

/ Skills Webinar: Agile Social Strategy for Practical, Real-World Results

Tuesday 18 March
@DMA_UK #dmaevents

/ Welcome

Julie Atherton, Founder, Small Wonder and DMA Tutor



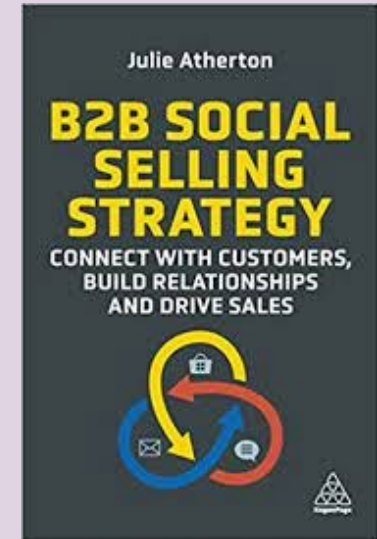
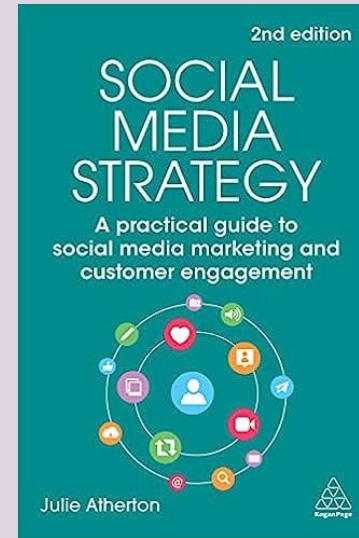
/ About me



Julie Atherton MBA FCIM FIDM

Founder, Small Wonder

- Strategic consultant
- Social media expert
- Author
- DMA tutor



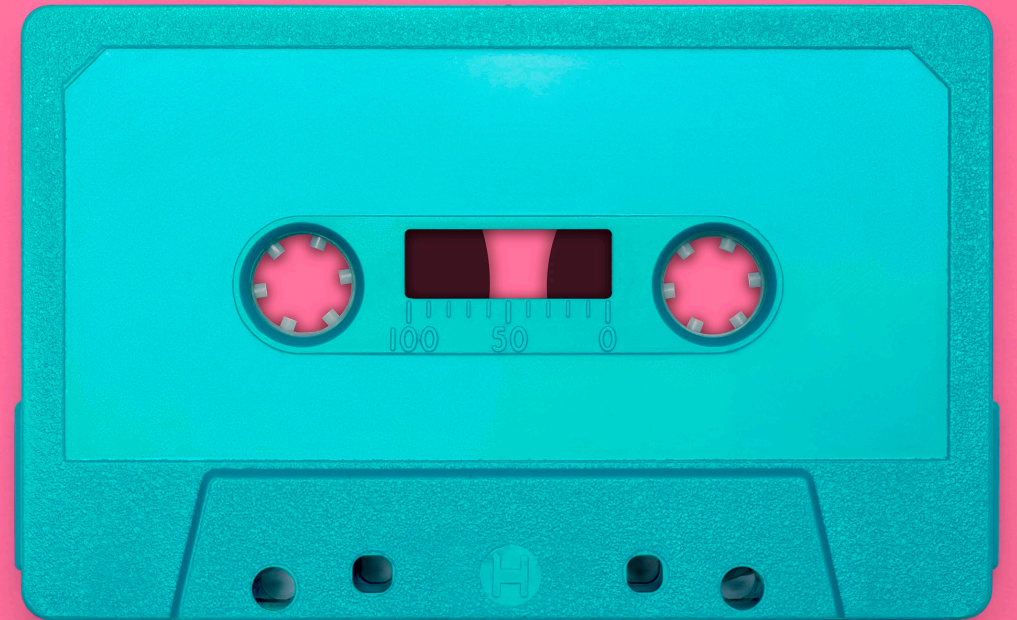
/ **Today's session**

1. 2025 trend snapshot
2. Discover agile, trend-driven strategies for social media growth
3. Learn real-world lessons from a DMA award winning case study
4. Understand actionable tactics for immediate impact

