Branding & Digital Reputation

LM AI for Marketing & Communication a.a. 2026-27

LUMSA UNIVERSITÀ


Owned & Earned Media
LUMSA
UNIVERSITÀ

Where are we?

The 6 steps of brand choreography

1. Find a winning **brand value proposition**: the brand promise
2. Identify the **buyer personas**
3. Study the **customer journey** of the personas
4. Identify the brand **touchpoints** for each phase of the customer journey
5. Plan the right message on **Paid, Owned & Earned media**
6. Develop a **total customer experience strategy** (not just communication: all stages of the customer journey must be consistent with the brand promise, from the product to assistance, etc.)

POE, let's recap

PAID MEDIA

ATL:
- TV
- Press
- Radio
- OOH
- Cinema
- Internet advertising:
  - Display
  - Search
  - Social network

BTL: sponsorships, Events, influencer marketing

OWNED MEDIA

Website
App
Blog, Podcast
Social network
Direct response/CRM

Points of sale, merchandising, Packaging
Branded spaces

EARNED MEDIA

PR:
- Press (+digital) articles

UGC
- reviews
- recommendations
- Social, Blogs
- WOM

Owned Media

Owned Media: the first media that we have to consider

PAID MEDIA	OWNED MEDIA	EARNED MEDIA

ATL:
- TV
- Press
- Radio
- OOH
- Cinema
- Internet advertising:
  - Display
  - Search
  - Social network
BTL: sponsorships, Events, influencer marketing
	Website
	App
	Blog, Podcast
	Social network
	Direct response/CRM
	
	Points of sale, merchandising, Packaging
	Branded spaces
		PR:
		- Press (+digital) articles
		UGC
		- reviews
		- recommendations
		- Social, Blogs
		- WOM

In our communication plan we try to use all our owned media

- Brand and branded content
- Packaging
- Points of Purchase, retail stores, sellers, customer services, uniforms, …
- Company buildings, company vehicles, signage, assets, …
- Website, blogs
- App, web app
- Social Accounts (Facebook, X, LinkedIn, Instagram, TikTok, etc.)
- Newsletters, Direct Emails
- Invoices

Owned Media must be consistent with the brand identity

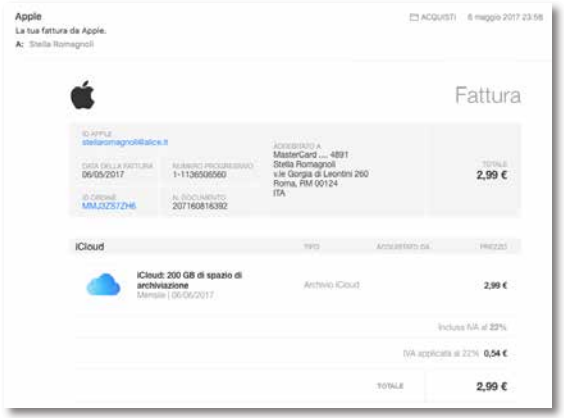


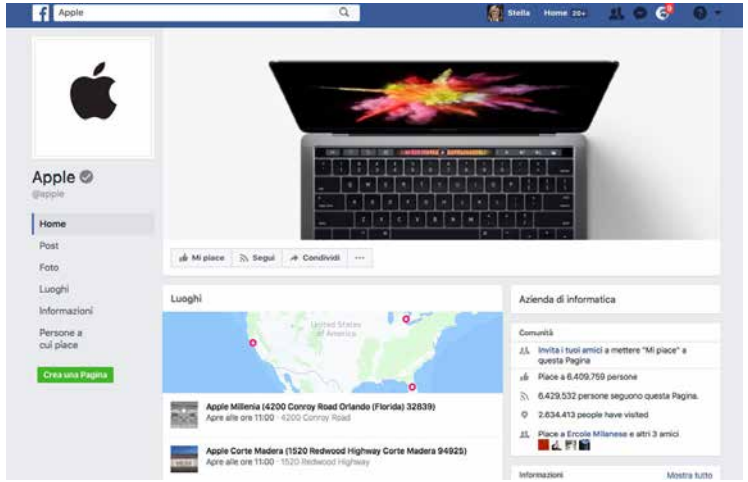












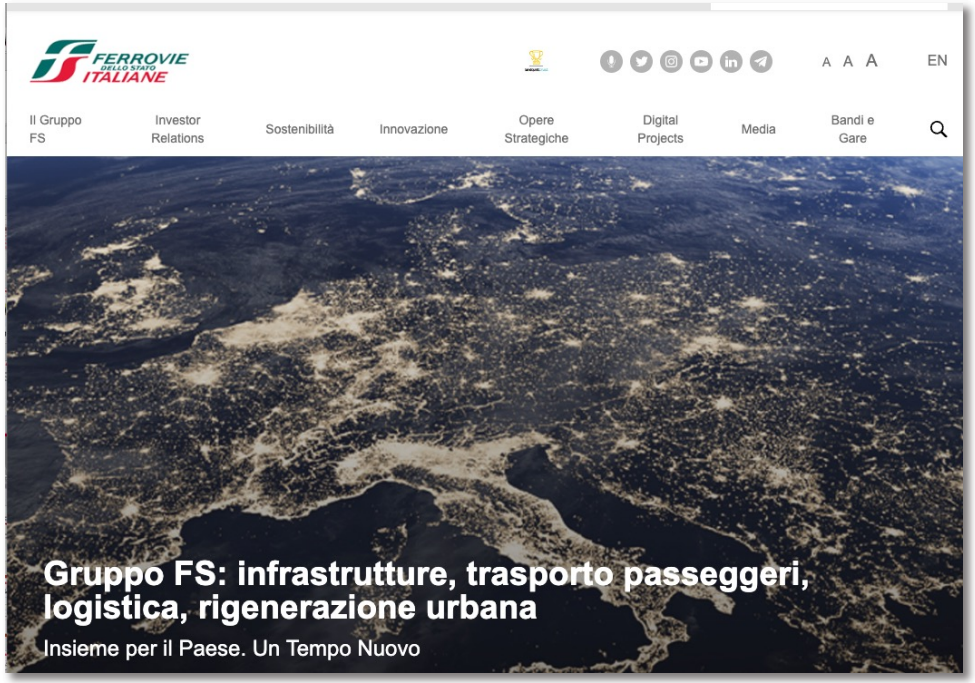
Owned media CHECK-LIST

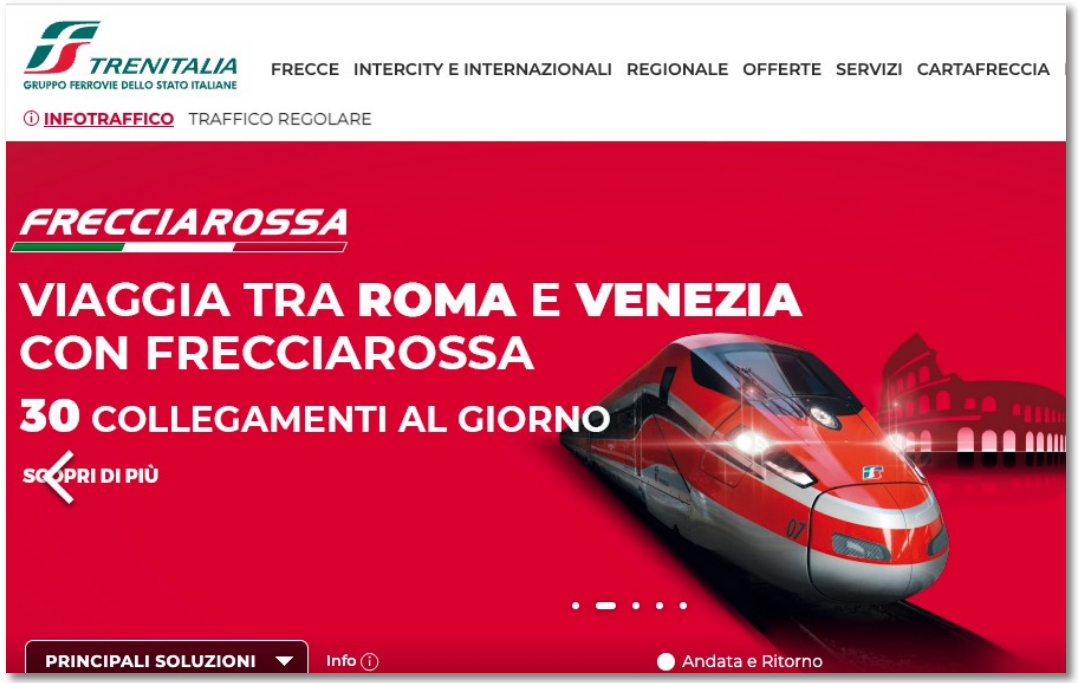
- ❑ Websites
- ❑ Apps
- ❑ Blog
- ❑ Contact Center
- ❑ Chatbot
- ❑ Social media accounts
- ❑ Newsletters
- ❑ DEM…



- ❑ Buildings
- ❑ Retail stores
- ❑ Salespeople
- ❑ Packaging
- ❑ Vehicles
- ❑ Uniforms
- ❑ Corporate magazines
- ❑ Invoices
- ❑ Tickets…

FERROVIE DELLO STATO ITALIANE





FERROVIE DELLO STATO ITALIANE

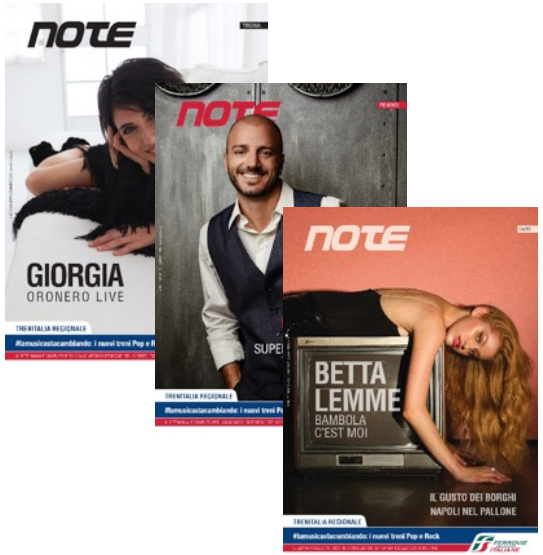
FS NEWS

Il quotidiano online del Gruppo FS Italiane



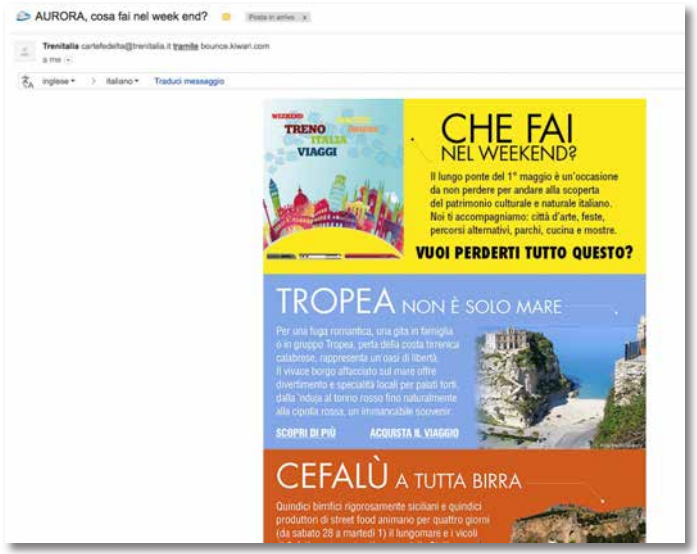




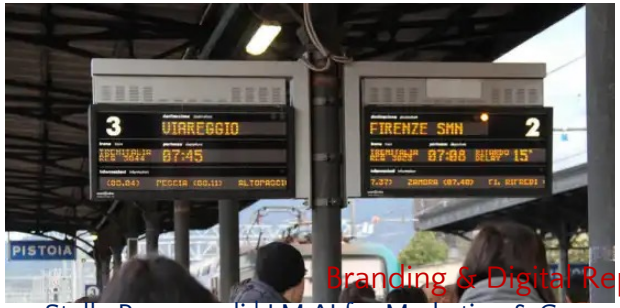




Canale	Property		TI LH	TREGIO	ITALFER	RFI	S.URBANI	FS
		FSNews						
		FSItaliane						
		Lavora con noi						
		NA-BA						
		PA-CT-ME						
		Lamusicastacambiando						
		Wim.win						
		Opentreno						
Social	Twitter	LeFrecce						
		FSNews_it						
		TIRegionale (Lazio)						
		Opentreno						
	Facebook	Opentreno						
		Fondazione FS						
		FS Recruiting Day						
		Women in Motion						
		Frecciarossa						
	Linkedin	FS Italiane						
		Trenitalia						
		Italferr						
		FS Sistemi Urbani						
		RFI						
	YouTube	FS Italiane						
		Nugo						
		Le Frecce						
		La Freccia TV						
	Instagram	Frecciarossa official						
		Nugo						
		Italferr						
		Lamusicastacambiando						
		FS Italiane						
Newsletter		Cartafreccia						
Portale di stazione		WIFI Station						
Monitor di bordo		Portale Le Frecce						
		Monitor						
		Monitor						







FERROVIE DELLO STATO ITALIANE















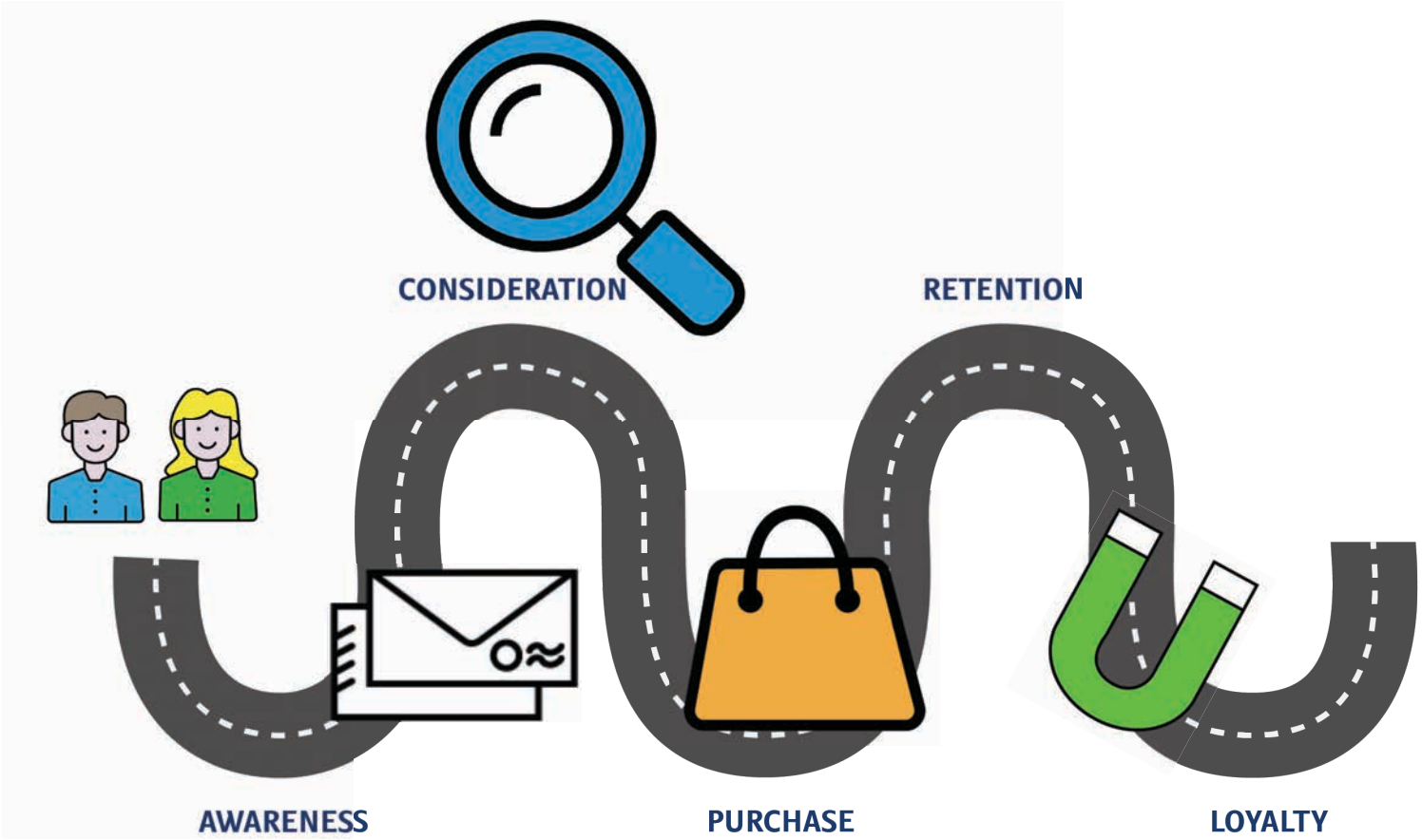
OWNED CHANNELS

Poste Italiane oversees various touch points with its own communication channels, both physical and digital, with a significant weight in terms of contacts.

- Poste.it website
- Social pages (FB, Instagram, Linkedin)
- App (poste ID, app BP, app PP, app PT) via push notification
- Vehicle circuit (comparable to dynamic OOH) with approximately 4,000 vehicles involved
- ATM video (on Postamat circuit) with over 8,000 monitors
- Video Post Offices (about 1,700 monitors with dedicated schedule)
- O2O communications on Poste Italiane customer base (approved) for sending DEM
- TG Poste present on poste.it

Owned media's role in the communication plan

Owned media are particularly important when prospective customers look for information about us



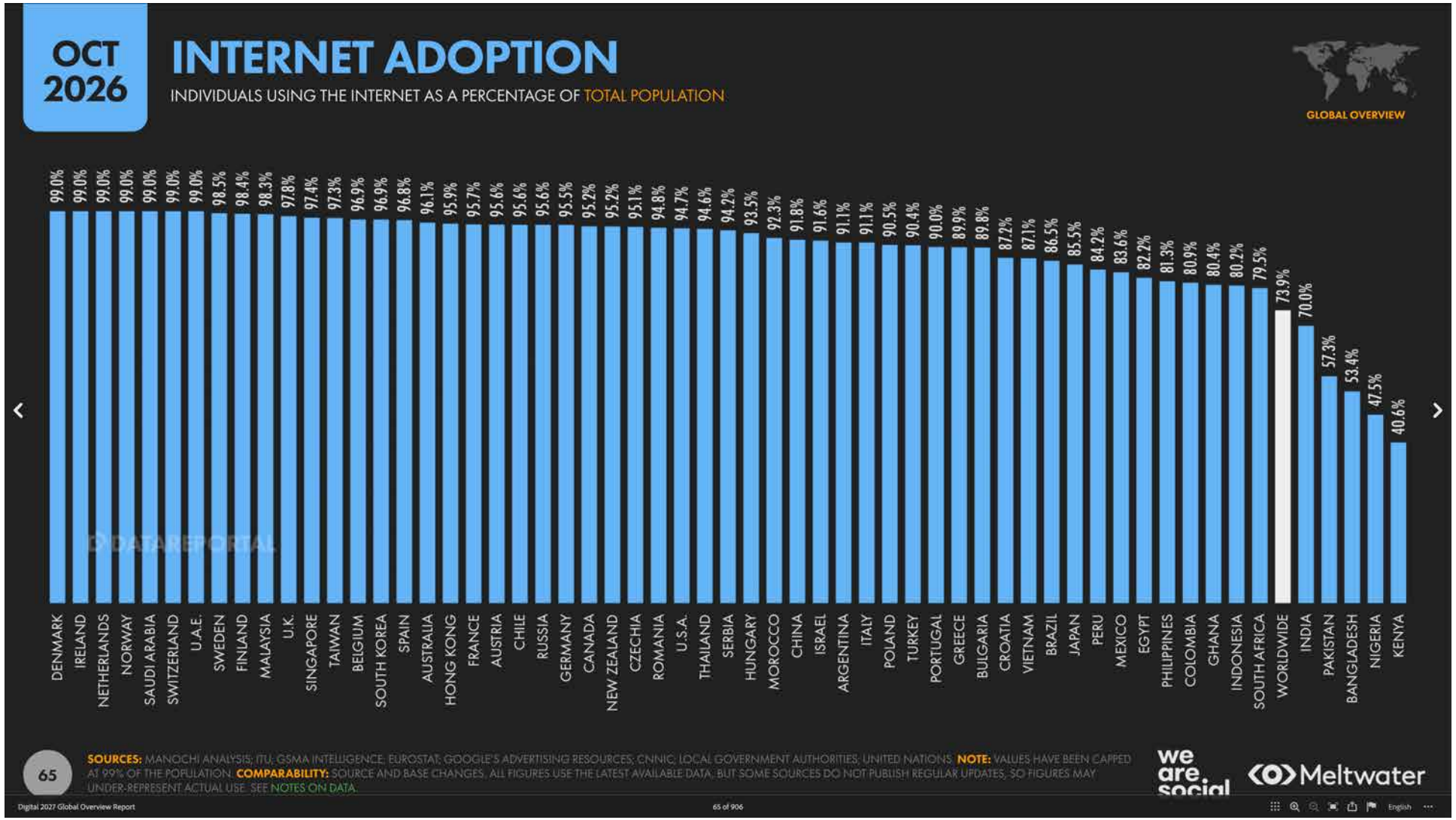
But they can also be useful to create awareness (when used as billboards)



