

Paid vs Organic Social Media? What Works NOW.

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Featured On: NBC CBS NEWS FOX NEWS SMART BUSINESS THE ENQUIRER Associated Press

Abc



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What We'll Cover Today

- Paid vs Organic
- Results by Network
- Organic Pro Tips
- Paid Pro Tips
- Combining Organic and Paid



VS.



**Which Networks
Have GOOD
Organic Reach for
Businesses?**



Facebook

Yes



No



Instagram

Yes



No



Pinterest

Yes



No



LinkedIn

Yes



No



Twitter

Yes



No



What is your
organic reach?



Organic Reach =

The number of people who saw your post
Your fans or followers



EdgeRank Algorithm

$$\Sigma = U_e \times W_e \times D_e$$


EdgeRank


Affinity

The score between the viewing user and the edge creator.


Weight

The weight for this edge type. (Comment, Like, etc).


Decay

The decay factor based on how long ago the edge was created.



ORGANIC PRO TIPS



**The TRUTH about
organic reach
(that nobody will
tell you)**



1. Create Great Content

- What do people ACTUALLY like?
 - Funny
 - Interesting
 - Emotional
 - Uplifting
 - Savings
 - Inspirational
 - WOW

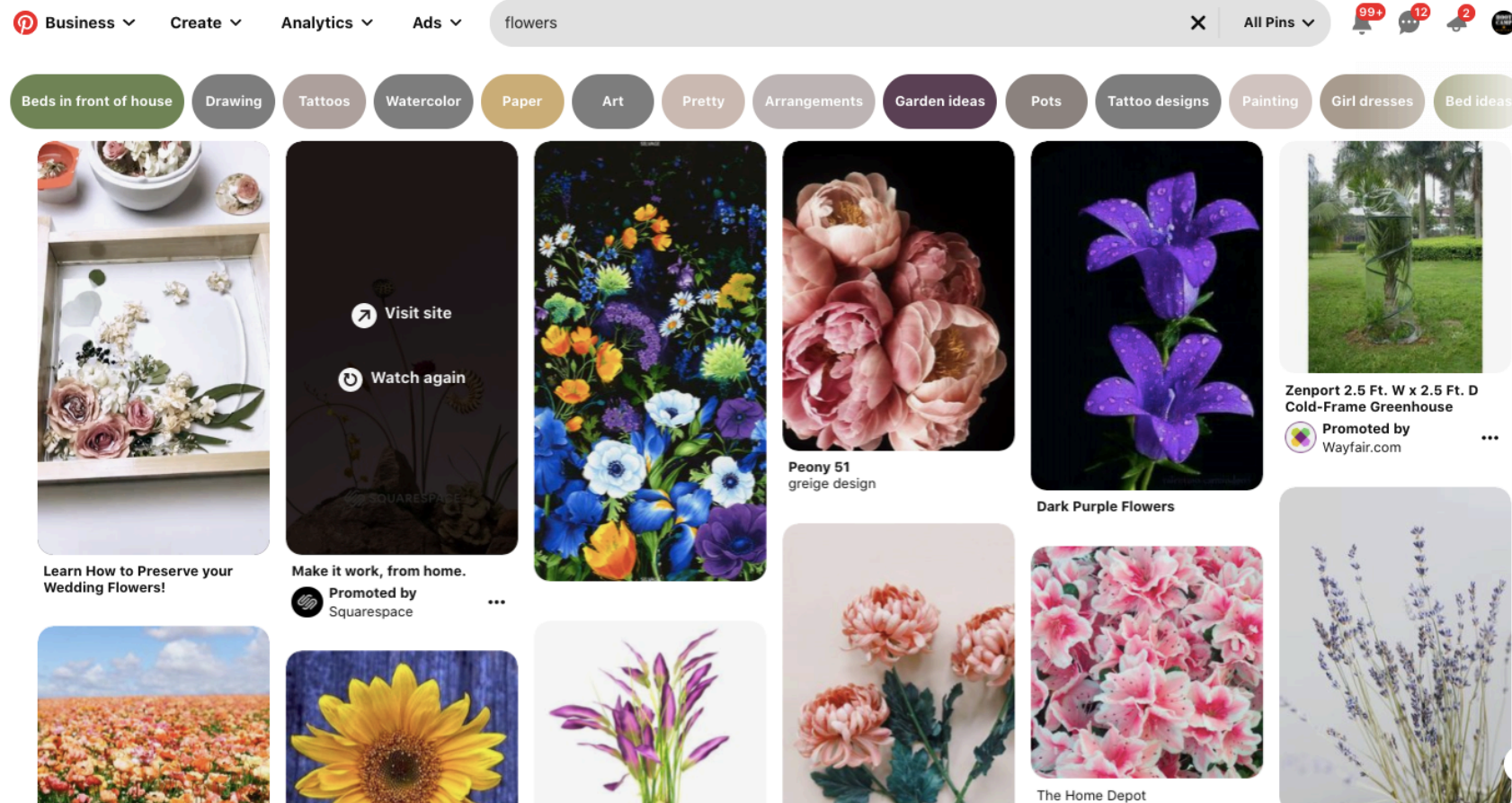


2. Optimize Posts

- #
- @
- Early traction
- Promo groups (formal or informal)
 - Other local businesses
 - Partner Businesses
 - Employees
 - Clients



3. Increase Interestingness

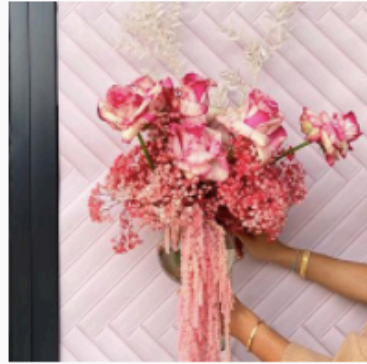


4. Eye-Catching Visuals

