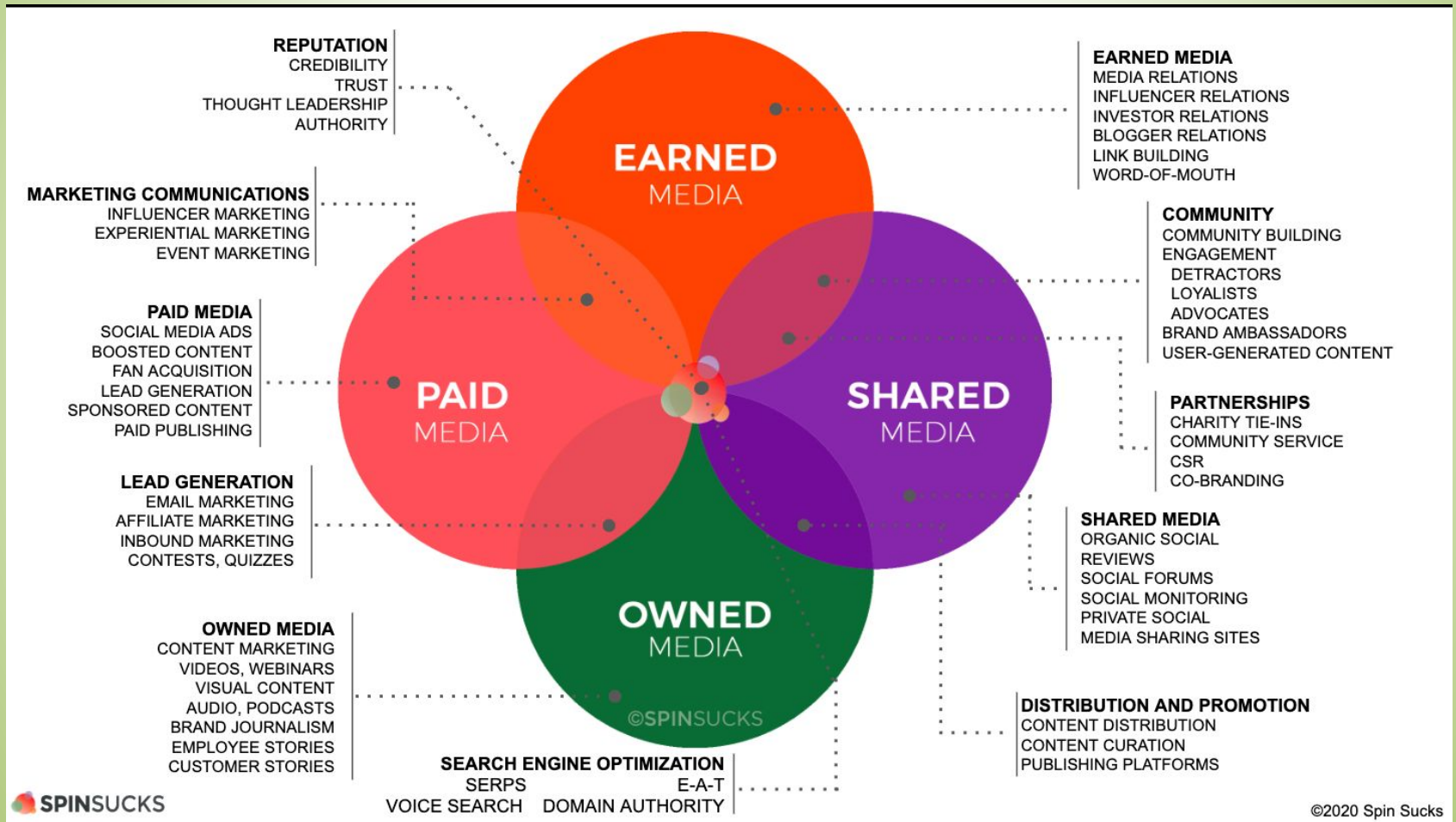


# Refine Your Story with the PESO Model

## Background

- Involved with technology communications for 25 years.
- Front row seat to many industry shifts – CTIA, Advertising.com, Rise of the Enlightened Buyer.
- Have worked on both sides of the street – client and agency.
- More at <https://storytechconsulting.com> or 703-298-6962.

# The PESO Model



**Graphic courtesy of Gini Dietrich's Spin Sucks**

PESO is easy  
to remember,  
but when it  
comes to  
execution it's  
O-E-S-P

- Owned – you have total control, realize the benefits of all the positioning and persona work you've done developing your messaging.
- Earned – reach out and see what others think. Focus whenever possible on contributed content, as opposed to the traditional interview or story.
- Shared – share successes via social media channels, researching as necessary where your targets spend their time. For many in B2G that's LinkedIn.
- Paid – refining with each step above, pay to have your content amplified. Social, content syndication, external email mail campaigns.

Some PESO  
tactics  
combine  
different  
channels and  
benefits.

- Placed Byline – combines the control of Owned and the third-party validation of Earned, at least from established publishers.
- Organic SEO – Consistent publication of quality content focused on the keywords most relevant to your key messaging Earns higher placement. Then Google or other search engine Shares with potential prospects.
- Paid Social promotion – Obviously Paid but also has elements of Shared and Earned, for example when content is highly popular and widely distributed.
- Please share your examples.



# Let's Keep It Real – PESO Challenges in B2G

- “Corporate Owns That.”
- Different internal ownership of the channels, even if they all report up to VP Marketing/CMO.
- Multi-vendor environments.
- Let's hear some of your examples!

## Final Thoughts

- PESO model delivers both strategic and tactical value.
- Can help explain marketing priorities and successes to internal audiences.
- Can contribute to messaging discipline, even if all types aren't utilized equally.
- Can help identify which functions to keep internal vs. which to outsource.
- Ensures you're doing everything possible to influence the "Dark Funnel."