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The Growing Power of Organic Social

5 Key Themes for
Marketing Leaders

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About this research

It's the dawn of a new age in marketing. Organic social—once the afterthought and the last tool to be leveraged in the marketing toolbox—is taking center stage in 2025! **At VaynerX, we've long been proponents of the undeniable power of organic social media's power to build brand, drive sales, and earn attention. To validate our perspective, we teamed up with the brilliant minds at Ipsos to develop custom research. We asked marketing leaders what they REALLY think about organic social media, and its ability to drive impact. We're thrilled with the research outputs, and excited to share! Hope you enjoy!**



Through our research in partnership with VaynerX, we're seeing clear signals from marketers that **Organic Social Media is an emerging growth driver for their brands and their businesses.** We look forward to collaborating further with VaynerX in this space."

Jamie Stenziano
EVP, Tech/Media Sector
Ipsos

Our Methodology

Ipsos conducted a quantitative online survey among **100 senior-level marketing leaders in the US**, who oversee social media activities for their brand. Ipsos also conducted 7 deep dive one on one online interviews with marketing leaders, to delve into the topics covered in the online survey. The research was conducted from November 11 - December 2, 2024.

1: Organic Social is gaining big traction with Marketers

Key Data Points:

79% of marketers have **increased investment** towards Organic Social over the past 3 years.

70% of marketers surveyed say that Organic Social can generate savings of **up to 50%**.

50% intend to **increase** Organic Social investment **even further** moving forward.



Marketers Own Words:

*"You need to get your sh*t together and keep up - and you need to be active. You should be ahead of it."*
~Marketing Leader, Health & Wellness Company

Those who say they'll increase investment in Organic Social point to 3 key drivers.

Key Reasons for Increased Allocation:

Important for **building awareness & trust** – especially with younger generations.

Is high value – both **efficient & effective.**

Some are allocating **more budget to organic** due to rising costs of content creation.

*"While most of our brands are very well known and household names, we need to **keep up with this newer generation** of consumers and increasing our content on social platforms where these audiences are most active allows us to gain their **trust** and continue growing by engaging with them and showing **authenticity.**"*

*"Because we are seeing there's **so much value** in organic social and it's inexcusable to not tap to its fullest particularly given its **synergy with other media.**"*

*"The **production budget has increased** considerably for images and videos."*

"Organic social is where we can quickly churn out new piece of content to put out there because paid media takes time, typically handled by a third party agency, you need budgets approved and things like that. So it's a lot easier and quicker to produce through organic social."

2: Marketers see great value in Organic Social's versatility and ability to impact the full funnel

Key Data Points:

87% of marketers agree Organic Social supports upper funnel objectives.

84% agree for mid-funnel objectives.

48% agree for lower funnel objectives (only 29% rejected organic social having lower funnel impact).



Marketers Own Words:

"Investing in organic social media is smart and cost-effective, driving engagement, building loyalty, and providing valuable customer insights, all without breaking the bank."

~Marketing Leader, Retail Services Company

3: Organic Social is also seen as an **Always-On Insights Engine** informing everything from communication to innovation

Key Data Points:

72% of marketers agree that Organic Social can help **validate hypotheses before making bigger investments.**

65% of marketers look to Organic Social to **inspire & guide product innovation.**



Marketers Own Words:



"Social listening has definitely been up this year because things change so frequently. For example: people are trying to make more things homemade vs. buying from a restaurant. So we've really picked up on that trend. We track terms like homemade, DIY, dupe."

~Marketing Leader, Global CPG Company

4: Yet While Many Marketers Believe in Social-First, there's still a Lag in Practice

Key Data Points:

84% of marketers agree that Organic Social can help to **determine winning content to be scaled to other platforms**

68% of marketers agree that social assets are the new TV commercial. However, **practices lag personal beliefs** – with only 47% of marketers in a social-first mindset developing campaigns.



Marketers Own Words:



"I agree that Organic Social shows what people are interested in and what topics they're searching for. We definitely use it directionally for other programs."

~Marketing Leader, Financial/Banking Company

5: Perceived ROI + Executive Buy-In are the Biggest Barriers

Key Data Points:

ROI among leadership is most frequently cited barrier to further investment in Organic Social (42% of marketers cite as barrier).



Marketers Own Words:

"It's really hard to attribute all of that time, resources, and energy to the conversion on the organic side."

"People are set in their ways – ego. People want ads on the back of the NYT travel sections, even if I can prove that search/social can perform better."

~Marketing Leader, Hospitality Company

Thanks For Reading.

Let's Chat 😊



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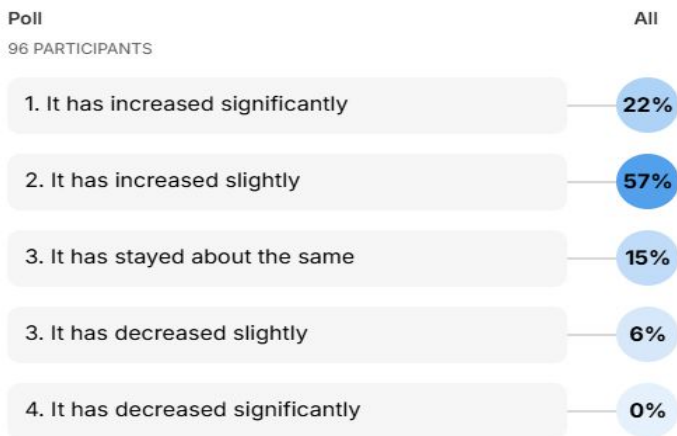
Appendix Full Results:

Ipsos Survey of 100 Senior Brand Marketers

The Growing Power of Organic Social

Marketers have **increased investment** in Organic Social in recent years, and expect that trend to continue - many anticipate further increasing their investment.

