



# ORGANIC VS. PAID SOCIAL: THE PERFECT PAIR

APRIL 26, 2022

# INTRODUCTIONS



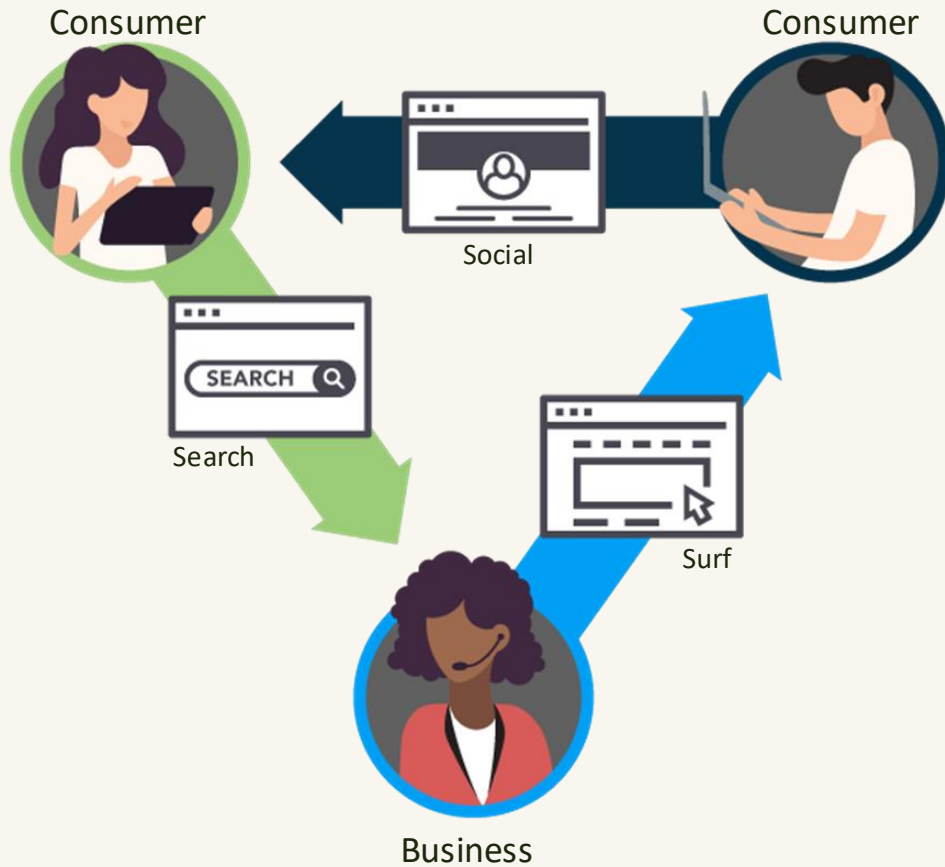
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- SOCIAL MEDIA MARKETING –  
PAID & ORGANIC

