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# Paid, Owned, and Earned Digital Marketing

The practical guide to converged media

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Chief Marketing Officer  
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The leading industry event by digital marketers for digital marketers

# About Noble Studios

Founded in 2003, Noble Studios is a top 20 digital marketing agency in the U.S. and BrightEdge Certified Agency partner.



Think



Make



Measure



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# Practical Converged Media



- If you are new to the converged world or a lean team follow a defined process
- This approach allows you to start small and scale

# So Many Channels So Little Time

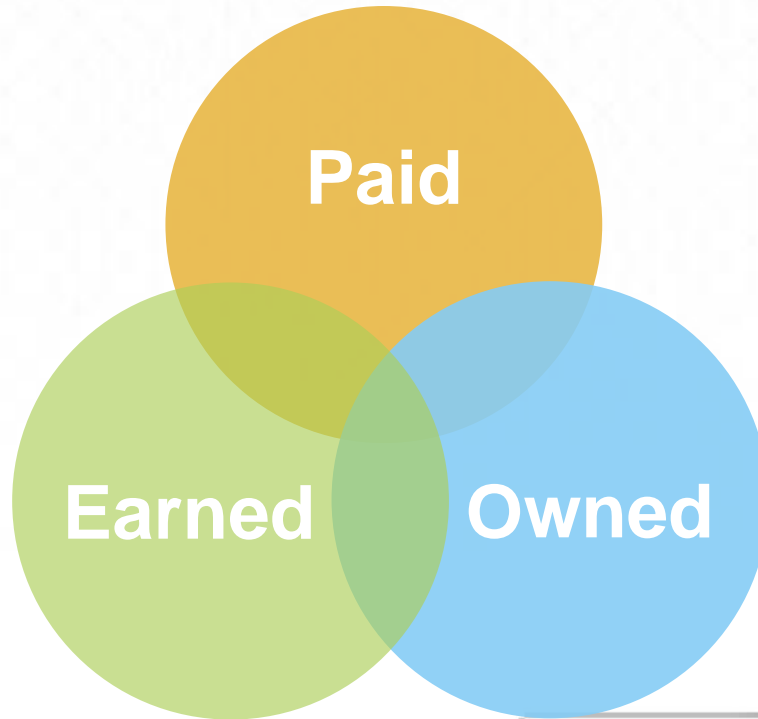


## Advertising

- PPC
- Display
- Retargeting
- Native Ads
- Social Ads

## Sharing Assets

- SEO
- PR
- Sharing
- Mentions
- Reposts
- Reviews



## Web Assets

- Website(s)
- Blog
- Social Media

@brightedge #share15

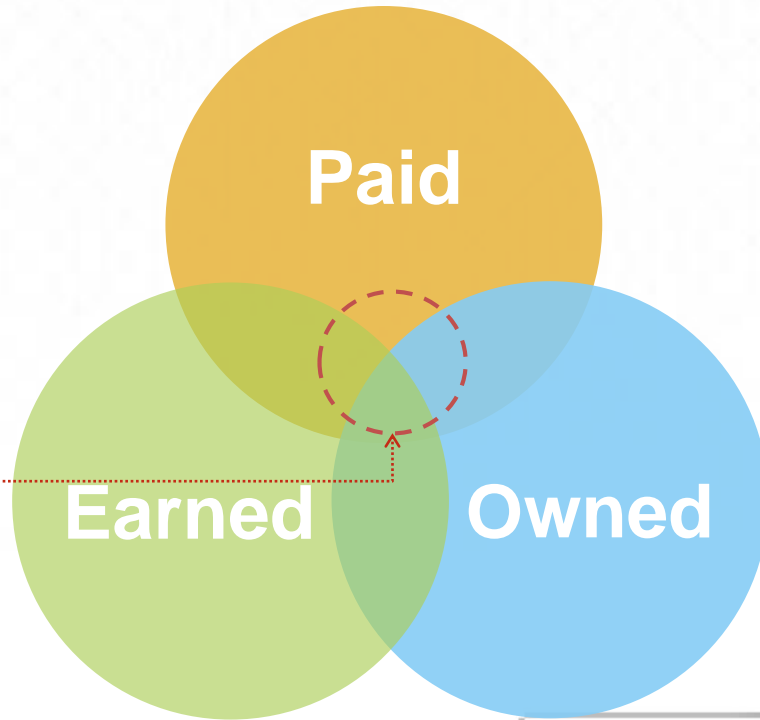
Share



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# So Many Channels So Little Time

