



Impressions VS Reach



Social media Impressions and reach may look the same but if you want to truly understand these engagement metrics, you need to know the difference. Read below to find out.

Impressions Vs Reach

Anyone who's trying to grow their brand, (especially on social media) knows there are different metrics to consider the success of your efforts. One most important distinction you should know is the difference between impressions and reach.

Let's jump right in!

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Defining Impressions vs Reach

Impression means that a certain post you have, whether it was paid or organic, was displayed on a user's feed. This does not necessarily mean it was clicked or was even seen by the user. It only means it was delivered to their feed.

Reach refers to the total number of people who SAW your content. It wasn't just delivered. Your paid or organic piece of content was actually seen by a unique visitor as one visitor is counted as one. A view from the same person is counted as a separate impression. In essence, your number of impressions is always higher than your reach.

Are both of them important? You better believe it! But if you're able to sort each type, then you'll be able to understand your engagement metrics better.

Let's go deeper.

Types of Impressions

Not all impressions are created equal, some have a more positive impact than others. Let's see how each one can impact your campaign.

#1 Paid Impressions

This metric presents the number of people who saw your paid post. This is incredibly powerful if you want to truly get your name out there. For new brands, a boosted post or promo ad will give you the lift you need to increase your online visibility. The only downside is you'll have to throw some cash out there.

#2 Organic Impressions

This shows all users, (it will be mostly followers), that your content was delivered to. The best part? It's FREE!

#3 Viral Impressions

While it's called 'viral', this doesn't mean your post has gone viral. These are just impressions you get from people to whom your content was displayed via shares or reposts from others.

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Types of Reach

Like impressions, reach has its own positive and negative aspects.

#1 Paid Reach

This shows the number of unique people who saw your paid content.

#2 Organic Reach

This represents all users who saw your content for FREE.

#3 Viral Reach

This is the number of all new or unique people who saw your content because someone shared it or mentioned it on a post or story. This includes activities such as liking, sharing, or commenting.

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Why Impressions and Reach Matter

Who doesn't want their reach to go far and wide? After all, as your reach increases, you get a boost in awareness, too!

To truly get the value of your efforts, create content that contains graphics, videos, and copies for people who will actively engage with your brand. Give more attention to profiles that share, comment, or save your posts. This means they're showing great interest in your brand and they might be your next customer!

If your impressions or your reach seem to be not improving, make some adjustments to your content. If you're doing a paid ad, you may need to change the target audience. Doing some A/B tests and a few trials and errors will unlock the right formula for your brand.

Ready To Boost Your Impressions and Increase Your Reach?

If you're looking to boost your brand awareness and grow your reach, Sociallyin has a team of creative experts who can make it happen.

We'll help you define your brand goals and make plans on how to achieve them. No strategy is the same for each company, but we deliver the same results -- success! Get in touch with us for a discovery call.

>>>> *Let's get in touch Today* <<<<

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