# Agenda



## SEARCHING

We need to capture

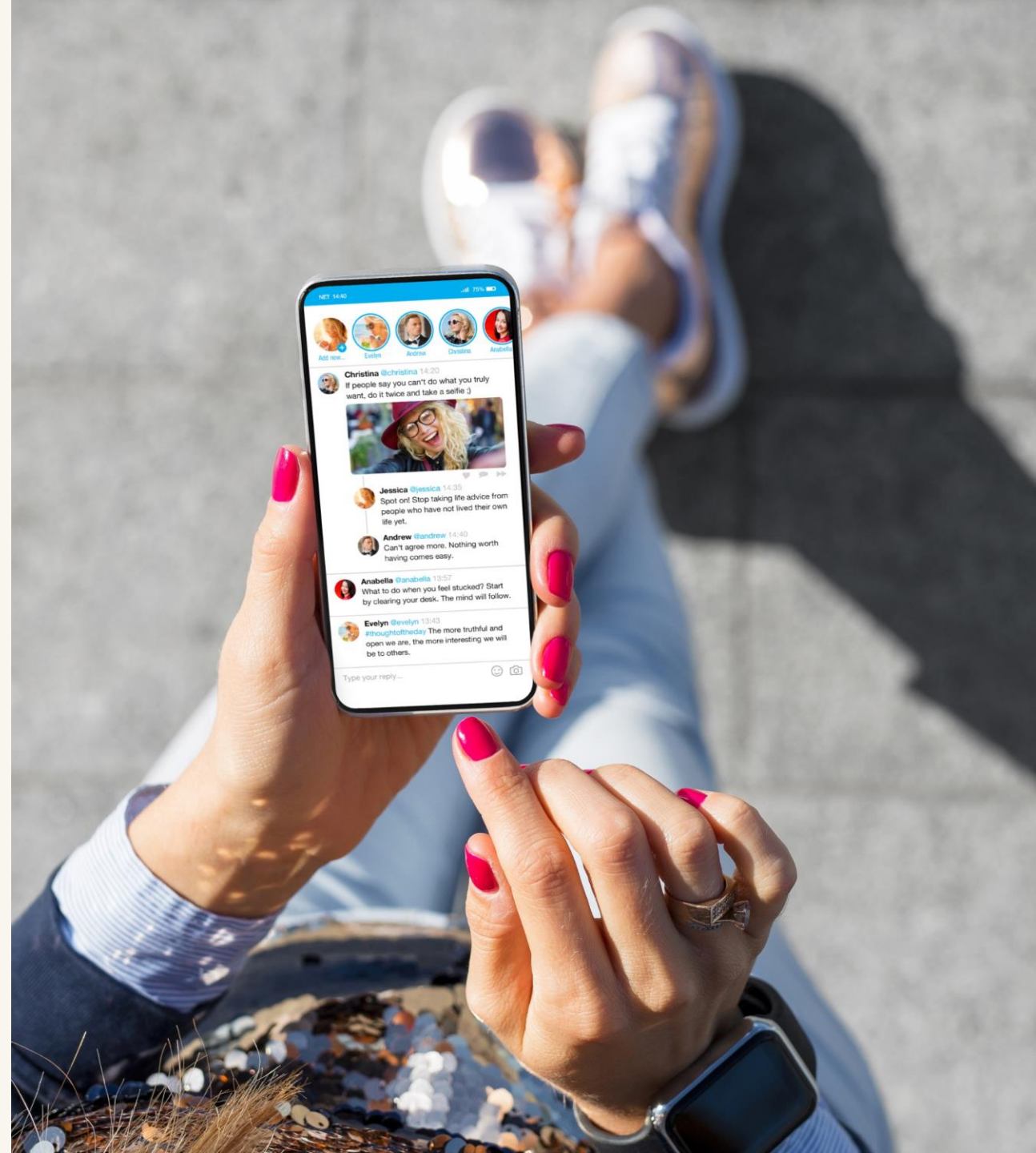
## SOCIALIZING

We need to engage

## SURFING

We need to attract and remind

Engage when  
consumers are  
feeling social



**2.87**

**BILLION**

Monthly active  
users

**76%**

Facebook users  
log in at least  
once a day.

**1 in 3**

Use social media to discover  
new products/services.



## SOCIAL CONVERSATIONS

### SOCIAL MEDIA ADS



- Reach a new audience
- Focus on sales and promotions
- Encourage them to take immediate action

### ORGANIC SOCIAL



- Engage with current audience
- Use content to build long-term relationship
- Un-boosted posts are seen by ~5.2% of those who like your page



## Website Clicks

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Bring more consumers to your business website with custom CTAs to increase online engagement and conversions

## Retargeting

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Increase brand awareness and drive previous site visitors and new, lookalike audiences to your website

## Lead Ads

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Generate leads directly through Facebook with customized forms and leads delivered straight to your inbox







**Social Ads put your business in front of new customers to create more awareness and increase sales.**



Consumers spend more time with social media. They like to use social networks as a way to learn about new products.



Highly-trained, certified experts and proprietary technology optimize your budget across multiple campaigns to amplify your investment.



Facebook's targeting capabilities place your campaign in front of the right audience to grow your business.



Your organic social presence allows you to build long-term relationships with loyal customers who will keep coming back and become brand ambassadors for you.

**80%**

80% of brands miss out on the opportunity to build connections because they don't measure the pulse of their social presence.

**20%**

Brands answer only 20% of relevant messages on social media.

**18%**

Online reviews lead to an average of 18% uplift in sales.



Attract  
Consumers  
Who are  
Socializing

FTD



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