THE USE OF ORGANIC AND PAID ADVERTISING IN ORDER TO INCREASE REACH AND ENGAGEMENT ON INSTAGRAM PROFILE

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ABSTRACT

In order to determine the most effective method of advertising on Instagram and attract users of the application to become permanent followers of the site, for the purposes of this paper, we used primarily collected data through weekly testing of seven selected methods. Five organic (increasing the number of followers and interactions - removing inactive followers, tracking posting time, changing the number of "tags", "liking" other users' content and a combination of 4 "likes" and 1 comment) and two paid directly from the Instagram application (foreign advertising and advertising for the domestic market). The results of the research were processed by descriptive statistics. The paper represents the synergy of theoretical and empirical work. The first part will theoretically describe facts related to the second, empirical, part of the paper and the case study, which was designed and researched. The idea stemmed from the need to select the most successful methods from the large number of the ones used to organically increase the number of followers and the number of interactions on the site. There was also a need to check whether these methods were as good for advertising as they were paid for. Also, it was necessary to determine whether they bring results in relation to the invested engagement. Comparing the achieved results of organic and paid advertising methods, it was found that certain organic advertising methods give better results in some parameters than paid ones, while paid ones give better results in other parameters.

Keywords: Instagram, organic advertising methods, internet marketing

INTRODUCTION

The idea stemmed from the need to select the most successful methods from the large number of methods used to increase the number of followers and interactions on the site, as well as to check whether these methods are approximately good for advertising as well as highly paid. The research lasted 7 weeks (49 days), where each method was tested for exactly seven days. The site consists of photos of vegan food, as well as occasional recipes of sweet and savory dishes, with an emphasis on

confectionery. Although new content was posted on the page, it was not advertised, nor were any methods of increasing interaction or followers used. The number of followers stagnated for several months, with occasional jumps and falls, and the number of interactions with photos gradually decreased. Thus, there was a need for some kind of advertising or attracting potential followers. The original idea of the site was to share cheap and affordable recipes without animal products. Over time the idea grew into making art from food, not only in appearance and taste but also in making the most beautiful photos, which would attract every fan of quality food.

SOCIAL MEDIA

The term social media refers to platforms, which provide users with the opportunity to interact with each other, as well as to create, share or exchange ideas or information. Simply put, it is a technology based on the use of computers, which through the Internet, gives people the ability to import and share content. It can include photos, text, graphics, videos, information, and documents. Most social media can be used via computers, mobile phones, tablets, applications, or even just websites. Most social media can be used via computers, mobile phones, tablets, or even just websites. It is constantly being improved with new applications, which appear very often. Some of them fail, while some become world-famous, such as TikTok. According to a survey conducted by the Pew Research Center in 2021, social media users are mostly young people aged 18 to 29. Social media was originally intended to interact with friends and family, even as a way to meet new users around us or from other parts of the world. For them, these media serve to stay in touch with close people but also to share thoughts, feelings as well as opinions with individuals who have similar interests. In addition, some social media have become a great platform for job searching, career advancement, and also for learning new skills. Companies later found that these media were a great way to expand their customer base. For many companies,

but also for entrepreneurs, this has enabled them to expand their business to the whole world. Social media has quickly become an indispensable tool for any successful business. Companies have started to use these media to find and gain new customers, advertise their products, and thus increase sales. They wanted to follow trends and also to provide the customers with a place where they can always direct their criticism and praise, providing them with constant support. Social networks are categorized as a subspecies of social media.

According to the type, social media can be divided into: General social networks, specialized social networks and bookmarking social networks.

General social networks are those networks that do not have a specific group of users as the target group, have general topics and broad areas of interest. Their users belong to all age groups and very different personality profiles (Šarac, Jevremović, & Radovanović, 2015). Some examples would be Instagram, Facebook, Twitter, and others. Specialized social networks are related to an area or demographics, and they also connect them with certain hobbies, business groups, and for finding partners, shopping, and more. Such a social network is LinkedIn. Bookmarking social media aims to preserve content that interests the user and share it with followers. One such medium, which is the most popular today, is Pinterest.

In order to bring the topic of this paper closer to the readers, below will be explained the most important social networks.

LinkedIn

This is one of social networks that differs from others in its primary purpose, which is not entertainment but primarily finding a job. It is the global network of professionals who share their achievements in the field in which they work. As already mentioned, it can be used for finding a job, volunteer work, and also for creating connections with other professionals. It can also be used for the development of new skills and the organization of gatherings and events. It can also be used to write articles and upload videos or photos. Like other

social networks, LinkedIn also has a built-in messaging system that allows you to communicate with other users. In addition, contact information, such as email addresses, is visible to people who want to contact other users in a more professional way, such as a job advertisement. Because LinkedIn can serve as a kind of resume, employers looking for new employees can easily find potential candidates and contact them to fill the vacancy.