Majority of marketing leaders (79%) have **increased their investment** in organic social over the last 3 years.



How investment in organic social has changed over the last 3 years.

About half plan to shift **more spend** towards organic in the next year.



"We are looking to shift more of our media spend towards organic social in the next year"

The Growing Power of Organic Social

Organic Social is undeniable for upper and mid funnel objectives. Even on lower funnel, nearly half of marketers agree that Organic Social can support.

87% agree that organic social can support a brand's **upper funnel** objectives



*"Organic social supports my brand(s) **upper funnel** objectives (discovery, awareness and brand building)"*

84% agree that organic social can support a brand's **mid funnel** objectives



*"Organic social supports my brand(s) **middle funnel** objectives (driving consideration)"*



48% agree that organic social can support a brand's **lower funnel** objectives

*"Organic social supports my brand(s) **lower funnel** objectives (purchase / acquisition)"*

The Growing Power of Organic Social

Marketers know in their hearts that social is the new TVC, but their actions in putting social first in campaign development **are lagging.**

The majority of marketers (68%) agree that social assets are the new TVC.



Their personal views:

"Social assets are the new TV commercial"

However, only 47% are in a social first mindset when it comes to campaign development for their brand.



Thinking about their current brand:

"We design our campaigns thinking about how they will live on social channels first, before thinking about mass media channels"

The Growing Power of Organic Social

We presented marketers with campaign scenarios, asking them to gauge the role of Organic Social. Most marketers **significantly underestimated** the role of Organic Social, suggesting significant opportunity to build awareness & education.

Soda Scenario: **88% of marketers underestimated** the actual Soda budget allocation to organic social (which was 40%)

QSR Scenario: **67% of marketers underestimated** the \$7 million spent on organic social in this QSR example



A new soda brand has recently entered the CPG scene. How much of their marketing budget would/should they spend on TikTok Organic Content production (not including Influencers)?

As part of their marketing budget, a well-known large national Quick Service Restaurant (QSR) invests in organic social media (not including Influencers). How much do you think they invest?



For those dollars, it sounds like they are trying to be disruptive in a traditional category.

The Growing Power of Organic Social

For Organic Social to gain even more traction with marketers, **we must demonstrate tangible ROI**, that resonates with the C-Suite.

Top Barriers:	
Our leadership questions the ROI of organic social, making it challenging to allocate budget	42%
Our brand(s) struggle to keep up with the pace of social conversations	35%
We have concerns about putting content out on the fly that hasn't been fully vetted by our leadership	32%
We have concerns about putting out always-on content that doesn't align with our brand guidelines	30%

Q. What are the barriers to allocating more spend towards organic social within your current organization? Please select all that apply or none of the above.



*"To shift more investment to organic social, it must deliver **better engagement, scalable ROI, and clearer conversion tracking** while platforms support organic reach without heavy reliance on paid boosts."*

*"[More investment] will come, just not yet. **People are set in their ways – ego.** People want ads on the back of the NYT travel sections, even if I can prove that search/social can perform better."*

The Growing Power of Organic Social

Marketers agree that **the algorithm works** - and that virality isn't everything. However, some still distrust algorithms.

65% agree that organic social content finds the right audience via the platform algorithms



Q. Organic content finds the right audience via the platform algorithms

55% of marketers DISAGREE that virality is the only form of impact.



Q. The only way to have a significant impact with organic social is by going viral



"Everyone thinks Organic Social can be done with barely any budget because you can make it on your phone, but they miss the fact that it has to be good and timely content to really perform."

"If I'm [Social Platform], why should I be elevating a brand to get free eyeballs, when they're already paying?"

The Growing Power of Organic Social

Most marketers feel they can still achieve success in Organic Social without trend chasing.



Organic social assets are only successful if they are playing to the latest trends in social



Brands can lose what they stand for if they're always chasing trends

The Growing Power of Organic Social

Most agree that organic social **can be used for insights** & as a testing ground.

72% agree "Organic social content can help validate hypothesis before making bigger investments"



84% agree - "Organic social can help to determine winning content to be scaled to other platforms"



65% agree - Thinking about their current brand: "We look to what is happening in organic social conversation to inspire and guide our product innovation pipelines"

When it comes to Super Bowl, most marketers **are not taking advantage** of the **always-on signals** that Organic Social can deliver over the course of the year.

Describe the steps you take **to learn about the effectiveness & optimize your Super Bowl creative** before it airs. For those who have not worked on a Super Bowl campaign, please tell us how you learn about the effectiveness & optimize your TV campaign prior to launch.



*"We view Super Bowl as an awareness event. We have engagement metrics (KPIs) and targets to hit. **We generally start early to get a sense of what is connecting and then we pour gasoline on it within two weeks of Super Bowl.**"*

*"We maximize the effectiveness of a SB creative **by focusing on crafting a highly memorable, entertaining ad that clearly communicates our brand message, leverages current cultural trends and utilizes impactful visuals while considering our target audience, often leaning towards humor, nostalgia or emotional storytelling** to stand out in the high-pressure environment of the Big Game. We measure the impact of our ad through pre-game analytics to understand its effectiveness and optimize future strategy"*

*"Market research with target customers to **validate the effectiveness of spot, collateral to support campaign, media mix modeling for pull-through.**"*

*"We measure **lift in web traffic**. Lift in conversion and **survey around brand awareness** – pre and post."*