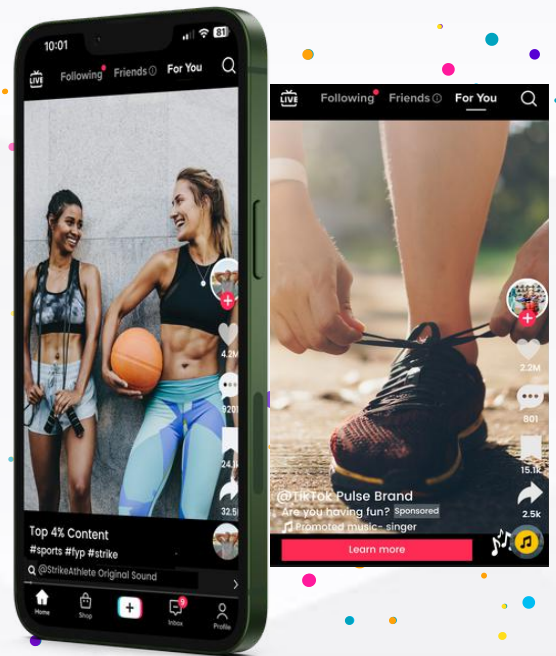


# WHAT'S THE DIFFERENCE BETWEEN ORGANIC AND PAID MARKETING?

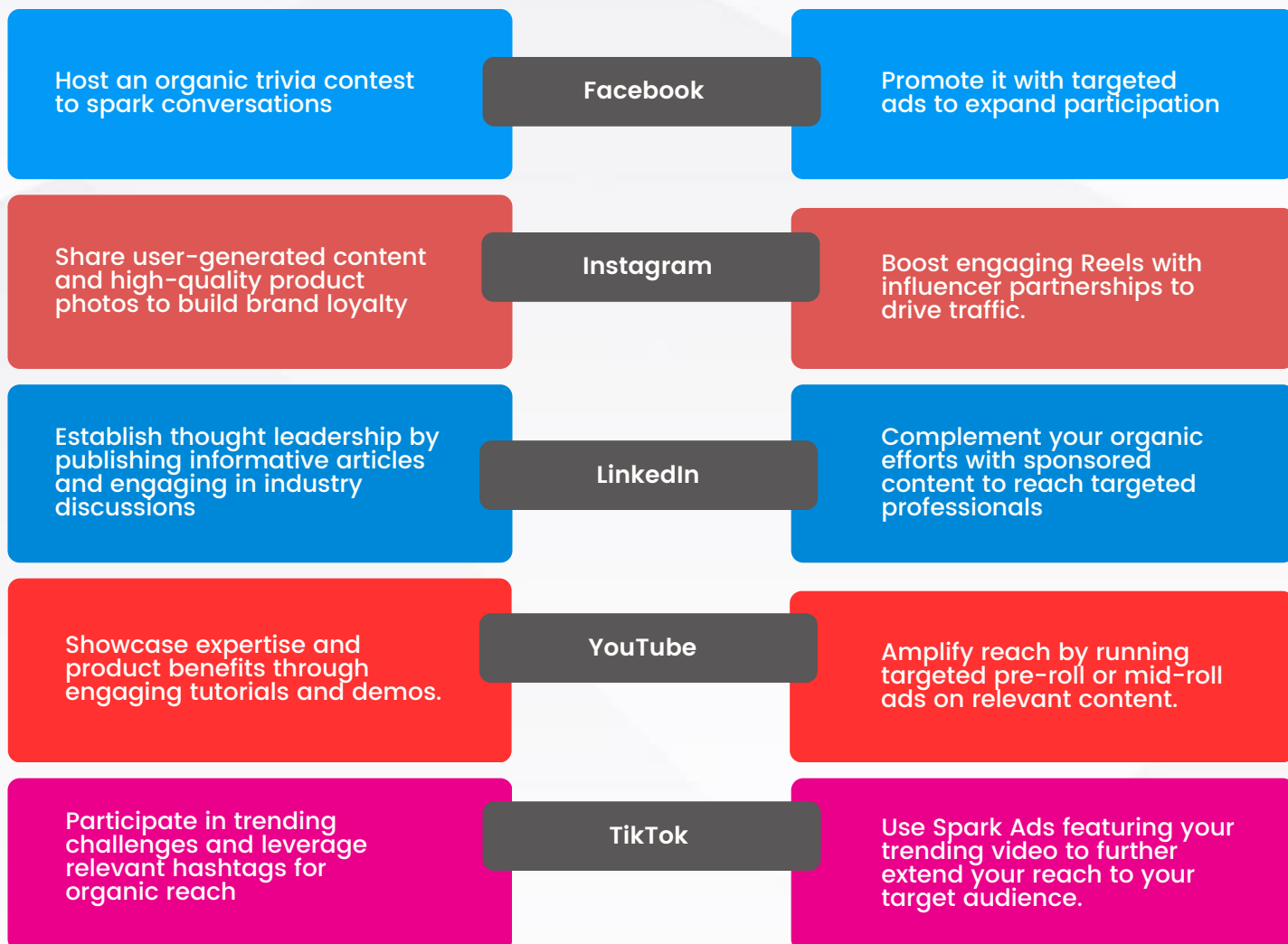
Should you rely on organic reach, or is it worth investing in paid social media to amplify your content and reach a wider audience?



## COMPARISON CHART: DIFFERENCE BETWEEN ORGANIC AND PAID MARKETING?

Feature	Organic	Paid Social
Definition	Sharing unpaid content on social media platforms to engage existing followers and build long-term relationships.	Investing money in advertising on social media platforms to target specific audiences and achieve rapid results.
Focus	Content creation, reach, engagement, and long-term relationship building.	Content promotion, broader reach, targeted audience engagement, measurable results, and short-term goals.
Advantages	Emphasizes authenticity, fosters brand awareness, and cultivates relationships with followers.	Offers precise targeting, faster results, and measurable metrics for tracking performance.
Limitations	Limited reach and slower results compared to paid social media.	Requires continuous investment for sustained results.

## WHY COMBINE ORGANIC AND PAID SOCIAL MEDIA MARKETING?



## HOW TO DIFFERENTIATE ORGANIC AND PAID SOCIAL MARKETING RESULTS

Understanding the difference between the two is vital when crafting strategies to enhance your campaign reach. But how can you determine when organic methods are more effective versus the benefits of paid advertising for specific campaigns, or vice versa?

See how it works by platform in [our blog](#).