Another interesting thing about LinkedIn is that in addition to the basic free account, it is possible to become the owner of a premium account that is paid, as follows:

➢ Premium Career – for users who want to find a job, from $ 29.99 per month,
➢ Premium Business – for businesses that want to grow, from $ 59.99 per month
➢ Sales Navigator Professional – for individuals and companies looking to boost sales, $ 79.99 per month
➢ Recruiter Lite – for professionals and businesses looking to hire someone, $ 119.99 a month.

In addition, it is possible to use LinkedIn Learning, also for $ 29.99 per month. This social network can be used through application on Android, iOS, and Windows.

TikTok

This is one of the newest social networks which has conquered the world with incredible speed. The application is used for sharing short videos with a maximum duration of up to 60 seconds. As for the content that is most often placed on this network, these are mostly amateur videos of an entertaining but also educational character. Within the application, there are various tools for editing videos, such as filters, a library of sounds that can be applied via video, as well as the ability to add your own to someone else's video. As with other social media, tags play a significant role in finding content that the user is interested in. For now, there are still no ads available like on other social networks. However, this does not mean that this application does not have huge potential when it comes to advertising a brand or product. Participating in existing ones, as well as inventing new ones, is a great way to advertise brands with this application. Also, as always, the use of relevant tags can lead users to look at the brand page and start following it. Currently, TikTok is still mostly used by the younger generation, and marketing strategies should be aimed at that target group. It provides advertisers with a fair-play field when it comes to reaching and interaction. Unlike social media like Instagram and Youtube, TikTok accounts with zero followers can get millions of views on the new video thanks to the viral nature of the algorithm. As long as users like the content, interactions will follow (Battisby, 2020). TikTok can be used on a computer, as well as through applications on the phone.

Twitter

It is the so-called microblogging medium, which allows users to post short text posts, with or without the addition of an image or video, and to exchange messages with other users. Posts are limited to 280 characters, 4 images, or one video, while messages are unlimited. Twitter is also allowed to post links to other sites in posts, unlike, say, Instagram. As with other networks, it is possible to follow other users, but it is also possible to see the content of users who are not tracked if someone has interacted with them in some way (for example, likes, comments, shares, etc.). When it comes to content that is shared on this social network, it is diverse. It can be anything from sharing a thought, over what is currently happening, to scientific papers. For every interest, there are so-called "subcategories" of Twitter which are not official, but are made up of a group of users, who gather around a certain topic, which can be anything from photography, through cooking, to political interests. It also has a paid advertising option. Advertising works as follows: it is necessary to determine the country and time zone, the goal of the ad (it can be awareness - in other words increase reach; consideration – i.e. increase video views, clicks on the website, increase

engagement, get followers and more; and finally conversion - the option allows users to track the actions of people after viewing the ad, or interact with it. Once the goal is selected, the campaign name, payment method, budget, and duration are determined. After that, the demographic characteristics (gender, age, location, language) are determined. The devices to which the ad will be sent can also be selected (eg. only Android), and then keywords, interests, conversation topics, etc., should be selected. Twitter ads do not have a fixed price, and it depends on various factors such as the size of the target group, how many other advertisers do promotions for the same target group, etc.

YouTube

Represents a "website" for sharing videos with users. YouTube has no restrictions on the length of videos, which makes it more suitable for sharing more serious topics, but also music, documentaries, and other video content. It is currently the largest platform for sharing video content, with over 500 hours of video posted every minute (Statista, 2021). As with TikTok, it is possible to find any content. The four most popular categories of videos on YouTube are comedy, music, entertainment/ pop culture, and "How to" videos (Google/Ipsos Connect, 2016). Advertising is done in many different ways. One of these ways is sponsored content, where certain brands pay customers with a large number of followers to mention/ talk about their products in their videos, and to recommend them to their followers. Another way is for brands to create their own channel on which to share news about their products, or interesting videos, in which they use the same. And the third way is paid ads, which the platform places on the videos of users who decide to enable this option. The types of YouTube ads that can be used are:

➢ Skippable video ads – videos, which can be skipped after 5 seconds of video,
➢ Non-skippable video ads – Unable to skip video ads with a maximum duration of 15-20 seconds,

➢ Bumper ads – short video ads, up to 6 seconds, that cannot be skipped and must be viewed before starting the video that the user wants to watch,
➢ Overlay ads – text or images found on the bottom 20% of the video,
➢ Watch feed ads – ads that appear among the recommended videos, next to the video player on the desktop, cannot be controlled by the video creator,
➢ Back-to-Back ads – 2 ads that are broadcast one after the other, whether they can be skipped or not, are used on longer videos (Google support, 2021).