/ Getting involved

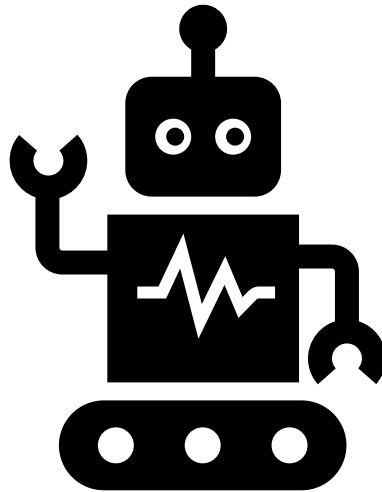
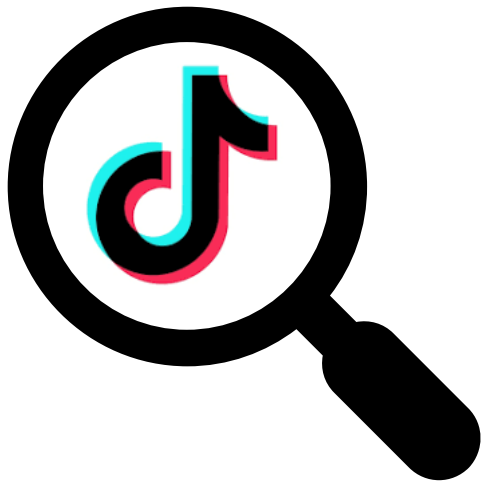