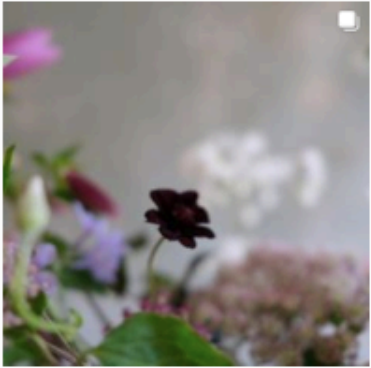




Top posts



vs.



FTD



5. Rework Greatest Hits

- Evergreen content
- Re-imagine best performers
- Re-post best performers
- Comment on old posts for new boost
- Analytics + learning



6. Experiment + Try New Things

- Contests
- Questions
- Coupons / Deals
- What can you imagine?



7. Hack the Algorithm

- Facebook
 - Stories
 - Videos
 - Live
 - Groups
- Insta
 - Stories
 - IGTV (maybe)
- LinkedIn
 - Live
 - Polls
 - Invite to Page



PAID PRO TIPS



Should I Boost Every Post?

- Not necessarily
- BUT can reach many people for small \$
- If the post grows your business, why not?



Boosting vs. Ad

- Boosting = Limited options
 - Faster
 - Fewer optimization choices
 - Tactical
- Ad = Full customization
 - Can be more strategic
 - Align full ad
 - Strategic



Paid Strategy for Success

- Objective
- Target
- Content
- Optimization





How to Combine Paid + Organic

- They work together
- The CREATIVE is a big investment.
 - How many people are seeing it?
- Less is more in social now
 - With paid to supplement



#THINKIMPACT

What to do Next?

1. Start with strategy.
2. Determine your opportunity
3. Build your plan
4. Test, measure & Adjust



What you want to **achieve** at a high level

The **approach** you will take to achieve the goal

The **measurable steps** to achieve the goal based on the strategy

The **specific actions** taken to achieve the objectives

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