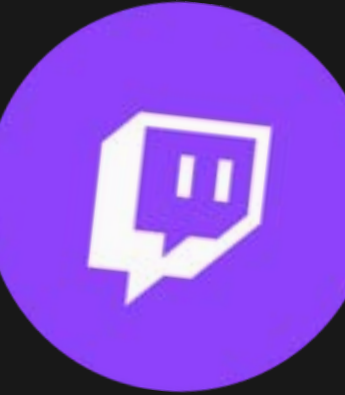
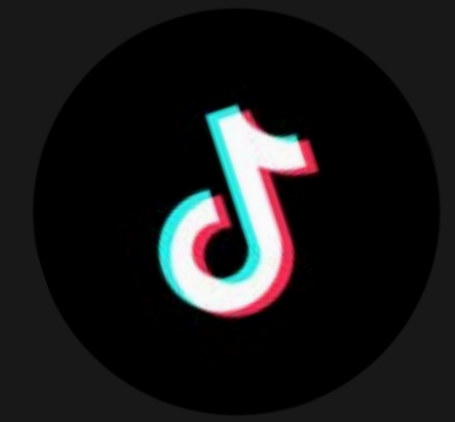
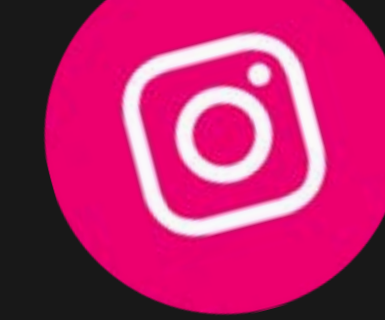


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2025 Social Media Marketing Playbook

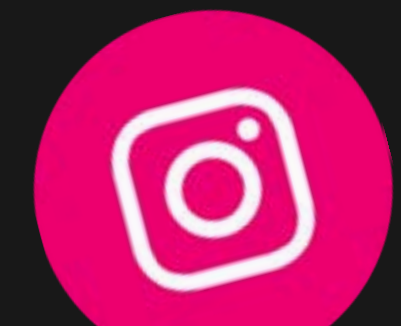
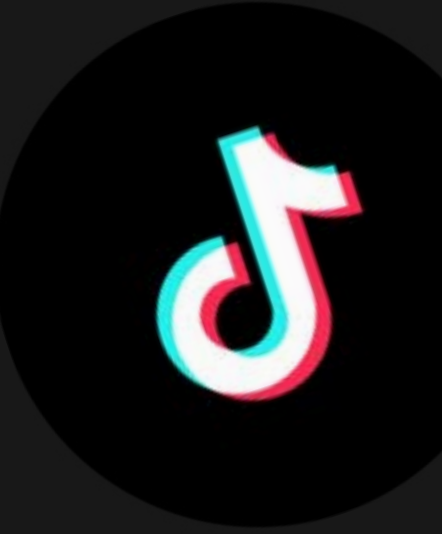
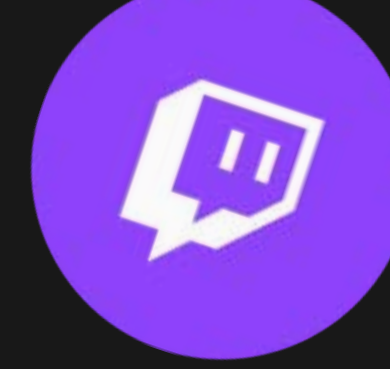


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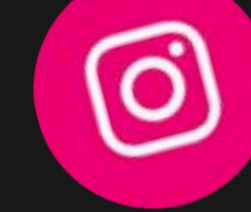
2025 Social Media Marketing Playbook

Hello, We're Pepper.

We help brands become influencers, with holistic, consistent and measurable social media marketing strategies that truly align with their business goals.



pepper.



2025 Social Media Marketing Playbook

We believe in the power of people.

Founded in 2019 by Forbes 30 under 30 co-founders, we have been celebrated for our work across influencer, organic social, paid social, creative production and proprietary research for clients like The Financial Times, Tripadvisor, McDonald's, Disney, and Enterprise.



Beckii Flint



Joe Friend

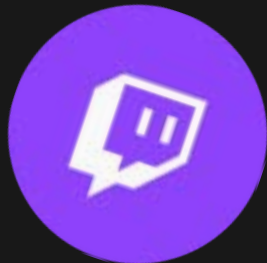


Alice Jones



What’s Inside?

This report blends 2024 insights with a 2025 outlook to help shape your strategy and turn your brand into an influencer.



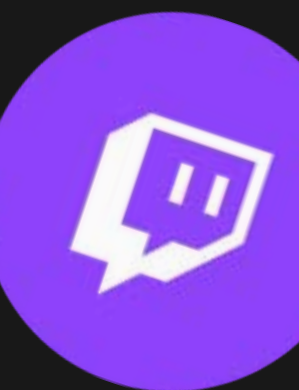
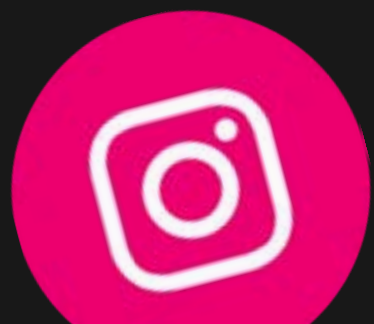
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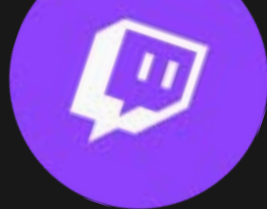
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2024 In Review:

