

Communicate on the internet

1 - The aims of online communication

**Promote the
products**

**Creating a link with
the company /
The brand**

Build loyalty

2 - The POEM method

Whether digital or physical, companies wishing to promote their products or brand should use the "POEM" method.

This will allow them to reach their target audience in different ways and thus gain full exposure to consumers.

A definition

POEM is an acronym used to refer to the different types of media exposure a brand can receive from consumers. POEM is short for Paid, Owned and Earned Media. The term POEM seems to have appeared in 2009 on an American blog and was later popularised by the research company Forrester. POEM analysis can be done in a purely digital marketing framework (the subject of this document) or be more global.

(source: Site - Definition - Marketing)

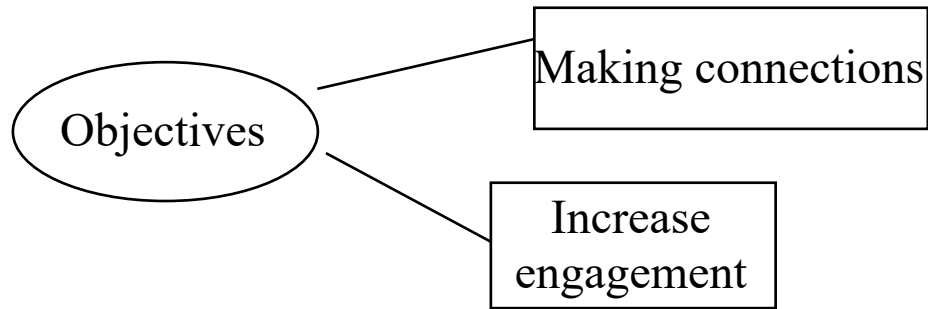
Paid Media	Owned Media	Earned Media
Purchased advertising space (search engine keywords, advertising space on websites ...)	Company-owned media (Company website, social networks, etc.)	Free exposure for the company (Sharing on other pages by subscribers, like ...)

→ Depending on the means of exhibition, the company must also choose whether it wants to focus its communication on presenting the technical characteristics of the product or whether it wants to create links and build loyalty.

It is important not to want to do both at the same time on the same medium.

3 – Focus on social networks

1 – Themes to be covered



The history of the company

The presentation of the members

The development of the products

Know your Target

Present its expertise

Present its values

Share a favorite a favorite

2 – The colours



Audacity
Passion



Ambition
Compromise



Imagination
Tenderness



Environment
Growth



Creativity
Joy / Remembrance



Courage / Confidence
Ambition



Security / Peace
Trust



Secrecy
Authority