

# HOW TO INTEGRATE EARNED, SOCIAL AND PAID MEDIA

## Share Your Brand Story Consistently

### YOUR BRAND STORY IS WHAT MAKES YOU, "YOU"

Whatever the platform is, you need to remain consistent. Your social media content should feel like meeting you face-to-face as well as your advertising, and vice versa.



## Promote Your Media Across Channels

### USE ONE FORM OF MEDIA TO PROMOTE ANOTHER



For instance, you could share a relevant link to a news story on your social media. This has the added benefit of building relationships with the media.

## Use a Multifaceted Approach

### MAKE SURE YOUR BRAND STORY IS EVERYWHERE

They should see it on TV, they should see it on social media, they should see it in advertisements and more.



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