

Organic and paid content

Why you need both, and how they work together.

This guide's term, from Qamoos Tasweeq

What does **Organic** mean?

Organic content
المحتوى العضوي

Your post travels on its own, with no ad money.

■ A joint release

Two brands, one guide

Growth

Growth for Marketing

A Saudi marketing agency

We run business accounts end to end: content, ads, and monthly reports. In this guide we show how we work in practice.

growthksa.com

قاموس التسويق

One marketing term at a time, in plain words

An Arabic channel on Instagram and TikTok that explains marketing terms simply. In this guide it explains the terms you will meet.

[@qamoos_altswееq](https://www.instagram.com/qamoos_altswееq)

Growth shows how the work is done. **Qamoos Tasweeq** explains what the words mean.

■ The idea

Content builds trust. Ads take it to more people.



Free content without ads is slow, and ads without good content are expensive. The right way is to combine the two.

■ The comparison

Organic versus paid

	Organic content	Paid content (ads)
Cost	Production time and effort only	A budget paid to the platform
Speed	Slow, it builds up over time	Fast from day one
Lifespan	Stays and keeps working in search and on the profile	Stops when the budget stops
Trust	Builds deeper trust with the audience	Introduces you faster, trust still needs content
Audience control	Limited to who the platform chooses	You choose city, age, and interests
Measurement	Reach and engagement	Results and cost per result

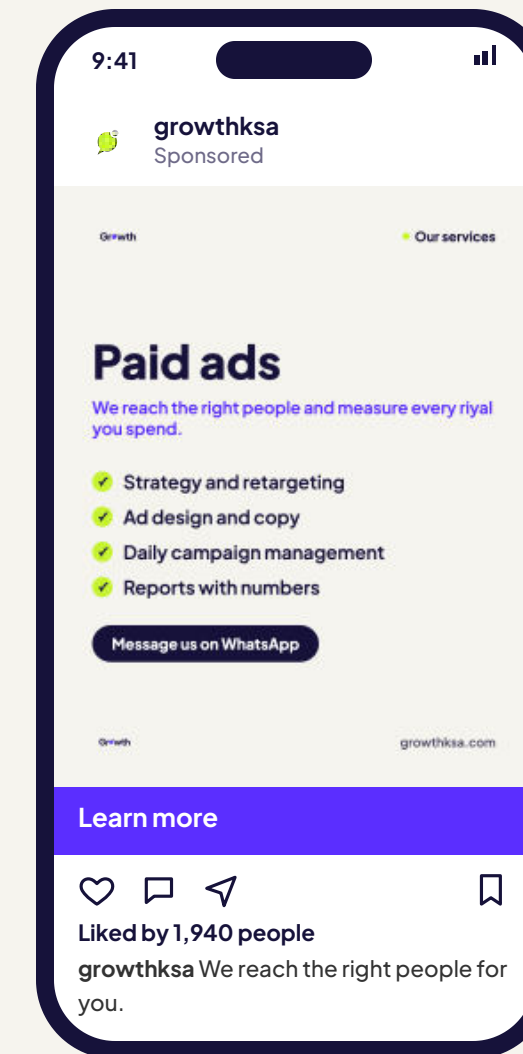
■ Side by side

Same account, two different posts



Organic post

Reaches followers and some others, at no cost.



Paid post

Reaches the audience we choose, with a button.

■ How they work together

A simple rule: pay for what has proven itself

01**Post**

Steady content with no ads.

02**Watch**

Which post got the most saves, shares, and comments?

03**Pay**

Run ads on the strongest post, because people already liked it.

04**Learn**

Learn from the result and improve the next content.

Do not pay for a post with no engagement. If it did not convince your followers, it will rarely convince strangers.

■ By stage

How much goes to each?

01

A new account

Most effort on steady content, with a small ad to test and introduce you.

02

A growing account

Steady content, plus ads on the best posts and retargeting.

03

Seasons and offers

Ads take the bigger role, because time is short and the offer is clear.

Three terms from this guide

What does **Organic** mean?

المحتوى العضوي | Organic content

Content that reaches people without paying for ads.

In plain words: Your post travels on its own, with no ad money.

What does **Paid** mean?

المحتوى الممول | Paid content

Content you pay for so it reaches an audience you choose.

In plain words: You pay, and you pick who sees you.

What does **Boost** mean?

الترويج

Turning a post already on your account into a paid ad straight from the app.

In plain words: The Boost button under a post: easy, but limited.



Have another question?

We will explain it with numbers, in plain words.



info@growthksa.com +966 50 903 9026 growthksa.com

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