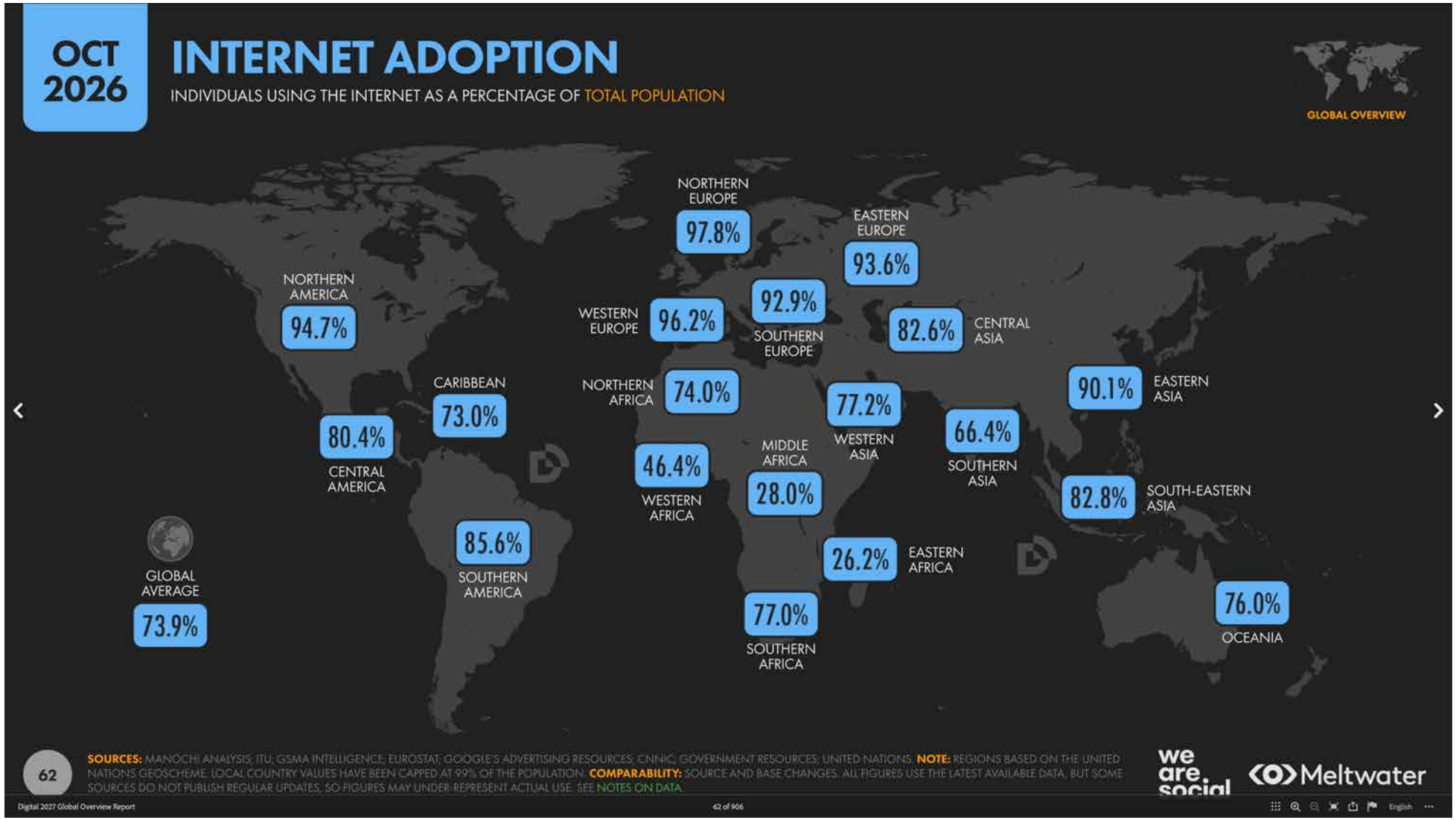


Digital Owned Media

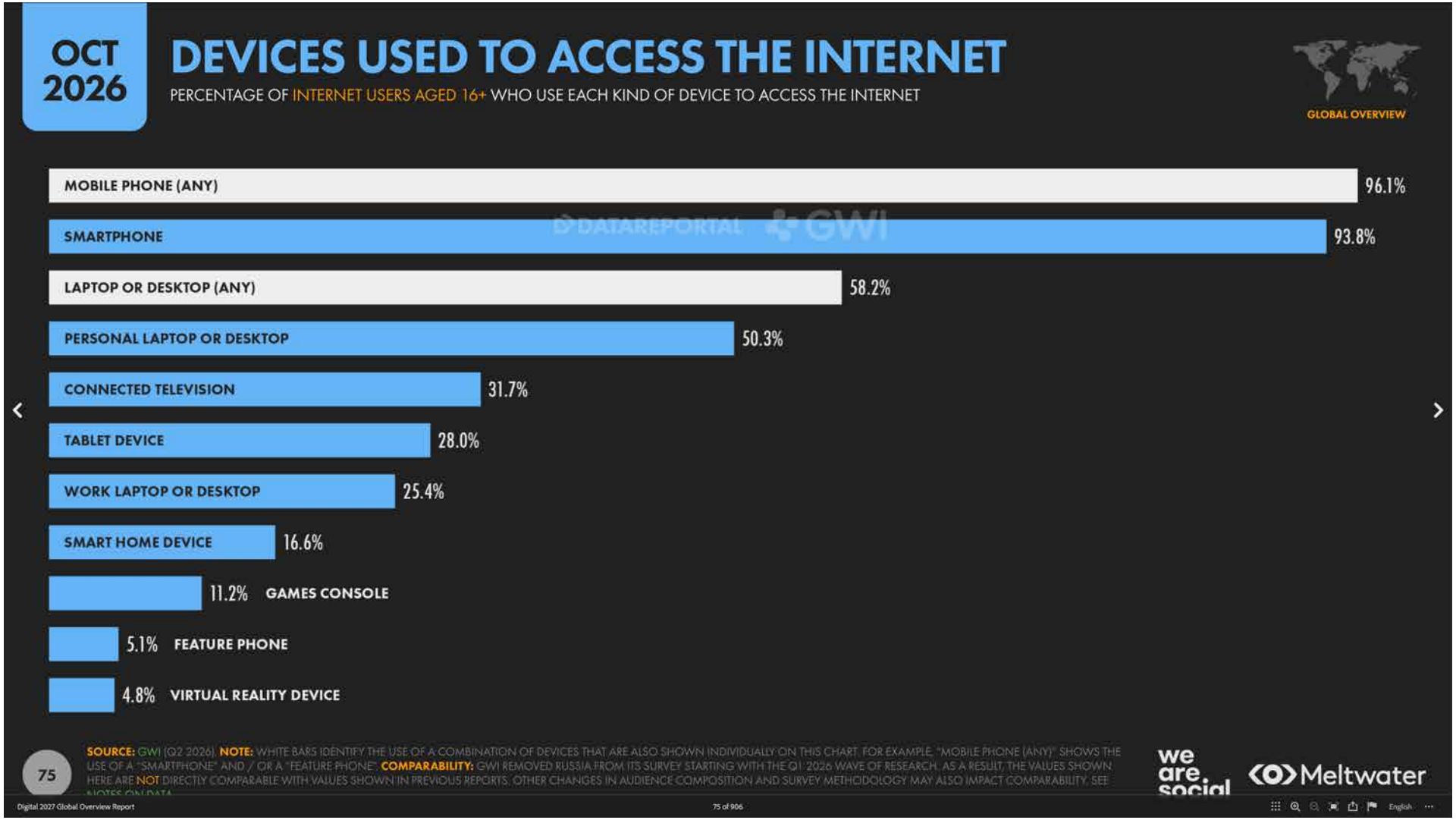
74% of the world's population uses the internet



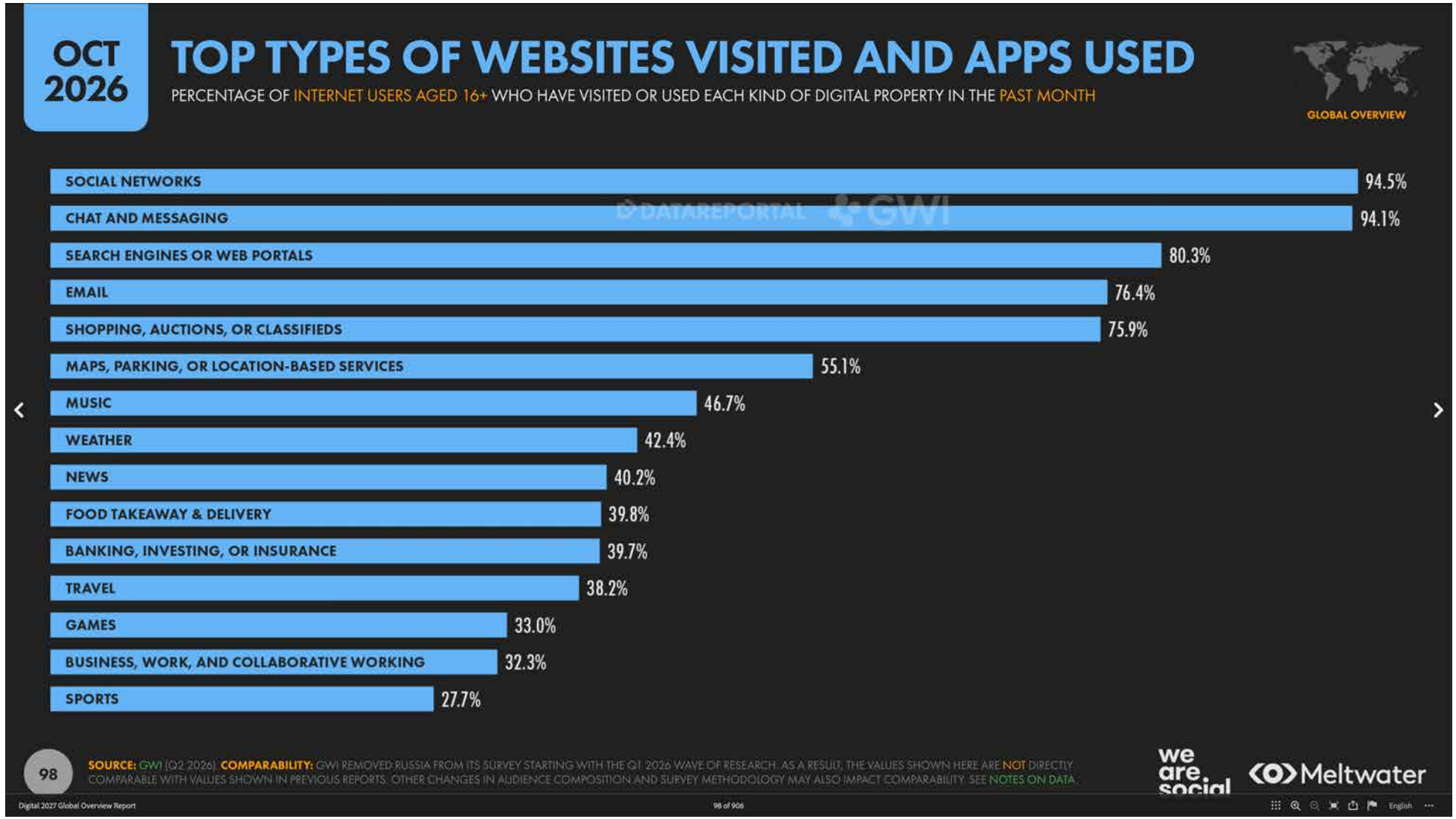
Higher reach in Europe and USA



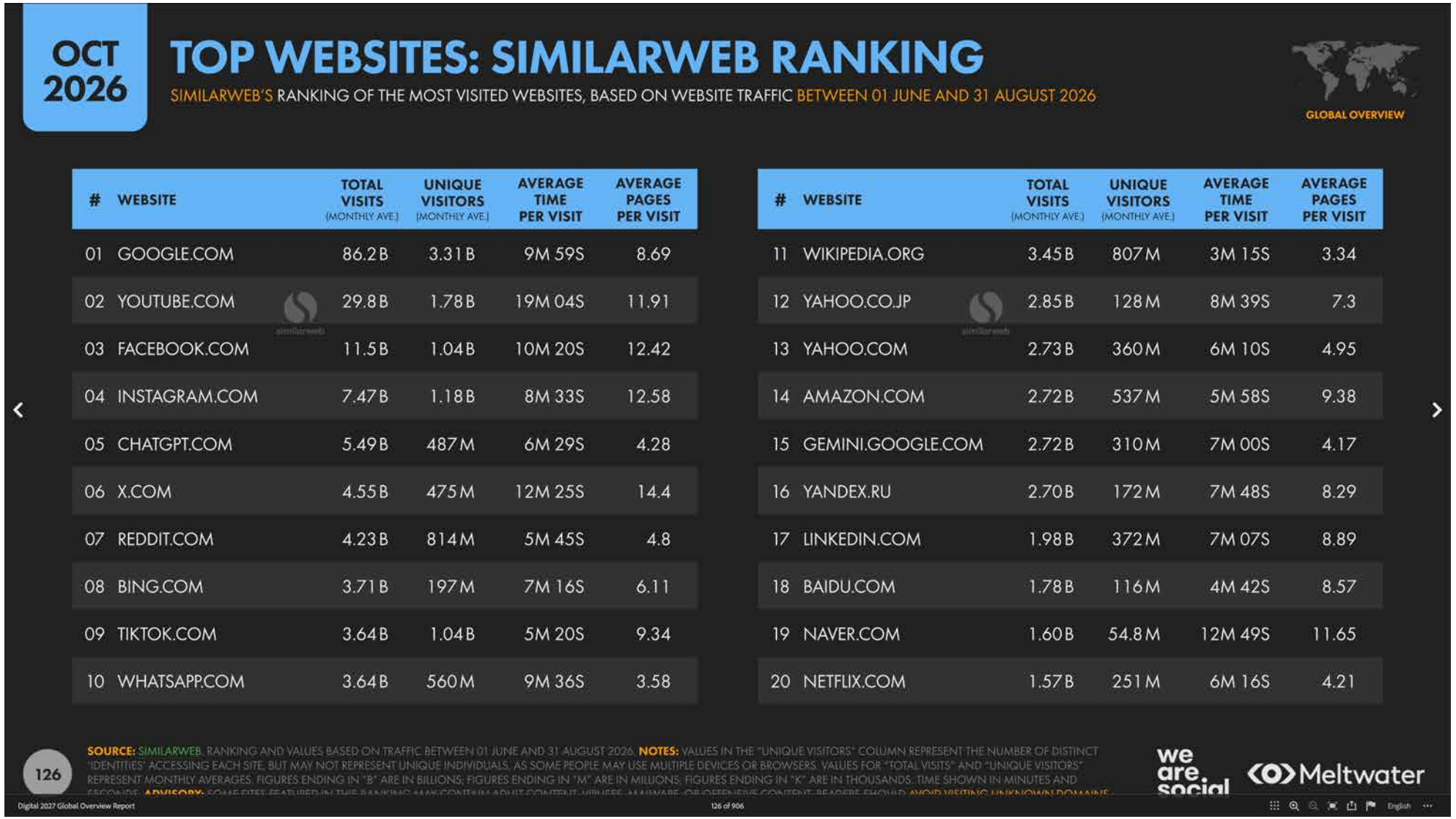
The smartphone is the main device used to go online



If we are connected, we use social networks



Google and YouTube are the most visited websites



OCT 2026

TOP WEBSITES: SIMILARWEB RANKING

SIMILARWEB'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2026

GLOBAL OVERVIEW

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	86.2B	3.31B	9M 59S	8.69
02	YOUTUBE.COM	29.8B	1.78B	19M 04S	11.91
03	FACEBOOK.COM	11.5B	1.04B	10M 20S	12.42
04	INSTAGRAM.COM	7.47B	1.18B	8M 33S	12.58
05	CHATGPT.COM	5.49B	487M	6M 29S	4.28
06	X.COM	4.55B	475M	12M 25S	14.4
07	REDDIT.COM	4.23B	814M	5M 45S	4.8
08	BING.COM	3.71B	197M	7M 16S	6.11
09	TIKTOK.COM	3.64B	1.04B	5M 20S	9.34
10	WHATSAPP.COM	3.64B	560M	9M 36S	3.58

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	WIKIPEDIA.ORG	3.45B	807M	3M 15S	3.34
12	YAHOO.CO.JP	2.85B	128M	8M 39S	7.3
13	YAHOO.COM	2.73B	360M	6M 10S	4.95
14	AMAZON.COM	2.72B	537M	5M 58S	9.38
15	GEMINI.GOOGLE.COM	2.72B	310M	7M 00S	4.17
16	YANDEX.RU	2.70B	172M	7M 48S	8.29
17	LINKEDIN.COM	1.98B	372M	7M 07S	8.89
18	BAIDU.COM	1.78B	116M	4M 42S	8.57
19	NAVER.COM	1.60B	54.8M	12M 49S	11.65
20	NETFLIX.COM	1.57B	251M	6M 16S	4.21

126

SOURCE: SIMILARWEB, RANKING AND VALUES BASED ON TRAFFIC BETWEEN 01 JUNE AND 31 AUGUST 2026. NOTES: VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT "IDENTITIES" ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. VALUES FOR "TOTAL VISITS" AND "UNIQUE VISITORS" REPRESENT MONTHLY AVERAGES. FIGURES ENDING IN "B" ARE IN BILLIONS; FIGURES ENDING IN "M" ARE IN MILLIONS. FIGURES ENDING IN "K" ARE IN THOUSANDS. TIME SHOWN IN MINUTES AND

we are social Meltwater

Digital 2027 Global Overview Report 126 of 906

Website

The website is one of the most important communication assets

An effective website must:

- Be mobile-friendly and work on all browsers
- Be **simple**, with intuitive navigation
- **Answer all the questions users may have** (check what they ask by phone or email)
- **Reflect the brand** identity
- Always be up to date
- Be **better than the competitors**' sites

…And be accessible! (Web Content Accessibility Guidelines – WCAG)

- **Text descriptions (alt text) for images, allowing people with visual impairments to understand the content of the images;**
- **Subtitles for videos and reels, to ensure that people with hearing disabilities can access the audio content;**
- **Clear and legible graphics**: clear graphics with legible fonts, contrasting colors and a simple layout, making it easier to understand the content for people with cognitive disabilities;
- **No flashing images or animated elements, which can cause problems for people with cognitive disabilities or photosensitive epilepsy.**
- **Accurate description of the content**: to help people with disabilities understand it.

Website and content strategy

- **High-quality content** is the foundation of any website.
- It attracts visitors, keeps them engaged, and **builds trust in your brand**.
- Content that is **useful, interesting, and original** not only improves user experience but also **increases visibility in search engines**.
- And content must be considered **trustworthy enough to be cited by AI** tools.

