

END OF THE YEAR PESO INVENTORY

In today's multi-channeled world, the *Paid, Earned, Shared and Owned (PESO) Model* demonstrates how activities interrelate and overlap to create an optimized program of work. Integration between all marketing communications functions is imperative. Use our *PESO End of the Year Inventory* to ensure the entire department – and agency partners – are working as a system as we head into the new year!

PAID

- Take a fresh look at sponsorships. Are organizations delivering on your contract? Are you leveraging all available opportunities?
- Update association and industry directory listings.
- Review media buys to see whether you are maximizing valued-added programs.

EARNED

- Refresh media materials. Update all bios and headshots and make sure materials feature the correct year, company logo, social media handles, brand messaging and boilerplate.
- Take a look at this year's media coverage. Is your brand in the right outlets? Which story angles had the most success? Are the right messages being shared? Can you connect media success to website traffic, visits or sales? Use these learnings to inform next year's strategy.
- Train new spokespeople. Schedule a refresher course for current spokespeople.
- Update your lists with new media and influencer contacts.

SHARED

- Review and update your social media policy with your legal team, company leadership and employees. If you don't have a social policy, put this at the top of the to-do list.

- Clean up social profiles. Remember the "About" section you created years ago for your newly launched corporate Twitter and Facebook pages? Give all social media platforms a quick review for relevancy and accuracy.
- Delete stagnant social media accounts. Even though it was once a great idea to launch Google+, if you haven't posted since 2013 it is time to give it, and any other unutilized social channel, the boot.
- Review all social media analytics. Note which content drove the most engagement and website referrals. Benchmark metrics and set goals for the new year.

OWNED

- Create a yearly content strategy. Plan, organize and integrate communications across media, social media, your website and your blog. Include product launches, events, speaking opportunities, sponsorships, etc.
- Update your crisis plan. Are the potential scenarios and contacts relevant and thorough? Share the plan with spokespeople and department heads. Don't have a plan? Commit to developing one next year.
- Review and update website content. Check for broken links.
- Review Google Analytics data to benchmark website performance. Which pages drive traffic? Which pages bounce? Which calls to action generate the best response? Benchmark your metrics and set goals for the new year.