Leverage Paid, Owned and Earned for a comprehensive strategy



@brightedge #share15

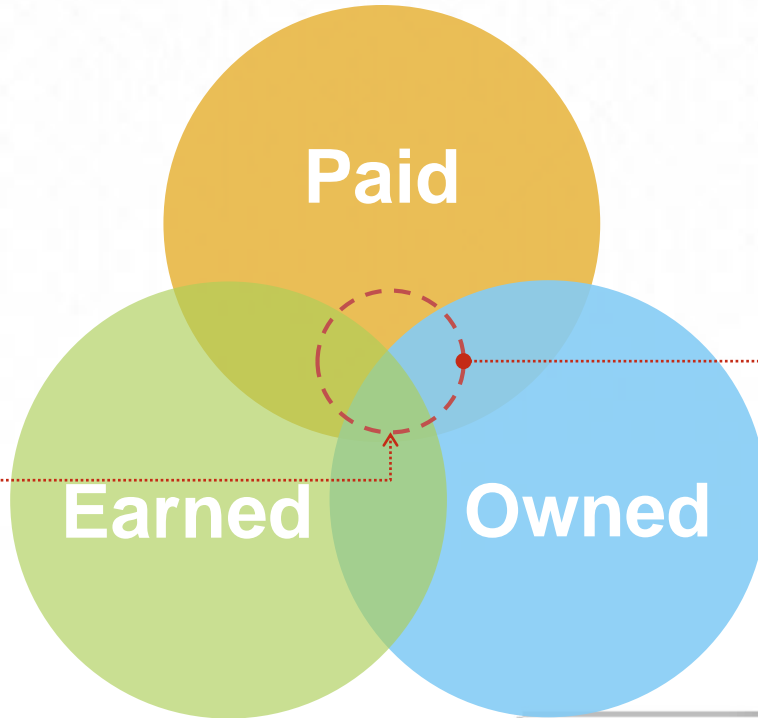
Share



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# So Many Channels So Little Time

Leverage Paid, Owned and Earned for a comprehensive strategy



Benefits will include:

- Applied learning across channels
- Constantly improving performance
- Internal alignment
- Risk mitigation

# What's Causing our Converged World?



I-want-to-know  
moments



I-want-to-go  
moments



I-want-to-do  
moments



I-want-to-buy  
moments

# Renown Health Case Study

- Affordable Care Act required changes to marketing
  - Content is a crucial piece of the healthcare marketing
- Our initial work utilized BrightEdge to focus on SEO
  - Eight in ten U.S. adults seeking health information online began at a general search engine (Pew Research)





# Renown Health Case Study

- Noble is the Digital AOR for Renown Health
  - Large Nevada health network w/ 5,500 employees
- Problems include limited resources, budgets, and new to content marketing approach



# Renown Health Content Ecosystem

### Kids Health

Become an expert parent by reading kids health articles about exercise, nutrition and more.

Teach Your Children to Care and Success Will Follow

Miracle Challenge: 27 Days to Boost Your Fitness & Help Kids

Could Toddler TV Time Put Your Kid at Risk to be Bullied?

Down Danger: What You Need to Know About Bacterial Meningitis

3 Ways Dietitians Get Their Kids to Love Healthy Foods

From Struggle to Success: One Mom's Breastfeeding Journey

Sweet Blizzard! Treat Yourself and the Children's Hospital

Look Inside and Out: Discovery Museum's New Anatomy Exhibit

### Fall in Love With Squash

August 28, 2014 | Healthy Recipes Live Health

Share on Facebook | Share on Pinterest | Share on Twitter | + 33

The health benefits of winter squash rival just how good it tastes. Did you know the name squash comes from a Native American word meaning "eaten raw"?

We, however, preferred it cooked. And nothing says autumn like freshly harvested winter squash—whether you opt for butternut, acorn or pumpkin. It's a delightfully delicious vegetable that offers a variety of health benefits and is the perfect addition to any meal.

Squash is rich in nutrients including vitamin A, vitamin C, fiber and vitamin B6. It's also high in manganese, a mineral that facilitates the processing of fats, carbohydrates and glucose. Boy, is that a healthy, savory mouthful! But there's more—let's break it down.

Squash contains large quantities of magnesium, which aids in reducing high blood pressure and can potentially reduce risk of heart attack and stroke. Eating squash has also been shown to help improve vision. The abundance of antioxidants found in squash helps to reduce inflammation and can actually ease symptoms of asthma and arthritis.

