

Owned media calibration

A process for finding the most effective media mix

Most prospective customers follow a clear path to becoming loyal customers:



The path starts with awareness, and awareness often begins with paid media. Paid media refers to print ads, radio ads, TV ads, internet ads and other forms of marketing where you pay a third party to deliver your message.

Paid media can be highly effective with consumer goods. These decisions tend to be impulsive, entailing low risk and low cost (like buying a candy bar), so consumers quickly leap from awareness to adoption. In the B2B sector, customers consider purchase decisions more carefully because these decisions tend to be high risk and high cost. In this sector, paid media helps with awareness and interest, but it's not likely to move your customer further along the adoption path. For that, you need owned media—assets such as your online presence, your sales force and your sales presentation materials.

Do you have the right mix of paid and owned media?

You could be focusing too much on paid media if:

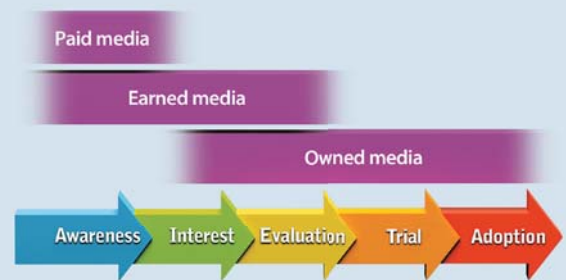
- You dedicate a large portion of your marketing budget to paid media
- You're unsure whether your advertising efforts are increasing sales
- Your sales force is spending more time than expected to land sales

If you recognize these signs in your products or services, it might be time to recalibrate your media mix.

5MetaCom provides an **owned media calibration process** to help you find the ideal mix. This process helps you derive maximum marketing value from the owned media you are already paying for and eliminates waste from any paid media that raises awareness but doesn't drive sales. The resulting media mix makes the most use of your media assets to move your customers along the path to product adoption.

Turn to the back page for complete details.

Role of media forms across the AIETA model



For B2B considered-purchase products, paid media can be helpful in raising awareness and interest, while owned media is more effective at moving customers through the process of evaluation, trial and eventual product adoption.

Optimizing media mix for considered purchase B2B brands



Consumer goods marketing emphasizes the use of paid media, while the B2B sector benefits from more use of owned media. The 5MetaCom owned media calibration process can help determine an optimal mix of media to better move customers toward adopting your product.

3 options for enhanced media calibration

The 5MetaCom **owned media calibration process** involves reviewing and evaluating your current marketing activities, your target audience, your geographies, your sales goals, etc. Then, we work with you to develop a plan and implement a tactical rollout. We devise these changes to:

- Shorten sales cycles
- Give salespeople compelling reasons to call on customers
- Ensure salespeople have the information they need
- Identify product differentiators that influence purchasing decisions

It's relatively easy to buy paid media and hope for the best. The 5MetaCom process is harder, but it's built to achieve results. You still use paid media—but potentially not as much, and you strategically follow up with owned media. And you don't necessarily spend more money—sometimes you simply reallocate resources.

5MetaCom offers three **owned media calibration** packages. Custom packages are also available to fit your specific situation.

	 Copper BASIC	 Silver PLUS	 Gold TURNKEY
Process steps*			
Convene half-day client meeting for Q&A workshop		✓	✓
Analyze past two years of media spending & marketing activities		✓	✓
Convene one-day media mix planning workshop	✓	✓	✓
Develop optimized media mix plan	✓	✓	✓
Develop tactical rollout plan			✓
Convene half-day media mix presentation with client			✓
Budget*	\$12K	\$25K	\$45K

Deliverables		
Copper (BASIC) <ul style="list-style-type: none"> ■ Session workshop meeting summary ■ Optimized media mix plan 	Silver (PLUS) <ul style="list-style-type: none"> ■ Session workshop meeting summary ■ Two years of media mix analysis report ■ Optimized media mix plan 	Gold (TURNKEY) <ul style="list-style-type: none"> ■ Session workshop meeting summary ■ Two years of media mix analysis report ■ Optimized media mix plan ■ Tactical rollout plan

*Estimated figures. A full scope of work and project cost will be provided upon the start of a project.

The 5MetaCom **owned media calibration process** helps you leverage the right media for B2B brands and customers. The process puts the marketing emphasis where B2B customers need it most—in owned media—to help drive product adoption.