

Organic Versus Paid Read

AKA Buying Likes!

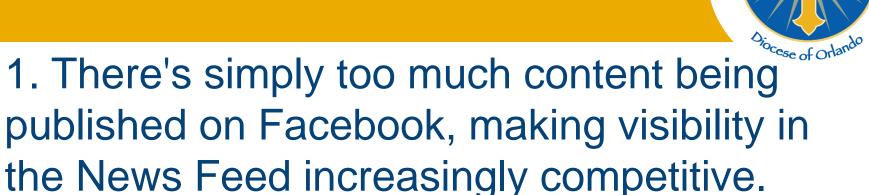
The Reality

In 2014 marketers started picking up on a decline in organic Facebook reach.

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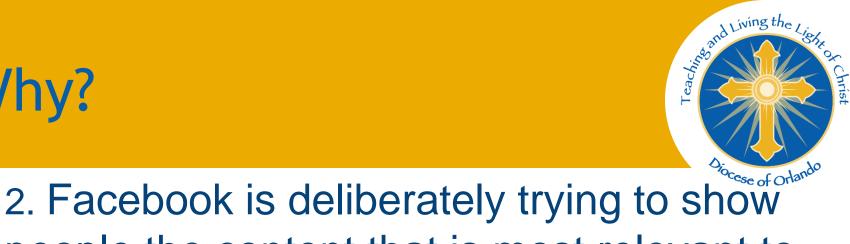
According to a recent study by Ogilvy & Mather: brand posts on Facebook are typically seen by about 6 percent of a page's fans, and that figure is expected to fall further this year.

Why?



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Why?



people the content that is most relevant to them, as opposed to surfacing all the content available.



How do you counteract these changes?

1. Be more selective about what you publish

If your fan never, ever, interacts with posts in your News Feed, Facebook's algorithm will pick up on that and show them fewer posts over time.



Use photos

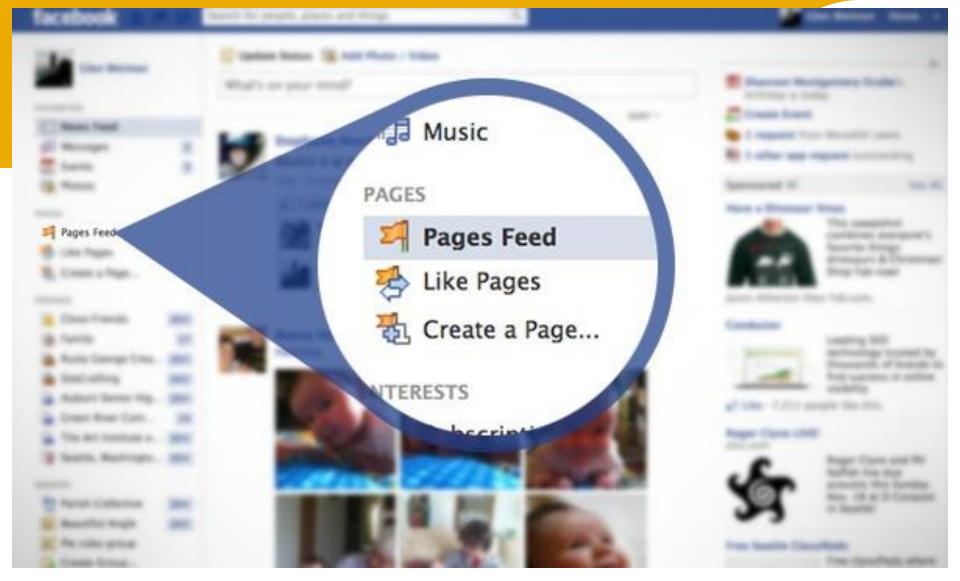
Facebook announced in January that it would be reducing the distribution of text posts and increasing distribution of others. Photos, when used correctly, can be a win for both audience engagement and reach, and they align with the increasingly visual nature of the social network and its spinoff

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How do you counteract these changes?

