



SEASON 2 / EPISODE 08

WHEN TO FOCUS ON ORGANIC VS. PAID SOCIAL MEDIA

The Wander Creative Podcast, hosted by Dan and Chloe, delves into the intricacies of digital marketing. In this episode, they discuss the differences and synergies between organic and paid digital strategies. Dan, the director of digital marketing, emphasizes the importance of paid advertising, especially in reaching audiences beyond one's followers. Chloe, the social media coordinator, highlights the significance of organic strategies, emphasizing the value of genuine engagement over mere likes. Both agree that while organic and paid strategies have distinct roles, they are most effective when used in tandem. The podcast also offers resources and insights for listeners keen on navigating the digital marketing landscape.

TAKEAWAYS

- 01 Organic vs. Paid:** While organic strategies focus on building genuine relationships and establishing a brand voice, paid strategies aim to reach a broader audience beyond existing followers.
- 02 Engagement Metrics:** In the realm of organic content, the value of a post is shifting from mere 'likes' to more meaningful interactions such as comments, shares, and saves.
- 03 Click-Through Rates:** For paid content, click-through rates are vital indicators of audience interest and engagement.
- 04 Frequency Matters:** Overexposing an audience to the same ad can lead to negative perceptions of a brand. Monitoring frequency is essential to ensure ads don't become counterproductive.
- 05 Boosting Posts:** While the "boost" button on platforms like Instagram might seem tempting, it's more effective to promote posts through the ad platform for better targeting and customization.
- 06 Integration is Key:** Organic and paid strategies should not operate in silos. They are most effective when integrated, with each strategy informing the other.
- 07 Start Small with Paid Ads:** For those new to paid advertising, starting with a small budget can help in understanding the platform and audience behavior before scaling up.
- 08 Content Resonance:** If organic content resonates well with the audience, it's a good candidate for paid promotion to reach a broader audience.
- 09 Continuous Learning:** The digital marketing landscape is ever-evolving. Staying updated with trends, tools, and strategies is crucial for success.
- 10 Value of Resources:** Utilizing available resources, like the Wander Creative Podcast, can provide insights and guidance in navigating the complexities of digital marketing.