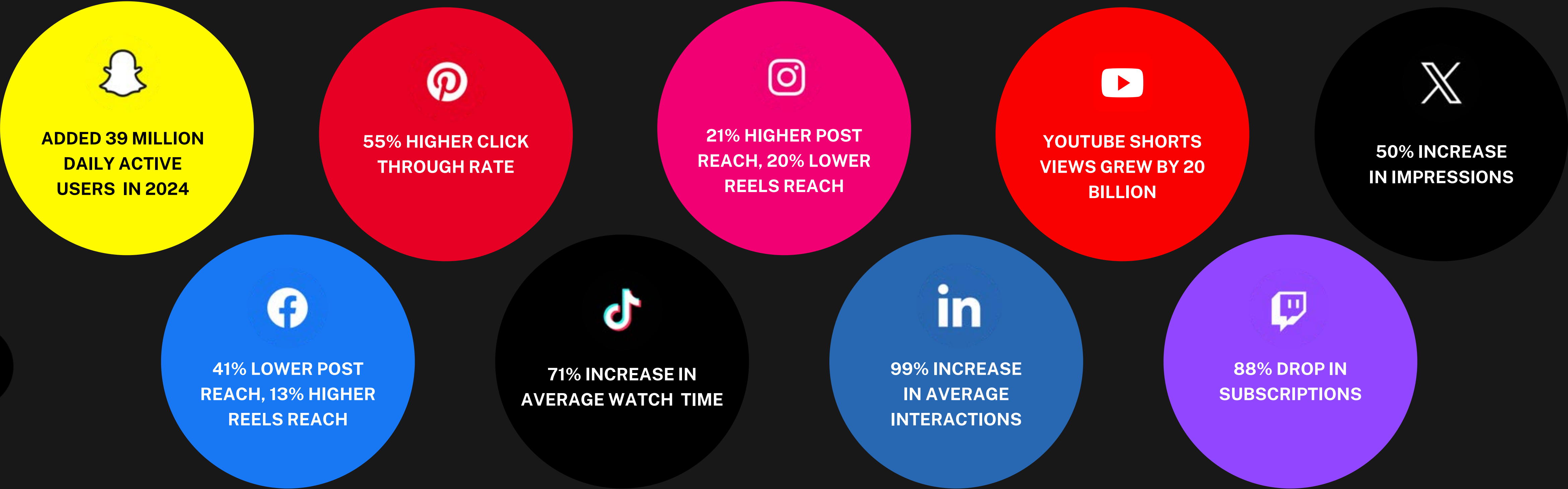
Trends & Metrics That Shaped the Year

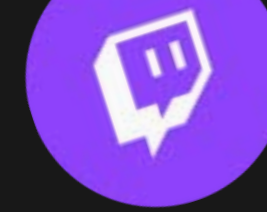




Platform Metrics at a Glance: 2023 vs. 2024

Resources: Statistica; Metricool





Applying These Insights in 2025



Pinterest

Pins are converting better, meaning Pinterest is becoming an even stronger channel for website traffic, lead generation, and e-commerce sales.



Snap Chat

A huge increase in daily active users makes Snapchat a more attractive ad platform for brands targeting Gen Z and millennial audiences.



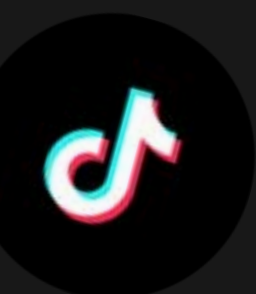
Facebook

Brands relying on organic feed posts for engagement or link traffic may need to rethink their content mix. Brands should prioritise short-form video content.



YouTube

Shorts don't require an established subscriber base to perform well, making them a great way to grow brand awareness. Brands should experiment with this.





Applying These Insights in 2025



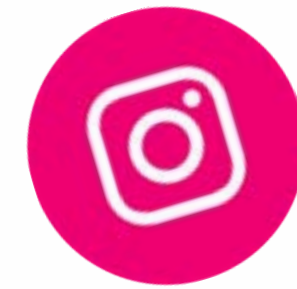
Twitch

If audience spending habits are shifting, brands may need to rethink monetisation strategies, focusing on free, ad-supported content rather than subscriber benefits.



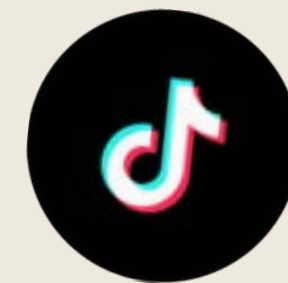
X

Impressions don't equal engagement. Bold takes, memes, interactive threads, and conversational content can help turn impressions into meaningful interactions.



Instagram

Brands should reintroduce a mix of high-quality static images, meme-style posts, and carousel posts with video. A 20% drop in Reel reach could be overcrowding.



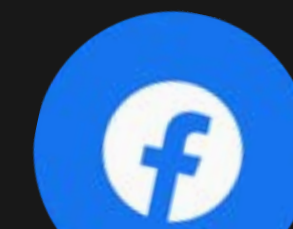
TikTok

If users are watching longer, TikTok's algorithm may prioritise engaging, story-driven, or educational videos over quick, throwaway content.



LinkedIn

LinkedIn's algorithm is likely active, engaging content, making visibility easier without paid promotion. This could mean higher ROI for organic content.



If 2024 has taught us anything, it's that social media remains as unpredictable as ever.

Already this year, we've witnessed TikTok banned in the US, only to be reinstated just 12 hours later, leaving users scrambling to alternative apps, some even learning Mandarin to navigate Rednote.

Throughout last year, brands and personal accounts have been boycotting X, and let's face it, no one can truly predict how algorithms will evolve next. To add to the uncertainty, Meta's CEO Mark Zuckerberg recently announced that the company will no longer hide misinformation or fact-check posts. This shift raises concerns about the spread of misleading content and how platforms will balance engagement with credibility.