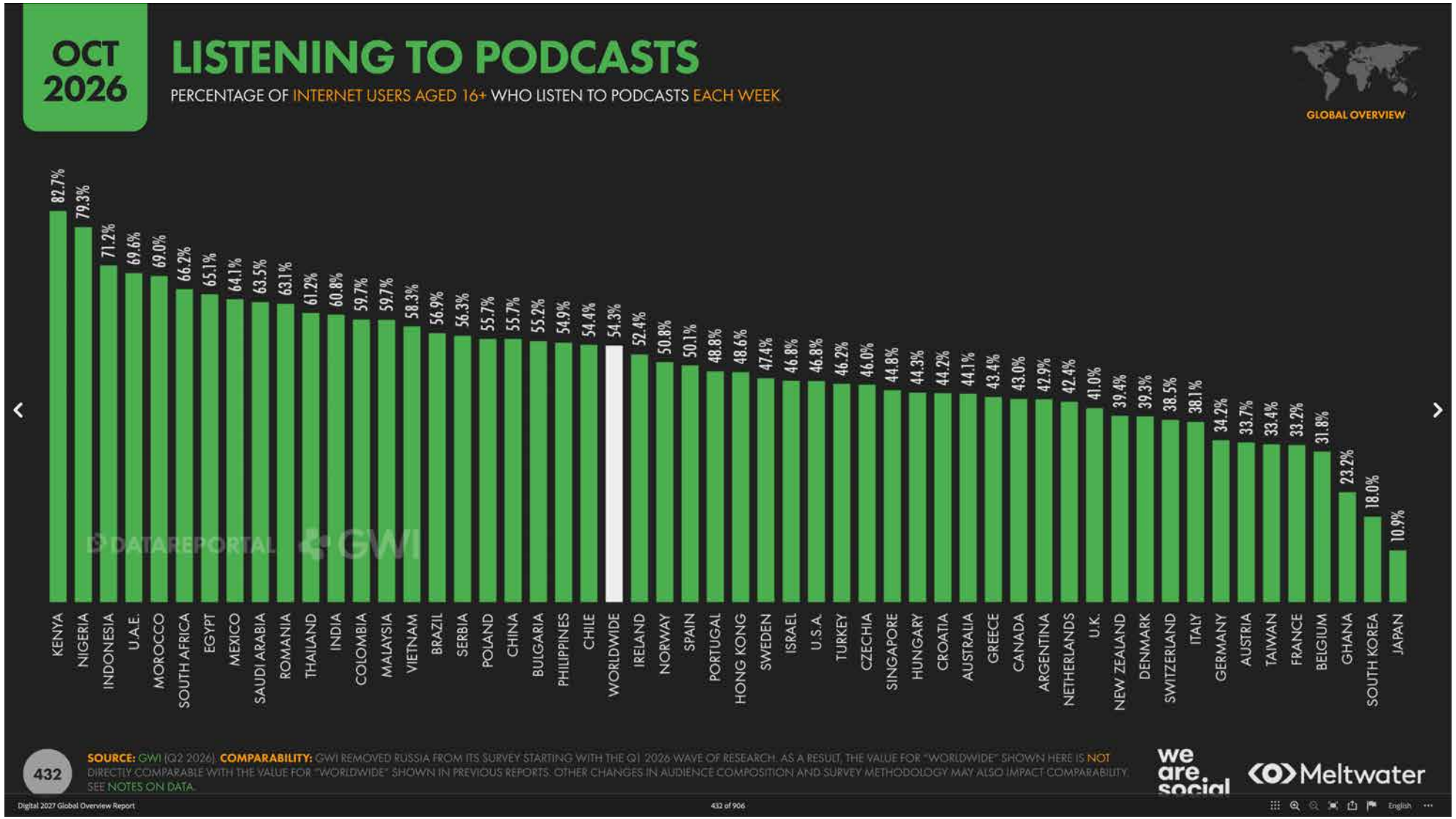
SEO vs GEO (Generative Engine Optimization): the main differences

	SEO	GEO
Goal	Rank web pages high in search engine results	**Be mentioned, cited and recommended in AI-generated answers**
Where	Google and Bing results pages (the "blue links")	ChatGPT, Gemini, Perplexity, Google AI Overviews and AI Mode
What we optimize	Keywords and single pages	Questions, entities and self-contained answers (passages)
Key signals	Keywords, backlinks, technical health, user experience	Clarity, authority of the sources that mention us, consistency across the web, structured data, freshness
User behavior	The user clicks and visits the website	**The user often reads the answer without clicking ("zero-click")**
How we measure it	Rankings, organic traffic, click-through rate	**Mentions and citations in AI answers, share of voice, sentiment**

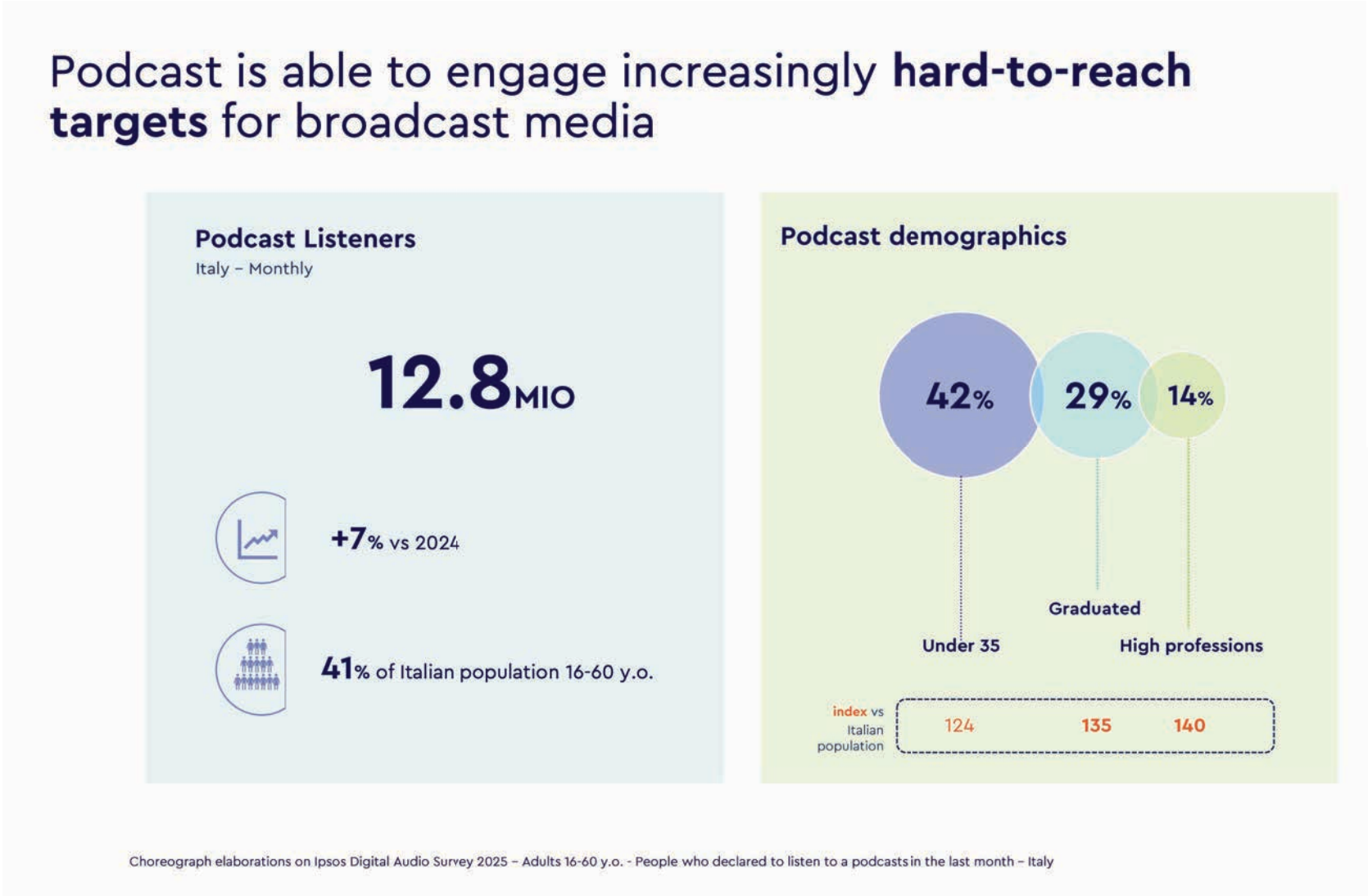
GEO does not replace SEO: AI tools still rely on well-indexed, authoritative content.

Podcast

54% of internet users worldwide listen to podcasts



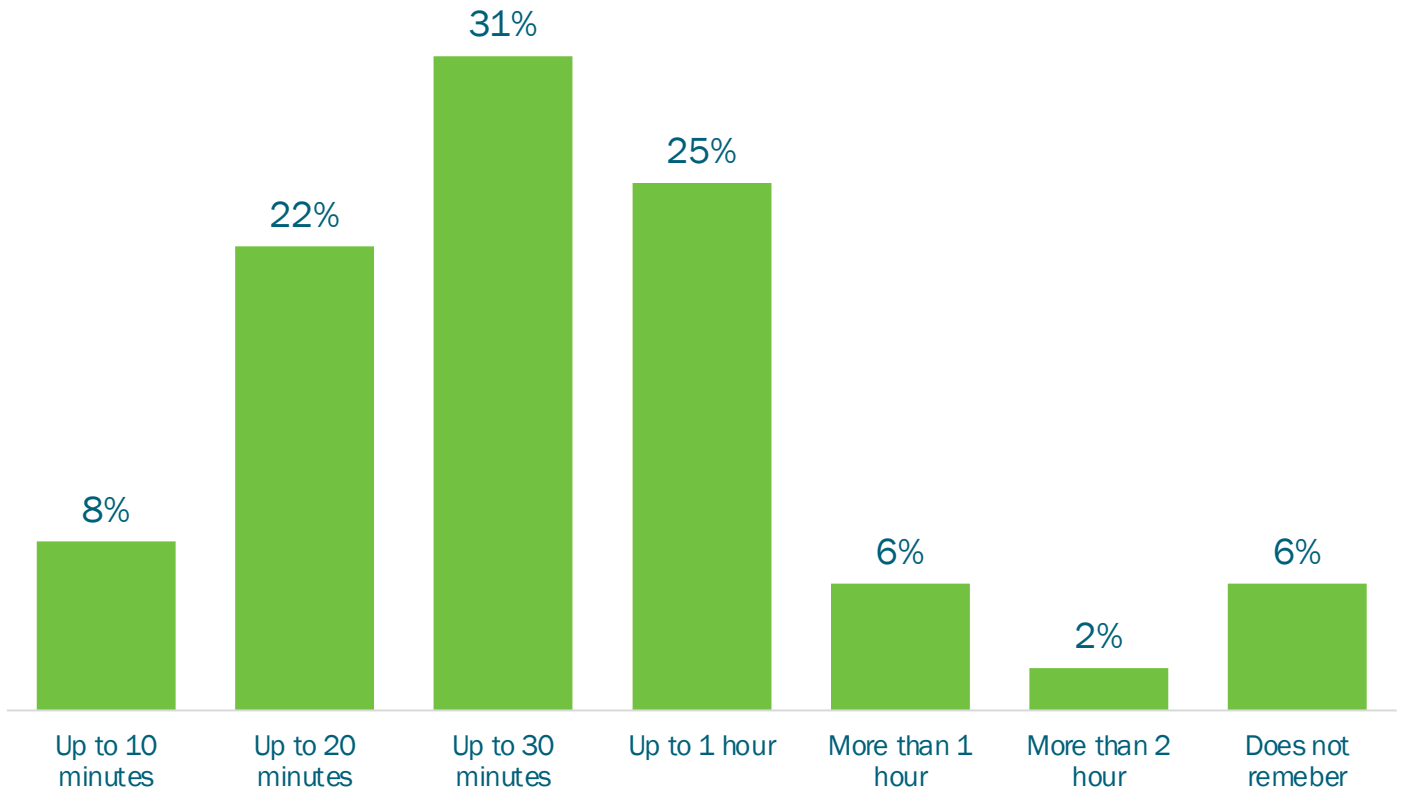
In Italy: 12.8 million listeners, 42% under 35



A precious asset: listening time

Daily time spent

Average 40 minutes

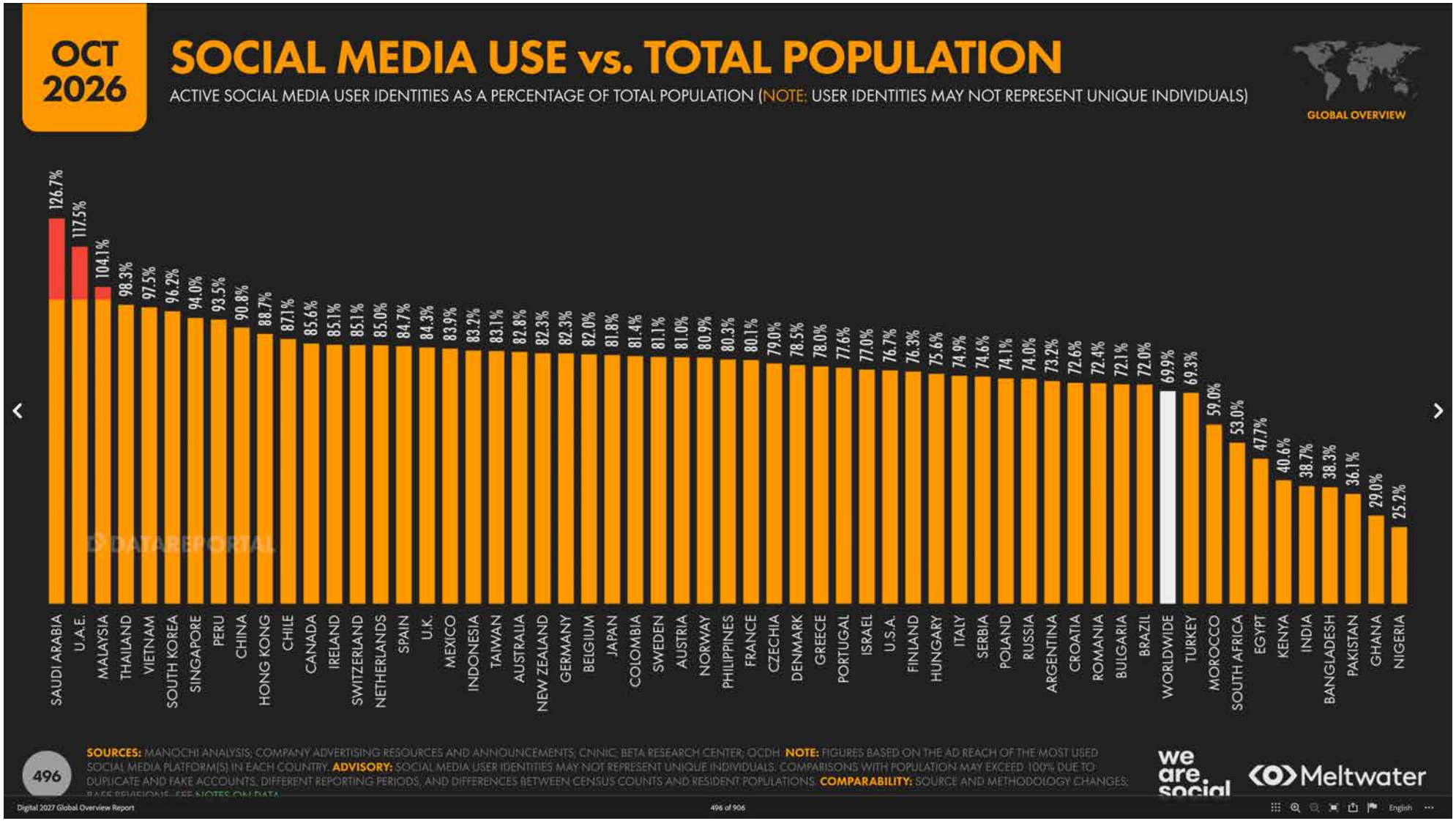


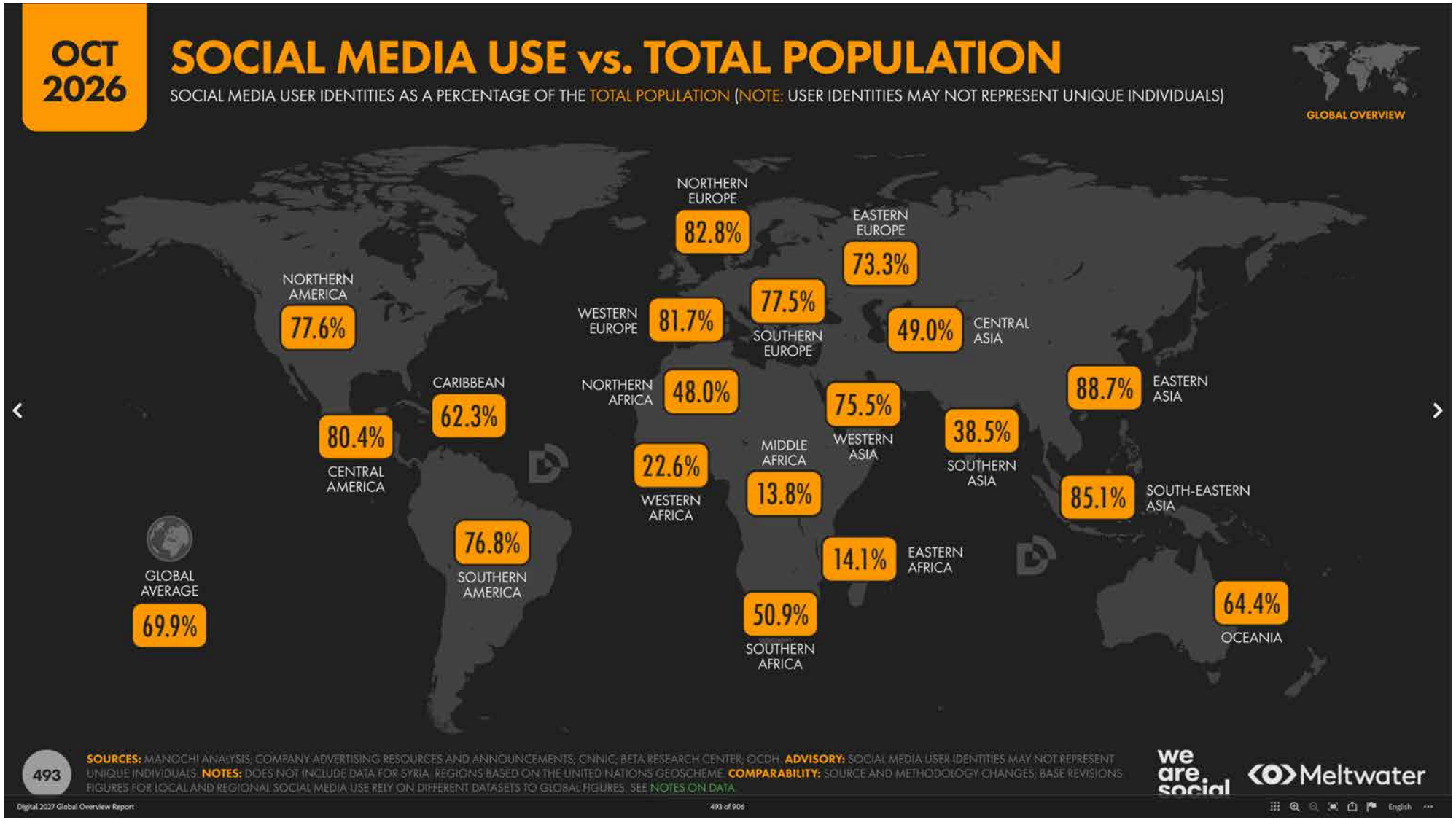
62%

Listen for the **entire duration**

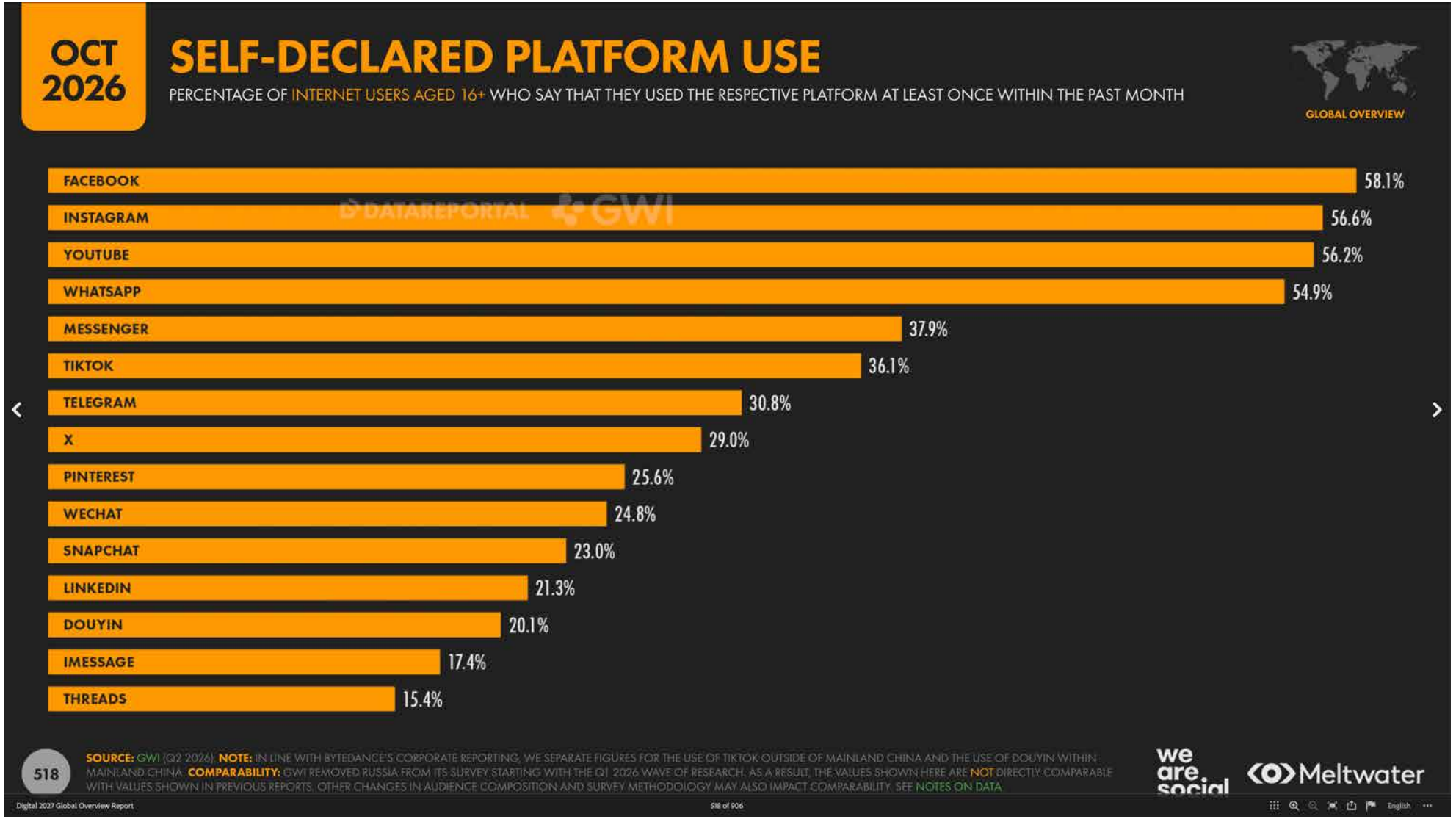
Source: Choreograph elaborations on Ipsos Digital Audio Survey 2025 – Adults 16-60 y.o. - People who declared they listened to a podcast in the last month – Italy