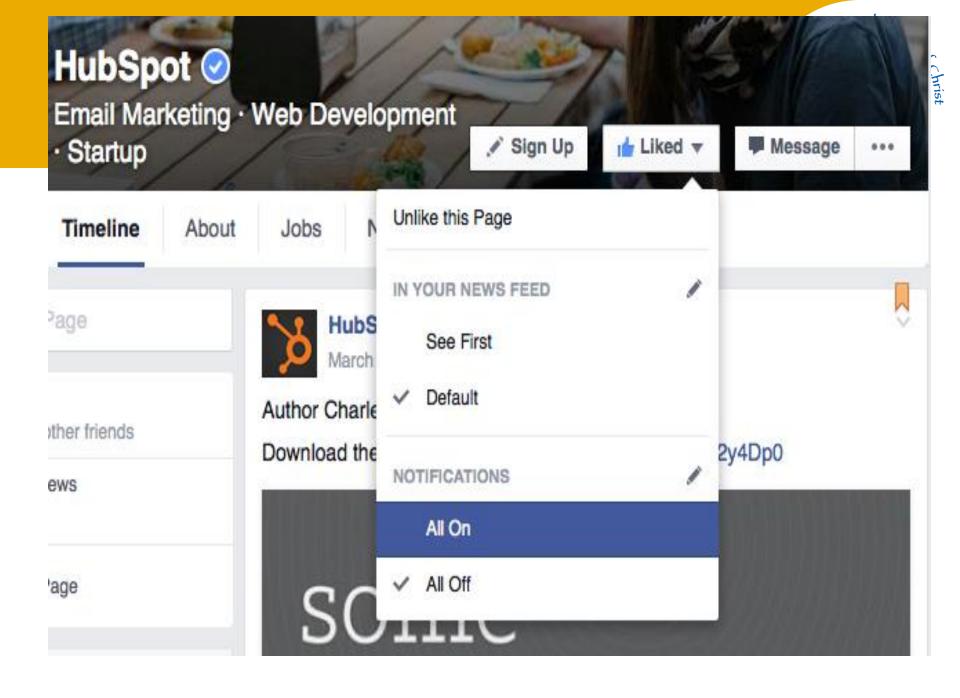
Remind your Fans they can go to Pages Feed on the left sidebar of their News Feed to see content from Pages they've Liked.





How do you counteract these changes?

Educate your super fans that they can update their notification settings from your Page.





Hop on a Trending Topic

Facebook introduced trending topics that attempt to summarize the biggest news of the day. Posts from Pages a user is connected to get higher placement in the trending feed. If the topics are relevant, consider joining the conversation or providing a useful link.

Encourage fans to engage with your posts when they do see them, so they see more of them.

 This can be as simple as adding a reminder to "Please Like and share" at the end of your posts.

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Make your website and digital media a place to visit.

Spend the vast majority of your effort creating content (blog posts and long-form content such as ebooks, case studies, or videos) that will continue to garner traffic, leads, and visits long after they're first created. If you have time and budget, share those assets to Facebook for additional reach.



Buy an Ad

You can target audience by:

Location

Age

Gender

Language

Connections to your Page and Event

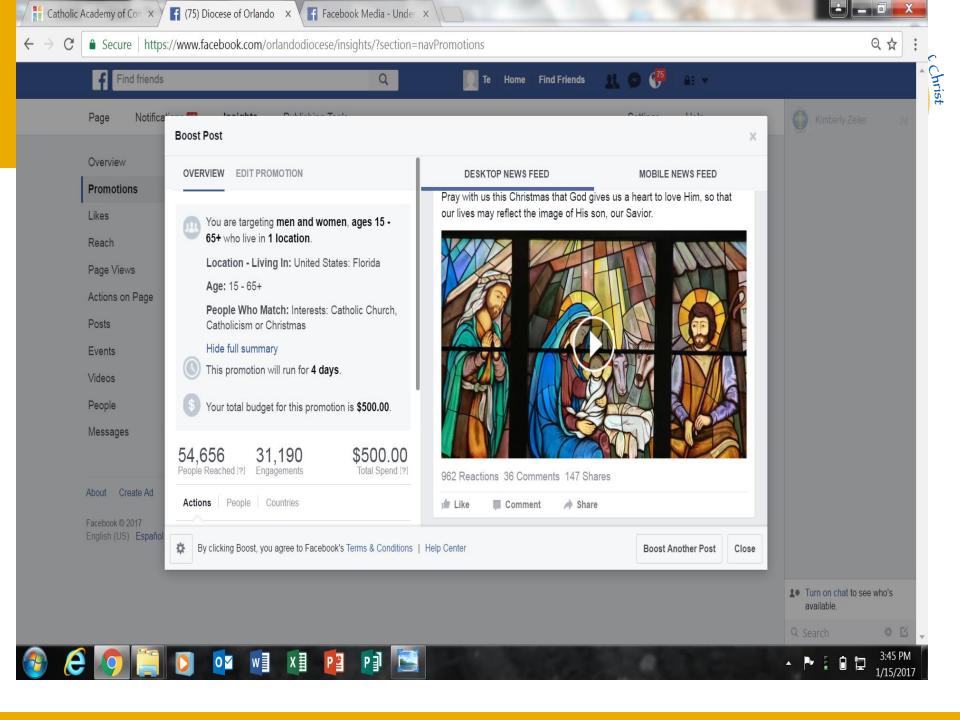


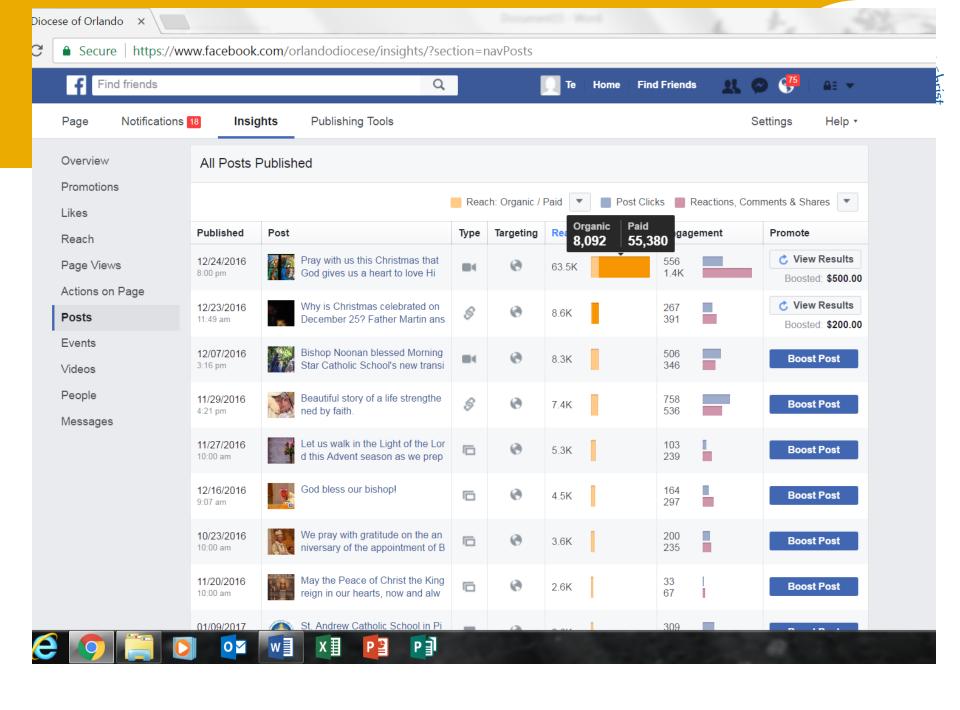
You can choose your budget. From \$20to \$500 and beyond.

You can run ads on Facebook and Instagram on any budget. Some people spend more on coffee each day than they do on their ad campaigns.



https://www.facebook.com/business/help/5477448218658012







Facebook says you should assume organic reach will eventually arrive at zero. So, if you really want to reach your target audience on Facebook, you'll need to supplement your organic efforts with some paid advertising.

Title here



https://blog.hubspot.com/marketing/faceboomedoclining-organic-reach#sm.000m4h5s81dh7fgburi1j5qe2yrx