Facebook

Today, almost inevitable type of communication with 2.85 billion monthly users (PRNewswire, 2021). Facebook is also popular due to the fact that a person can use his own profile to log in to other sites and applications in a secure way. As a marketing platform, it has a huge potential. In addition to being one of the most visited social media on the planet, it also collects information from its users, such as age, gender, marital status, interests, etc. This data allows advertisers to invest in the specific target group their ads. One way to advertise a company is to simply create a business page on Facebook. After that, it is necessary to gain followers with the publication of relevant content that could interest them, especially content that has the potential to go viral, the content that followers will be happy to share with their acquaintances. The owners of the site also have the option to invite their friends to "follow" it. In addition to this kind of organic advertising, it is possible to pay for ads. This type of advertising brings far greater reach. A big advantage is also that it is one of the cheapest advertising platforms, despite the huge number of users. It is even 7 times cheaper than Twitter (Palmer, 2015).

Due to the excellent analytics, the campaign is very easy to follow. There are different types of ads on Facebook, and they are:

➢ Get more website visitors – the goal is to "take" users to the advertiser's website,
➢ Boost a post – the goal is to increase the number of users who have seen the post on Facebook,
➢ Boost an Instagram post – it is possible to make a promotion on Instagram via Facebook by downloading (buying) it (2012).
➢ Promote your page – the goal is to "bring" users to open and follow the page;
➢ Get more leads – the goal is to "bring users" to fill out the contact form and
➢ Get more messages – seeks to persuade users to contact the site via messages.

Facebook is a fantastic advertising platform, but success in bringing in new customers with minimal budget spending depends solely on well-chosen tactics (Red Brick, 2020).

Instagram

This social network allows users to share videos and photos with their followers. As with other social networks, it is possible to interact with other users' posts, via "likes", "comments" or "share" with other users. It is possible to exchange private messages with other users and keep other people's posts in order to find them later. The Instagram application is free and can be used on all smartphones and via the web browser (then it is not possible to use all the options offered by the application, such as sharing images and videos and sharing content with other users). When the application was created, it was only possible to share images created in the application. Today it is possible to share images that already exist on the phone, choosing whether the image will appear on the profile or within the "story" (story post). As for posts on the profile, it is allowed to select 10 photos or videos to which it is possible to add a description and share them as one post on your profile. Other users can see this post on their homepage in "tags" (tags, if used). If the post is popular enough, it will appear as a suggestion in the search or on the profile of the user who

posted the post. The personal profile is organized in such a way that at the top is the profile name, and description, and below the network of posts posted by the user. And that network is what is most attractive about this application because it is possible to create a unique and recognizable aesthetic that is attractive to other users. In "stories", the story is somewhat different. Access to them is at the top of the home page, where it is allowed to view all posts posted in the past 24 hours. It applies to all followed users. After 24 hours, the post disappears unless the user who posted it decides to post it as a highlight on his profile. In the stories, it is also possible to share pictures and videos, posts of other users, set quizzes, ask for opinions of other users, "tag" other users, set location, add music, countdown, etc. There are two ways to gain followers on Instagram, organic and paid advertising. Organic "getting followers" is done by interacting with other users and using tags. When it comes to paid advertising, this social network offers two ways of advertising, through Facebook ads also directly from the Instagram application. Advertising prices depend entirely on the budget which the user chooses. Depending on the budget selected, the number of accounts reachable changes. Ads can be placed in posts on the home page, in stories, on the explore page, on IGTV, also Instagram shopping. They can be in video and photo format, as well as combined.

The first item to choose from when the Ads Manager starts is the ad goal, which can be:
➢ Increasing the number of profile visits
➢ Increasing the number of visits to the website
➢ More messages

Then the audience is chosen, and there can be selection generated automatically - this social network itself selects an audience similar to existing followers. It is possible to create your criteria and choose some previously used ones. Then the name, the locations of the ad are chosen, the interests of the group we are interested in, and finally, the age and gender. After the audience, they

decide on the budget, the daily amount, which can start from $1, and the duration, which starts from one day. Finally, a "window" appears in which you can once again view the details and choose the payment method. Then the name, the locations of the ad are chosen, the interests of the group we are interested in, and finally, the age and gender. After the audience, they decide on the budget, the daily amount, which can start from $ 1, and the duration, which starts from one day. Finally, a "window" appears in which you can once again view the details and choose the payment method. At the end of 2019, Instagram started removing the visibility of the number of likes on posts, but they are still visible to the owner of the profile. The results of months of testing showed a positive impact on behavior, although Instagram did not publish what those effects were exactly. The intention was to hide likes to reduce the feeling of inadequacy that users feel when comparing their success with the success of others (Frier, 2020). This move could lead to the like option becoming irrelevant, which could mean that users will get less engagement on posts, and thus posts will be seen by fewer other users.

MATERIAL AND METHODS OF WORK

The research is divided into two parts. The first part is the research on the organic acquisition of companions and engagement and the monitoring of the influence of different parameters on the same. Implemented methods were found on the internet and advertised as the best. Five methods with the best reviews were selected. Those that would not lead to temporary bans on the profile or permanent deletion were also selected, as is often the case with the "follow for follow" method, whose purpose is to track a large number of users so that they can retaliate.

