Interreg Co-funded by the European Union
Central Baltic Programme
WoDiLab

ORGANIC VISIBILITY VS PAID VISIBILITY

Understand how people discover your content online and learn how organic and paid visibility work together.

ACTION CHECKLIST

- [ ] **Step 1 – Understand organic visibility**
  Learn how people discover content naturally without advertising.
- [ ] **Step 2 – Understand paid visibility**
  Explore how advertising can increase reach and visibility.
- [ ] **Step 3 – Understand engagement**
  Learn how people interact with content and why engagement matters.
- [ ] **Step 4 – Evaluate your content**
  Identify what type of content is most likely to connect with your audience.
- [ ] **Step 5 – Plan your next content experiment**
  Choose one thing you would like to test and improve.

Step 1 – Understand Organic Visibility

Organic visibility helps people discover your business naturally through valuable content, conversations, and recommendations. It usually takes time to build, but it also helps create trust with your audience.

What are some ways people might discover your content organically?

- ☐ Posts
- ☐ Reels
- ☐ Stories
- ☐ Shares
- ☐ Comments
- ☐ Recommendations
- ☐ Other: _____

What could you do this month to improve your organic visibility?

_____

_____

_____

Notes

_____

_____

_____

Step 2 – Understand Paid Visibility

Paid visibility helps you reach more people faster, but it works best when it builds on a clear message and strong content. Advertising increases visibility — it does not replace trust.

If you decided to use paid advertising, what would be your first goal??

- ☐ Increase visibility
- ☐ Promote a webinar
- ☐ Generate leads
- ☐ Grow awareness
- ☐ Reach new audiences
- ☐ Promote a course or service
- ☐ Other: _____

How could paid visibility support your business goals in the future? Think about visibility, leads, webinar registrations, enquiries or sales.

_____

_____

Notes

_____

_____

_____

Step 3 – Understand Engagement

Engagement tells social media platforms that people find your content useful or interesting. Strong engagement can help your content reach even more people organically.

Which actions count as engagement?

- [ ] Likes
- [ ] Comments
- [ ] Shares
- [ ] Saves
- [ ] Link Clicks
- [ ] Video Watch Time
- [ ] Profile Visits

Which type of engagement would you most like to encourage?

_____

_____

Why?

_____

_____

Notes

_____

_____

Step 4 – Evaluate Your Content

Not every post needs advertising. Before spending money, think about which content already provides value and creates engagement naturally. These are often the best posts to promote later.

Which type of content do you believe would connect most strongly with your audience? If you were to promote one piece of content with advertising later, which type of content would you choose

- ☐ Educational Content
- ☐ Trust-Building Content
- ☐ Personal Stories
- ☐ Behind-the-Scenes Content
- ☐ Invitation Content
- ☐ Video Content
- ☐ Other: _____

Why do you think this content would be valuable to your audience?

_____

_____

Would you consider promoting this content with paid advertising later?
Why or why not?

_____

_____

Notes

_____

_____

_____

Step 5 – Plan Your Next Content Experiment

Social media success rarely comes from guessing. Small experiments help you learn what works best for your audience. Try changing just one thing at a time so you can better understand the results.

Choose one thing you would like to test with your next post.

- ☐ A different topic
- ☐ A different format
- ☐ A stronger opening hook
- ☐ A different call-to-action
- ☐ A video instead of an image
- ☐ A personal story
- ☐ Other: _____

What would you like to test?

_____

_____

_____

How will you know if your experiment was successful?

_____

_____

_____

Notes

_____

_____

_____

What is the next thing you need to do?

_____

_____

_____

Your Next Action

Before the next lesson:

☐ Choose one piece of content you believe has the greatest potential.

☐ Publish or improve it.

☐ Observe how people respond before thinking about paid advertising.

For This Session

Share your post or a screenshot of your post in the WoDiLab Facebook group.

You can also share:

- what you tested
- what type of content you created
- what you learned from the experience

By sharing, you:

- gain confidence
- receive feedback
- inspire others

Your Points

- 1 XP – Watch the lesson
- 2 XP – Complete the worksheet
- 2 XP – Create and publish one social media post

Total: 5 XP

✨ Visibility grows through consistent testing, learning, and connection. Every post teaches you something valuable about your audience.