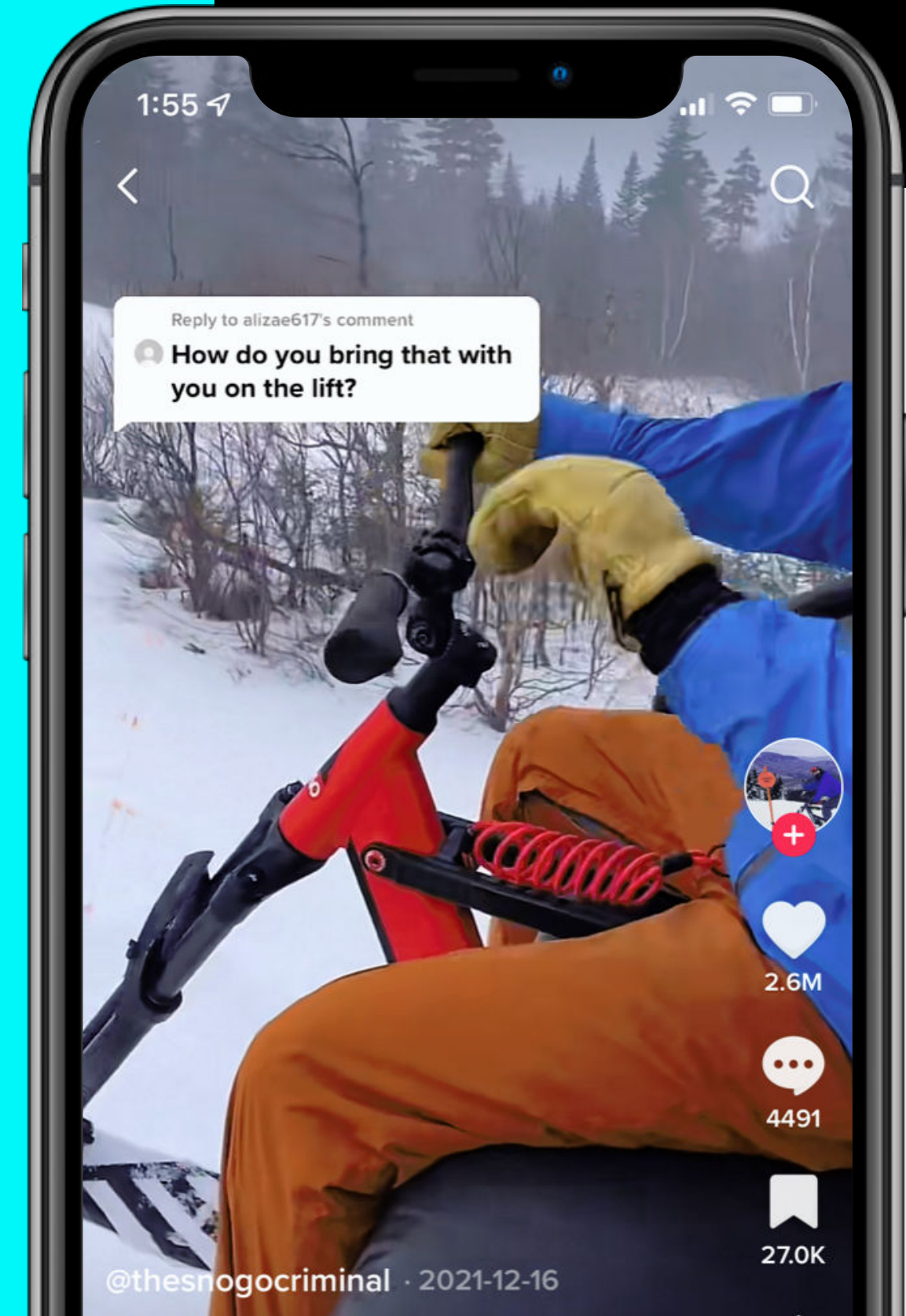


HOW TO ACCRUE & MEASURE

# Earned Media Value



Turning your brand enthusiasts into a powerful marketing channel



Many people think marketing is all about ads and sponsorships, but the reality is much broader.

Marketing encompasses numerous responsibilities and activities that flow through three primary channels:

- Paid
- Owned
- Earned

Google Ads are paid while a company website is owned and social mentions are earned.

Influencer and ambassador marketing exists in both the paid and earned categories.