/ Session recording



/ 1. 2025 trend snapshot

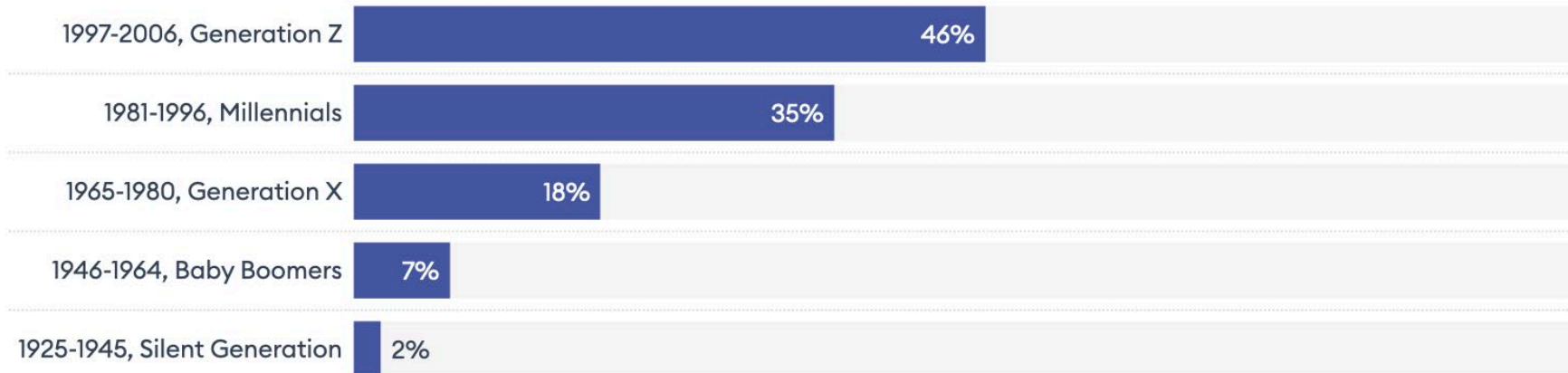
/ 2025 social media trend snapshot



/ **Social search**

/ Rise of social search

Younger Generations Are More Likely To Use Social Media To Search, Over Google



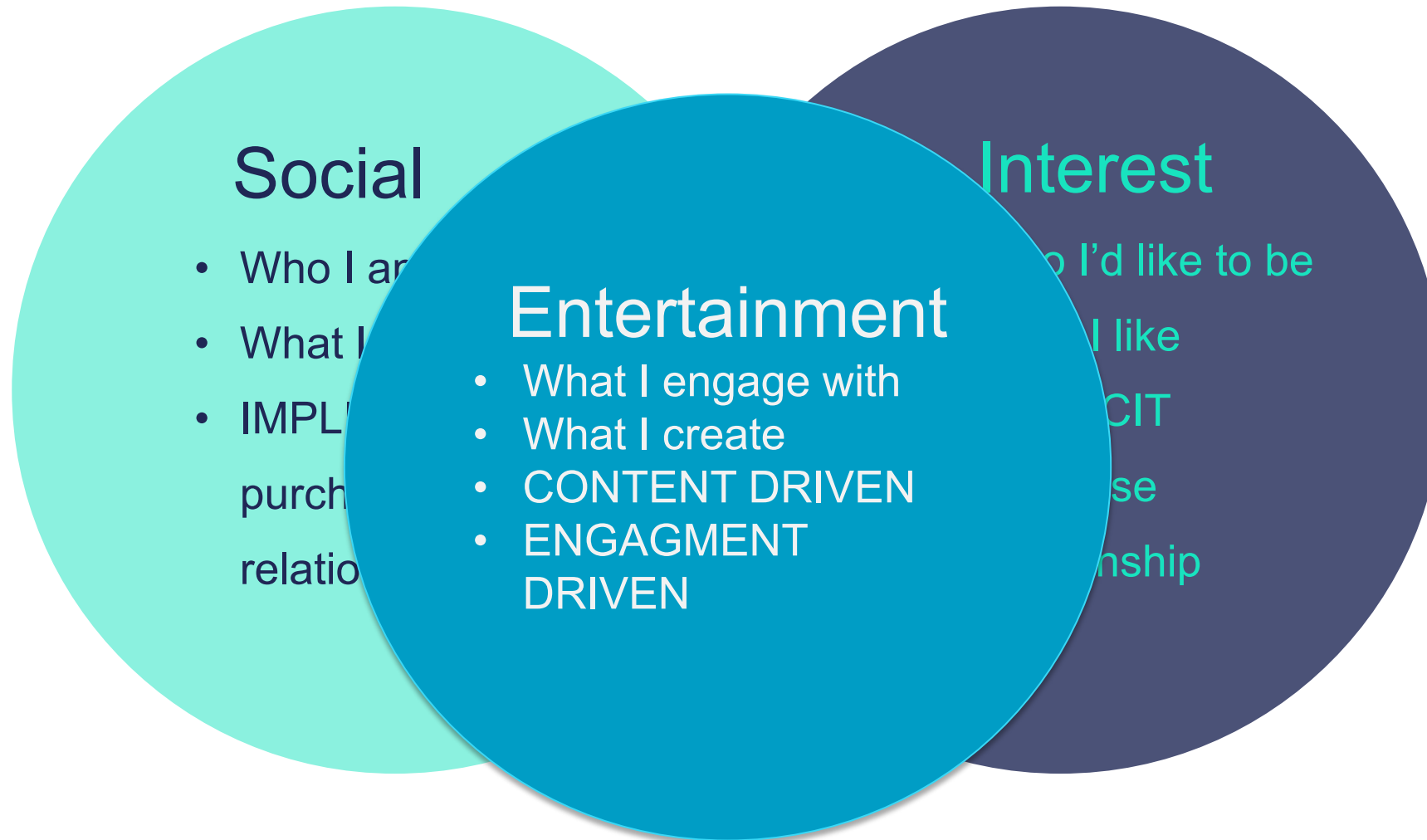
/ Poll

Do you know the difference between social graph and interest graph social media channels?