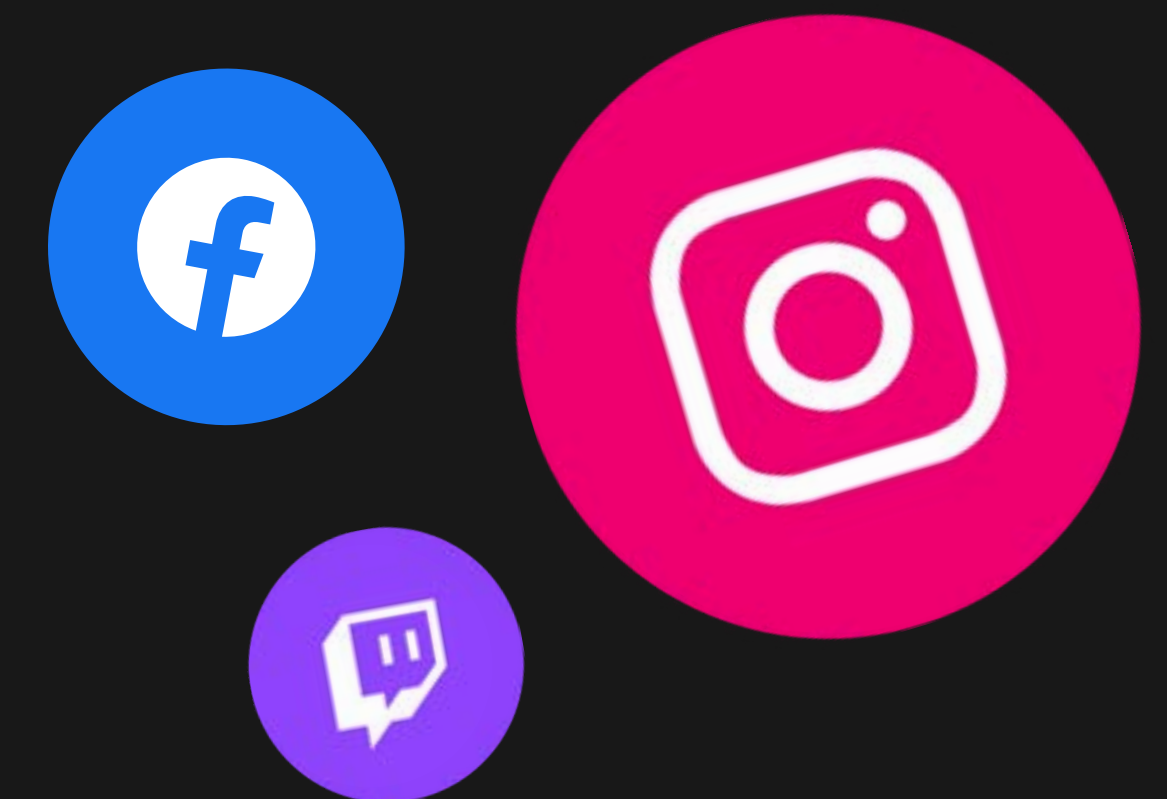
Brands must be more vigilant than ever in curating and verifying their messaging to maintain trust and authenticity.

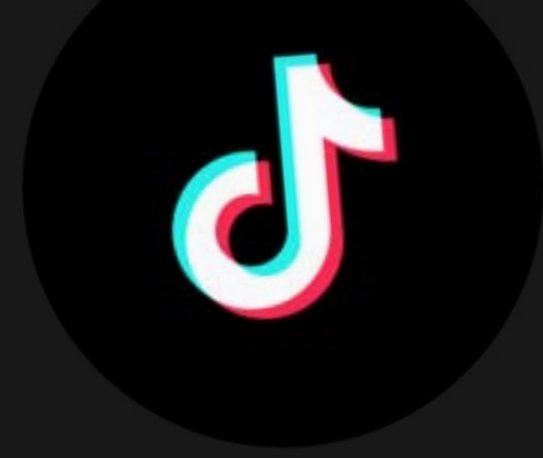
By diversifying your presence across platforms, you can safeguard against instability, algorithm changes, and shifts in user behaviour, ensuring your content continues to reach the right audience, no matter what surprises the digital world throws our way.



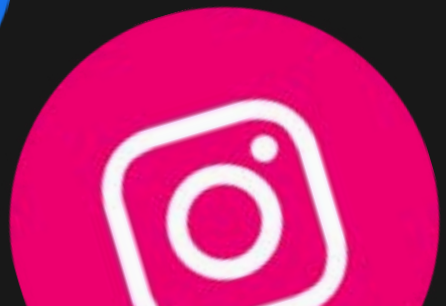
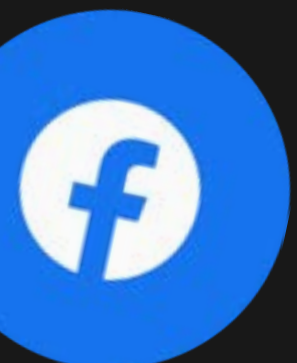
Key Takeaway

The best way forward in 2025? A holistic, multi-platform strategy that strengthens your existing marketing efforts and delivers a unified brand message across all channels.





Taking a Holistic Approach to Social Media Strategy





The Need for an Integrated Approach

A holistic strategy ensures that all communication channels work together to support business objectives.

By aligning messaging, audience insights, and content formats across every channel, we create seamless, authentic experiences that build trust and amplify brand recognition.

An integrated approach to marketing allows us to create a meaningful CX for our target customers, with interactions that feel memorable, enjoyable and tailored.



55%

of consumers say they feel like brand communication is inconsistent across platforms.



79%

of customers expect a unified experience across all brand touch-points.



75%

of consumers expect consistent brand messaging across platforms.



60%

of consumers are more likely to buy from brands that unify social media and marketing.

pepper.



