid media campaign? Check out these effective digital marketing strategies:

## 1. Social Media Marketing

Social media marketing is one of the best ways to reach your target audience. Once you deliver your ads on social media platforms such as Facebook, Twitter, Instagram, and LinkedIn, you will be able to reach your target audience as soon as possible.

Deliver your paid ads on social networking sites that will benefit you the most. For instance, [Facebook offers a variety of marketing](#) tools that will let you set your target market, analyse your performance, and share links to your website.

## 2. Display Ads

Besides social media marketing, you could also attract more potential customers with display ads. Display ads are useful for brand awareness through eye-catching visuals.

To do so, you must create display ads that can capture attention at a glance by considering the structural layout, colour, and typography. The ad message on the images must also be clear and precise so that your target audience can understand what your company is selling, as well as the unique selling points that differentiate you from your competitors.

LEARN MORE: [4 Tips For Designing Effective Display Ads](#)

### 3. Pay-Per-Click Marketing (PPC)

Incorporating PPC ads in your [digital marketing](#) campaign is a tried-and-tested formula. PPC marketing is also excellent for driving website traffic and increasing brand awareness.

With proper bids and digital marketing strategy, the PPC ads will appear at the top of search engines like Google, depending on the user's queries and keywords. It connects your brand with high-intent searchers instantly.

READ MORE: [Pay-Per-Click Marketing In Singapore – A Complete Guide To PPC Marketing](#)

However, you should know that in PPC marketing, you have to pay for the number of clicks that your digital marketing campaign obtains, which can be costly in the long run.

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## Owned Media

As the name suggests, owned media refers to your possessions and assets. Examples include your website, social media page, blog posts, articles, case studies, and many more.

With the freedom to control your [digital marketing](#) campaign, the possibilities to connect, interact, and communicate with your target audience are endless. The goal is to provide quality and relevant content for them.

Videos, images, articles—use these to your advantage so you can establish your reputation and grow your customer base. Not to mention, they are more cost-effective compared to PPC marketing since you would not have to pay for the number of clicks your paid ad.

What are some examples of owned media channels?

- Website
- Blog page
- Social media page

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## Earned Media

Meanwhile, earned media is about brand exposure and recognition from organic publicity. Earned media can help you interact with your potential customer through channels outside your owned media, such as public relations and referrals.

KNOW MORE: [The POEM Framework: How To Optimise Your Marketing Strategies?](#)

Earned media is essentially online word of mouth. First page rankings and good content highly contribute to earned media, which is why search engine optimisation (SEO) and content marketing is essential in your digital marketing strategy.

Here are some examples of earned media tactics:

- Word-of-mouth marketing
- Viral marketing
- Press releases
- Publicity
- Brand awareness

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## Conclusion

Now you know what POEM in digital marketing is, use that newfound knowledge to think of better strategies to market your products and services! With POEM, you can do just that. If you need help, get in touch with an [award winning digital marketing agency in Singapore](#) to assist you.