- **Yes**
- **No**
- **I think so but tell me anyway**



/ Social-interest graph

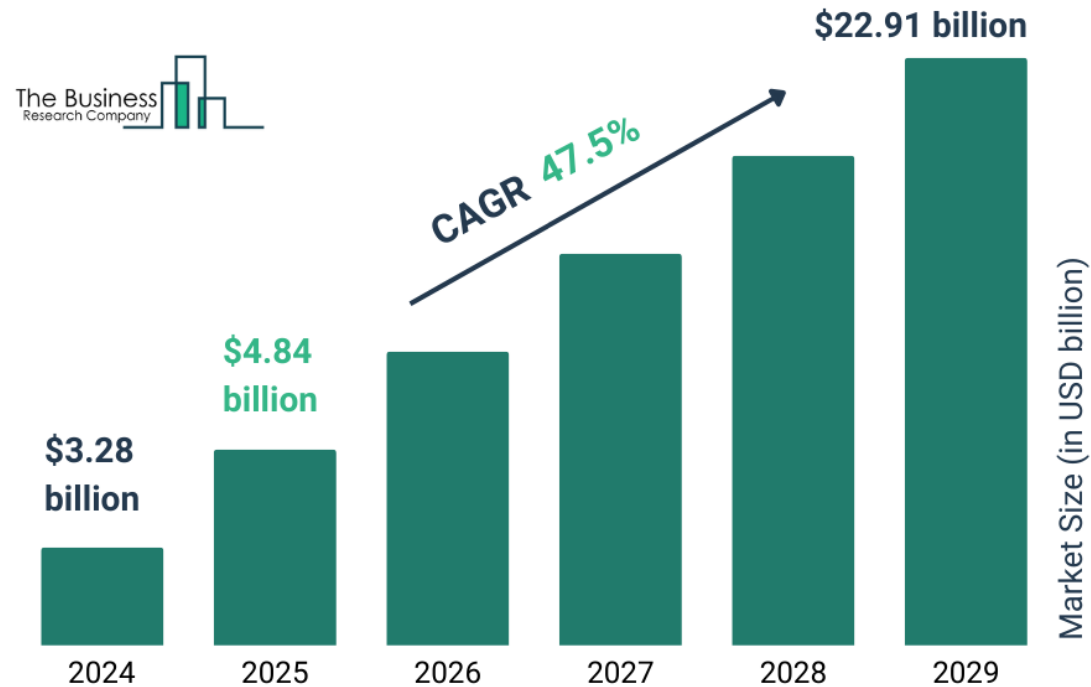


/ AI-Driven Content Creation: Personalization at Scale



/ AI content generation

Artificial Intelligence (AI) Content Generation Global Market Report 2025



/ AI examples

Improved
efficiency

Captioning and alt
text

Personalisation
and engagement

Insights and
ideation

Influencer
identification and
management

Content creation
and repurposing

Optimisation

/ Poll

Have you used AI for any of the following? Pick the one that is most important to you:

- Improved efficiency or Optimisation
- Personalisation and engagement
- Insights and ideation
- Influencer identification and management
- Content creation and repurposing