Successful companies invest a significant portion of their marketing budget incentivizing influencers and ambassadors to promote their brands.

This marketing channel:

- Inspires word-of-mouth
- Drives organic awareness
- Earns free media exposure

As with a brand website, there are costs involved in running influencer and ambassador programs.

However, the economics of the strategy are that the resulting gains are considerably higher than the expenses.

Marketers call this particular measurement earned media value.





# Earned Media



## What is earned media?

Earned media is any content or mention that highlights a brand but is not produced or distributed through brand owned channels, such as the company website, blog posts, and social media accounts.



## Earned Media Value

EMV is a financial calculation that evaluates the worth of content and specific activities generated externally.



## Why measure EMV?

Attaching a monetary value to earned media helps marketers better identify and track both their efforts and achievements.



# Quantifying EMV



While there is no standardized formula for computing earned media value, Roster incorporates benchmark data from social media platforms to establish a dollar value.

Some social media interactions are worth more than others.

Therefore, when calculating earned media value, the amount is based on industry averages and the cost to run equivalent campaigns for similar non-organic results.

In other words, EMV is the amount companies pay for comparable engagement.

# Math Stuff



## Formula for EMV

$$\frac{\text{Reach} \mid \text{Likes} \mid \text{Comments} \times \$ \text{Value per Unit}}{\text{Earned Media Value}}$$

Value per social  
follower reached

Reach

\$0.003

Value per  
social engagement

Likes

\$0.18

Comments

\$1.00

Source: Roster data team

AMBASSADOR LEVEL

# EMV Begins with Each Ambassador

REACH  
\$264

(87,835 X \$0.003)

