



blogging for impact:

the converged media imperative with rebecca lieb

Converged media is here

- Two or more channels of paid, earned and owned media with a consistent storyline, look and feel¹
- All channels work in concert to reach customers throughout the customer journey
- Owned and earned media are vital to help amplify and spread key messages through the complex paths consumers follow across devices, screens and media¹

Converged media is constantly changing

- Immense internal change must occur as lines blur, both internally and with partners
- Converged media is rapidly bleeding into offline channels creating demand for real-time marketing capabilities
- As consumer gadgets, devices and media channels proliferate, this will only become more complicated

Key criteria to successful converged media deployment¹

Strategy

- Plan a Stable Foundation

Organization

- Ability to Achieve Earned Media at Scale
- Align Teams & Departments
- Align Agencies & Vendors

Production

- Aligned Content/Creative Across Channels
- Real-time Capabilities
- Channel Flexible
- Influencer Relations

Analysis

- Social Listening/Analysis of Crowd
- System for Identifying & Measuring KPIs