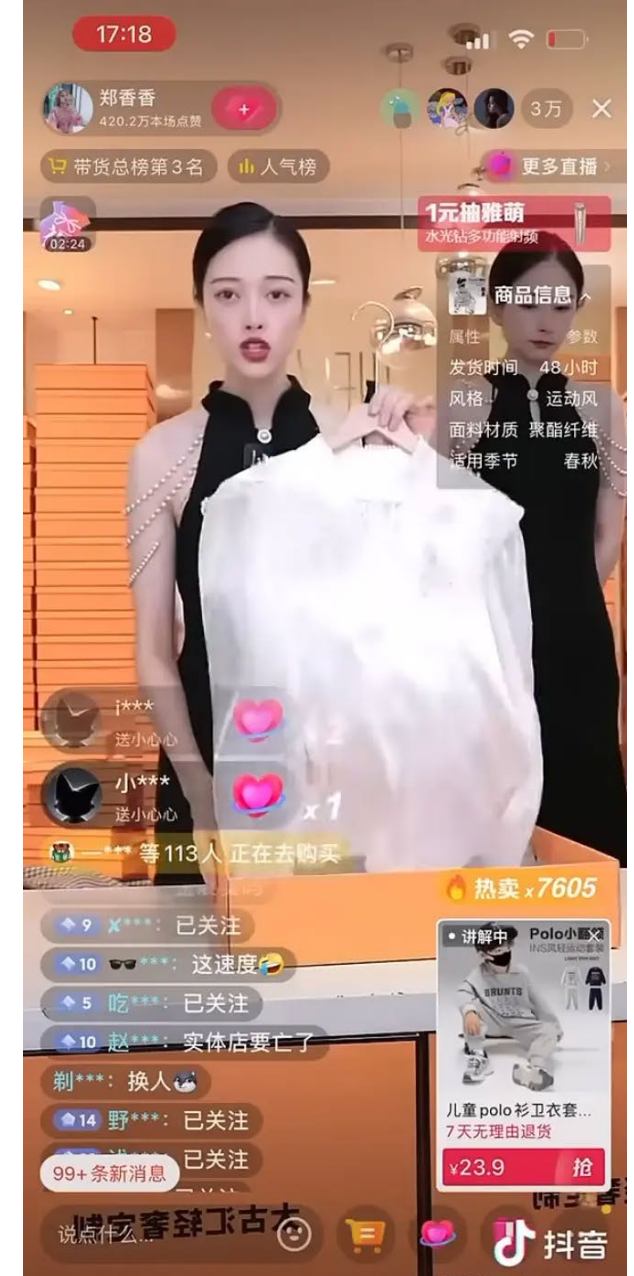


/ **Live social media shopping**

/ Live social media shopping

"Social shopping is going to be a monster. The QVC-ification of social media – people using TikTok and Instagram to instantly click and buy will explode in 2025"

Gary Vanyerchuck, November 2024



Live social shopping is exploding in China, with some influencers raking in millions.

Zheng Xiang Xiang/ TikTok

/ 2. Agile trend strategies

/ Starbucks – TikTok SEO

Keywords in captions
and voiceovers
“PSL season is back”

UGC and branded
challenges
#RedCupChallenge
#PSL Season

TikTok trends and
sounds
Trending memes and
audio

Influencer/ creator
partnerships
Baristas, Starbucks
drinks hacks, foodies

Engaging with
comments and
questions

Localised and
personalised
Seasonal keywords,
local hashtags – UK

/ Amarra – AI content generation and hyper-personalisation



/ Lidl – real-time interactive social commerce



/ 3. DMA case study

/ DMA case study

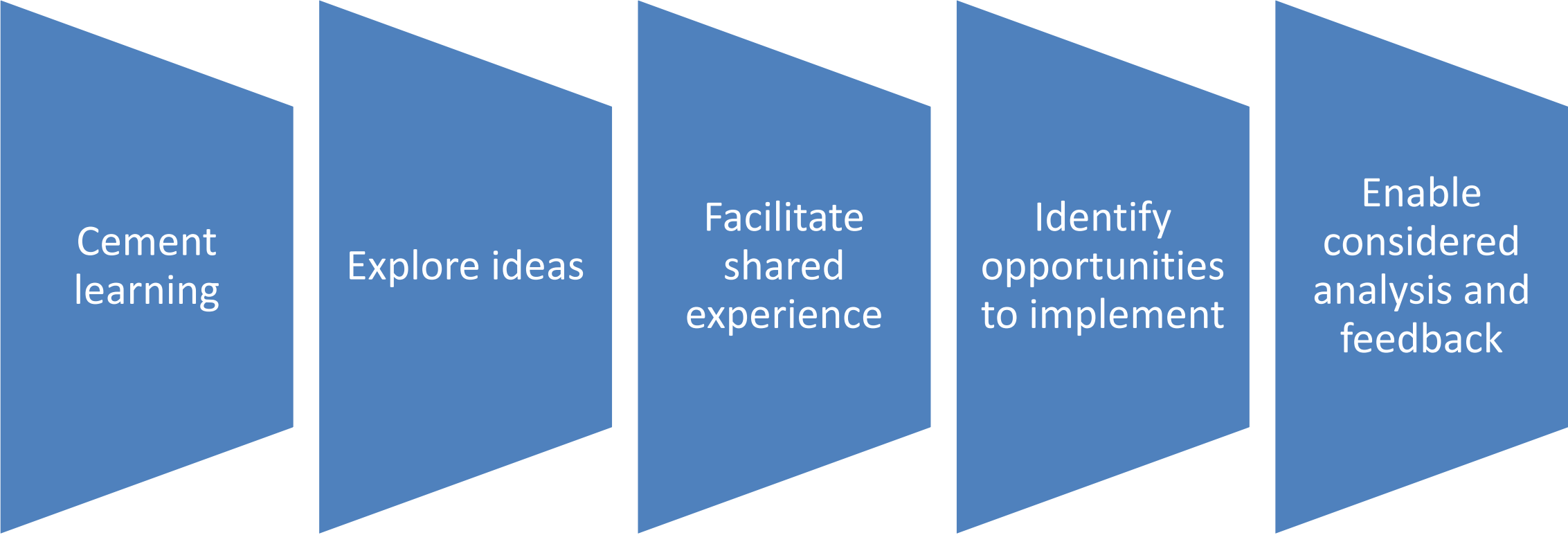


/ What have we learned from the case study?