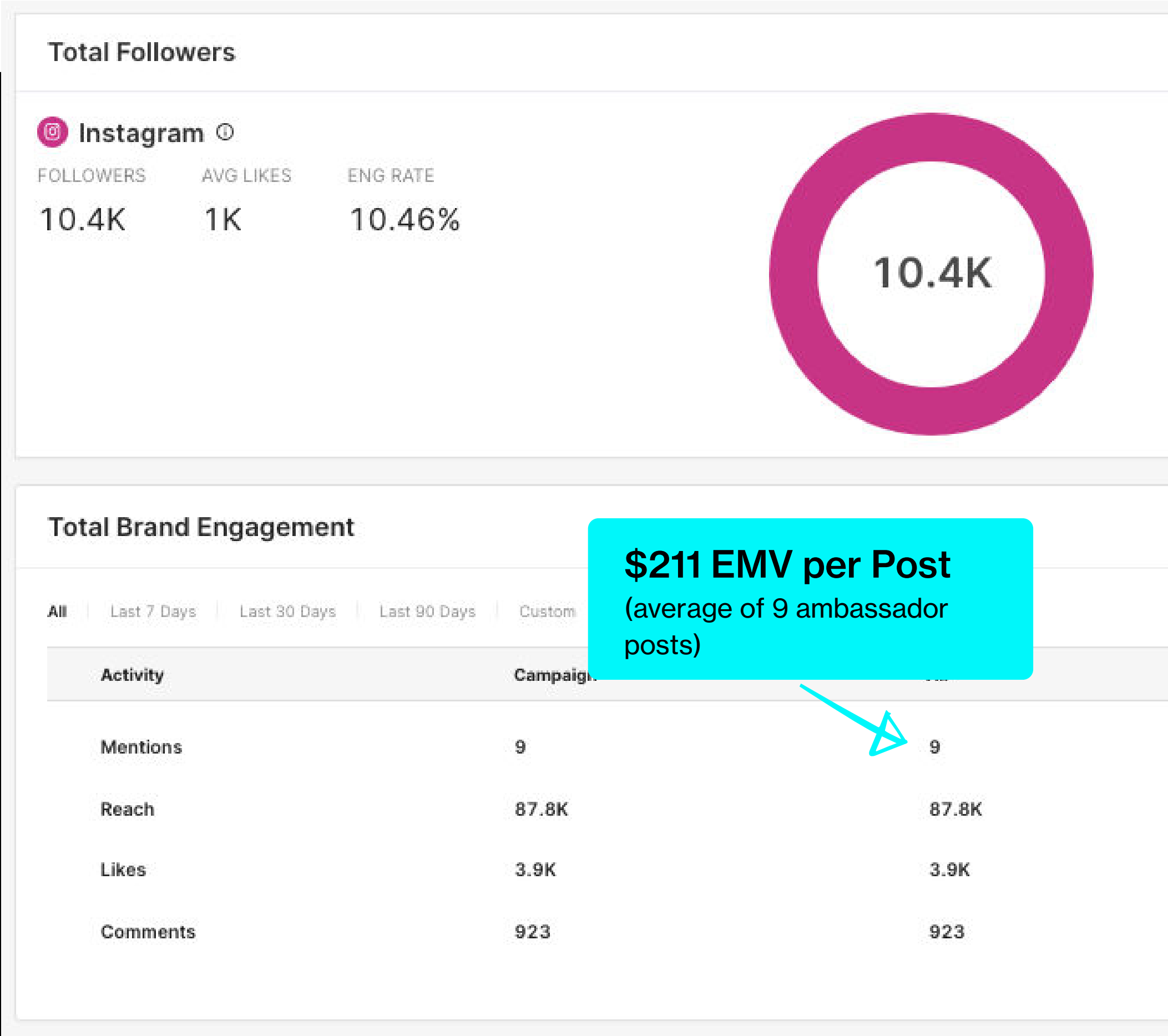
LIKES  
\$709

(3,938 X \$0.18)

COMMENTS  
\$923

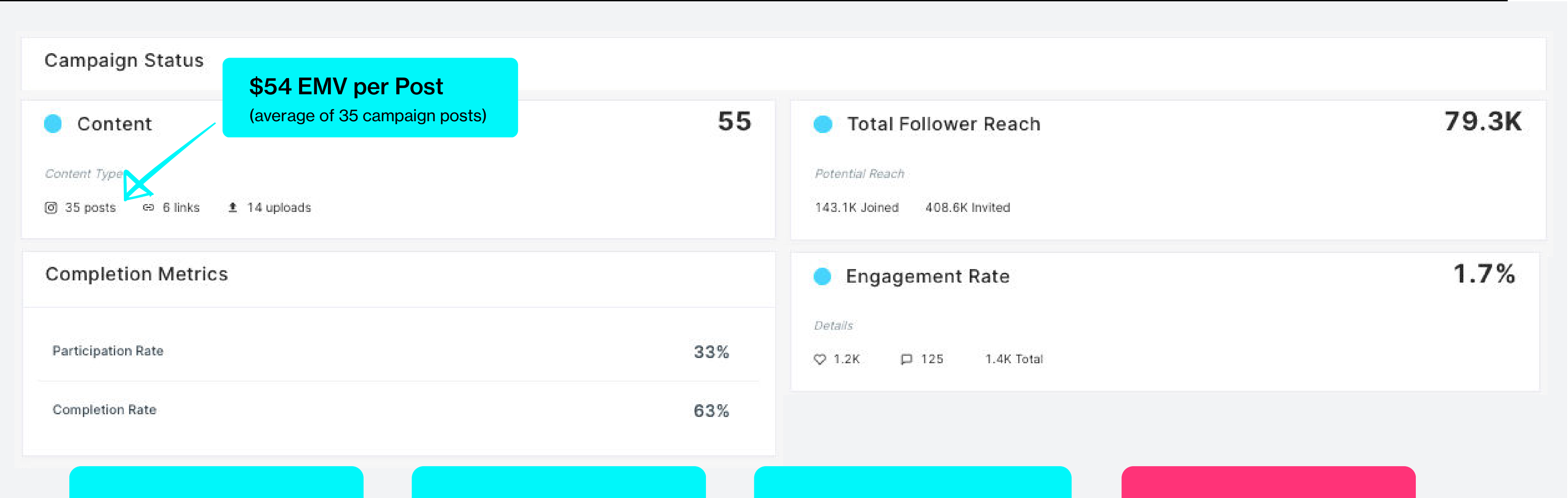
(923 X \$1.00)