The second part of the research, referring to paid advertising methods, was divided into two parts, the foreign and domestic markets. When it comes to organic and paid advertising, each method has been tested for seven days exactly. During those seven days, five posts and five stories were posted, which emphasized that there was a new photo on the page if some followers missed the main post.

Parameters monitored were the following:

1. Number of interactions total, divided into likes, comments, preserves, and shares,
2. Number of followers, total, but also concerning the number in the previous week,
3. Number of accounts that saw the publication,
4. Impressions,
5. Profile activity,
6. Number of profile visits,
7. Reach of individual publications,
8. Locations from which escorts come, divided into cities and states,
9. Group to which they belong, divided by sex and age,
10. Number of interactions per post, divided into likes, comments, preserves, and shares.

They collected the above data for the last week before the start of the study. All collected data were compared with the mentioned week, likewise the week before the one in the current focus of the research.

Organic advertising

As previously explained, organic advertising did not use paid advertising methods, that is, methods where the reach comes directly from users who have seen this post either on their news feed or in hashtags. When it comes to this type of advertising, they tested five methods for five weeks, each method followed for one week. As for the ideas used to increase the reach organically, they found them on various websites as some of the most frequently recommended and those with the best feedback. The methods tested are as follows:

Removing inactive followers

The first tested method is the removal of inactive companions, so-called ghosts. Instagram ghosts are inactive accounts that do not interact with your profile and posts

(Instasize, 2018). All followers belonging to the following categories were removed from the profile: they have not been active since 2018; company/product profiles; look like "bots" (don't have their content, empty profile, or share someone else's content); profiles that follow over 3,000 users, as the chance of seeing posts is minimal. The idea behind this strategy is this: The Instagram algorithm randomly selects several followers to show the post. If some of these followers are inactive, they will not interact with the post, and the algorithm will conclude that the post is of poor quality and will not display it to many users, including those who could come from the tags. If such a trend on the profile continues in the long run, they mark it as a poor-quality profile. It is especially worrying if there is an advertisement engaged in it, because advertisers look at the best possible engagement rate (percentage of followers who interact with user posts). It is calculated by dividing the number of total likes by the number of followers and multiplying that by 100 to get the percentage of users who interact with the posts (Adam, 2020). If this percentage is small, the profile is of poor quality. Theoretically, removing inactive followers would lead not only to posts being shown to more users but also to a higher percentage of engagement rates.

Time of publication

The following method tested is to change the setup time to when most followers are active. With the use of Instagram business profiles, you get free analytics which makes it very easy to determine when the page followers are most active, and it is possible to divide by days and hours. The idea behind this method is this: Instagram's algorithm likes posts that generate a large number of interactions in a short time and will often put that post at the top of your followers' homepage (Canning, 2021). The greater the number of interactions (likes, comments, clicks) on the post, especially in the first hour, the greater the chance many followers will see the post. It also applies to tags, where posts with the highest number of interactions often end up

in the top posts tag category, and are thus seen by many more users. Another possibility is that the post ends up on the discovery page, where the number of interactions is highest. The important thing to note is that the "lifespan" of one fast is a maximum of 2 days. The average lifespan of Instagram content is 48 hours, during which most posts reach 75% of their total comments (Sonnenberg, 2020). After those 48 hours, the number of interactions has decreased, with smaller accounts almost non-existent. Therefore, it is relevant to choose the right time of publishing in order to achieve the highest possible momentum and thus extend the lifespan. Looking at Instagram analytics, it is easy to conclude that the number of followers compared to the days is approximately the same every day, with about 30 followers that vary. When it comes to division by hours, there are many more variations. Thus, during one day, the number of followers varied between 130 and 400, depending on the day. Each day, the most followers were online between 6 and 9 p.m. so they chose this "time window" as the optimal time for publishing content. They posted the picture every day, except Saturday, at 6 p.m., and on Saturday at 9 o'clock, when the traffic was the highest. Like with the previous method, they posted five photographs and monitored the parameters.

Hashtag number

Another method tested was the number of "tags" used per post. Prior to the start of this week, they used 27-30 "tags" on each post, which is the maximum that Instagram allows. While some experts agree that this is a good strategy for getting maximum reach in tags, some are against this and believe that such posts look like spam to the Instagram algorithm. They think it will not be displayed as good within the tags. The recommended number of "tags" is between 3 and 15, but the most frequently cited numbers are 11 and 12. The peak of Instagram performance comes between 9 and 12 tags, which shows that it is good to use more tags to increase reach (Hutchinson, 2016). They chose number twelve for this

research. The "tags" used remained the same, with a certain number removed, so that only the most relevant ones remained, from multimillion "tags" to those with a few tens of thousands of posts.