As if those reasons aren't enough to add this delectable vegetable to your diet, squash also assists in fighting disease. The fiber present in squash rid's the body of harmful substances, protecting against potential risks of colon cancer.

If winter squash has eluded your mealtime radar, now is the perfect time to give it a try. This mouth-watering butternut squash soup recipe is tasty, nutritious and perfect for a cozy night at home.

FALL INTO AUTUMN WITH THE HEALTH BENEFITS AND GREAT TASTE OF WINTER SQUASH

#### Healthy Butternut Squash Soup

Save Recipe | Print | Write a review

## HOOPS

## THE BEST MEDICINE

A game of basketball will give your heart, lungs & legs a good workout.

[LEARN MORE](#)

**Renown**  
HEALTH

# Search Provided Content Gaps

## 3 Tips to Prevent Heart Disease



October 9, 2014 | [Live Healthy](#)

*Troy Wiedenbeck, MD, of [Renown Institute for Heart & Vascular Health](#) provides three simple steps you can take right now to help prevent heart disease.*

The track to a healthy heart is not a sprint, but a marathon. And if slow and steady truly wins the race, the healthy lifestyle habits you implement today can help you maintain good heart health now and in the future.

And while there are some heart disease risk factors you cannot change — family history, sex or age — there are things you can do to strengthen your heart. Dr. Troy Wiedenbeck, a northern Nevada native who recently joined the [team of heart specialists](#) at Renown, offers three simple steps you can take today to help prevent heart disease tomorrow.

- Uncovered that people use question-based searches
  - "how to prepare for hernia surgery."
- This highlighted what content to create based on trends and seasonality



# Finding Content Marketing Opportunities

Keyword	WordCount	Search Volume	Category
reno weather	42	90,500	Regular Web Listing
wiener dog	13	27,100	Images
weather reno	68	14,800	Regular Web Listing
swiss chard recipe	88	12,100	Regular Web Listing
labor and delivery nurse	92	8,100	Regular Web Listing
things to do in reno	65	8,100	Regular Web Listing
<b>sudden infant death syndrome</b>	<b>15</b>	<b>6,600</b>	<b>Images</b>
reno restaurants	94	2,900	Regular Web Listing
renown reno	47	2,900	Regular Web Listing
robot names	32	2,900	Regular Web Listing
seared salmon	53	2,900	Regular Web Listing
spiderman videos for kids	36	2,900	Regular Web Listing
breathe easy	11	2,400	Images
renown regional medical center	78	2,400	Regular Web Listing

Home » Categories » Kids Health » ABC's and 123's of SIDS

## ABC's and 123's of SIDS

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0

October 17, 2013 | Kids Health

By Regina Washington, Community Programs Coordinator, Cribs for Kids, [REMSA](#)

October is [SIDS](#) (Sudden Infant Death Syndrome) awareness month recognized by the [National Institute of Child Health and Human Development](#) (NICHD). Sudden Unexpected Infant Death (SUID) occurs when an infant less than one year of age dies suddenly or unexpectedly.



After a case investigation, these deaths may be diagnosed as entrapment, asphyxia, suffocation, ingestion, infection, cardiac arrhythmias, metabolic disease, trauma (accidental, or non-accidental), or SIDS. SIDS is a type of SUID.

[Safe Kids Washoe County](#) promotes the [American Academy of Pediatrics](#) best practices for safe sleep which include creating a safe sleep environment for your child and [...]

Read the full post on [Renown Scribbles](#).

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 MAIL (WILL NOT BE PUBLISHED) (REQUIRED)  
 WEBSITE

#TweetTheLove: Millie

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# Content Ideas from “Accidental Rankings”

Keyword	Blended Rank Change	Page	Search Volume	Category
kidney location	15 ▲	www.renown.org/find/location/kidney_care_associates/	9,900	Regular Web Listing
location of kidney	18 ▲	www.renown.org/find/location/kidney_care_associates/	480	Regular Web Listing
kidney care	83 ▲	www.renown.org/find/location/kidney_care_associates/	390	Regular Web Listing
kidney care center	50 ▲	www.renown.org/find/location/kidney_care_associates/	210	Regular Web Listing

Find > Find a Location > Kidney Care Associates

Find a Doctor, Find a Location, Contact Us, Request an Appointment, MyChart, Secure Bill Pay

**Kidney Care Associates**  
 1500 E 2nd St, Suite 201  
 Reno, NV 89502  
 775-982-5000

Get Directions

Location Map: 1500 E 2nd St #201

Other Services at this Location:
 

- Physician Offices
- Specialists



## Why Do My Kidneys Hurt (Flank Pain)?

WRITTEN BY: KIDNEY DISORDERERS Tuesday, April 21st, 2013 Health and Wellness



Metabolic problems are the most common cause of back pain. But occasionally, back pain can be a symptom of kidney problems. If you are experiencing pain that moves towards your side and groin area, or if you have a fever or other symptoms, then your kidneys could be the source. Learn more about the causes of kidney pain and when to see a doctor to seek an accurate diagnosis and take care of the problem.