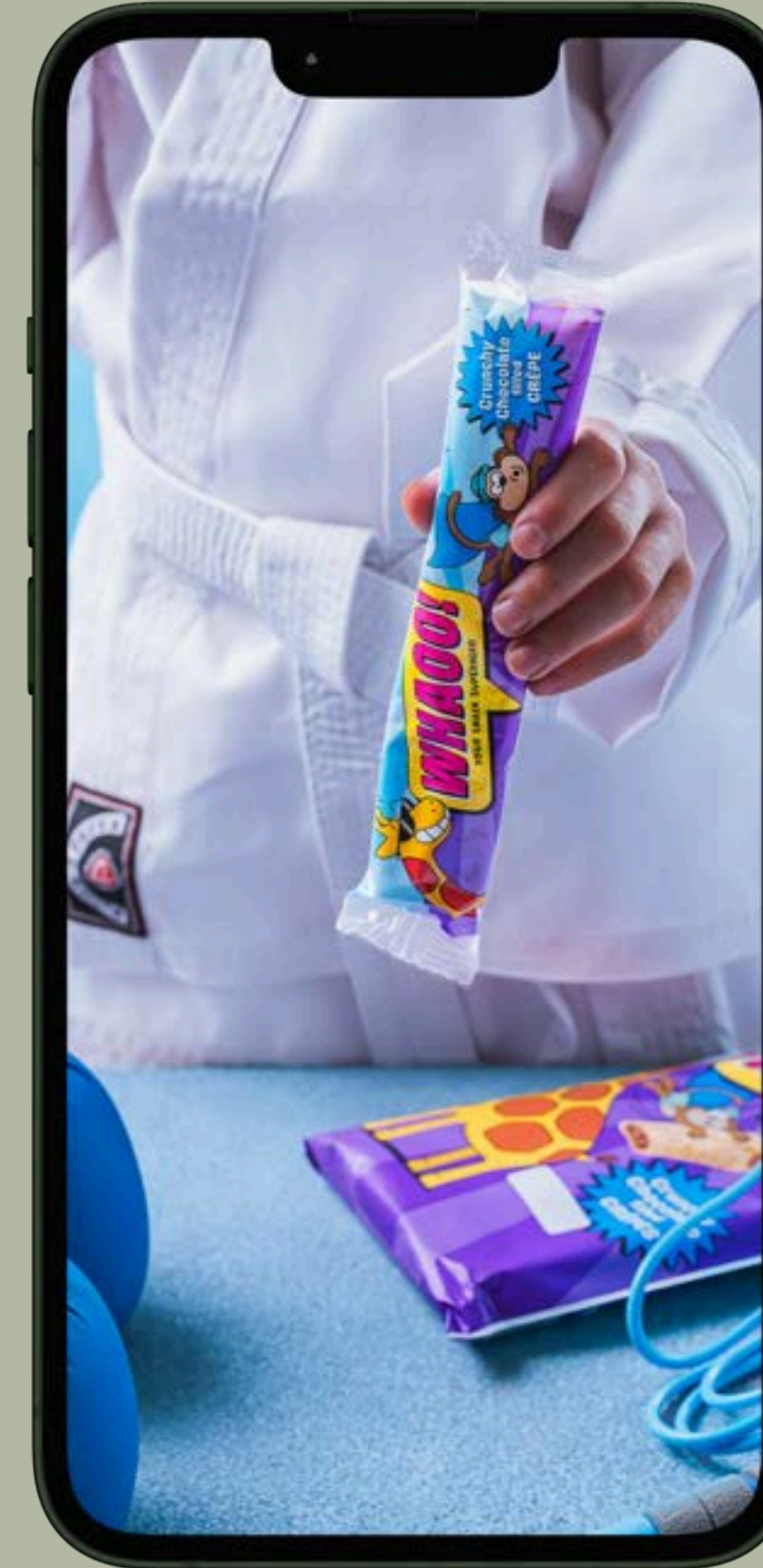
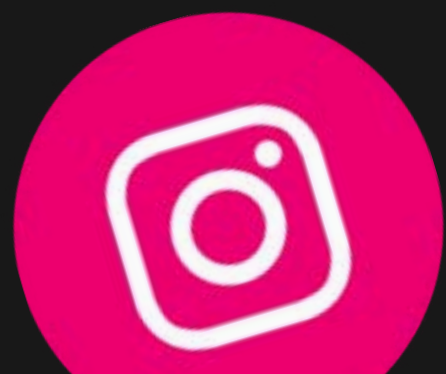
Aligning Social with Business Goals

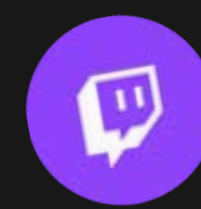
90% of people buy from brands that they follow
on social media

([Marketing Dive](#)).

Aligning social media efforts with overarching business
objectives is essential for brands aiming to achieve
measurable success.

To effectively integrate social media into your business
strategy, consider the following approaches...





Objective-led Content strategy

Ensure your social media content is designed to support specific business goals like brand awareness, lead generation, or customer retention.

By aligning content with these objectives, you can nurture customers at every stage of the funnel, driving tangible results.



Conversion-focused social commerce

Incorporating e-commerce features like shoppable posts and seamless checkout helps turn social engagement into sales.

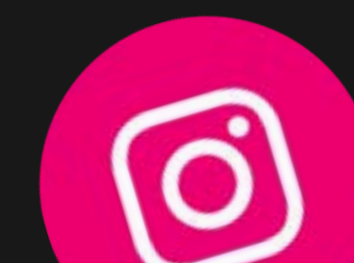
Tailoring content to audience intent ensures that your social media efforts directly contribute to business growth and revenue.



Data-driven audience engagement

Utilise data-driven insights, such as surveys and social listening, to refine your targeting and messaging.

This approach helps ensure your social media efforts resonate with the right audience, enhancing ROI and aligning with broader business objectives.



How to Write Social Media Goals That Align with Business Objectives

1



Start with the Business Goal

Identify the overarching business objective (e.g., increase revenue, expand reach).

2



Define a Measurable Social Media Goal

Establish how social media can support this objective. Use SMART criteria.