"Liking" the content of other users

Another tested method is "liking" the content of other users. Each day during this week, there was an hour spent going through the relevant tags, similar to the content of the page, and finding the users who had the best chance of retaliating. They made the selection based on the following criteria: the site should not have over 3000 followers because there is little chance that large accounts will reciprocate the interactions, and it should not be the site of a company, influencer, personal trainer, life coach, or bot for the stated reason. "Liked" is a total of 9 posts per page, no more than two pages per minute, to bypass a possible ban. The idea for this method was the following - interactions with the account kept, especially if it is personal, lead to the release of dopamine. Dopamine is a chemical produced by our brain that plays a significant role in motivating behavior. In the evolutionary context, it rewards us for beneficial behaviors and motivates us to repeat them (Haynes, & Clements, 2021). Science has shown that rewarding social stimuli, such as smiles and messages from people we know, lead to the release of dopamine (Krach, Paulus, Bodden, & Kircher, 2010). Social media has led to the fact that a person can feel such a stimulus constantly, thanks to interactions on social media, with the help of devices in your pocket, constantly. Multiple interactions on social media could lead to the release of dopamine in the user, and thus lead to the user reciprocating the same interactions or even start tracking the profile from which the interactions came, in the expectation that they will recur.

Four likes and one comment combination

The last organic method tested was a combination of four likes and one personalized comment. As with the previous method, they found accounts with which they interacted in the relevant tags. They set

aside the same period during the day when they interacted - an hour. They applied the same site selection criteria, below 3000 followers, with no company pages, influencers, personal trainers, life coaches, or bots. There was no need to limit the number of accounts with which they interacted, as this method was noticeably slower due to the personalized commentary they had to design for each account. It also reduced the number of interactions they could perform in a given time. Not only because of the time they used for typing but also because of the design of comments that would not sound automatic, as it deters the user from interacting with the account. The idea behind this method was the same as for the previous ones. Users need to be interested in the account being advertised by interacting more with their profile. They also needed to check whether the personalized message would prompt the owners of the accounts with whom they interacted to return a higher percentage or even start following the page.

Paid advertising

Paid advertising was also divided into sections to check the difference between domestic and foreign markets. They placed two ads, each lasting six days. That's why they published other photos to see the impact on the page, as well as to keep the parameters the same. The target audience they selected was similar for both ads, with a difference in location. They selected it based on the data they gathered about the users who follow the advertised page. They chose: permanent and gender, interests, budget, and duration as constant parameters. The age of the respondents was between 18 and 62 years, as they recorded the most followers in that range. They chose only females because the number of female companions was constantly around 75%. All interests are related to veganism (vegan, veganism, vegan nutrition, vegan recipes, world vegan day). Both ads lasted for six days, and they set the budget at 2 US dollars per day, or 12 US dollars in total. They hypothesized that these methods would lead to more interactions and follow-up, if nothing else, because of the

greater reach they should achieve compared to organic methods.

Foreign market

The first ad to be tested was the one in a foreign market. They chose cities and countries from which the most followers come: New York, London, United Kingdom, Los Angeles, California, Germany, Canada, Australia. Combined with other parameters, interests, and target groups, the potential that the ad needed to reach was 14 million accounts. When they included the budget, the final number of users to be reached was between 1900 and 5100. The goal of the ad is to increase the number of visits to the page.

Domestic market

As with the previous ad, the target group is next: ages 18 to 62, female. The interests they have chosen are identical to those of the foreign market, all about veganism. Selected locations were Serbia and Bosnia and Herzegovina. With the set parameters, the number of accounts to be reached with this ad was 930000. After setting a budget of 12 US dollars divided into six days, as in the previous ad, the potential reach was 21000-54000 accounts. The chosen goal was also the same - to increase the number of profile visits.

RESULTS AND DISCUSSION

As can be seen from graph1, after analyzing the reach and number of impressions, they achieved the biggest growth by advertising in the domestic market. However, in order to get a complete picture, it is necessary to compare all the methods on the complete statistics individually. Specifically, it is necessary to compare the reach, interactions, followers, impressions and number of activities on the profile.