TOTAL EMV  
\$1,895



# As Ambassadors Complete Campaigns EMV Grows

ROSTER



**REACH**  
**\$238**  
(79,340 X \$0.003)

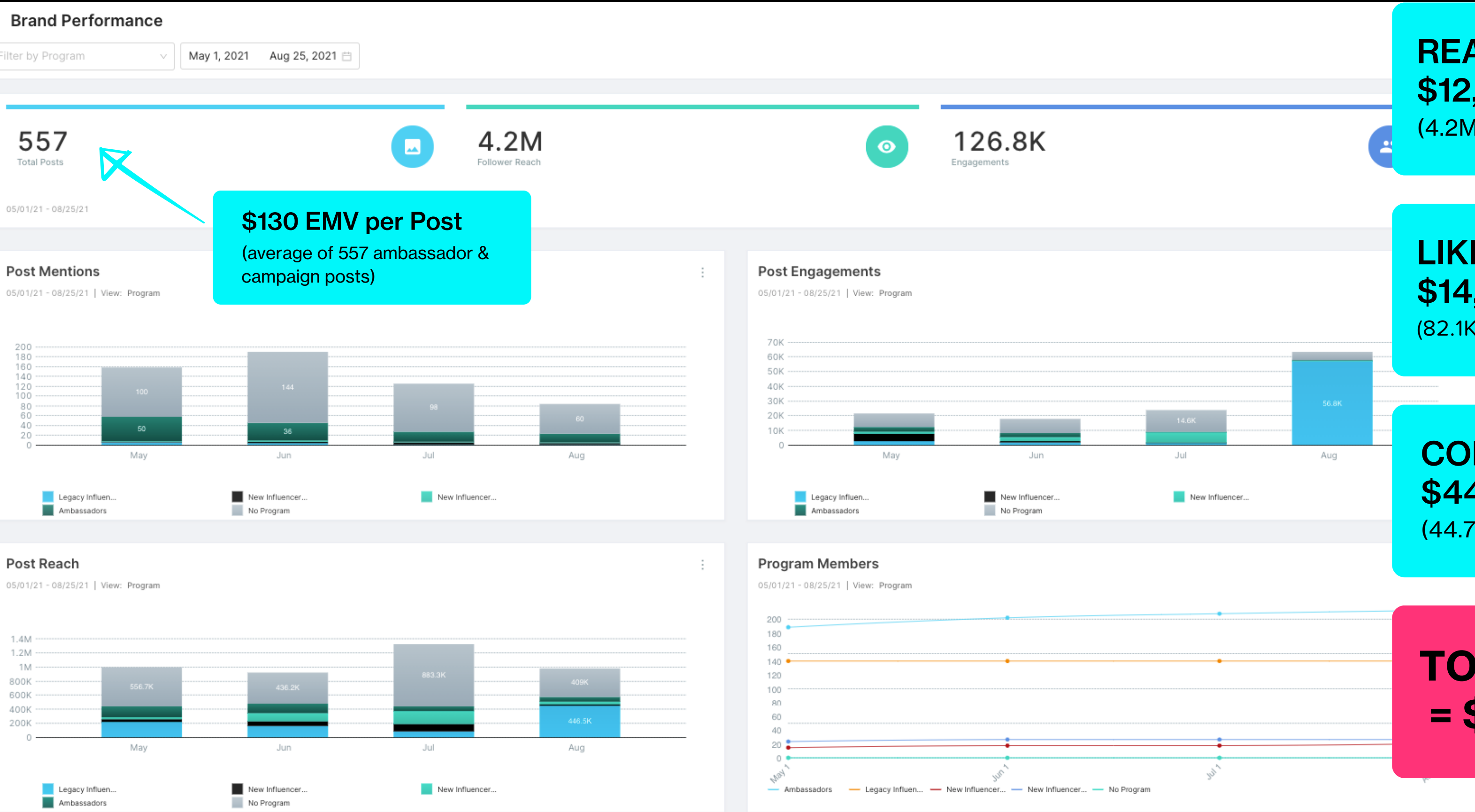
**LIKES**  
**\$222**  
(1,236 X \$0.18)

**COMMENTS**  
**\$1,442**  
(1,442 X \$1.00)

**TOTAL EMV**  
**= \$1,903**



# Total Brand Earned Media Value



REACH  
\$12,640  
(4.2M X \$0.003)

LIKES  
\$14,778  
(82.1K X \$0.18)

COMMENTS  
\$44,729  
(44.7K X \$1.00)

TOTAL EMV  
= \$72,147



# ROSTER

## TEAM UP WITH YOUR COMMUNITY

Everyone has influence, and the best brands use Roster to harness it. Roster's complete management platform helps companies recruit ambassadors who amplify brand awareness and share UGC. Unique campaigns and milestone programs keep ambassadors engaged and motivated, reward their participation, and drive sales through word-of-mouth marketing.

See how easy it is to earn media value with an ambassador team and Roster.

[getroster.com](https://getroster.com)