

# WHEN TO USE ORGANIC VERSUS PAID SOCIAL MEDIA

Both strategies sound similar, but they can achieve different results

Social media is a perfect avenue for building brand recognition and discovering and engaging new audiences. [Learn more](#) about organic and paid social campaigns and how each type can help your business achieve different goals.

## What is organic social media?

Organic social media is the free content that all users, including businesses and brands, can post within their feeds. This content can range from text posts to videos, memes and stories. Organic social media builds and/or nurtures your relationship with your customers and can help your business establish a brand presence in addition to supporting your current customers.

### Use organic social media to:

- Nurture existing customers
- Manage the company's reputation
- Establish your brand's personality and voice
- Develop a community relative to your brand
- Create content with your specific audience in mind

### Examples of ideal organic social media content:

- Testimonials
- "Meet the team" posts
- Real-life examples of how to use your product or service
- Relatable information (such as sharing authentic stories of you or your customers using your product or service)

## What is paid social media?

Paid social media refers to "sponsored content," or any content within the platform that is developed using advertising dollars. Content can also range from text to videos and even memes, the difference being the paid-for post reaches a broader audience.

Paid social media is often used when a brand has a specific goal in mind. The paid platforms enhance brand awareness, provide detailed marketing insights and increase traffic to your website.

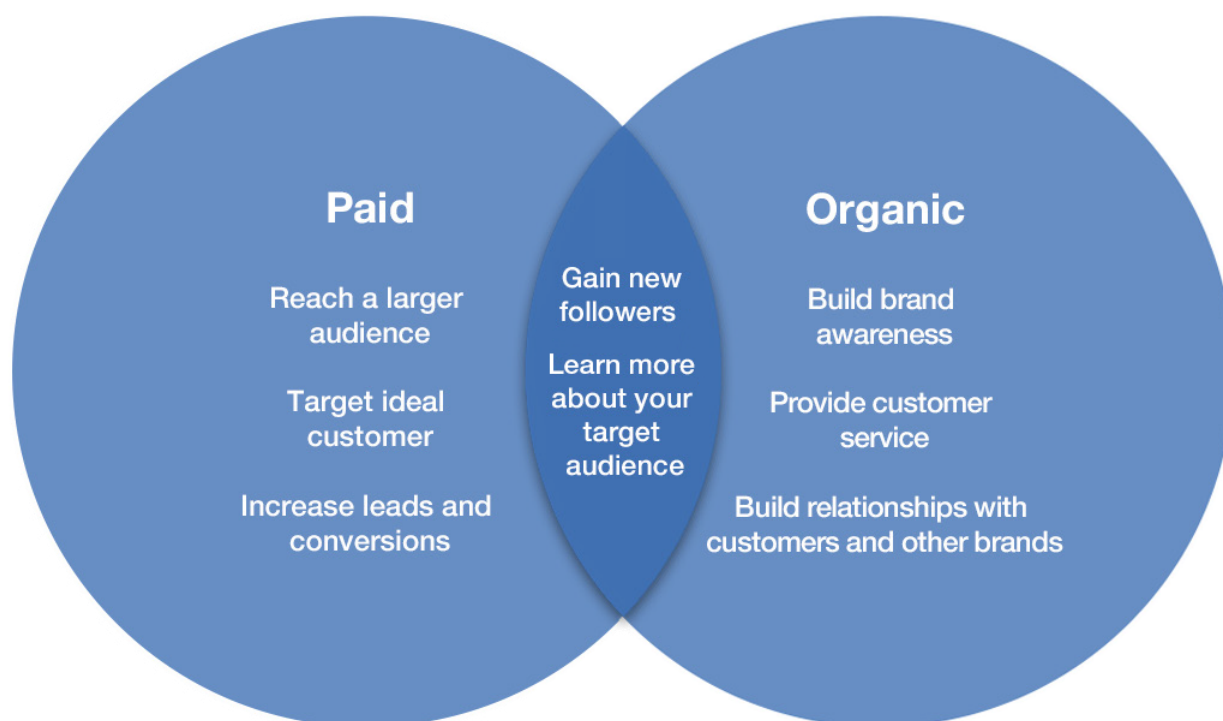
As a marketing tactic with some of the highest returns on investment (ROI), paid social media allows you to control your posts' frequency and budget.

### Use paid social media to:

- Reach a larger audience
- Increase brand awareness
- Promote a new product
- Attract new followers
- Drive sales
- Target a specific demographic

### Examples of ideal paid social media content:

- Product launch
- Sales
- Targeted marketing campaigns



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