



# Organic Versus Paid Read

AKA Buying Likes!

# The Reality



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

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?



1. There's simply too much content being published on Facebook, making visibility in the News Feed increasingly competitive.

# Why?



2. Facebook is deliberately trying to show people the content that is most relevant to them, as opposed to surfacing all the content available.

# How?



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.

# How?



How do you counteract these changes?

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 apps.

# How?



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.**

- Home
- News Feed
- Messages
- Events
- Photos
- Pages Feed
- Like Pages
- Create a Page...
- Close Friends
- Family
- Work Groups
- Workplaces
- Albums
- Groups
- Pages
- Marketplace
- Settings

Update Status Add Photo / Video

What's on your mind?

Music

PAGES

- Pages Feed**
- Like Pages
- Create a Page...

INTERESTS

inscripti

Business Management Tools

Create Events

Support from Facebook

Other app support

Download

How a Business Works

Facebook

Pages

Pages

Pages




# How?



How do you counteract these changes?

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

HubSpot 

Email Marketing · Web Development  
· Startup

 Sign Up

 Liked 

 Message



Timeline

About

Jobs

Unlike this Page

IN YOUR NEWS FEED 

See First

Default

NOTIFICATIONS 

**All On**

All Off

Christ

# How?



## 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.

# How?



**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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# How?



**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.

# How?



## **Buy an Ad**

You can target audience by:

**Location**

**Age**

**Gender**

**Language**

**Connections to your Page and Event**

# How?



**You can choose your budget.**

**From \$20 to \$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.



# How?



<https://www.facebook.com/business/help/547448218658012>


- Overview
- Promotions**
- Likes
- Reach
- Page Views
- Actions on Page
- Posts
- Events
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- People
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### Boost Post

**OVERVIEW** EDIT PROMOTION

**DESKTOP NEWS FEED** MOBILE NEWS FEED

Pray with us this Christmas that God gives us a heart to love Him, so that our lives may reflect the image of His son, our Savior.



962 Reactions 36 Comments 147 Shares

Like Comment Share

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

Boost Another Post Close

Boost Post

OVERVIEW EDIT PROMOTION

DESKTOP NEWS FEED

MOBILE NEWS FEED

You are targeting men and women, ages 15 - 65+ who live in 1 location.

Location - Living In: United States: Florida

Age: 15 - 65+

People Who Match: Interests: Catholic Church, Catholicism or Christmas

Hide full summary

This promotion will run for 4 days.

Your total budget for this promotion is \$500.00.

54,656	31,190	\$500.00
People Reached [?]	Engagements	Total Spend [?]

Actions People Countries

962 Reactions 36 Comments 147 Shares

Like Comment Share

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

Boost Another Post Close

Kimberly Zeiler

Turn on chat to see who's available.

Search

Christ

Overview

Promotions

Likes

Reach

Page Views

Actions on Page

Posts

Events

Videos

People

Messages

All Posts Published

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
12/24/2016 8:00 pm	Pray with us this Christmas that God gives us a heart to love Hi	Video	Global	63.5K	556 1.4K	<a href="#">View Results</a> Boosted: \$500.00
12/23/2016 11:49 am	Why is Christmas celebrated on December 25? Father Martin ans	Image	Global	8.6K	267 391	<a href="#">View Results</a> Boosted: \$200.00
12/07/2016 3:16 pm	Bishop Noonan blessed Morning Star Catholic School's new transi	Video	Global	8.3K	506 346	<a href="#">Boost Post</a>
11/29/2016 4:21 pm	Beautiful story of a life strengthe ned by faith.	Image	Global	7.4K	758 536	<a href="#">Boost Post</a>
11/27/2016 10:00 am	Let us walk in the Light of the Lor d this Advent season as we prep	Image	Global	5.3K	103 239	<a href="#">Boost Post</a>
12/16/2016 9:07 am	God bless our bishop!	Image	Global	4.5K	164 297	<a href="#">Boost Post</a>
10/23/2016 10:00 am	We pray with gratitude on the an niversary of the appointment of B	Image	Global	3.6K	200 235	<a href="#">Boost Post</a>
11/20/2016 10:00 am	May the Peace of Christ the King reign in our hearts, now and alw	Image	Global	2.6K	33 67	<a href="#">Boost Post</a>
01/09/2017	St. Andrew Catholic School in Pi	Image	Global		309	<a href="#">Boost Post</a>

Organic 8,092 Paid 55,380

# How?



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/facebook-declining-organic-reach#sm.000m4h5s81dh7fgburi1j5qe2yrx2>