Social media

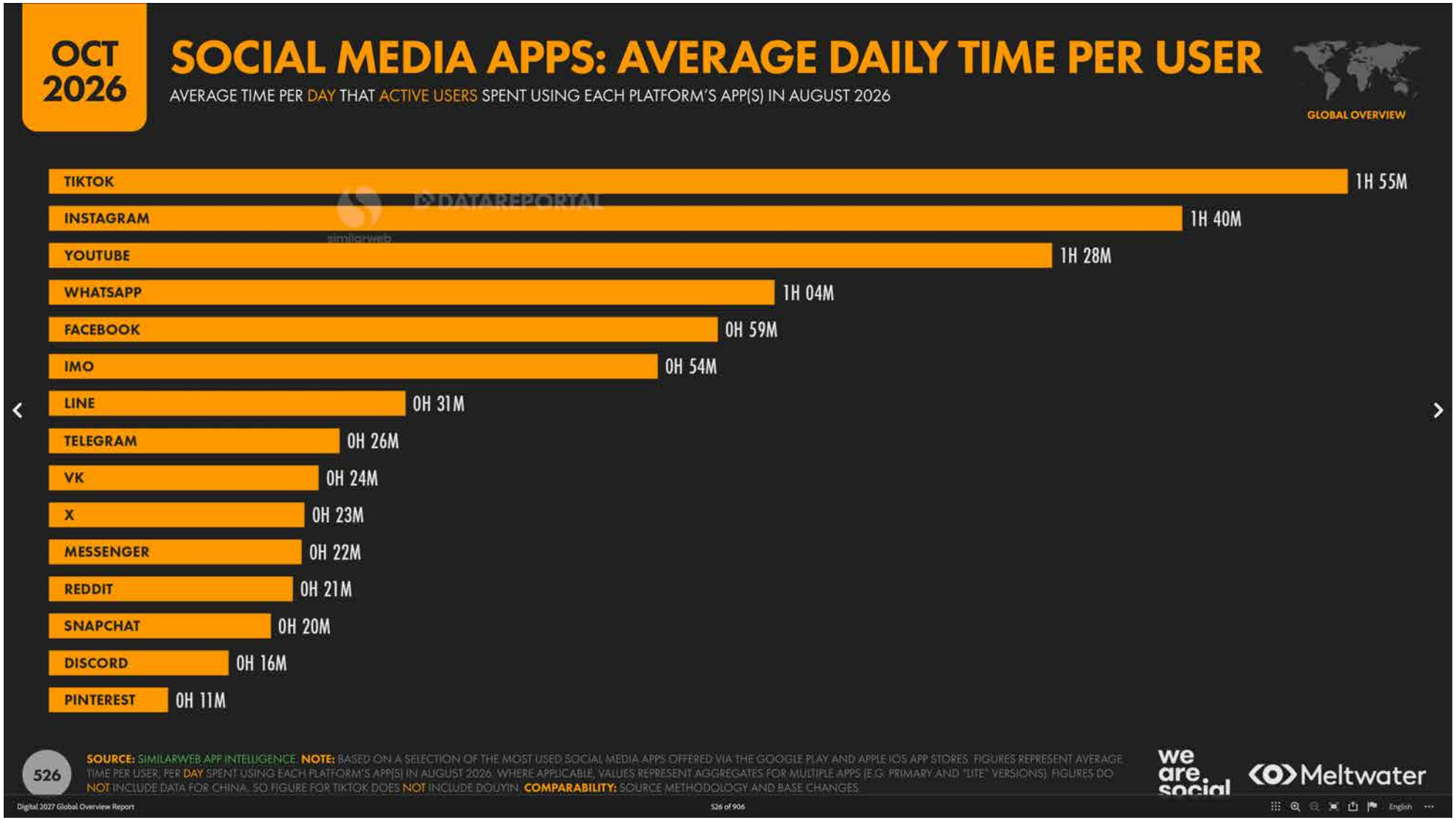

OCT 2026
SOCIAL MEDIA USE vs. TOTAL POPULATION
ACTIVE SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)
GLOBAL OVERVIEW
126.7% SAUDI ARABIA
117.5% U.A.E.
104.1% MALAYSIA
98.3% THAILAND
97.5% VIETNAM
96.2% SOUTH KOREA
94.0% SINGAPORE
93.5% PERU
90.8% CHINA
88.7% HONG KONG
87.1% CHILE
85.6% CANADA
85.1% IRELAND
85.1% SWITZERLAND
85.0% NETHERLANDS
84.7% SPAIN
84.3% U.K.
83.9% MEXICO
83.2% INDONESIA
83.1% TAIWAN
82.8% AUSTRALIA
82.3% NEW ZEALAND
82.3% GERMANY
82.0% BELGIUM
81.8% JAPAN
81.4% COLOMBIA
81.1% SWEDEN
81.0% AUSTRIA
80.9% NORWAY
80.3% PHILIPPINES
80.1% FRANCE
79.0% CZECHIA
78.5% DENMARK
78.0% GREECE
77.6% PORTUGAL
77.0% ISRAEL
76.7% U.S.A.
76.3% FINLAND
75.6% HUNGARY
74.9% ITALY
74.6% SERBIA
74.1% POLAND
74.0% RUSSIA
73.2% ARGENTINA
72.6% CROATIA
72.4% ROMANIA
72.1% BULGARIA
72.0% BRAZIL
69.9% WORLDWIDE
69.3% TURKEY
59.0% MOROCCO
53.0% SOUTH AFRICA
47.7% EGYPT
40.6% KENYA
38.7% INDIA
38.3% BANGLADESH
36.1% PAKISTAN
29.0% GHANA
25.2% NIGERIA
DATAREPORTAL
496
SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. NOTE: FIGURES BASED ON THE AD REACH OF THE MOST USED SOCIAL MEDIA PLATFORM(S) IN EACH COUNTRY. ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. COMPARISONS WITH POPULATION MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT REPORTING PERIODS, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. COMPARABILITY: SOURCE AND METHODOLOGY CHANGES.
we are social
Meltwater
Digital 2027 Global Overview Report
496 of 906


OCT 2026
SOCIAL MEDIA USE vs. TOTAL POPULATION
SOCIAL MEDIA USER IDENTITIES AS A PERCENTAGE OF THE TOTAL POPULATION (NOTE: USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS)
GLOBAL OVERVIEW
NORTHERN EUROPE 82.8%
EASTERN EUROPE 73.3%
NORTHERN AMERICA 77.6%
WESTERN EUROPE 81.7%
SOUTHERN EUROPE 77.5%
CENTRAL ASIA 49.0%
CARIBBEAN 62.3%
NORTHERN AFRICA 48.0%
EASTERN ASIA 88.7%
80.4% CENTRAL AMERICA
WESTERN ASIA 75.5%
SOUTHERN ASIA 38.5%
MIDDLE AFRICA 13.8%
22.6% WESTERN AFRICA
SOUTH-EASTERN ASIA 85.1%
GLOBAL AVERAGE 69.9%
76.8% SOUTHERN AMERICA
EASTERN AFRICA 14.1%
50.9% SOUTHERN AFRICA
64.4% OCEANIA
493
SOURCES: MANOCHI ANALYSIS; COMPANY ADVERTISING RESOURCES AND ANNOUNCEMENTS; CNNIC; BETA RESEARCH CENTER; OCDH. ADVISORY: SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. NOTES: DOES NOT INCLUDE DATA FOR SYRIA. REGIONS BASED ON THE UNITED NATIONS GEOSCHEME. COMPARABILITY: SOURCE AND METHODOLOGY CHANGES; BASE REVISIONS FIGURES FOR LOCAL AND REGIONAL SOCIAL MEDIA USE RELY ON DIFFERENT DATASETS TO GLOBAL FIGURES. SEE NOTES ON DATA
we are social
Meltwater
Digital 2027 Global Overview Report
493 of 906
English

Facebook is still the leader



But TikTok is the social app where more time is spent



Social media & brand experience

When using digital channels and social media we need to make sure they all have:

- a **look and style consistent** with the **brand identity**
- the **same tone of voice**

We need to define **who is allowed to post** (and who is not!) **and organize ourselves in such a way as to give the same answer (to the same question) on all channels** (social, telephone, stores, website, etc.)

Direct Communication

Direct communication uses different media

- **Phone calls** (call center – telemarketing)
- **Paper mail** (e.g. catalogues)
- **Couponing** (physical and digital)
- **Email (DEM: direct email marketing)**
- **Social network** direct messages
- **Newsletter**

Also called “Permission Marketing”

Anyone who wants to carry out direct communication must **respect the privacy regulations (GDPR),** therefore it is necessary to:

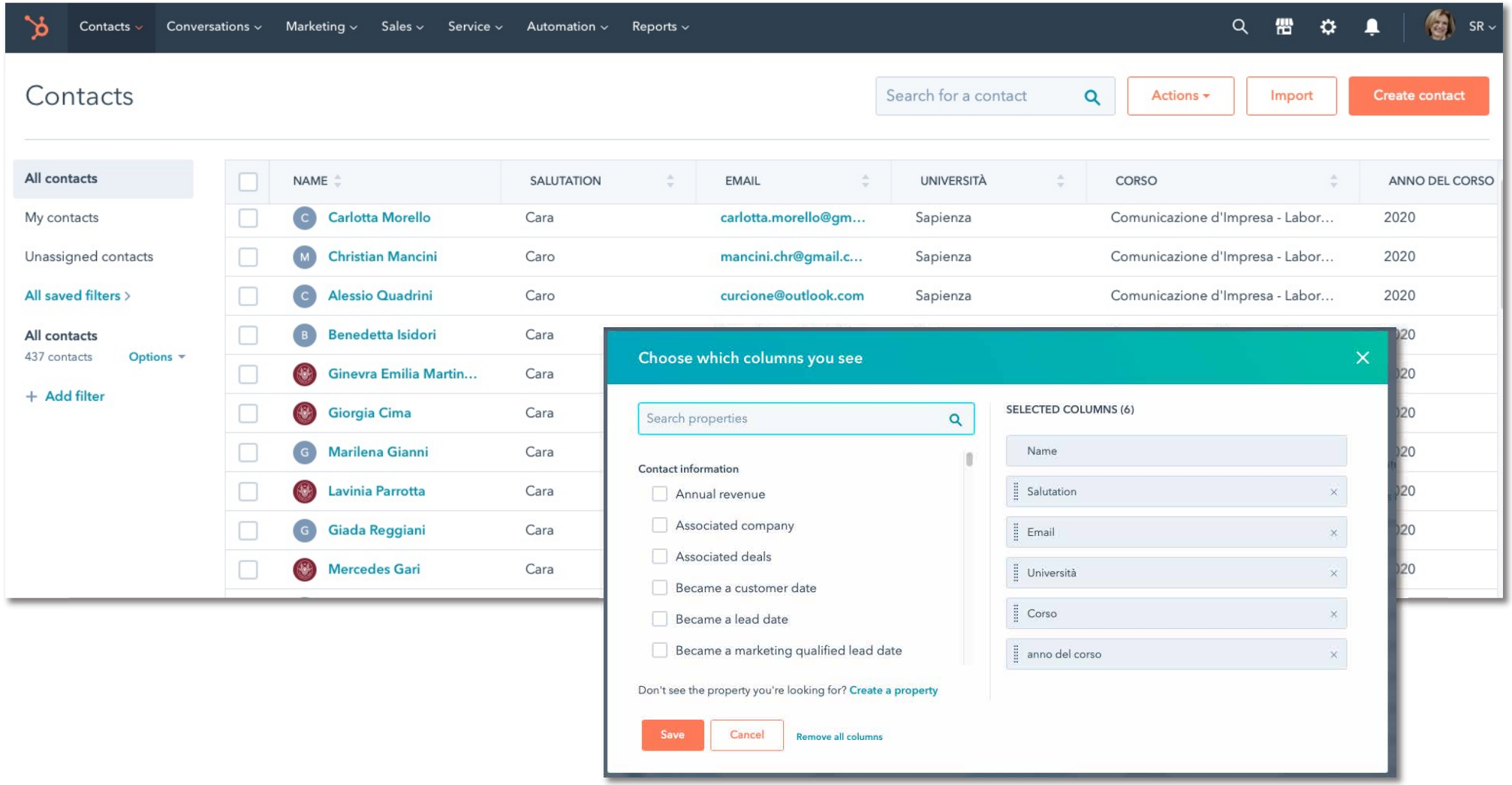
1. **ask for consent**
    1. for data processing and
    2. the permission of contacting the potential customer (lead)
2. allow people to withdraw their consent at any time.

CRM and direct communication

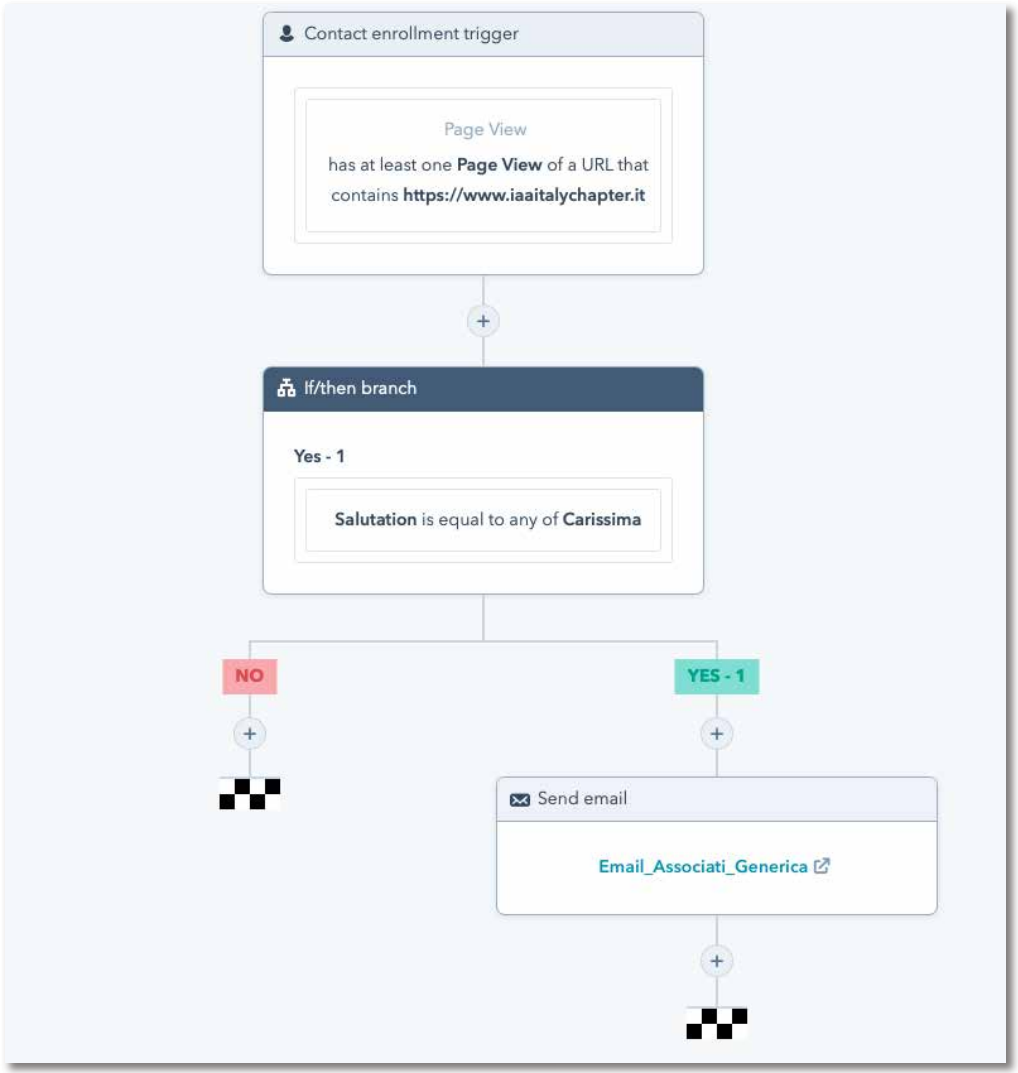
It is extremely useful to **ask for permission to contact** potential buyers

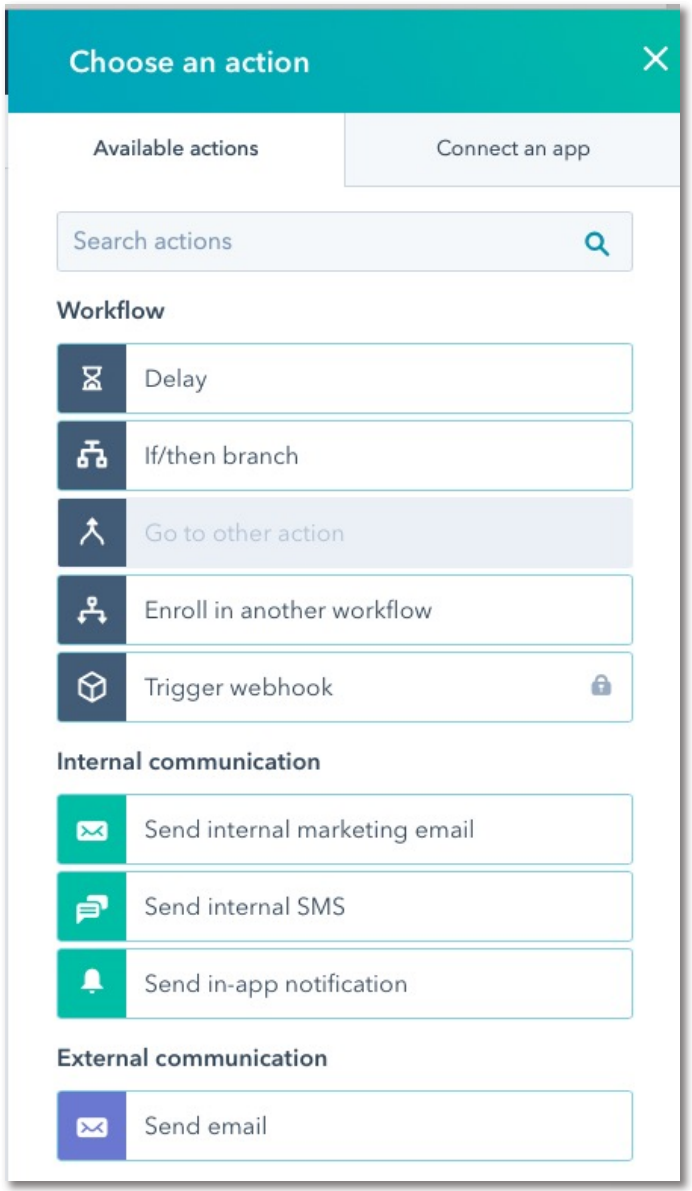
Sending digital direct communication (DEM, newsletters) is almost free: you only have to pay for the content.

The essential component is the contact database (e.g. HubSpot database)



Thanks to digital it is possible to automate direct communication flows



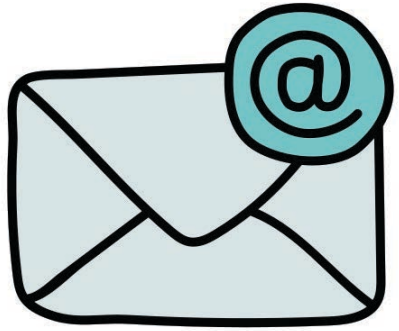


Content strategy

Content strategy

To effectively manage **owned media**, we need to set up a content strategy.









Content Strategy

The content strategy focuses on

the **planning, creation, distribution** and **governance of content**

to be delivered on owned media

The goal of the content strategy is to **create meaningful, consistent, engaging** and **sustainable content**



What kind of content?