	1	2	3	4	5
start	413	104	1555	1681	64
removing inactive followers	711	352	1172	2169	70
tracking posting time	548	298	1176	2218	64
number of "tags"	529	216	1179	2380	55
number of "liking"	604	539	1239	2820	293
combination of 4 "likes" and 1 comment	460	314	1250	1839	171
foreign market	2525	348	1257	6725	203
domestic market	22227	335	1290	45850	513
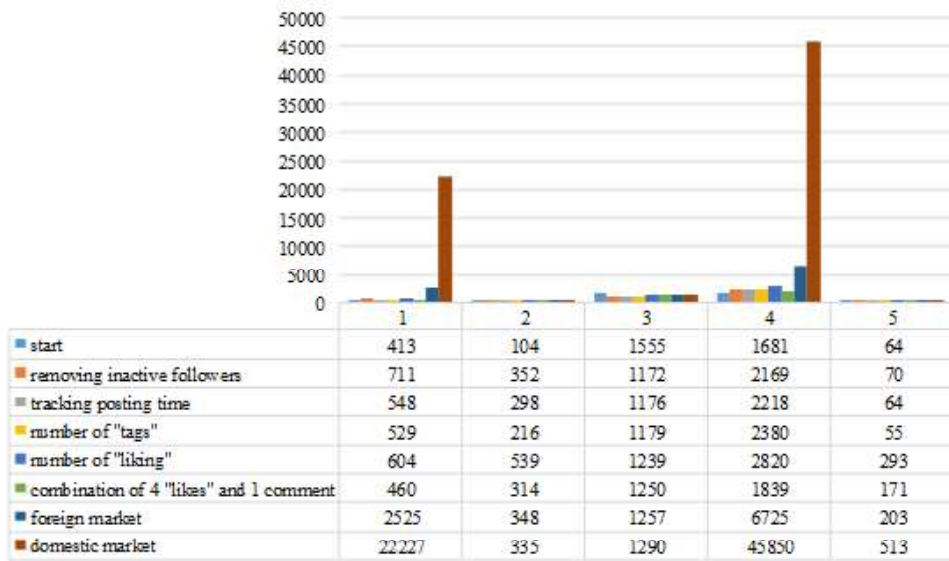
Graph 1. The test results of all methods, five organic and two paid.

Reach

Graph 2. shows the range of each method individually, compared to the initial state. The method that gave the best result in reaching people is advertising on the domestic market, with 22227 accounts. After that, advertising on the foreign market with 2525 reached accounts. Of the organic advertising methods, the removal of inactive followers proved to be the best, followed by "liking" posts of other users. The worst result was achieved by the method of combining comments and likes. The best-paid method (advertising on the domestic

market) was 3026% better than the best organic (removal of companions). It means that paid advertising gave better results with this parameter.
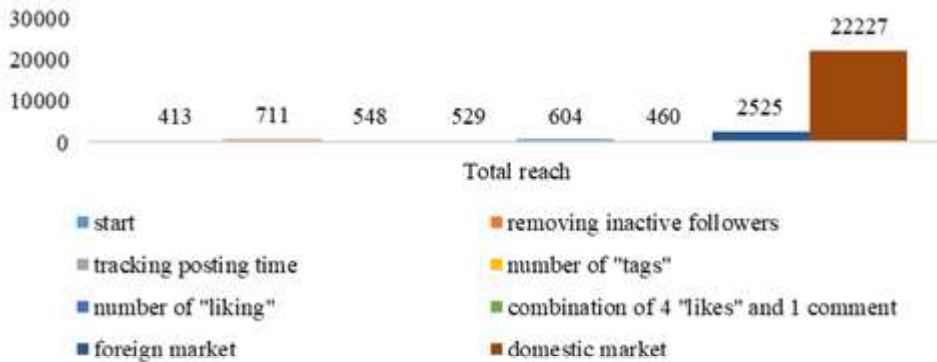

Graph 2. Comparison of reach

Total interactions

In total interactions, they achieved the best result with the liking the content of other users method with 539 interactions during the research week. The removal of inactive followers followed with 352 interactions, and later paid methods, foreign market with 348, and domestic with 335.

The worst result was the reduction in the number of used tags. The best organic method (liking the content of other users) gave a 55% better result than the best paid (advertising on foreign markets). So, organic advertising gave a better result in this parameter (Graph 3).
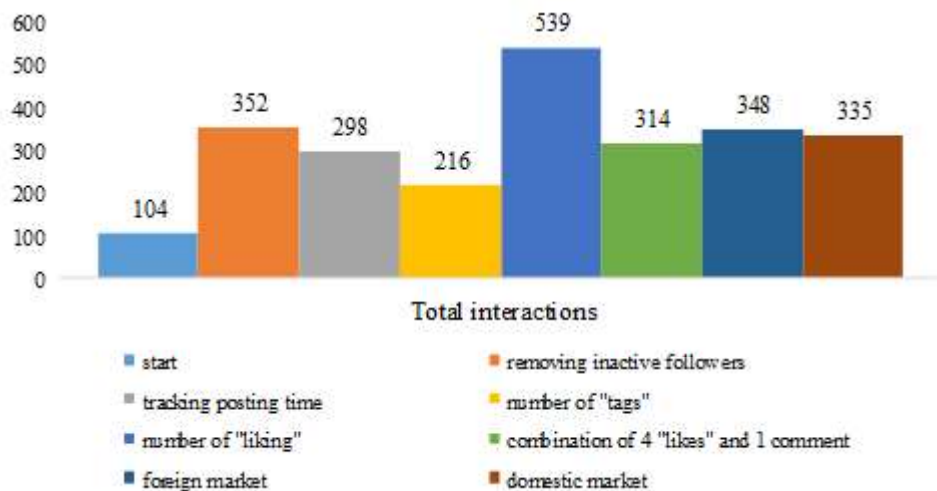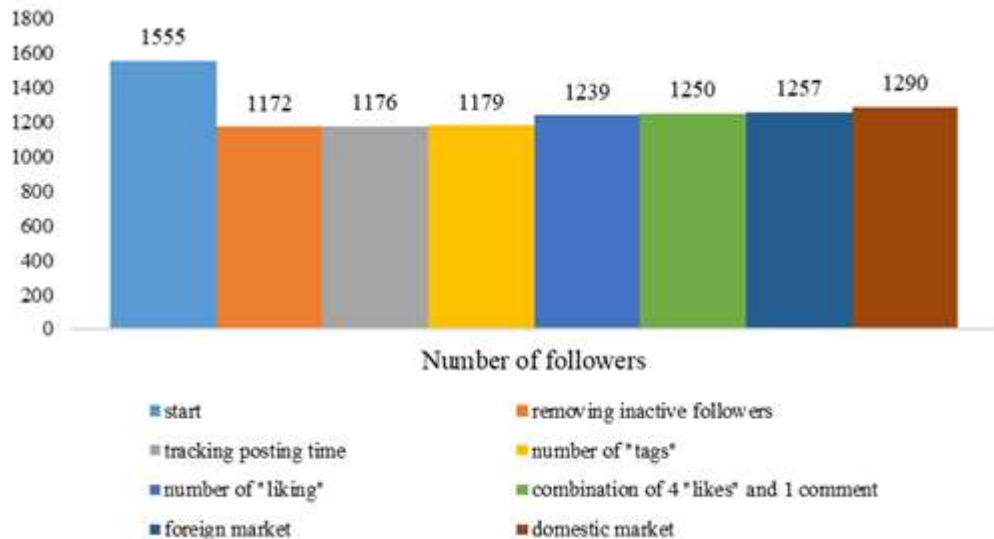