### Your Kidneys and Flank Area

Your kidneys are located below your ribs, which is why a problem with these organs can often be felt in your upper back or flank (side area).

### Kidney and Flank Pain Causes

Kidney pain typically feels like a dull ache on one side of your upper back. It can be caused by a number of different infections or injuries.

The most common causes of flank or kidney pain are:

- **Kidney stones**
- Pyelonephritis – kidney infection
- Polycystic kidney disease
- Kidney infection
- Hemorrhage of the kidney
- Kidney cancer or tumor
- Injury to the kidneys

In addition to kidney problems, upper back and side pain can be caused by many different things, including physical injury, arthritis, or gallbladder or gastrointestinal disorders, so it's important to know when to seek care.

### When Should I See My Doctor About Kidney (Flank) Pain?

When you experience any of the following symptoms, you should see your doctor as soon as possible:



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# The Blueprint



Goals



Buyer's Journey



Channel Strategy



Measure



Test

# Renown Health Case Study

## Goals

- Established Goals for content marketing
- Augmented macro conversion only focused measures

## Channel Strategy

- Utilized organic results to expand into other media channels
- PPC
- Display, Retargeting
- Social
- Content Syndication

## Test

- Changed culture of analysis paralysis
- Testing multivariates and different content types
- Lower the overall risk of paid media by pushing content that has higher likelihood of success

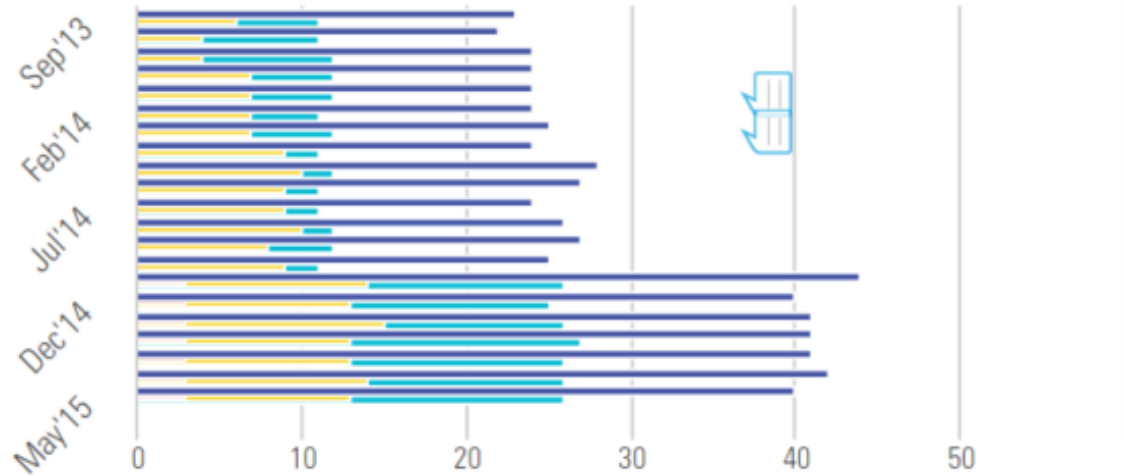
## Buyer's Journey

- Created content associated with Attraction, Engagement, Conversion,

## Measure

- Accurate attribution model and assist scoring
- Understanding the impact of micro conversions against overall ROI