3



Link Social Metrics to Business Impact

Choose KPIs that demonstrate progress toward the business goal (e.g., conversion rate, web traffic).

4



Align Content & Strategy

Ensure content types (*video*, *UGC*, *influencer collaborations*) and platforms support the goal.

5



Track, Optimise & Adjust

Monitor performance, analyse results, and refine the strategy based on insights.

Cross-Platform Consistency & Synergy

Maintaining a consistent brand presentation across all platforms can boost revenue by as much as 23%

([Harvard Business Review](#)).

A seamless brand experience builds trust and strengthens impact. When organic content, paid ads, influencer marketing, and production work together, they create a powerful, cohesive narrative.

Synergy between these touchpoints is just as important as consistency.



Key Takeaway

Brands should unify their content and campaigns across all platforms to consistently reinforce the same message.

Creating a Holistic Social Media Strategy

A successful strategy connects organic content, paid ads, influencer marketing, and creative production - all working seamlessly to deliver a unified brand message.

By aligning efforts across platforms, brands can amplify engagement, build trust, and drive results.



Integrated Influence

Leverage influencers across channels to nurture audiences and reinforce brand trust.



Insight-Driven Growth

Use data to refine targeting, content, and ad performance for maximum impact.



Consistent Brand Voice

Tailor content for each platform while maintaining a cohesive message.



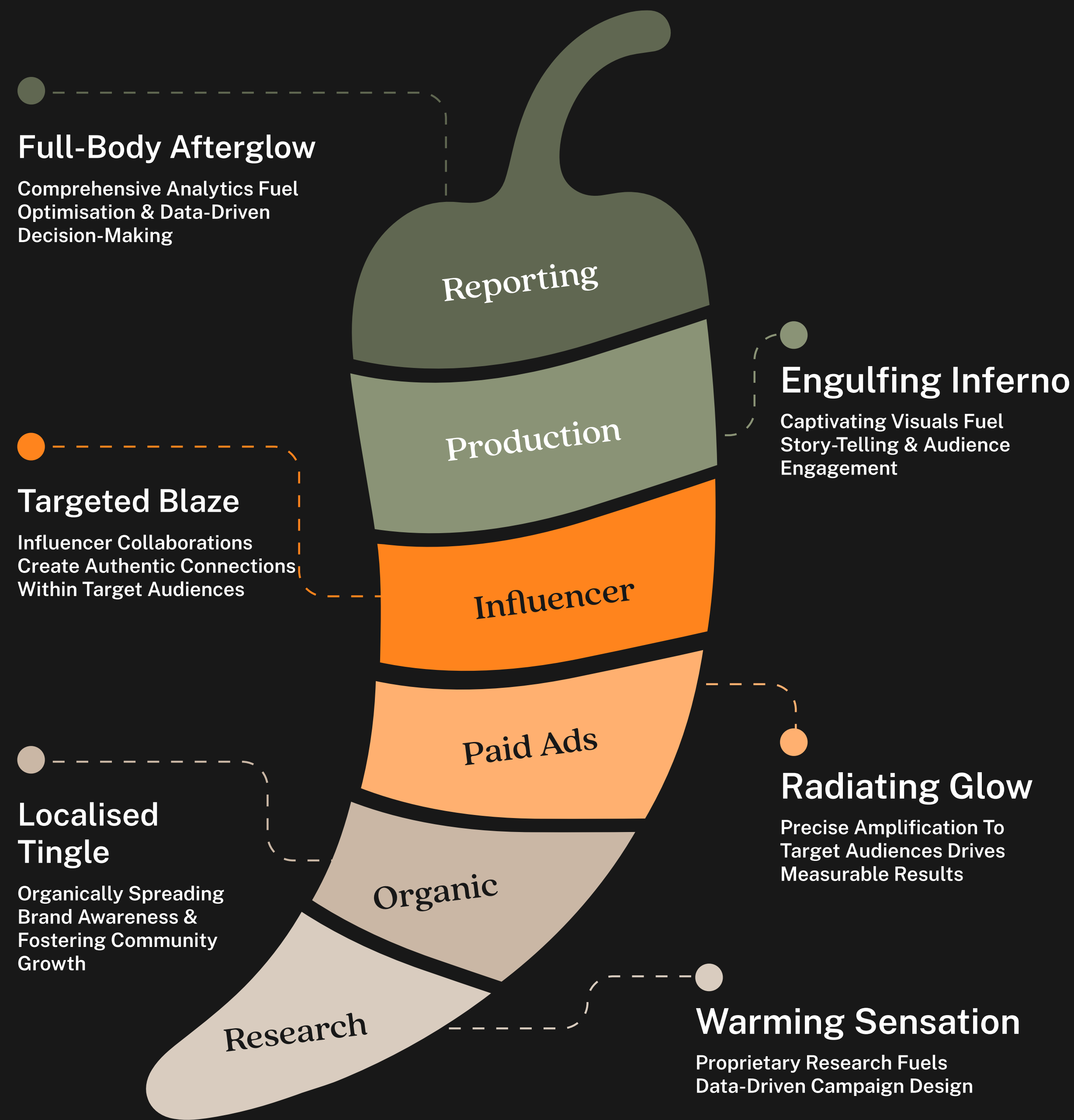
Seamless Engagement

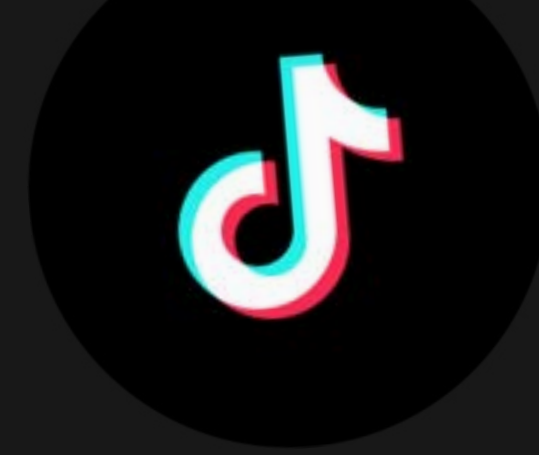
Align all efforts to create a smooth, connected customer journey that drives results.