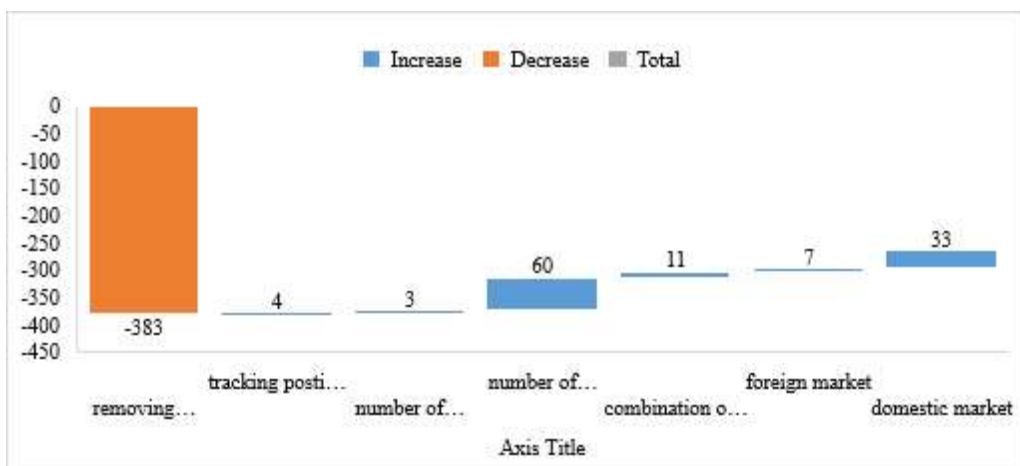Graph 3. Comparison of total interactions

Number of followers

After the first method was tested, i.e., the removal of inactive followers, there was initially a drop of 383 followers, i.e., the number of followers was lower by 25% compared to the situation before the start. Graph 4 (number of followers) looked like this:

Graph 4. Comparison of the number of followers

Graph 4a. Changing the number of followers

After this method, each remaining one gave significant increase in relation to the condition after the first method. So the method of changing the posting time led to four new followers, the method of changing the number of tags to 3 new followers, and the method of liking the content of other users led to the highest jump in the number of followers, as many as 60. companions. In terms of advertising, it led to 7 new followers in the foreign market and 33 in the domestic market, which was also the second most successful method in increasing the number of followers. The best organic method gave almost twice the best result compared to the best paid method. In order to gain new followers, organic methods (especially the method of liking the content of other users) achieved a better result in this research.

Number of impressions

Graph 5. shows the results of impressions of all implementation methods. Paid advertising methods gave better results than organic methods. Each method gave