Entertainment or educational

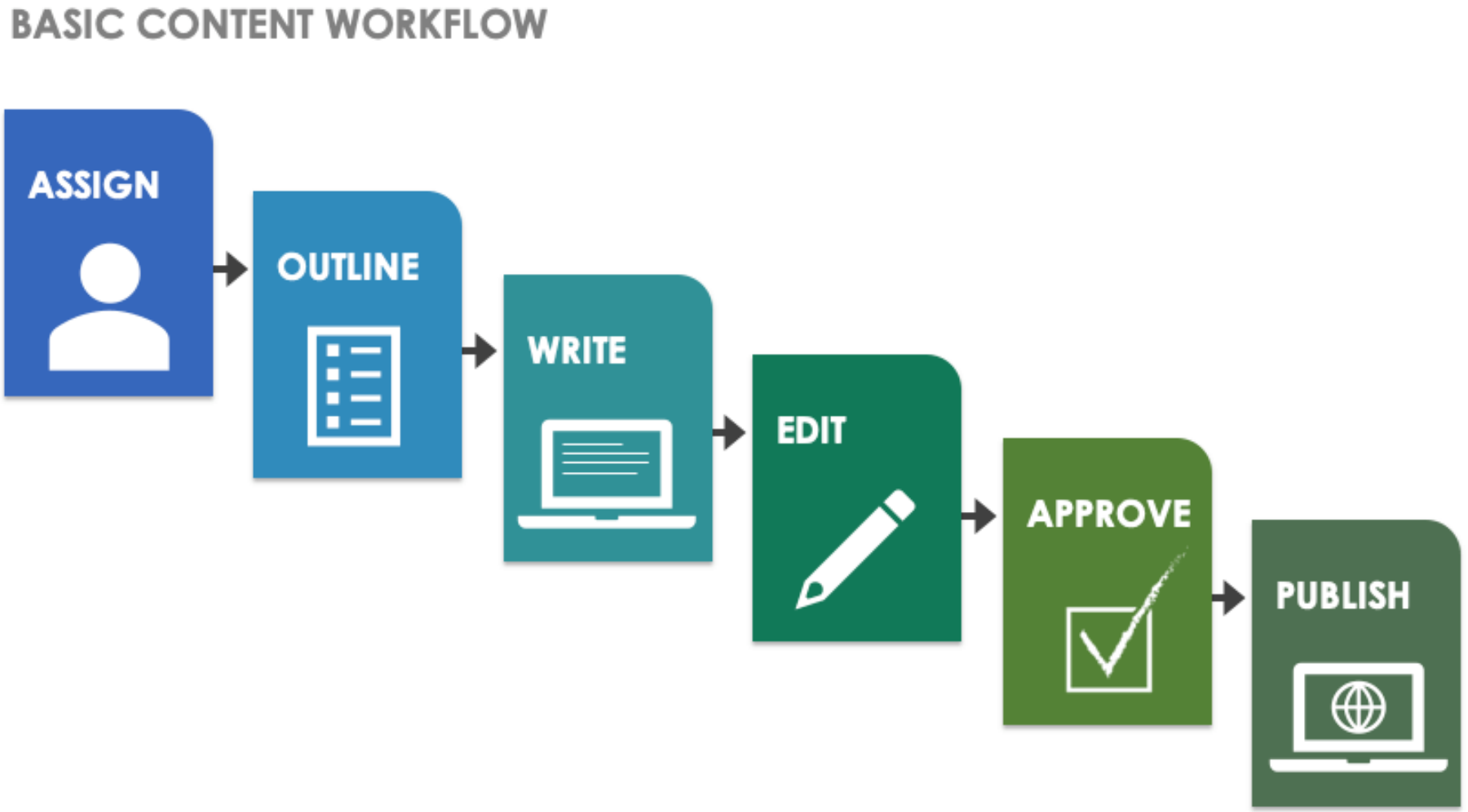








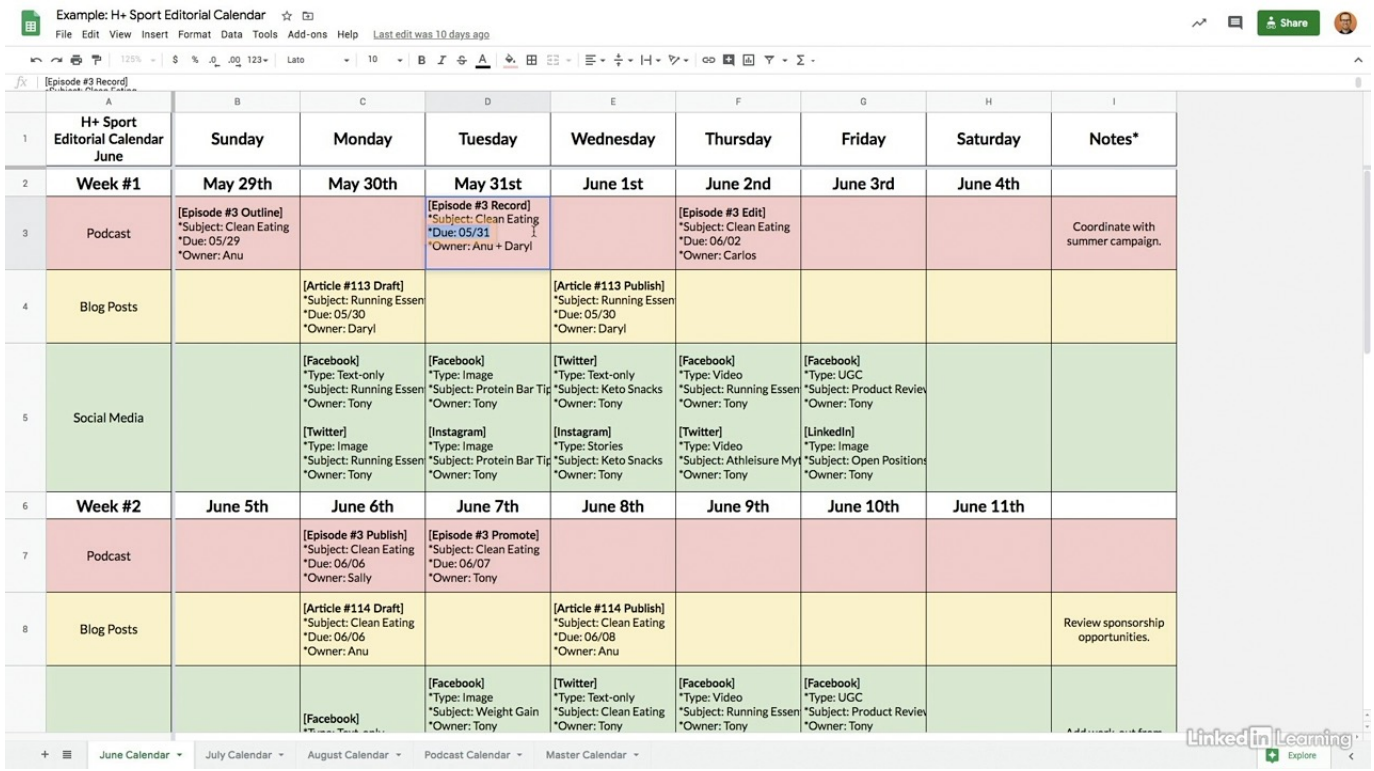
Organization is crucial



The editorial calendar

When creating content (especially for social media) it's important to be organized

3'03"



H+ Sport Editorial Calendar June	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Notes*
Week #1	May 29th	May 30th	May 31st	June 1st	June 2nd	June 3rd	June 4th	
Podcast	[Episode #3 Outline] *Subject: Clean Eating *Due: 05/29 *Owner: Anu		[Episode #3 Record] *Subject: Clean Eating *Due: 05/31 *Owner: Anu + Daryl		[Episode #3 Edit] *Subject: Clean Eating *Due: 06/02 *Owner: Carlos			Coordinate with summer campaign.
Blog Posts		[Article #113 Draft] *Subject: Running Essen *Due: 05/30 *Owner: Daryl		[Article #113 Publish] *Subject: Running Essen *Due: 05/30 *Owner: Daryl				
Social Media		[Facebook] *Type: Text-only *Subject: Running Essen *Owner: Tony [Twitter] *Type: Image *Subject: Running Essen *Owner: Tony	[Facebook] *Type: Image *Subject: Protein Bar Tip *Owner: Tony [Instagram] *Type: Image *Subject: Protein Bar Tip *Owner: Tony	[Twitter] *Type: Text-only *Subject: Keto Snacks *Owner: Tony [Instagram] *Type: Stories *Subject: Keto Snacks *Owner: Tony	[Facebook] *Type: Video *Subject: Running Essen *Owner: Tony [Twitter] *Type: Video *Subject: Athleisure Myt *Owner: Tony	[Facebook] *Type: UGC *Subject: Product Reviev *Owner: Tony [LinkedIn] *Type: Image *Subject: Open Position *Owner: Tony		
Week #2	June 5th	June 6th	June 7th	June 8th	June 9th	June 10th	June 11th	
Podcast		[Episode #3 Publish] *Subject: Clean Eating *Due: 06/06 *Owner: Sally	[Episode #3 Promote] *Subject: Clean Eating *Due: 06/07 *Owner: Tony					
Blog Posts		[Article #114 Draft] *Subject: Clean Eating *Due: 06/06 *Owner: Anu		[Article #114 Publish] *Subject: Clean Eating *Due: 06/08 *Owner: Anu				Review sponsorship opportunities.
		[Facebook]	[Facebook] *Type: Image *Subject: Weight Gain *Owner: Tony	[Twitter] *Type: Text-only *Subject: Clean Eating *Owner: Tony	[Facebook] *Type: Video *Subject: Running Essen *Owner: Tony	[Facebook] *Type: UGC *Subject: Product Reviev *Owner: Tony		

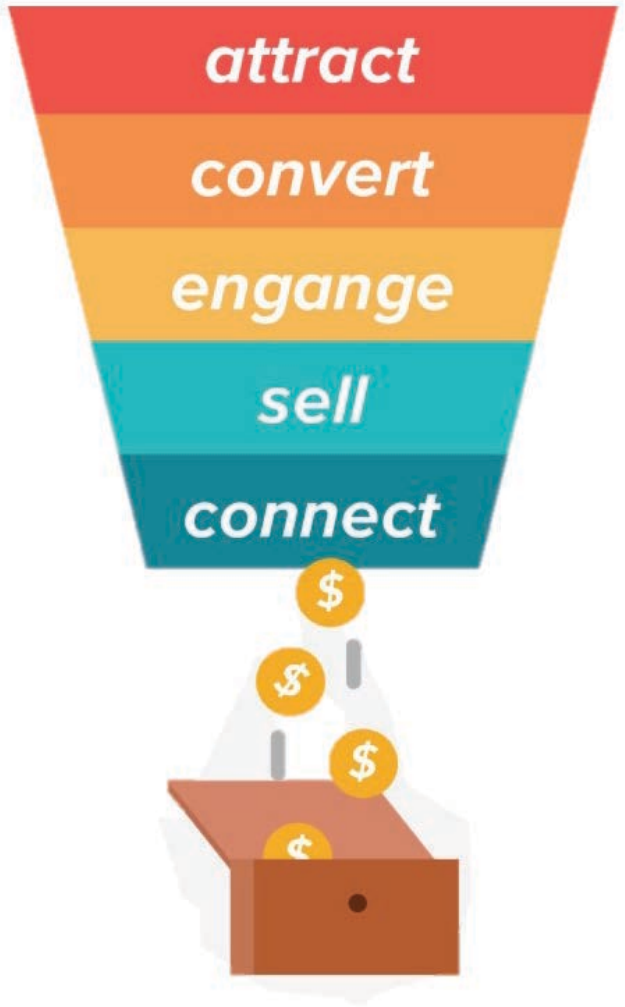
Editorial Calendar

HubSpot **Blog Editorial Calendar**

Publish Date	Due Date	Author	Topic/Title	Content/Details	Keyword(s)	Target Persona(s)	Offer/CTA
1/1/19	12/29/18	Clifford Chi	12 Revealing Charts to Help You Benchmark Your Business Blogging Performance	Explain importance of blogging and how to benchmark your efforts to guarantee success	business blogging, blogging benchmarks	Marketing Mary	How to Get 100,000 Readers for Your Blog
1/2/19							
1/3/19							
1/4/19	12/30/18	Caroline Forsey	Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips with expert advice while promoting on-page templates	search engine optimization, SEO	Marketing Mary	On-Page SEO Template
1/5/19	12/31/18	Meredith Hart	9 Tips for Creating Quick Graphics for Your Social Media Posts	Provide tips and tricks to creating graphics without the burden of learning Photoshop	marketing graphics, social media graphics	Sales Leader Alex	How to Design Graphics that Convert
1/6/19							
1/7/19							
1/8/19							
1/9/19							
1/10/19							
1/11/19							
1/12/19							
1/13/19							
1/14/19							
1/15/19							

Quality content attracts potential customers

Interesting content attracts people who are **willing to give** their **personal data to be contacted**.



Inbound Marketing

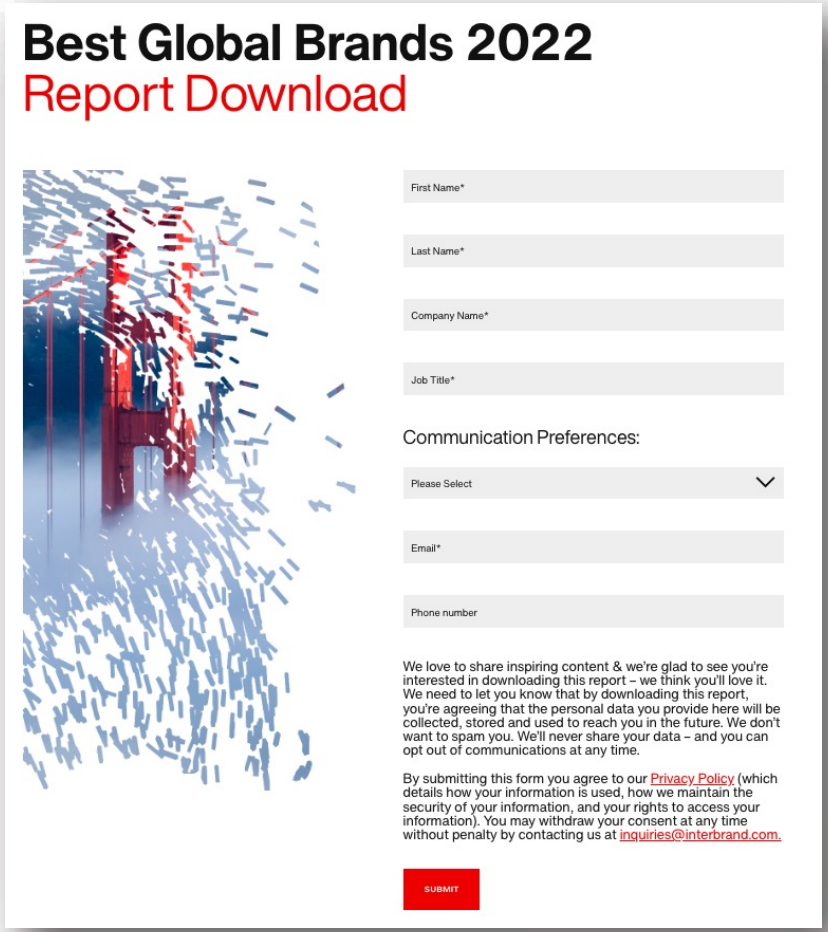
Inbound marketing is the discipline that seeks to attract customers, instead of going out to look for them



Gating Strategy

Requesting contact details before allowing access to content is called

"**gating strategy**".

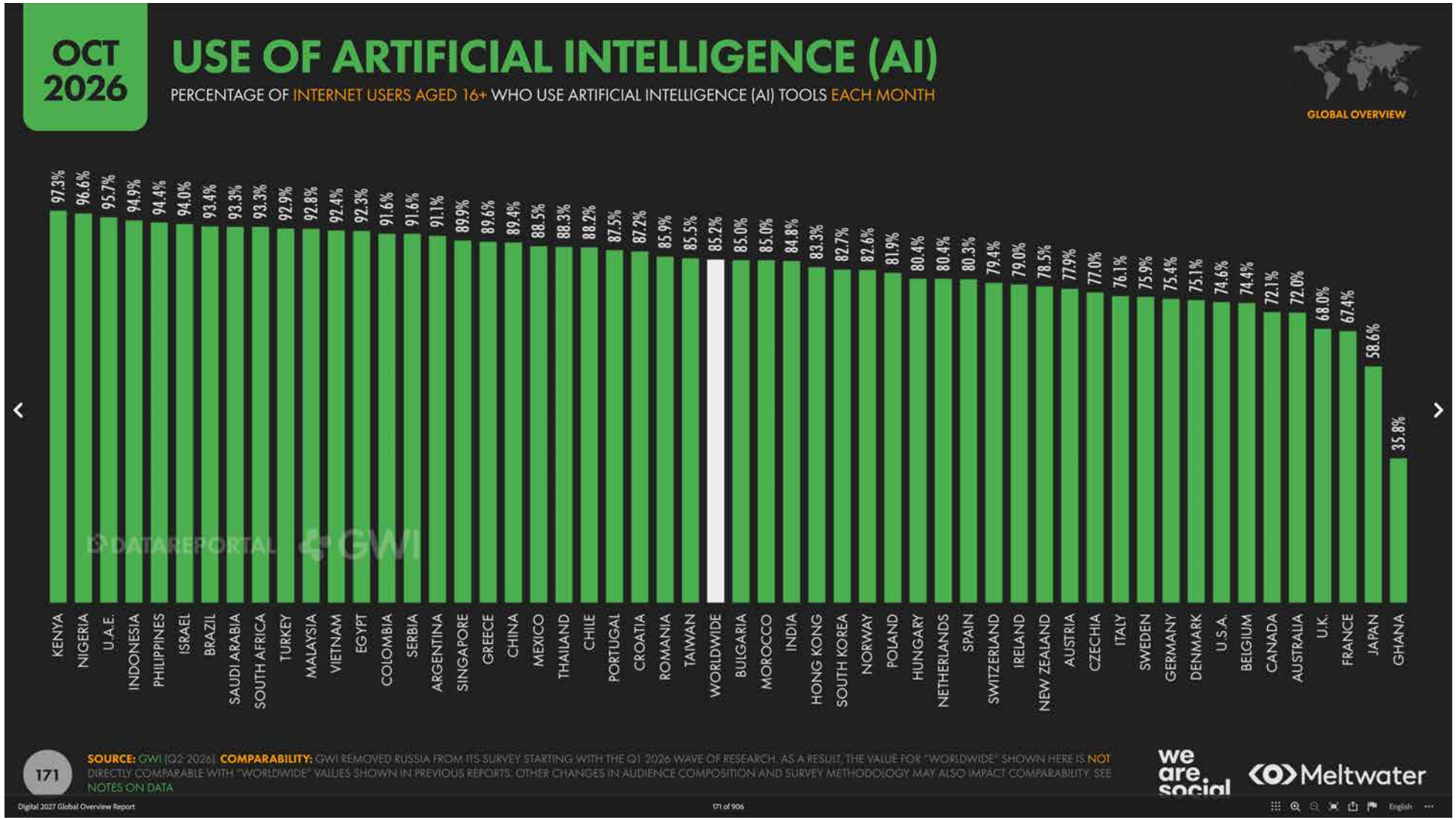


But today, a good content strategy alone is not enough to get discovered by AI-powered search engines.

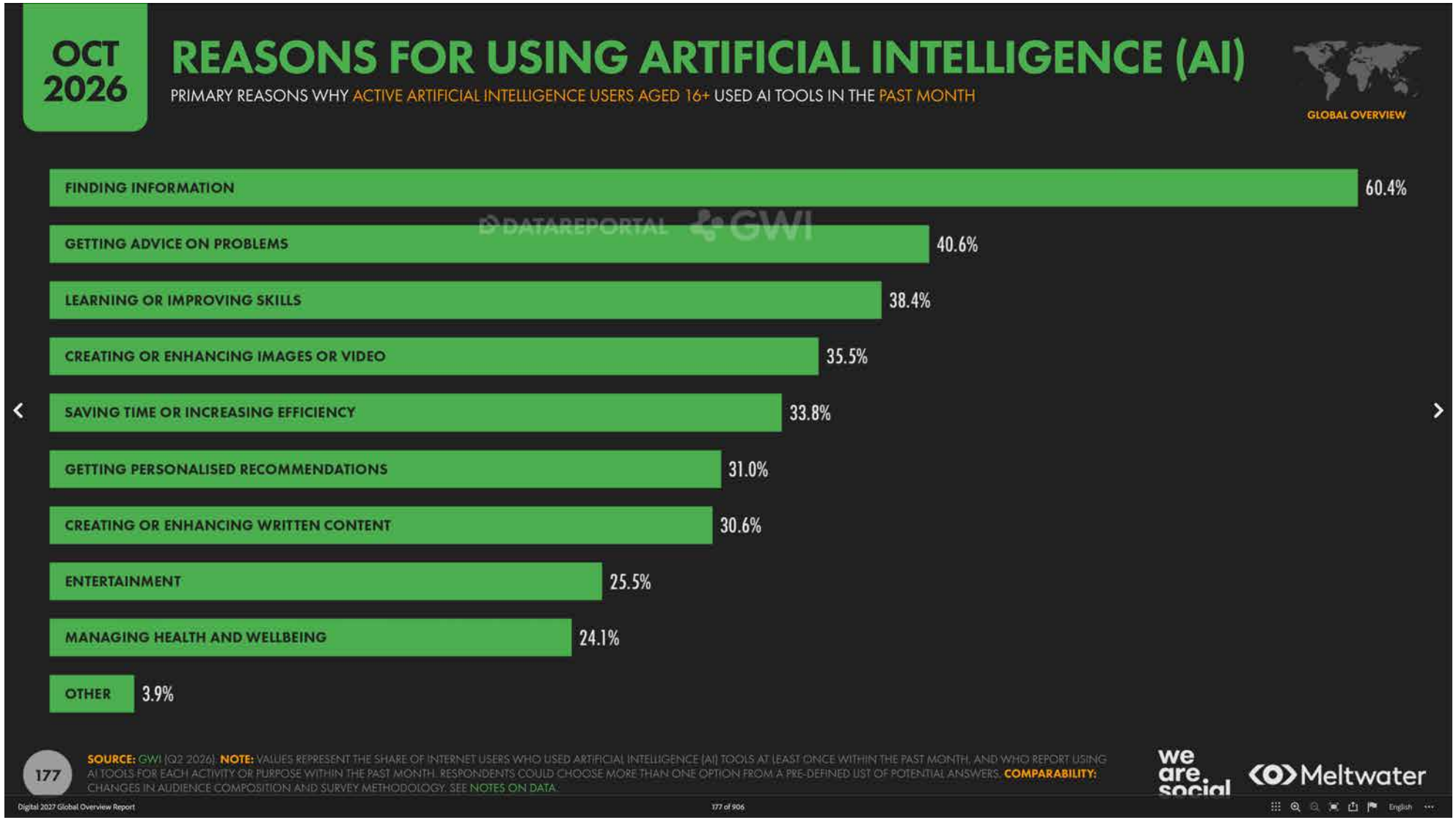
Content strategy in today's AI-driven search environment

Today, **AI-powered search tools like Google (AI Overviews, Gemini) or ChatGPT do not just cite your brand: they also make comments and judgments** based on what they find online.