The Layers of a Strong Campaign

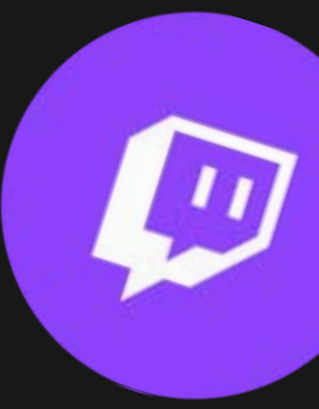
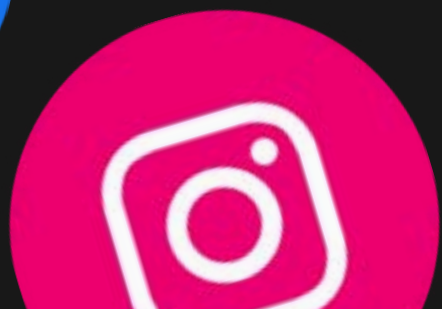
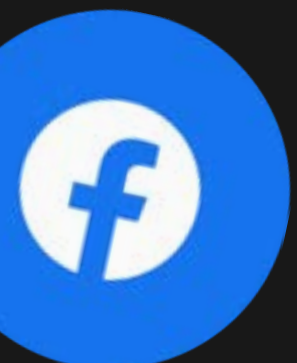
This visualisation illustrates how different social media marketing strategies - ranging from organic content to influencer collaborations and paid ads - contribute to a campaign's intensity and longevity.

By layering these approaches, brands can maximise reach, engagement, and sustained audience impact.





Research & Proprietary Data in Social





Market Research is the Key to Competing

Most brands now have some sort of social media presence. To stand out from our competitors, whatever industry or vertical we're in, we need to understand our audiences to truly connect with them. Proprietary research is about deeply understanding our audience, their behaviours, and how they engage with content.

Market research enables brands to make informed decisions, ensuring that our social media strategies are not based on assumptions but on real data and insights.



Research & Proprietary Data in Social



75%

of marketers report that original research exceeded expectations in fulfilling marketing objectives.



79%

of organisations say data driven marketing increases conversion and acquisition.



60%

of marketers do not conduct audience research because it's 'too complicated' or 'expensive'.



2.5x

higher conversion rates are achieved when campaigns are based on deep custom research.



Conducting our own research enables us to:



Identify audience pain points

Understanding our consumers' frustrations and needs allows us to tailor messaging and solutions.



Spot emerging trends early

Align all social activities to create a consistent, compelling brand narrative.



Refine targeting strategies

Align all social activities to create a consistent, compelling brand narrative.



Ask Your Audience

Owning unique data enables us to create content and campaigns tailored specifically to our target audience, rather than relying on generic industry reports.

This approach not only improves engagement but also positions brands as thought leaders within our sectors.

While publicly available reports and industry studies of course offer valuable insights, proprietary research provides us with a powerful competitive edge.



How do you typically research before purchasing this type of product?



What type of content from our socials do you find most useful?



Were you aware of this feature of our product?



Have you experienced any challenges while using our product?



Ask Your Audience

Contrary to apparent popular belief, proprietary research doesn't have to be expensive or overly time-consuming.

There are a number of ways to efficiently collect the data you need to craft highly-tailored messaging, including:



Bespoke consumer surveys and focus groups

Conducting direct research to understand shifting preferences and expectations.



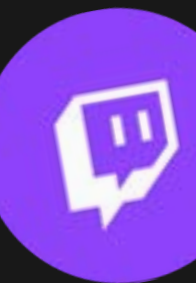
Social listening data

Monitoring conversations and sentiment analysis to gauge public perception.



First-party customer insights

Analysing behaviour from owned channels, such as website analytics, purchase history, and CRM data.





Bespoke Research With Pepper

One of our strongest USP's is our ability to provide in-house bespoke campaign research to support our clients' decision-making and analysis.

We build pre-campaign and post-campaign surveys to measure behavioural change, sentiment, awareness, and messaging resonance amongst relevant audiences.



IN-CONTENT SURVEYS

We use influencers' and our clients' own social media channels to poll audiences on questions we seek to better understand.

When working with influencers, we can analyse audience responses to refine our creative messaging. This allows us to address information gaps and prioritise key details tailored specifically to that audience.

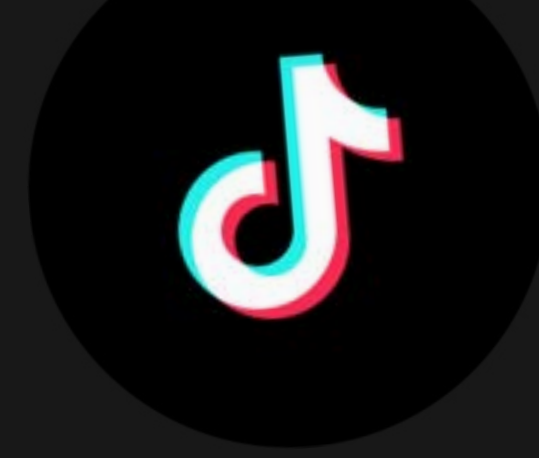


SURVEY SITE

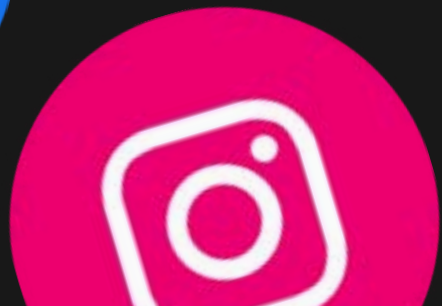
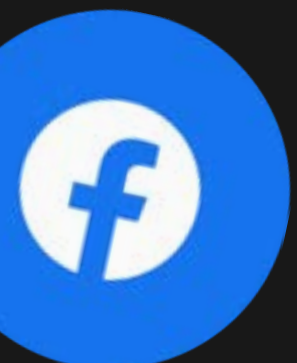
We take research a step further by hosting surveys on our bespoke website, guiding audiences through a more in-depth survey experience, incentivised by a prize.

