

# Media planner

|              |  |  |                             |
|--------------|--|--|-----------------------------|
| Owned media  | Communication channels you control                                       | Examples: <ul style="list-style-type: none"><li>- Website</li><li>- Blog</li><li>- Social media channels (Facebook, Twitter)</li><li>- Email marketing</li></ul>   | Your owned media channels:  |
| Earned media | Publicity gained through partnerships, free advertising by a third party | Examples: <ul style="list-style-type: none"><li>- PR</li><li>- Organic search engine hits (SEO)</li><li>- Professional networks</li><li>- Review sites</li><li>- Word of mouth</li><li>- Speaking at events</li><li>- Social media</li><li>- Local offer</li></ul> | Your earned media channels: |
| Paid media   | Everything you have to pay for   | Examples: <ul style="list-style-type: none"><li>- Google ads</li><li>- Magazine adverts</li><li>- Online and social media advertising</li></ul>  |                             |