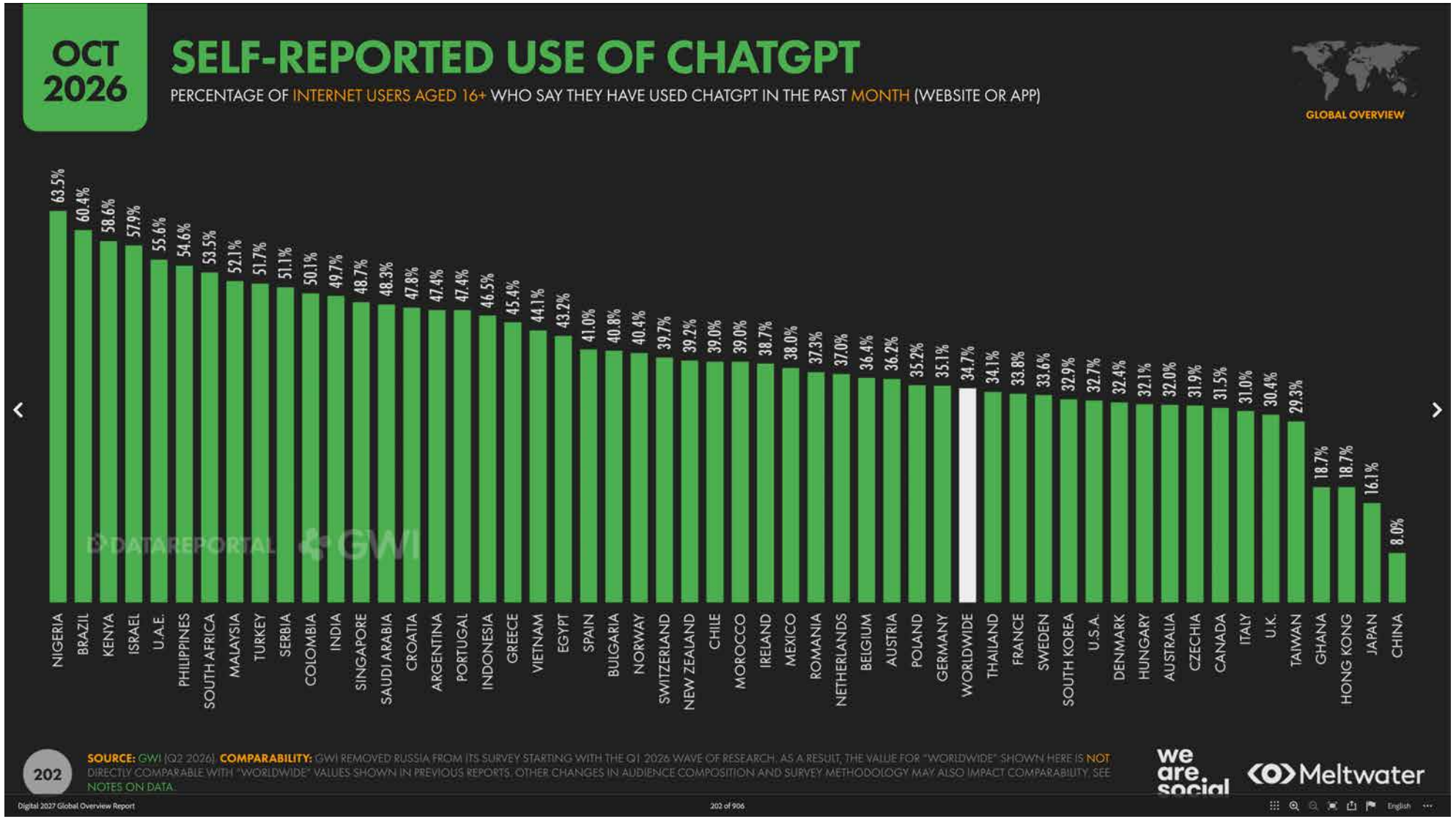
And this is big: 85% of internet users use AI



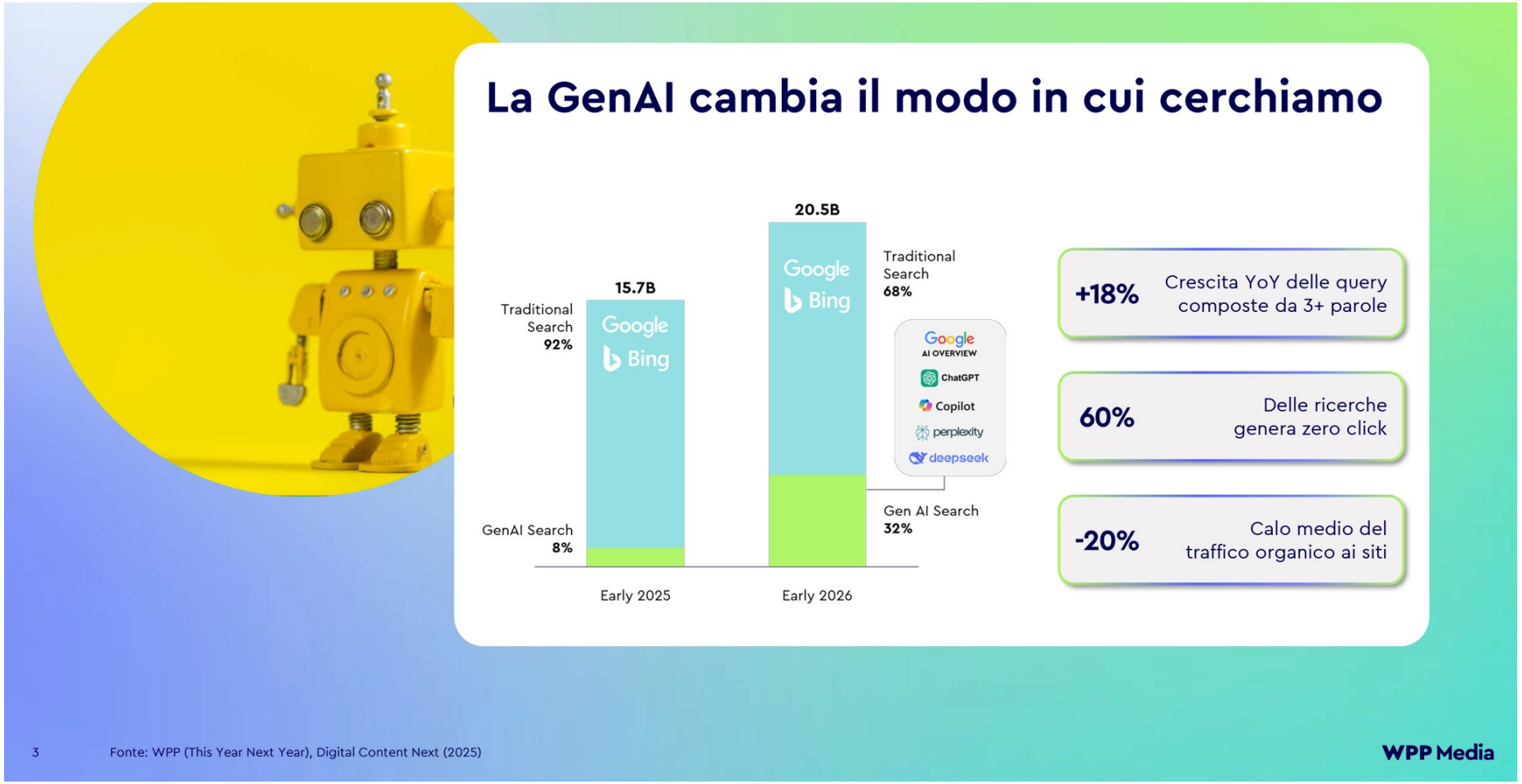
…Mainly to find information



ChatGPT is the leader, reaching almost 35% of internet users



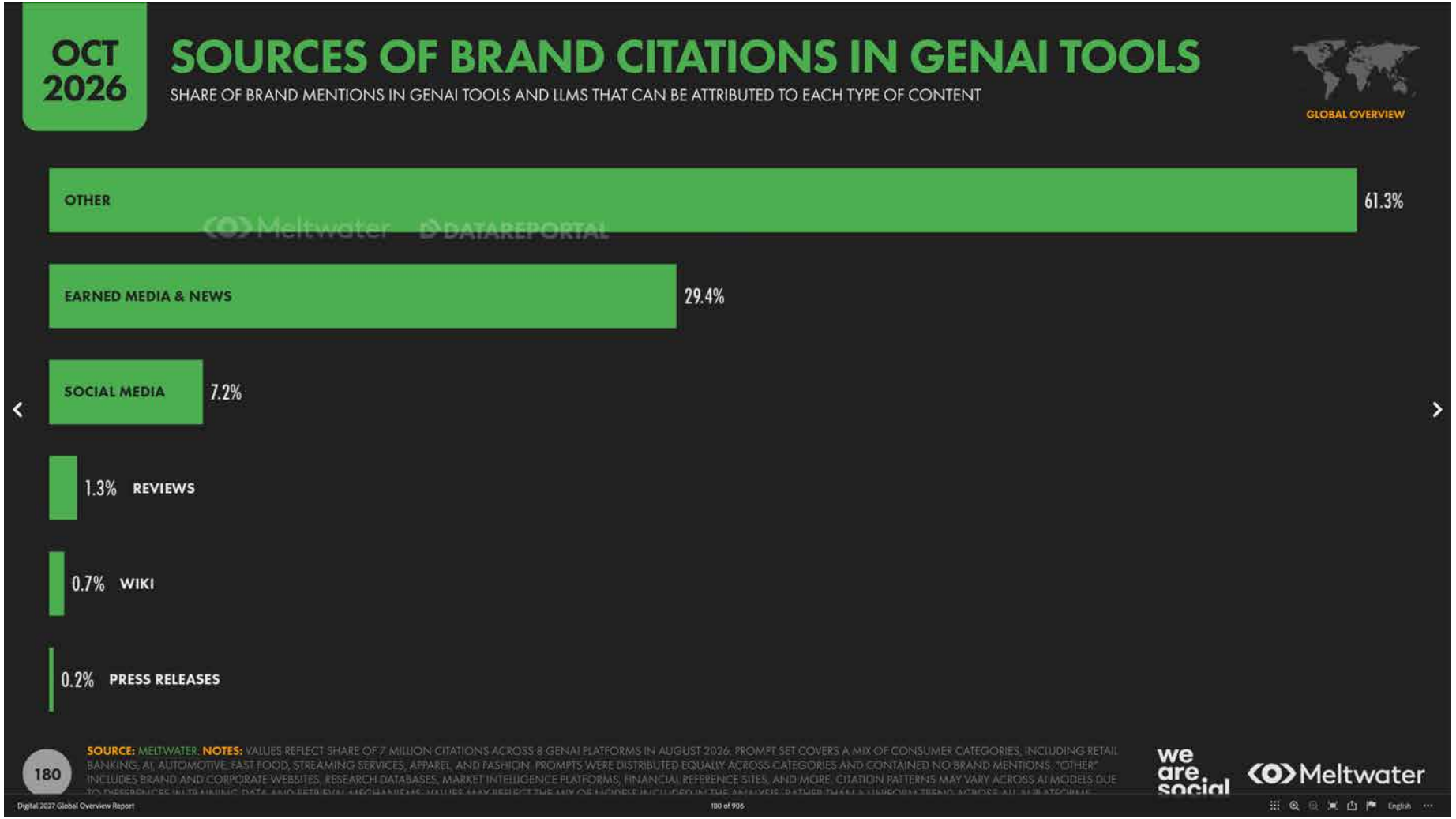
Search activity is changing fast: in 1 year Gen AI search increased from 8% to 32%



Content strategy in today's AI-driven search environment

- **Search engines and AI tools look beyond your website**. They **analyze reviews, forum posts, social media, and online news** to understand your **reputation.**
- This means **your SEO strategy is not only about your site: it also depends on how your brand is mentioned across the web**.

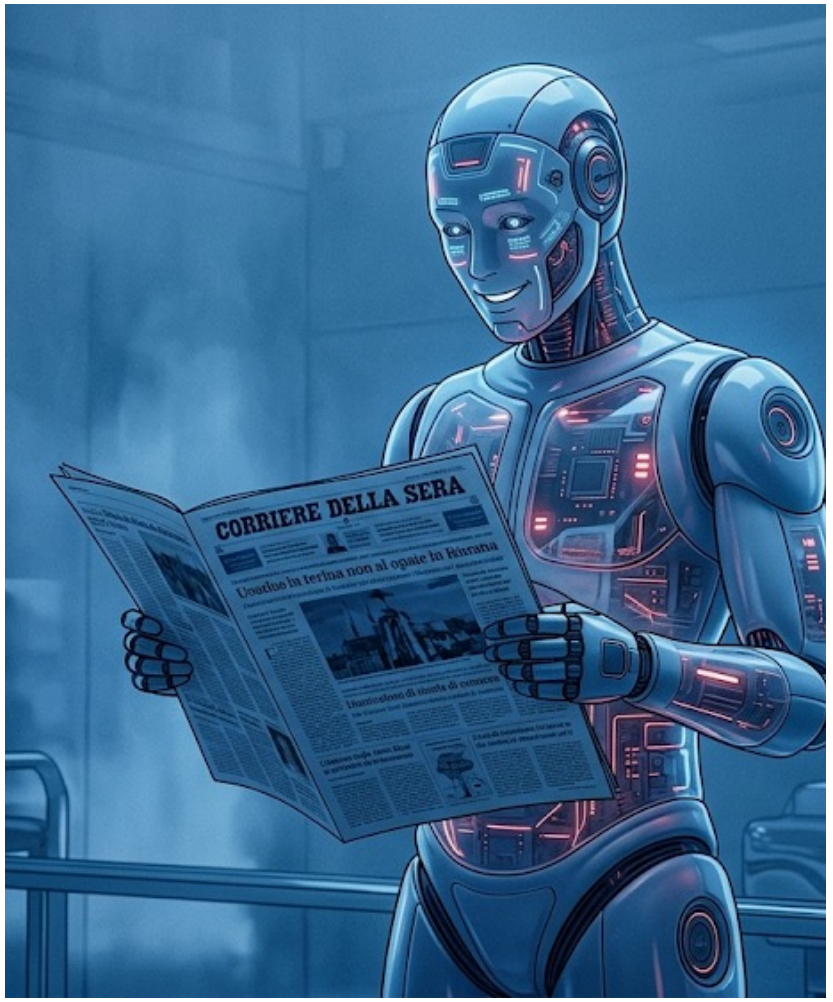
Earned media and news are particularly important



Where do Gemini, ChatGPT and the others get their content?

- **Training data**: corpora collected before training, including Wikipedia, news, indexed websites and books
- **Real-time web search**: ChatGPT Search, Gemini and Perplexity browse the web for recent queries
- **Structured databases**: Wikidata, Google Knowledge Graph, schema.org
- **High-quality editorial sources**: authoritative newspapers, institutions, official websites
- **Brand content**: press releases, FAQs, product sheets, “About us” pages
- **Brands present on more authoritative sources are more likely to be cited**

Daily newspapers may be read less by “humans”...
...but their digital editions are very important for AI algorithms.
They confirm the authority of brands



What an AI model evaluates when it talks about a brand

An AI model tends to recommend brands that are:

- **clear**: the positioning is easy to understand;
- **consistent**: the information is the same on the website, listings, reviews, articles and marketplaces;
- **authoritative**: the brand is cited by credible sources;
- **specific**: the content answers concrete needs;
- **comparable**: products, prices, features, limitations and use cases are made explicit;
- **up to date**: recent information is accessible and verifiable.

How to do GEO in practice (a recap of concepts we have already seen)

- Answer complete questions in the text: don't rely on keywords only
- Use the **FAQ format**: question + answer in 2–3 lines, understandable on its own
- **Include numerical data and cite the source**: AI models extract and report them
- **Update** regularly: models with web search reward fresh content
- **Use structured data** (schema.org) to label articles, FAQs and profiles

...So

To be **recommended by AI**, a brand must work on five levels:

1. **Clear positioning**: who we are, who we are useful for, how we are different (clear value proposition).
2. **Useful and specific content**: guides, comparisons, FAQs, Q&As, use cases, product limitations, selection criteria.
3. **Structured data**: complete product sheets, prices, availability, reviews, location, categories.
4. **External authority**: presence in reliable media, qualified reviews, comparison sites, studies, awards, partnerships.
5. **Cross-platform consistency**: the same information on the website, Google, social media, marketplaces, press kit, and Wikipedia/Wikidata when relevant.

A smart content strategy will be increasingly important for brands.
An organic visibility strategy on the most credible media (e.g. daily newspapers) also remains essential.

In my personal opinion, we will have to create content that is truly more and more interesting for its intended audience
(by researching the questions people actually ask)

Break?



Earned Media

Earned media

PAID MEDIA

ATL:
- TV
- Press
- Radio
- OOH
- Cinema
- Internet advertising:
  - Display
  - Search
  - Social network

BTL: sponsorships, Events, influencer marketing

OWNED MEDIA

Website
App
Blog, Podcast
Social network
Direct response/CRM

Points of sale, merchandising, Packaging
Branded spaces

EARNED MEDIA

PR:
- Press (+digital) articles

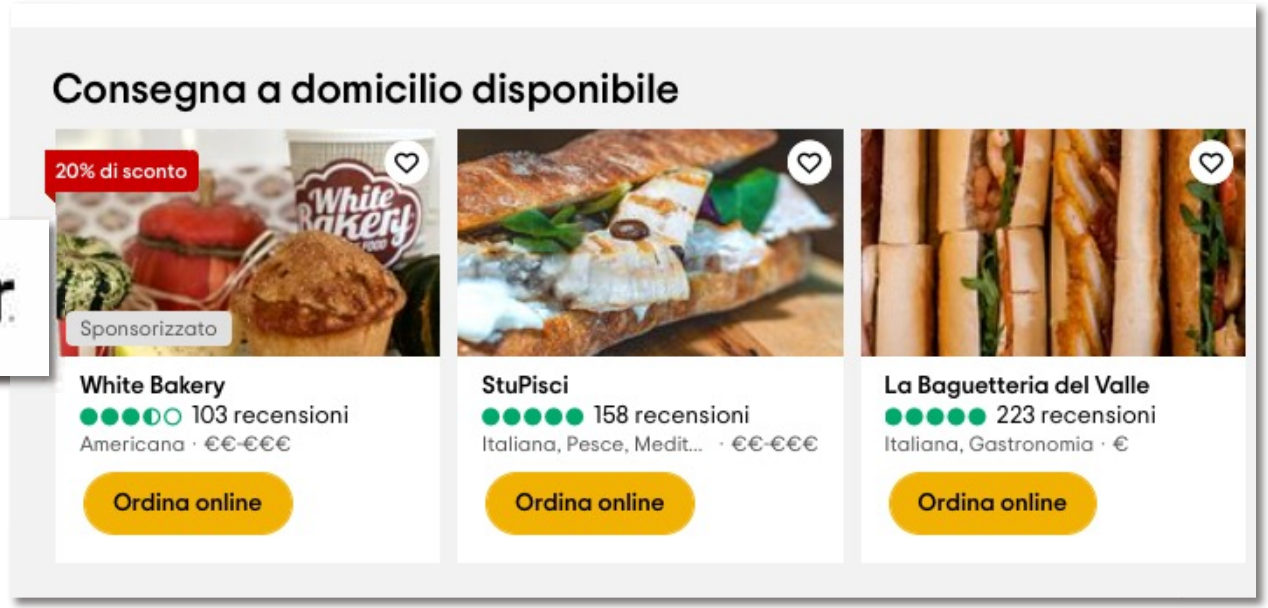
UGC
- reviews
- recommendations
- Social, Blogs
- WOM

Earned Media: the media that we cannot buy

- Word-of-mouth
- Articles on media (newspapers, TV or radio programs) by journalists or bloggers
- Organic social posts: on Facebook, X, Instagram, etc.
- Comments and evaluations on e-commerce platforms
- Reviews
- Wikipedia

Earned media

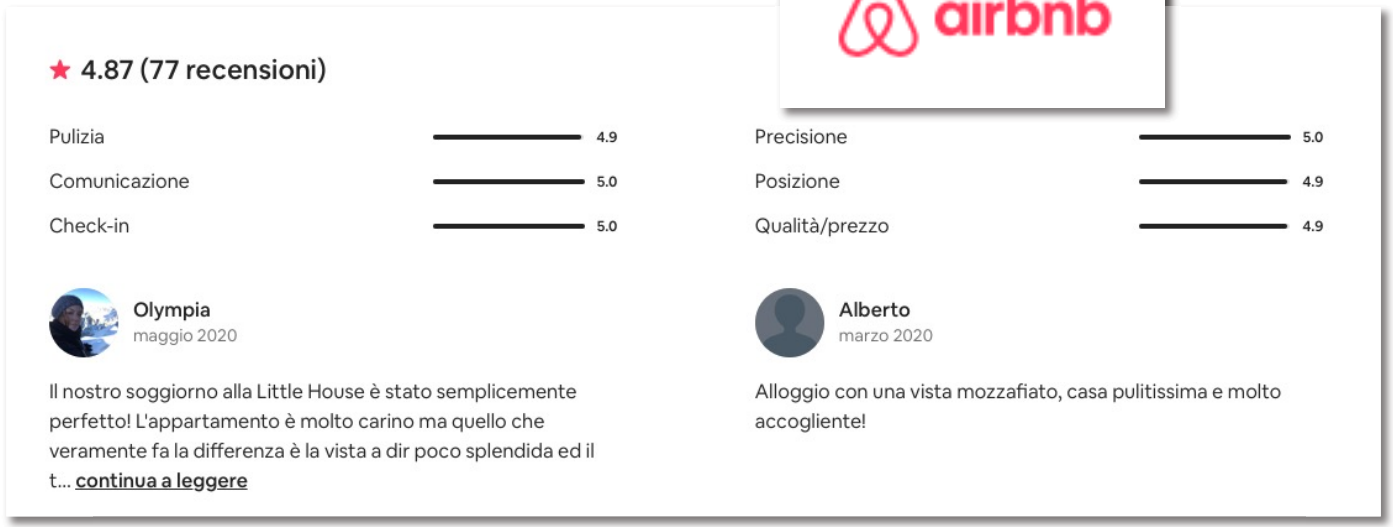
Tripadvisor



amazon



airbnb



Earned media are the
most effective communication instruments.
Especially **word-of-mouth.**

Why?