Typical questions to consider:

- What are the objectives?
- Who is the target audience?
- What channels were used and why? (consider the social-interest graph)
- What are the benefits and limitations of working with a celebrity influencer?
- How does the campaign take advantage of real-time interactions?
- etc

/ Case study discussions



Cement
learning

Explore ideas

Facilitate
shared
experience

Identify
opportunities
to implement

Enable
considered
analysis and
feedback

/ 4. Actionable tactics for impact

/ Poll

How often do you analyse social media campaigns from other brands?

- **Regularly** – I actively seek out learning to apply to my own campaigns
- **Sometimes** – when I see something really great, I try and adapt it for my campaigns
- **Hardly ever/ Never** – I don't actively apply learnings from other brands



/ Duolingo – actionable tactics



Challenge:

- Struggling to stand out in the competitive **edtech industry**
- Need to reach **younger audiences (Gen Z)**

Strategy:

- **Social-First Content Approach:** Shifted from polished ads to raw, meme-driven TikTok videos
- **Brand Mascot as a Viral Personality:** Made the Duolingo owl (Duo) the face of the brand, engaging with trends.
- **AI-Enhanced Content:** Used AI tools to analyse viral trends and optimize engagement.
- **Social Search Optimisation:** Crafted **SEO-friendly captions and** descriptions to rank in TikTok search results.

/ Duolingo – actionable tactics



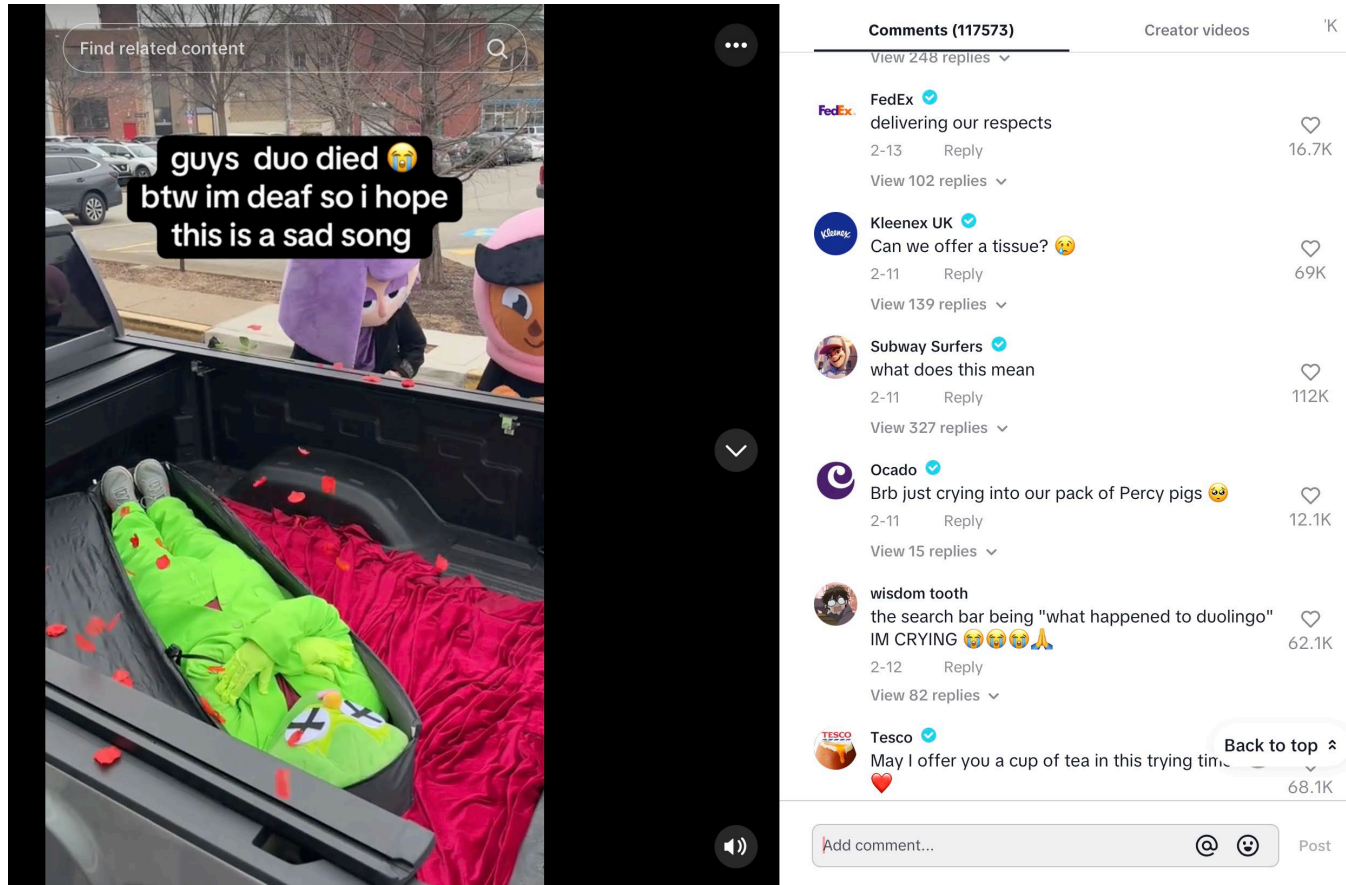
Execution:

- **TikTok Trend Hijacking:** Jumped on viral sounds, pop culture memes, and Gen Z humor.
Engagement Hacking: Interacted with users in the comments section, making Duo feel like a real character. Posted response videos to user comments, further boosting organic engagement.
- **Live Social Shopping Experiment:** Integrated live events to promote special deals on language courses.

Results:

- **6M+ followers** on TikTok.
- **100M+ views** on viral campaigns.
- **200% increase in app downloads** after key viral moments.

/ Duolingo – actionable tactics



65.8 million views

/ Key takeaways



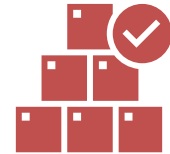
Keep up to date - what are your go-to sources?



Follow competitors and innovative brands



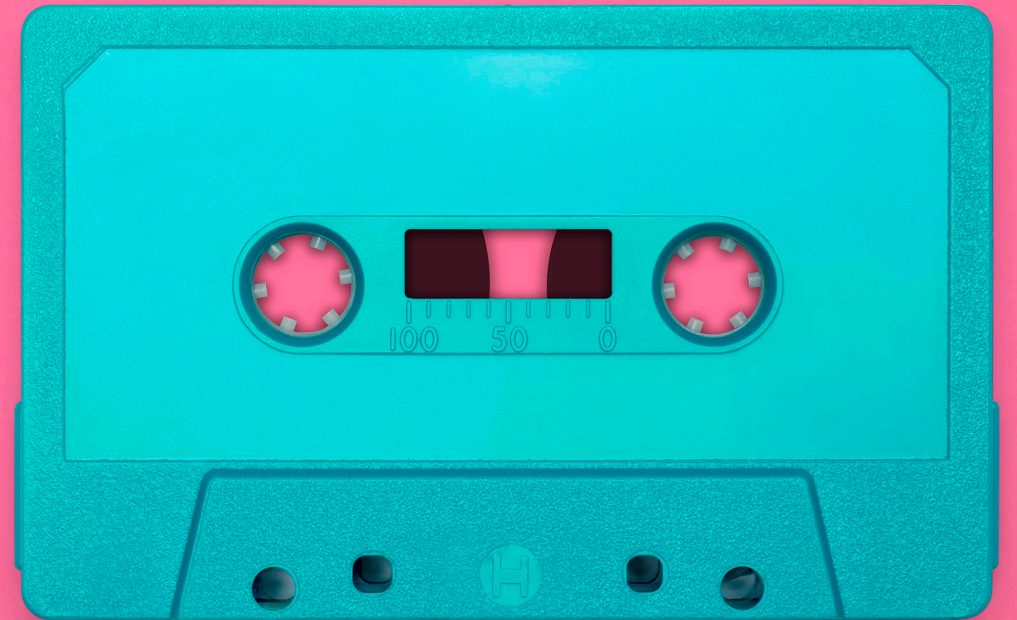
Discuss and share ideas



Apply best practice across your own business

/ Questions

/ Session recording



/ What's Next

Social Media Marketing: Strategy, Tools and Tactics Masterclass

Thursday 8th May



Judging Application

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/ Feedback Link

