

MARKETING

Organic content offers social media marketers key insights

March 10, 2022



Social ads need to fit in and stand out at the same time. Image credit: Pinterest

By SARAH RAMIREZ

With consumers becoming more accustomed to social media advertising, marketers need to get creative to drive engagement and conversions.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

During a webinar hosted by Hootsuite on March 9, marketing experts explained how brands should view paid ads as an extension of organic content. Marketers should also be nimble and willing to experiment as platforms such as Pinterest and TikTok see surging popularity.

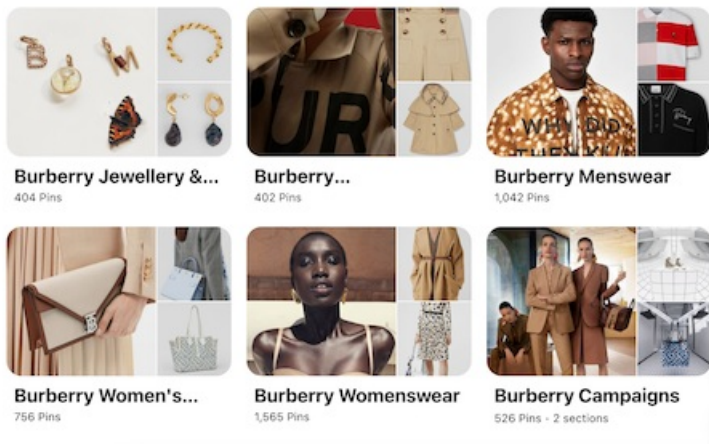
"Consumers are slowly starting to hold brands to a higher standard," said Talia Parnass, senior lead of trends at Pinterest, San Francisco. "It really doesn't serve an advertiser as well to deliver interruptive content, right?"

"It's not efficient, and it could actually be really harmful for your brand," she said. "So for brands, it's so important meet to your customer where they are, in the right mindset."

Standing out by fitting in

Marketers are spending more on social media advertising, and there is a wealth of options, from different platforms to specific ad formats. Regardless of which platform a brand chooses to advertise on, however, ads should be tailored to specific platforms while still reflecting business goals.

While consumers still expect brands to be on core networks such as Facebook and Meta, channels like Pinterest, Snapchat and TikTok are seeing leaps in perceived effectiveness for advertisers.



Burberry creates product mood boards on Pinterest

"These are the networks that are challenging marketers to create paid content that ultimately fits organically into the platforms," said Ryan Ginsberg, director of business for the Americas and APAC at Hootsuite, Toronto.

For instance, Pinterest is more of a discovery channel akin to a search engine than a traditional social network.

According to Ms. Parnass, 97 percent of searches on Pinterest are "unbranded" but most users are open-minded and receptive to content from brands. Frequent users are also more likely to try new brands and stay loyal.

For marketers to optimize their ads on Pinterest and enhance the user experience, the platform encourages brands to focus on the "dimensions of inspiration:" visually appealing content that is relevant, positive, original and actionable.

Aspect ratios cannot be discounted, as overly long or wide pins can be deprioritized in feeds. Ms. Parnass also encourages advertisers to experiment with different types of imagery, comparing lifestyle imagery with product imagery or pins with copy and without.

Building awareness

More marketers should also use their organic content to inform their paid social strategy, according to the panelists.

For instance, Jessica Miao, cofounder of apparel brand Apricotton, will test potential social ads on her personal TikTok account. The best performing videos will then run as paid ads on Instagram.

[@gucci](#) The [#ExquisiteGucci](#) look of [@Bryanboy](#)
[#GucciBeauty](#) [#MFW](#) [#FashionForYou](#) original
sound - Gucci

Brands like Gucci have learned stylized content can thrive on TikTok

Ms. Miao also cautions brands not to create fully polished content for TikTok so those videos can blend into users' "For Your Page," which is created by the platform's algorithm. On average, Apricotton's ads run six to seven seconds and have a clear call-to-action, driving site visits and sales.

The brand has also found that TikTok's algorithm is more beneficial than Instagram Reels in terms of building an audience.

"When we've used the exact same videos and reposted them on Instagram Reels even not including the TikTok watermark or all the sorts of things that may cause Instagram to not share your TikTok video we see pretty much an 80 percent decrease in video views on Instagram," Ms. Miao said.

Ultimately, brand awareness needs to come before conversions, but using organic content to test multiple ads at once can help marketers hone their social strategies.

"Use every piece of data available to you," said Hootsuite's Mr. Ginsberg.