Because we **trust the source**.

Why word of mouth works

2’47’’



Jonah Berger – On Viral Marketing - LinkedIn Learning

How can we earn favorable publicity (“Earned Media”)?

How can we “earn media”?

We may earn favorable publicity through:

1. A **good relationship with the people** (journalists, bloggers, influencers, etc.) who **produce content regarding us** (articles in the media, off and online) that reach our target. Companies use **PR and Media Relations**.

Earned Media example

WORLD OF cruising



Credit: MSC Cruises

The future of cruising – we step onboard new ship MSC World Europa

Author: Lucy Abbott
Published on: 07 October 2022
Updated on: 07 October 2022

MSC Cruises' newest venture comes in the form of mega-ship MSC World Europa – the ship offers you the chance to sail sustainably, powered by LNG, and hits the waters in December 2022 with a four-night sailing from Doha to Dubai. Lucy Abbott steps onboard for a first look at the ship.

What's eco-friendly, future-ready and fun for everyone? That's right, MSC World Europa.

TR BUSINESS
The leading provider of duty free & travel retail news

MENU

Regional News > International

Back to International Download Article as PDF | View Print version | Send as Email

A first look at shopping onboard MSC Cruises' new flagship World Europa

By FAYE BARTLE | Tuesday, 24 May 2022 11:31

MSC Cruises has offered a sneak peek of the 'dynamic and immersive' retail proposition onboard its new flagship, MSC World Europa.



MSC World Europa will be homeporting in Dubai, United Arab Emirates from December 2022.

Head of Retail Adrian Pittaway has outlined the USPs of the shopping concepts at each of the three main public area decks of the ship, which will spend its inaugural season in the Gulf, setting sail from Doha on 20 December 2022.

First up is the department-store style Deck 6 Shopping Gallery, located at

How can we “earn media”?

2. A **good reputation among customers**, who **support our brand** by giving **good reviews** or **recommending** our products or services through
   - Word of mouth (offline)
   - on social media or any Web 2.0 platform (including Amazon …)



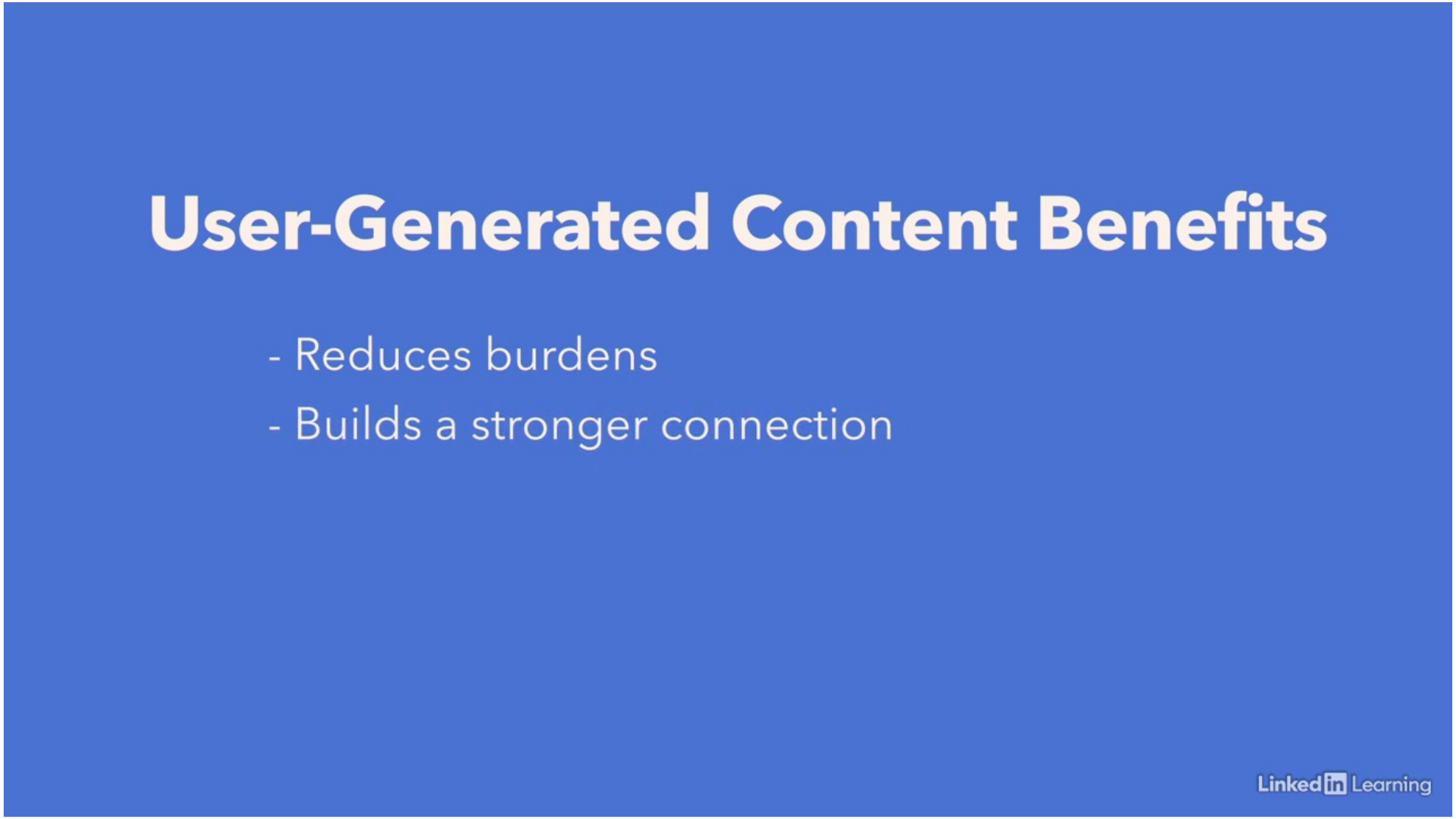
UGC
User-generated content

User-generated content (UGC) is **any content (text, videos, images, reviews, etc.) created by people**, rather than brands.

It is perceived as **more authentic** and reliable than advertising.

User-generated content is increasingly important

2’14’’



Colleen Jones – Advanced content marketing – LinkedIn Learning 2020

Products Rooms Deals Design & ideas Services

What are you looking for?

Share your IKEA content with the world

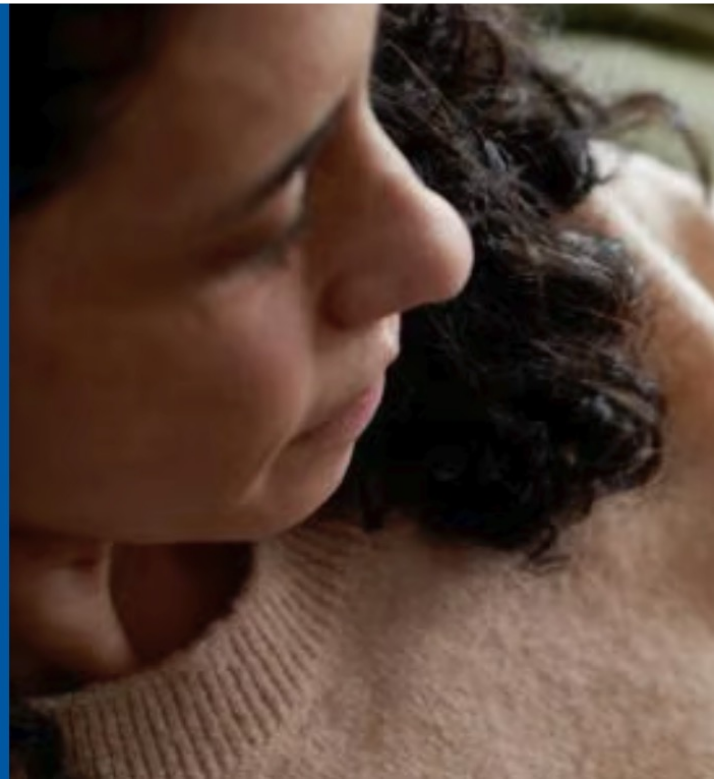
Share your IKEA ideas on our website or social media for the whole world to see

Making sure you get featured

Join other IKEA Family members in sharing your images.

- **Log in to your account to upload your images. Not yet a member? Join now.**
- **Put the IKEA product you want to showcase front and centre.**
- **Show how you're exactly using it, indoors or outdoors.**
- **Make sure there are no people or pets in the image.**

Log in **Join IKEA Family**





We get the best inspiration by seeing our amazing community wearing our clothes on Instagram and showing their unique styling.

THANK YOU FOR BEING A PART OF OUR FAMILY, AND TAKING NU-IN ON A TRIP AROUND THE WORLD.

THE MOST WANTED OUTERWEAR PIECES STYLE BY YOU

from cloud like puffer jackets to transitional blazers.



100% RECYCLED QUILTED PUFFER LONG COAT **179,99 EUR**

When we prepare a communication plan we must always ask ourselves:

how can we stimulate our promoters to create content for us?

And how can we generate Word of Mouth?

3'01''



Jonah Berger – On Viral Marketing - LinkedIn Learning

What makes a communication "viral"? Why do people talk about something and share it?



1. Social currency

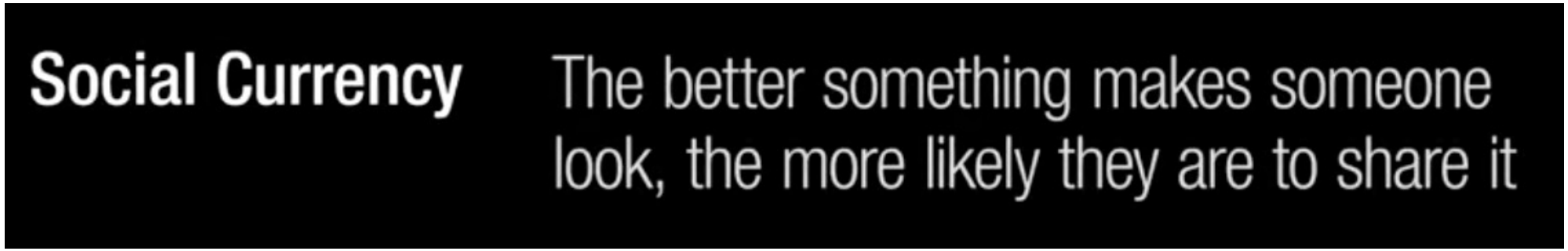
"**Social currency**" is **the way we want to be perceived**. The things we say (beyond what we do and own) define our image towards others.

For example we tell a secret because telling someone else something they don't know makes us **feel important**

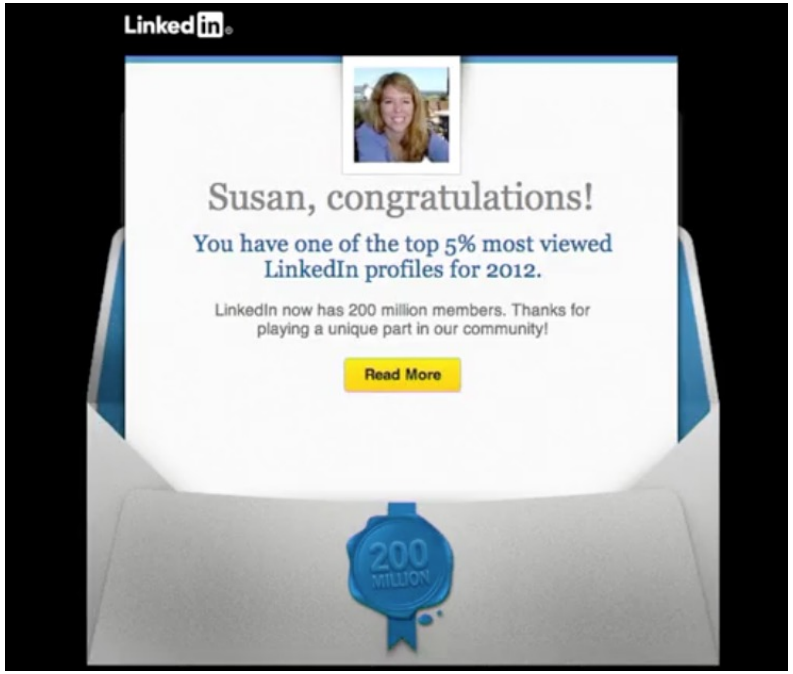


1. Social currency

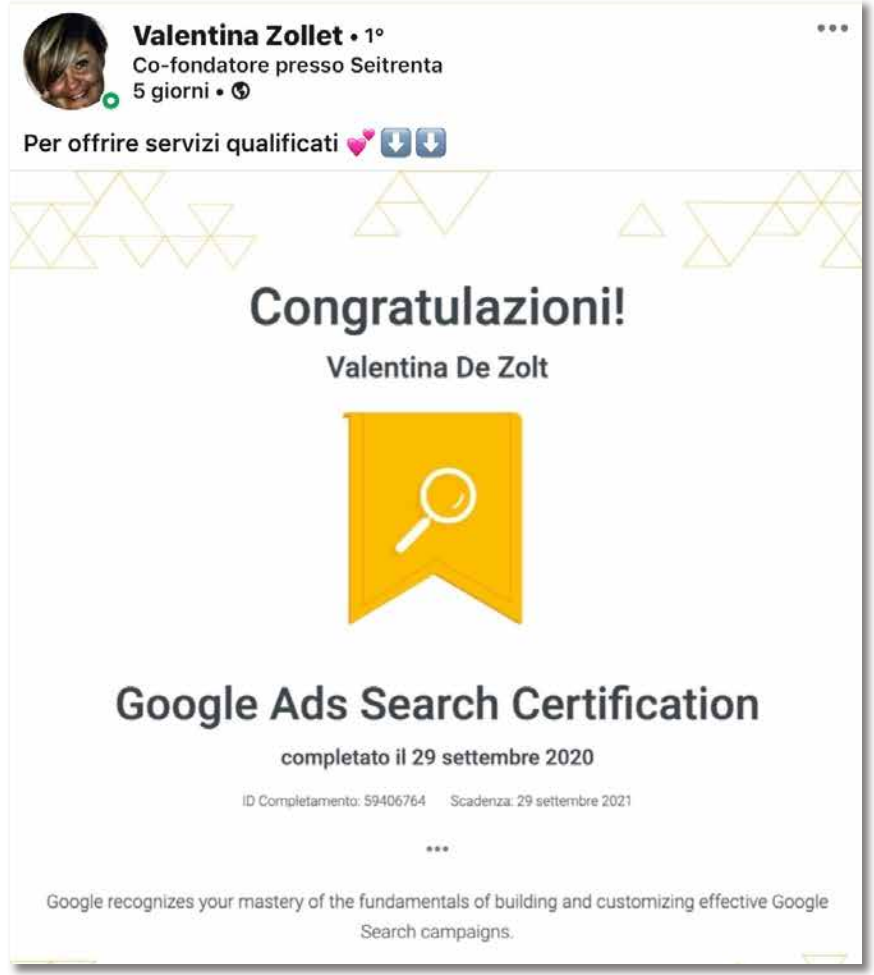
So the best way to get something shared is to **make the person look good** doing it.



A good way is to provide shareable diplomas and awards







1. Social currency: being “remarkable”

4’31’’



Jonah Berger – On Viral Marketing - LinkedIn Learning

The video: “Will It Blend?”



2’46’’

The Volvo commercial

1’16’’



110 million views



2. Triggers

A trigger is an element that **reminds us of something**. We tend to talk about the things that come to our mind.



2. Triggers

To create these triggers, associations of ideas must be fed:

We need to find an **element that is able to stimulate the memory of our brand** even when we are not there.

- E.g. a popular song as the soundtrack of a commercial
- A **branded gadget**







3. Emotions

When we care about something, we share it: the more we feel, the more we pass on information

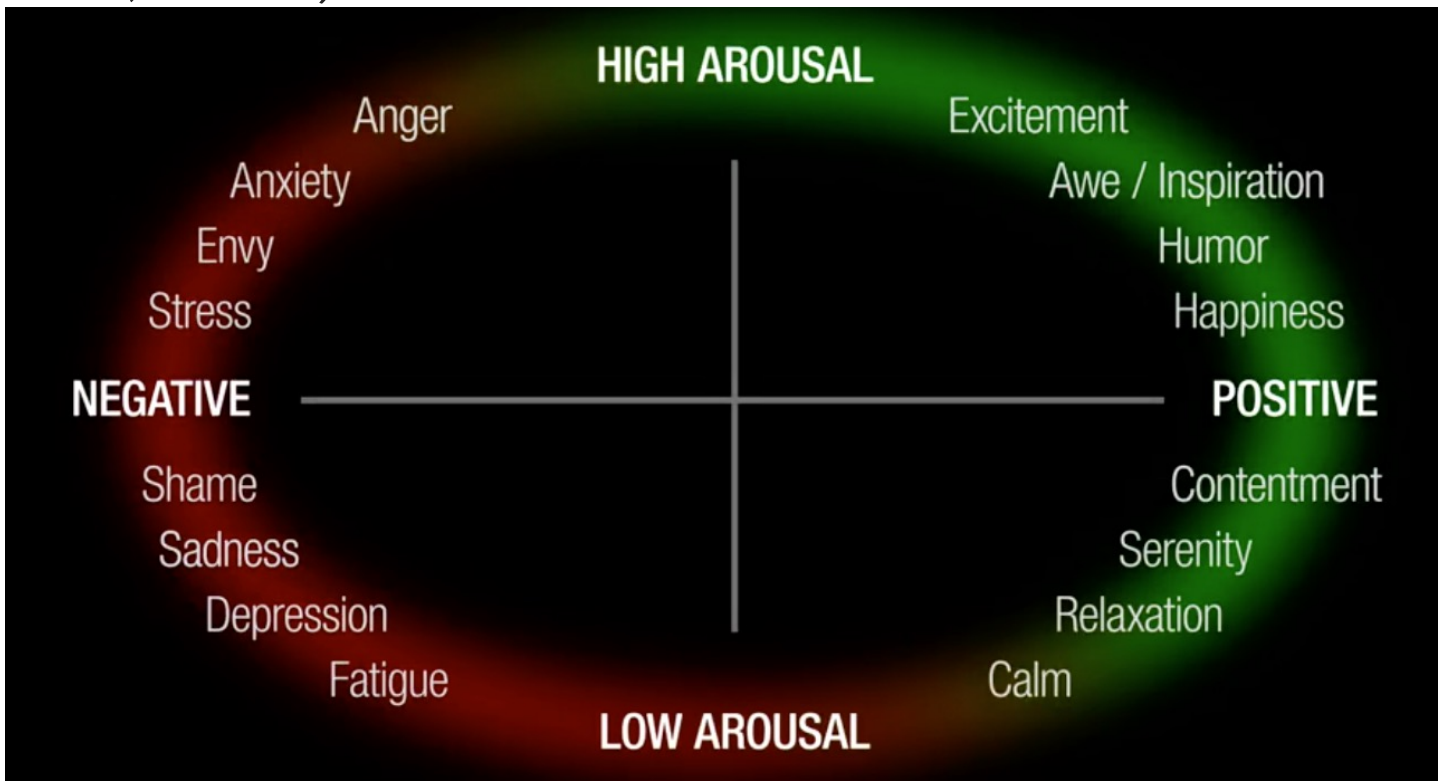
Emotional content is 20% more likely to be shared.