some progress compared to the situation before the start. The lower-paid method was 300% better, and the better-paid method even 2628% better. Based on the obtained results, we can conclude that paid advertising is better in this respect than organic.
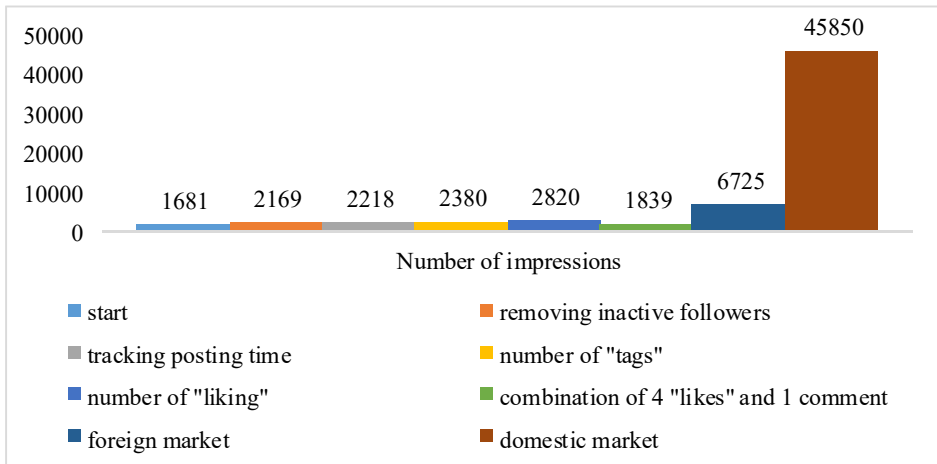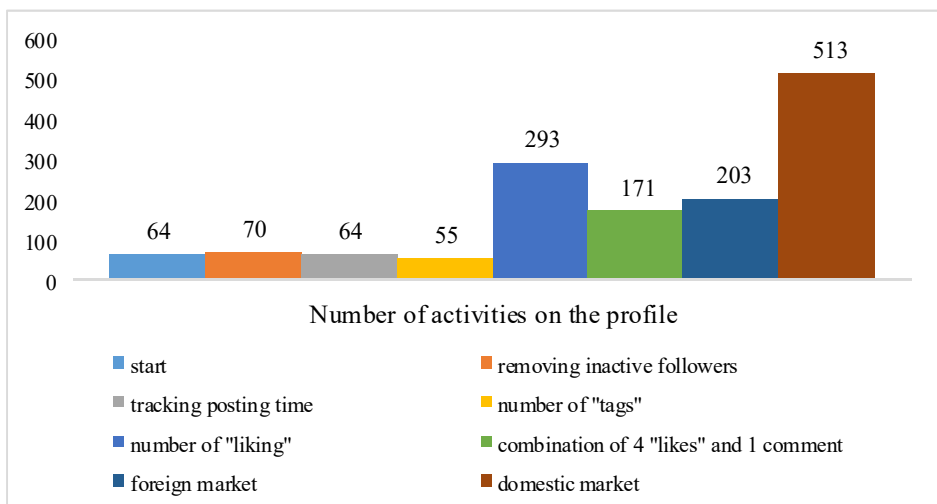

Graph 5. Comparison of the number of impressions

Number of profile activities

Most of the methods gave a significant increase compared to the initial state. However, reducing the number of tags led to a drop in activity, and setup time did not change. Liking posts of other users proved to be the best organic method, with a growth of 358%. Second in a row is a combined method of commenting and liking with an increase of 167%. The number of activities on the profile shown in Graph 6.

Graph 6. Comparison of the number of activities on the profile

In this parameter, the best result was achieved by the paid method, in the domestic market, with a growth of 702%. The second paid method performed worse

than the best organic method, but the result was still better than all other organic methods. Compared to the beginning, this method takes the third best place with the total of 217% better results . The best result was achieved by the paid method, with the increase in the number of activities on the profile.

CONCLUSION

After comparing the achieved results of organic and paid advertising methods, they found that some methods of organic advertising give better results in some parameters than paid ones, where paid ones give better results in others. When looking at the methods individually, they achieved poor results in almost all analyzed parameters with the method of removing inactive companions. In addition, the number of followers reduced by 381, and during this research, that number did not return to baseline. Posting time and the change in the number of tags also did not have an impact. The method of combining comments and "likes" has already improved the result at the end of the week, and the method of likes gave the best results. This method, in terms of the number of activities on the profile, surpassed the method of paid advertising on the foreign market. In terms of obtained followers, it surpassed both paid methods. The same result was in the overall interactions, much higher than in the above methods. The same result was in the overall interactions, much higher than in the above methods. The second best organic method, despite the excellent results, could not be measured with the paid methods, except in the case of a change in the number of followers, where the number of followers was four times higher than the paid method in foreign markets. Other organic methods did not achieve such good results. As for paid methods, they expected the range and number of impressions to be many times higher than with any organic method. When advertising on the domestic market, the number of activities on the profile exceeded the best organic method, while the number of impressions was 2628% higher, and the reach was 3026% higher. In the overall

interactions, this method was better than the second-best organic method (comment + like), but it did not surpass the method of liking. It was also better in terms of the number of followers it received. As for the second-best paid method, it was better than the best organic in terms of reach and impressions but much weaker in other parameters. In addition to the second-best organic method, it was better in the number of activities on the profile and in the overall interactions. When choosing the optimal method of advertising, it is important to know which results need to be obtained, i.e., which parameters need to be changed. For reach and number of impressions, it is better to choose paid advertising methods, while for other parameters, it is best to choose an organic method - liking.

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