This enables us to gather significantly richer insights into the impact of our marketing efforts and explore more detailed questions, providing both qualitative and quantitative data that can be optimised for future activities.





Organic Social Media in 2025



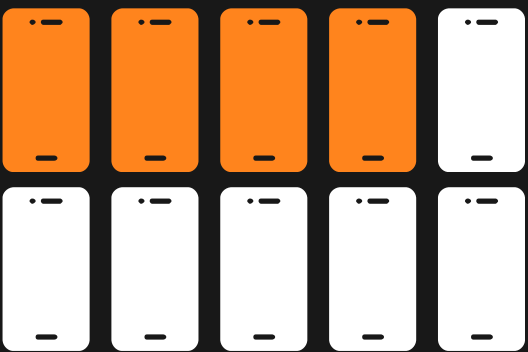


2025's Focus on Organic Social Media

Organic social media will remain a fundamental pillar of brand marketing in 2025, acting as a driver of engagement and a launchpad for wider social strategies.

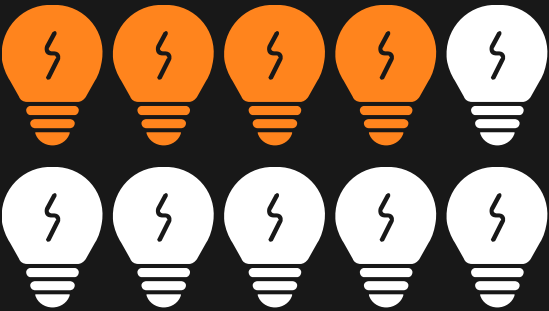
The stats on the left highlight the necessity of an organic strategy that not only builds community, but informs and inspires potential customers.

A successful organic approach in 2025 extends beyond traditional social posts. It intertwines with high-quality production, user-generated content (UGC), and influencer collaborations to create a compelling brand presence.



46%

of consumers expect brands to create engaging, educational, or entertaining content.



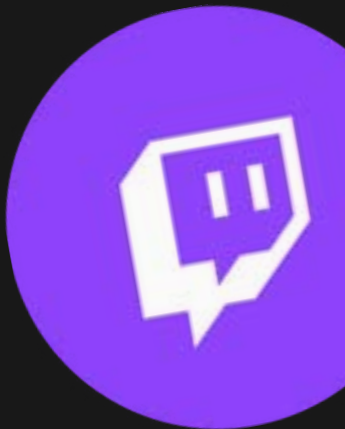
68%

of consumers follow brands on social media to stay informed about new products and services.