# BrightEdge Tools – Page Groups



Service Lines



Doctors



Branded Keyword



Hospital / ER

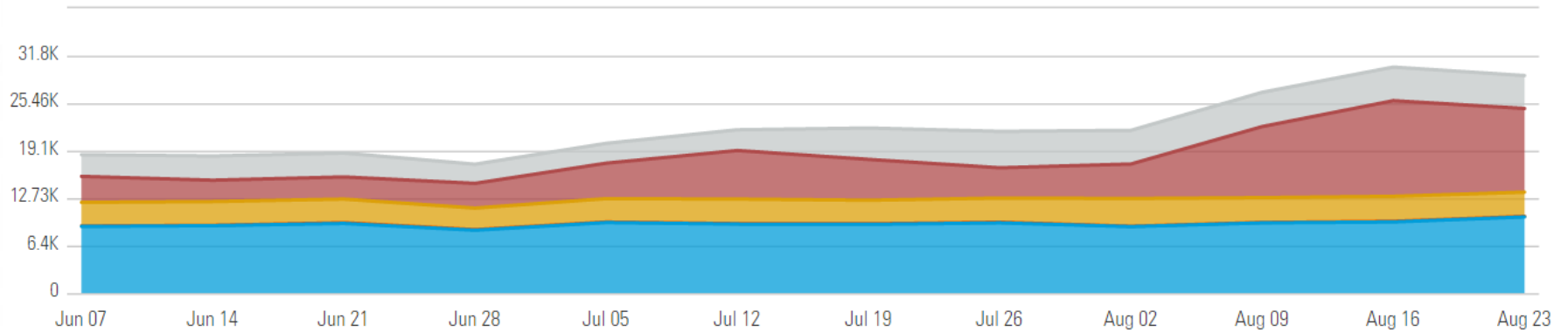
@brightedge #share15



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# BrightEdge Tools – Channel Mix



Organic



Social



Direct



Paid



Other

@brightedge #share15



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# BrightEdge Tools – Universal Results

Google US everydayhealth.com

Overview High Ranking Keywords Long Tail Keywords Content Strategies Site Comparison

## Universal Results

4,294 ↑2%

Total Universal Results

1,705 ↑6%

Images

0

Videos

3 ↑50%

Carousel

0

Places

2,586 ↓0.73%

Quick Answers

0

Local 3-Pack

@brightedge #share15

Share



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# Renown Results

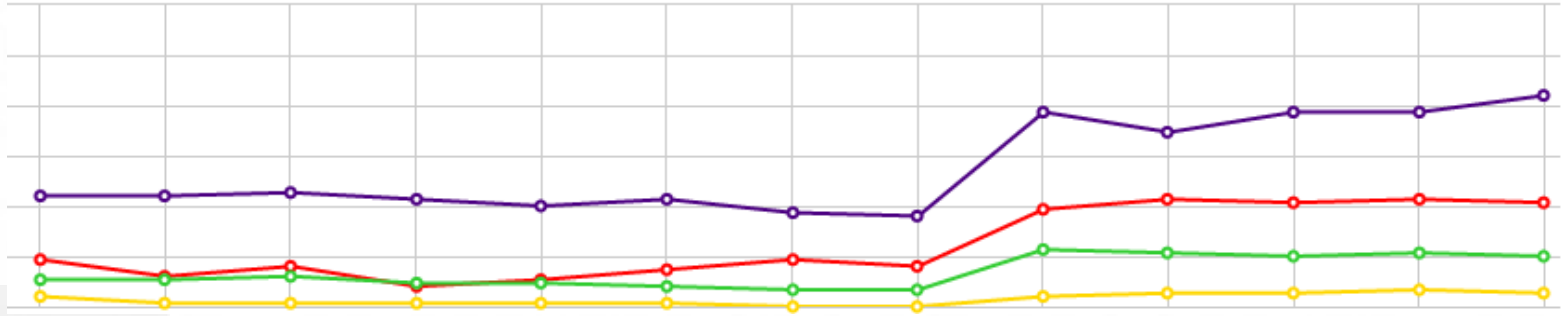
- In the last 12 months grew the BestMedicine.org news site from 23k to 36k monthly visits with a flat media budget
- Organic traffic up 62%
- Bounce rate down 21%
- 36% site conversion rate
- Average paid media CPC is 26% below healthcare industry average

@brightedge #share15



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# Renown Key Result



**+90%**

Keywords Ranked on Page 1



# Hitting the Sweet Spot

- **You will know you are doing the job right when:**
  - Learnings and data from one channel can be quickly applied to the others
  - More overall traffic and conversions at lower cost per
  - Reaching your audience more frequently without a negative impact on engagement metrics
  - Increased searches and brand mentions in organic search and social media as a result of cross channel promotion



# The Blueprint



Goals



Buyer's Journey



Channel Strategy



Measure



Test

# Practical Takeaways

- Always start with goals in mind that are reflective of a realistic buyer's journey.
- Aggregate the findings AND review in individual channels to make sure that you leverage learnings



# Practical Takeaways

- Consider and model for attribution
- Test and iterate every time
- Acknowledge this shift is hard, but the changes in your company culture can occur quickly based on data and results