



2 Corinthians 5:17 So then, if anyone is in Christ, that person is part of the new creation. The old things have gone away, and look, new things have arrived!

Organic Posting vs. Paid Advertising: Understanding the Difference

Millions of businesses use the Facebook family of apps and services to connect with real people on any device. Since 2021 more people have been using social media which means it gives companies a greater number of people to reach than ever before!

Social media is one of the best ways to get your product or service in front of your target audience. Not only that, but it's a great way to engage with your customers. We offer both organic and paid services to help your company build the brand presence you are looking for!

What is organic posting?

Organic posting refers to the free content (posts, stories and photos etc.) all users share on social media including business.

As a business you reach a certain group of people when you post organically.

- Those who like/follow your page.
- People following a hashtag that has been used on a post.

This is the core of all digital marketing strategies because its the best way to form a connection with potential clients as well as with clients you already have.

Many brands use organic posting to:

- Establish a voice
- Build Relationships
- Engage customers in the buying process.
- Good customer service

All that said, if your organic activity isn't getting the reach you'd hoped for, then it might be time look into paid advertising.

What is paid advertising?

Paid social media refers to Advertising. It's when businesses pay money to Facebook, LinkedIn, Instagram etc. in order to share content with a specific group of people that they want to target.

Companies use paid advertising to attract new followers, create brand awareness, generate new leads, and promote a new product or business opportunity!

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****Organic Post ****

So what one should you be using? Don't discredit one over the other!

As with most things, there are advantages and disadvantages. Organic posting will help create relationships with potential clients, grow in customer service, and create brand awareness. While Paid social will help you target a larger audience, target specific customers, and drive leads and conversions.

While organic may be free it does take time and experience to get it right while paid advertising may help you reach a larger audience and hit business goals faster!

How to make use of both!

- **Not all promotional posts need to be paid.** Try a smaller version of the Ad on a business page and see how it goes. See if it's something your followers will want to spread the word about!
- **Boost your organic content!** Use your best organic content and pay to have it reach a greater audience!
- **Target an audience that is similar** to those who already follow your business! This is where your work on customer service and built relationships can pay off!
- **Look at collected data and see results!** Make adjustments where you need to by seeing what is working and what is not!

Contact Us

In Case You Missed It!



[How to Create Engaging Content That Gets Your](#)



[Exploring Instagram: Paid Ads](#)

Audience Engaged

Engaging content, it's probably one of the most challenging task to cross off of your marketing objectives for the week or month for that matter. Content can take months to build and create. It's tedious and successful content doesn't come overnight. So you can image that interactive content can't come easy as well.

[Read More](#)

When it comes to social media marketing, Instagram is a fun, creative platform with endless opportunities. With different features, there is something for every type of business, regardless of industry or products/services they sell. Advertising on Instagram with Paid Ads is a great way to help expand and grow your audience as well as increase traffic to both your Instagram page and website.

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