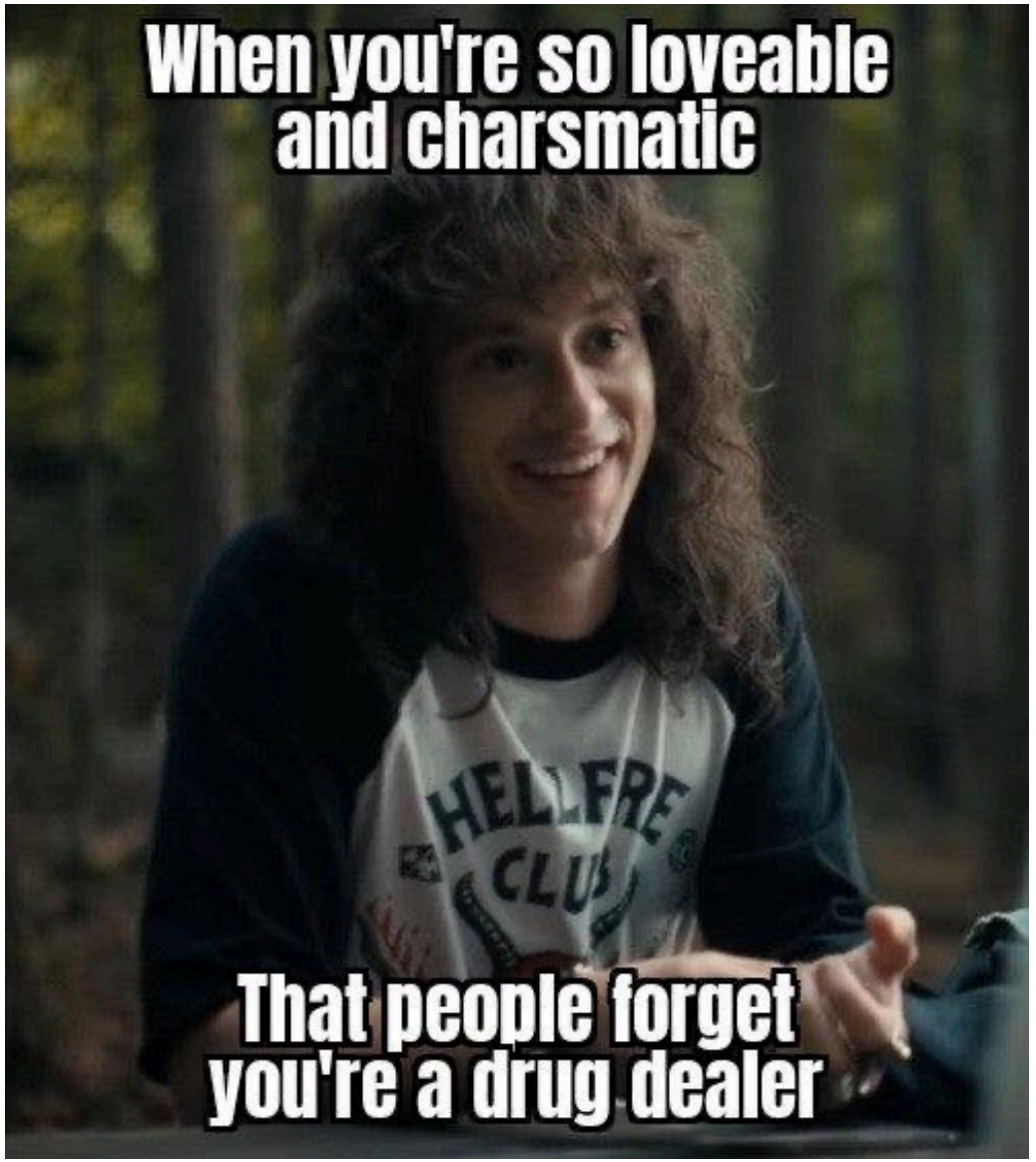
Emotions are crucial in the decision making process (primal brain)

3. Emotions

Emotions with a high arousal value (active emotions) are shared (e.g. anger, excitement, humor and inspiration); low-arousal emotions are not (e.g. sadness, calm)



Humor is particularly effective in generating virality



How to use memes
Link to the website

NapoleonCat

Features Solutions Pricing Resources Book a demo

Popular Memes on Social Media (October 2026)

1 October 2026 · Wiktor Skibiński



Table of Contents

- Popular memes right now: October 2026
- Popular memes right now: September 2026
- Popular memes right now: August 2026
- Popular memes right now: July 2026
- Popular memes right now: June 2026
- Popular memes right now: May 2026
- Popular memes right now: April 2026
- Popular memes right now: March 2026
- Popular memes right now: February 2026
- Popular memes right now: January 2026
- Popular memes right now: December 2025
- Popular memes right now: November 2025
- Popular memes right now: October 2025
- Popular memes right now: September 2025
- Popular memes right now: August 2025
- Popular memes right now: July 2025
- Popular memes right now: June 2025
- Trending Memes: May 2025
- Trending Memes: April 2025
- Trending Memes: March 2025
- Trending Memes: February 2025
- Trending Memes: January 2025

People love memes. They're funny, easy to share, and have a unique ability to spark conversations across social media communities.

For brands, memes can be a powerful way to build authentic connections with audiences and show a more human side of the business. Combined with a **social media automation tool**, they can also help drive engagement at scale by keeping conversations flowing and responses timely.

Simply put, memes can make your brand feel less like a corporation and more like part of the community.

The challenge is staying on top of constantly evolving meme trends and understanding which formats will resonate with your audience.

Save hours on social, every day.

Automate moderation and replies, schedule posts, and pull reports - all in one tool.

Try NapoleonCat free

No credit card required

4. Public

We use other people to understand how we should behave (**social proof**), especially when we are undecided.

We do something because others do it.



4. Public

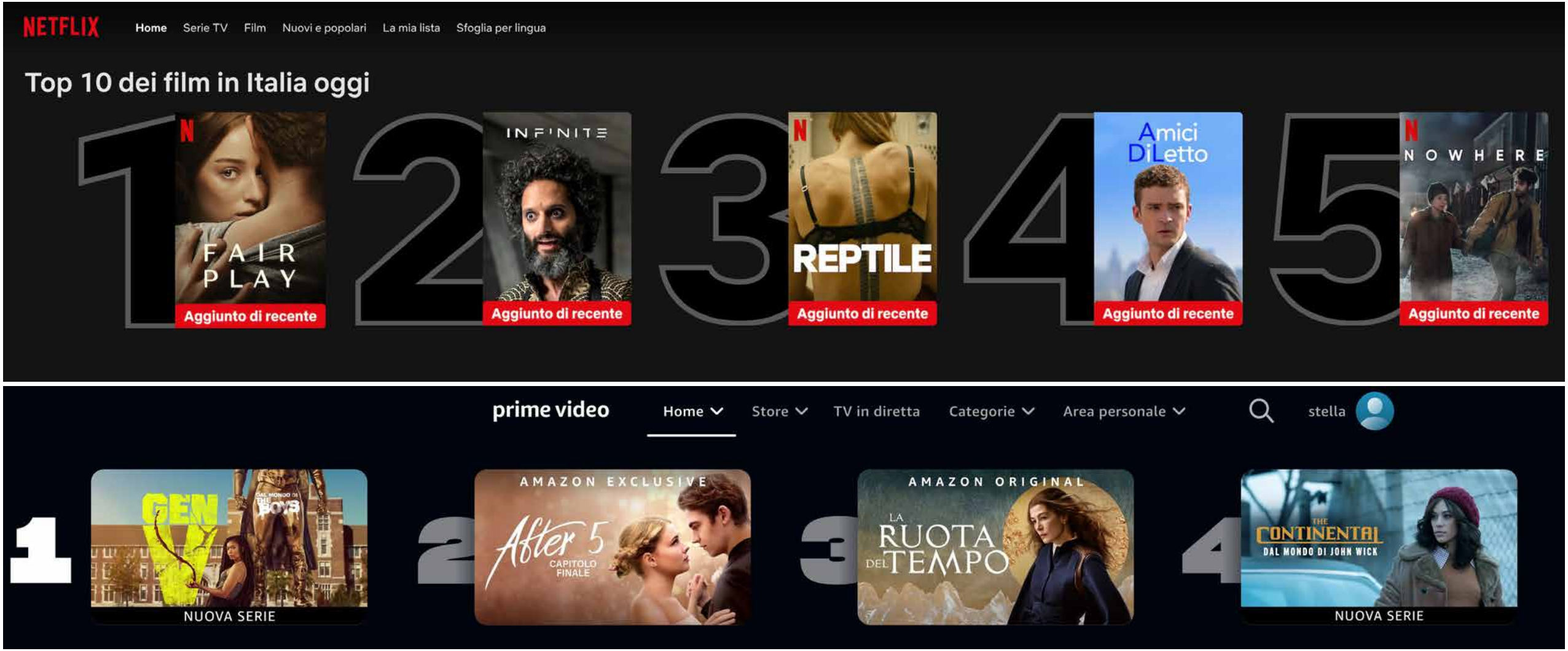
Success breeds success.

But we have to see what others are doing

To exploit this principle, it is necessary to **make visible what others are doing**:

e.g. visible logos, distinctive colors, number of people who use the service ... etc.

Leaderboards are an old-time classic to show success



5. Practical value

Useful information. People also **share information to help others**.

A simple way is to propose lists (7 ways to…, the 10 secrets of…., etc.).

Lists intrigue and suggest that the information is quick to consume.

6. Stories

Try to **tell stories,** define the key concept and build a story around it that demonstrates what we want to communicate

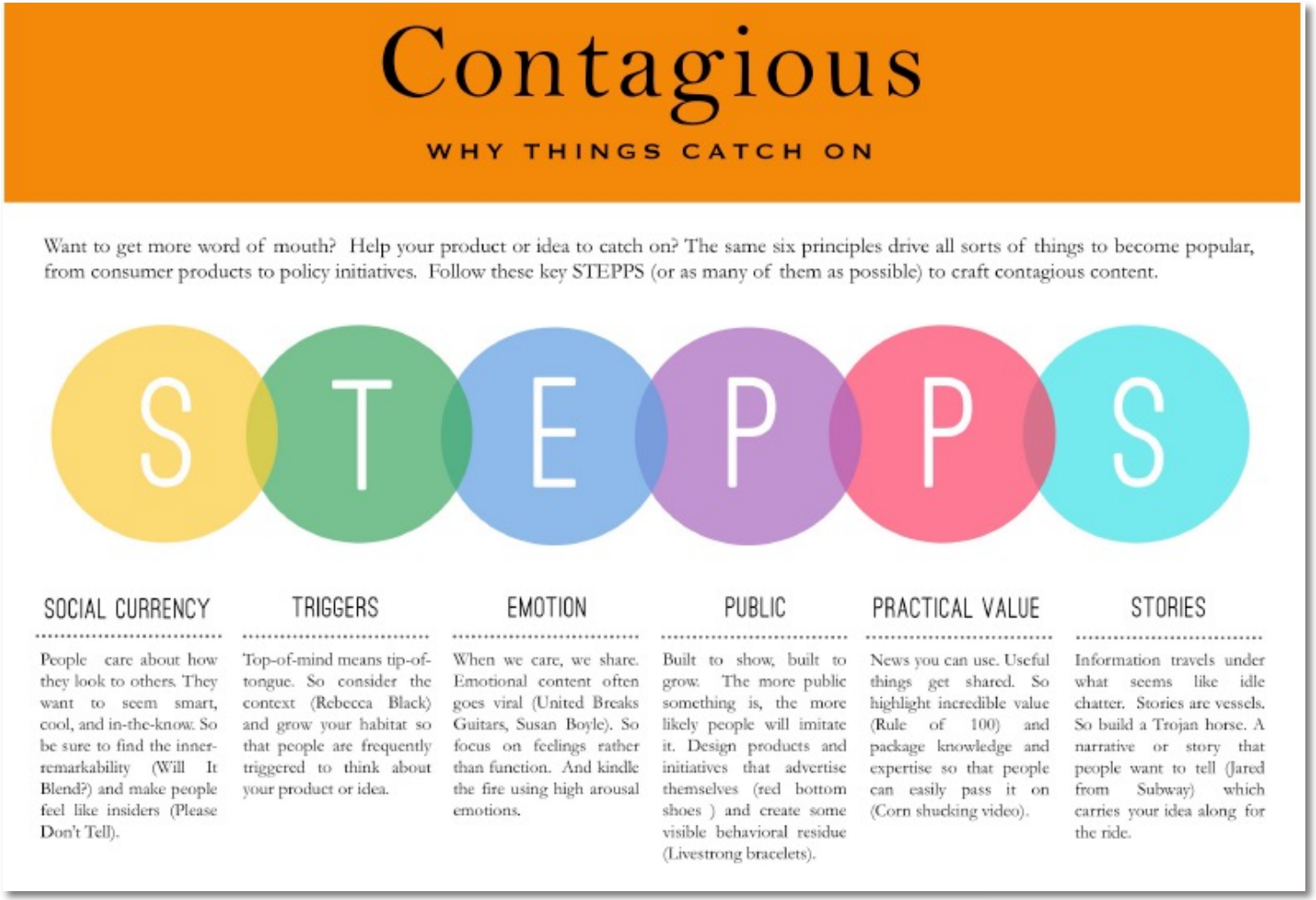


0’50”

The more we incorporate **these ingredients** into our **social media content**, the more likely people will be **to share it.**

To learn more you can download these PDF files

CRAFTING CONTAGIOUS WORKBOOK



Contagious

WHY THINGS CATCH ON

Want to get more word of mouth? Help your product or idea to catch on? The same six principles drive all sorts of things to become popular, from consumer products to policy initiatives. Follow these key STEPPS (or as many of them as possible) to craft contagious content.

S T E P P S

SOCIAL CURRENCY

People care about how they look to others. They want to seem smart, cool, and in-the-know. So be sure to find the inner-remarkability (Will It Blend?) and make people feel like insiders (Please Don't Tell).

TRIGGERS

Top-of-mind means tip-of-tongue. So consider the context (Rebecca Black) and grow your habitat so that people are frequently triggered to think about your product or idea.

EMOTION

When we care, we share. Emotional content often goes viral (United Breaks Guitars, Susan Boyle). So focus on feelings rather than function. And kindle the fire using high arousal emotions.

PUBLIC

Built to show, built to grow. The more public something is, the more likely people will imitate it. Design products and initiatives that advertise themselves (red bottom shoes) and create some visible behavioral residue (Livestrong bracelets).

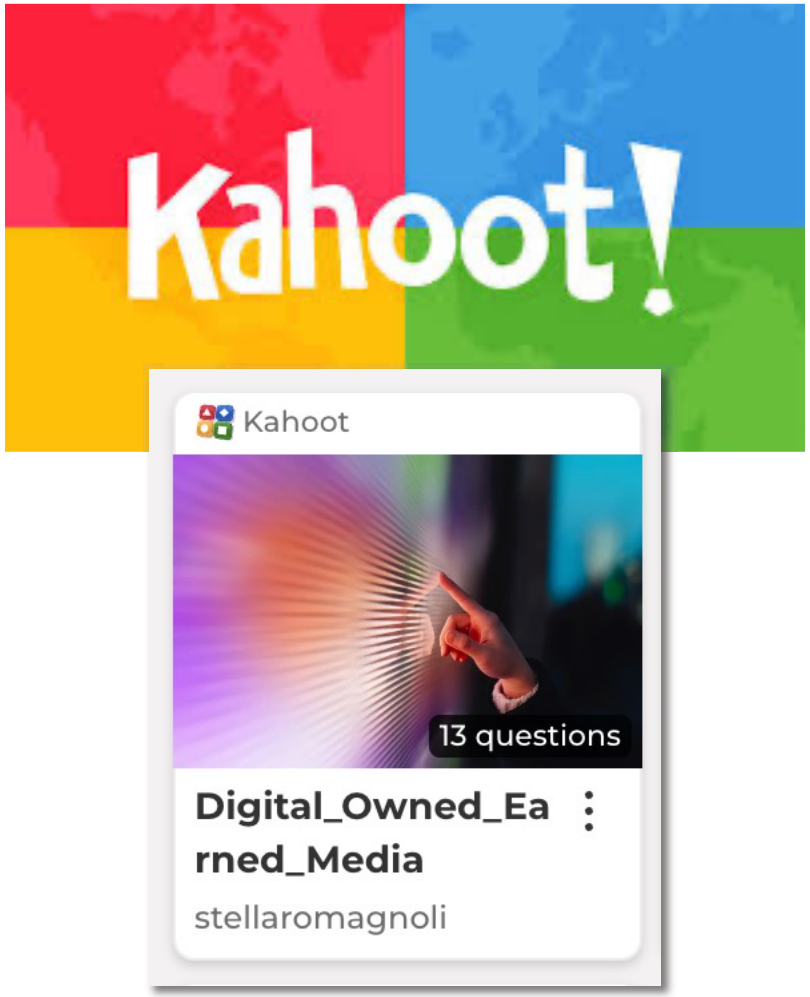
PRACTICAL VALUE

News you can use. Useful things get shared. So highlight incredible value (Rule of 100) and package knowledge and expertise so that people can easily pass it on (Corn shucking video).

STORIES

Information travels under what seems like idle chatter. Stories are vessels. So build a Trojan horse. A narrative or story that people want to tell (Jared from Subway) which carries your idea along for the ride.

Ready to play?



Project Work: owned media, content strategy and virality for 9Colonne

Project Work: this week's assignment

- You already have your **brand value proposition, buyer personas, customer journey and touchpoints**. Now design the **owned media and content strategy** for your 9Colonne product.
- Your task is to communicate your product and create awareness for it with organic media, without paying.

- **Step 1 · Owned media audit: map 9Colonne's owned media** and, if needed, propose new ones for your project
- **Step 2 · Editorial strategy: plan content that people value and AI tools cite (slides 63–67)**
- **Step 3 · UGC & virality: use the STEPPS framework to make content shareable and to stimulate user-generated content**

Step 1: which new owned media does your project need?

- If 9Colonne's current owned media are not enough for your product, **propose new ones** (e.g. a landing page, a vertical newsletter, a podcast, a messaging channel, a community, an event format).
- **For each proposal explain:**
  - which **buyer persona** it serves and at which **phase of the customer journey**
  - why the existing owned media cannot do the job
  - what content it will host and how often
  - who manages it and who is allowed to post (**governance**)
  - how it connects to paid and earned media

Step 2: the editorial strategy

Plan the creation, distribution and governance of your content:

You have 3 tasks:

1. Create a sample of your product (since it is editorial content) with an editorial calendar (periodicity, format, etc.)
2. Create an **Owned media strategy** to **communicate your product** (social media posts, **UGC**, **content that will be found by AI, following the instructions, e.g. FAQ format on the 9Colonne website, case studies, original research and data, PR with** journalists, etc.)
3. **Earned Media**: imagine a piece of content for your product that people will want to share.

Step 2: create content that AI tools cite

Design at least one piece of content for each type and say where it will be published.

Content type (slides 63-67)	Why AI tools value it	Your idea for your 9Colonne product
Step-by-step guides and FAQs	They answer real questions directly and are easy to extract	
Technical documentation and tutorials	Clear, structured and verifiable information	
Original research and unique data	First-hand information nobody else has	
Case studies and benchmarks	Concrete evidence and comparisons	

Step 3: make it contagious with STEPPS

For each principle, imagine a piece of content for your product that people will want to share.

Principle	Guiding question	Your content idea
Social currency	Does sharing it make people look smart, informed or “in the know”?	
Triggers	Which everyday cue (moment, place, news) will remind people of it?	
Emotions	Which high-arousal emotion does it spark (awe, excitement, humor, anger)?	
Public	How can people see that others are using or sharing it?	
Practical value	What useful tip, data or guide makes it worth passing on?	
Stories	Which story carries your brand message?	

Step 3: stimulate user-generated content

- **How can we stimulate our promoters to create content for us?**
  - **What** do you ask users to create (photos, videos, reviews, testimonials, questions, data)?
  - **How**: a clear call to action, a branded hashtag, a challenge or contest, shareable badges and awards (slide 92)
  - **Why** will they do it? Link each mechanism to a STEPPS principle
  - **Reuse**: how UGC returns to your owned media (with permission) and is amplified by PR and paid media
  - **Rules**: consent and rights (GDPR), moderation, how to answer negative content
  - **KPIs**: shares, mentions, UGC volume, sentiment, and what ChatGPT or Gemini say about your product

Project Work: what to deliver

- Owned media audit of 9Colonne (table) + proposal of new owned media
- Editorial strategy: goals, tone of voice, content pillars, formats, 4-week editorial calendar
- At least 3 content prototypes (drafts, scripts or mock-ups): 1 content designed to be cited by AI tools + 2 shareable contents built with STEPPS
- UGC and virality plan with KPIs

Sources

- Branding Foundation – Drew Boyd – Lynda.com
- Customer Experience: Journey Mapping – Jeannie Walters – Lynda.com
- The New Marketing – Cheryl and Mark Burgess, Sage 2020
- Rajeev Batra & Kevin Lane Keller – Integrating Marketing Communications: New Findings, New Lessons, and New Ideas – Journal of Marketing: Vol. 80 (November 2016), 122–145
- Patrick Renvoise – The Persuasion Code: the Neuroscience of Sales, LinkedIn Learning 2020
- Brad Batesole – Digital Marketing Foundation – LinkedIn Learning 2021
- Colleen Jones – Advanced content marketing – LinkedIn Learning 2020
- Jonah Berger – Contagious: Why Things Catch On, Simon & Schuster 2013
- Jonah Berger – On Viral Marketing – LinkedIn Learning