39%

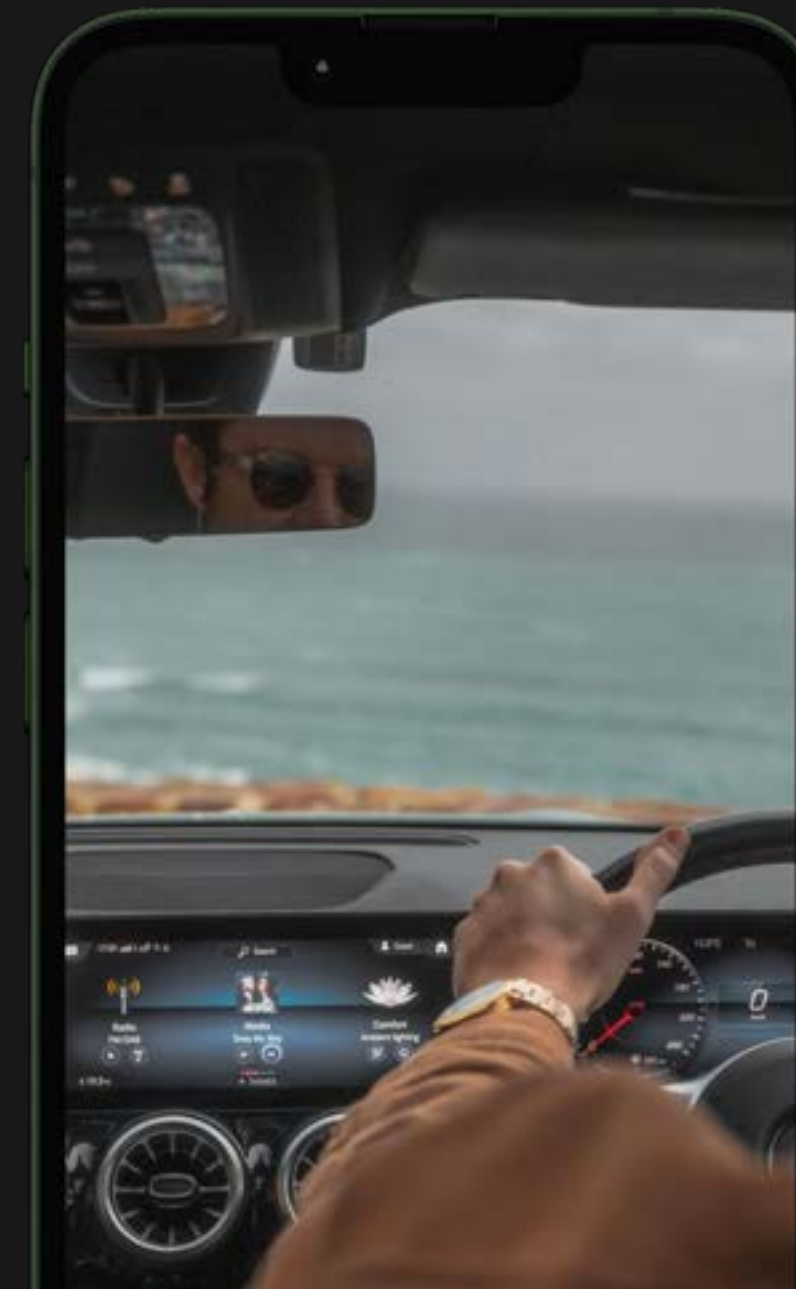
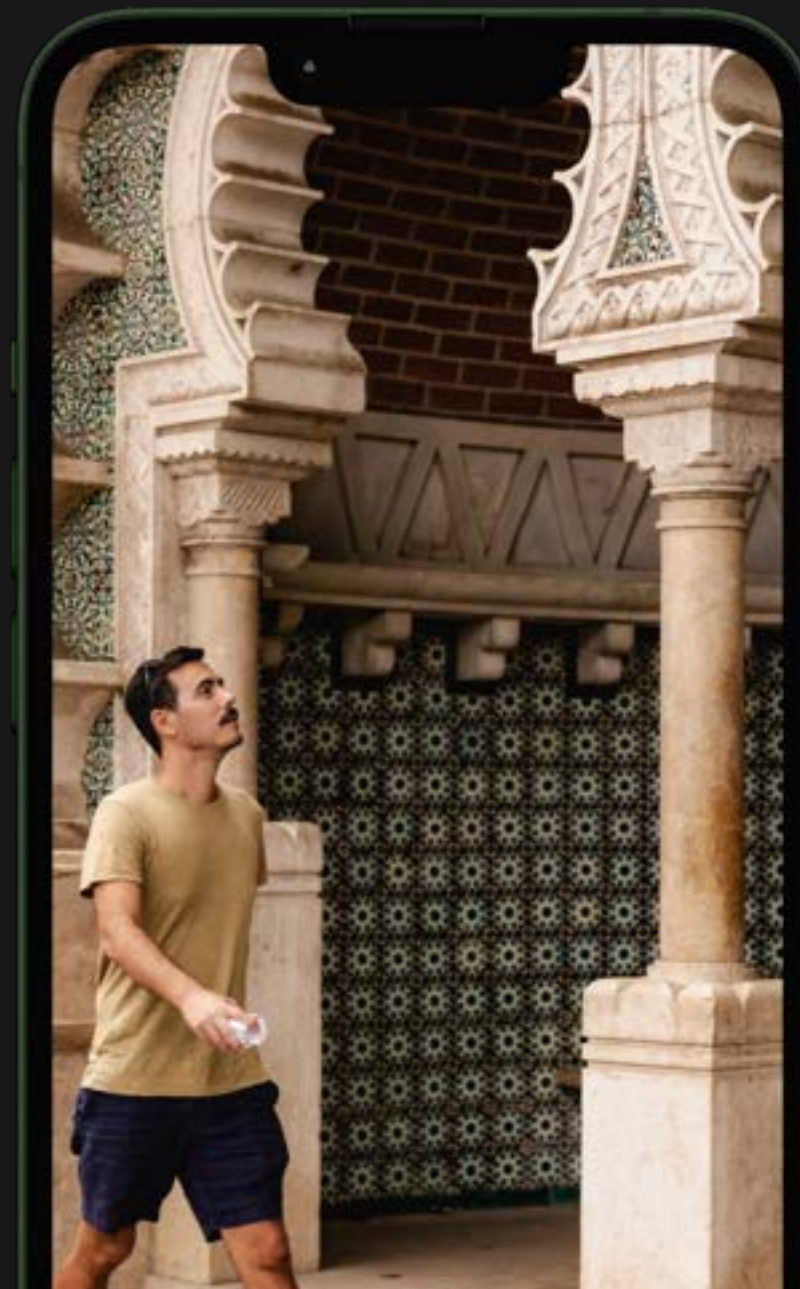
of consumers prefer brands that foster a strong sense of community over those that don't.

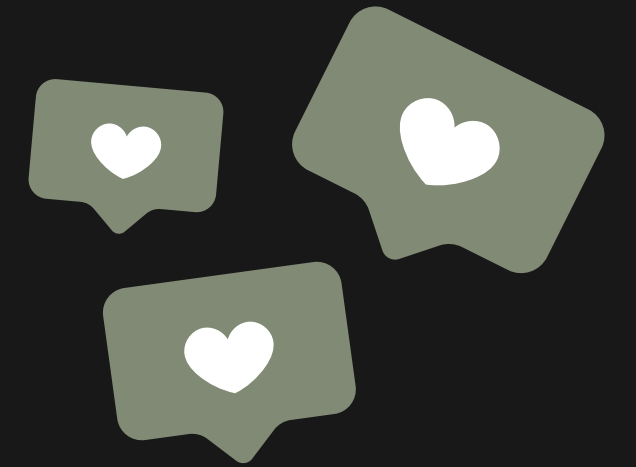


2025's Focus on Organic Social Media

By leveraging UGC and gifting campaigns, brands can amplify credibility and trust. Organic content should be designed with share ability in mind, encouraging audiences to engage and advocate for the brand.

Powerful organic content also feeds into paid amplification strategies. While organic reach can be unpredictable, brands can extend the lifespan and visibility of their best-performing organic content through boosted posts and paid ads. This approach ensures that engaging, high-quality content reaches the right audience at scale, while maintaining an authentic feel.





Trends in 2025 Organic Social



Authenticity and User-Generated Content

Consumers are increasingly drawn to brands that present themselves authentically. Organic content that comes from real users (through UGC) is becoming one of the most effective ways to build trust.

Brands are encouraging customers to share their experiences, reviews, and stories, fostering deeper, more genuine connections with their audience.



Social SEO and Search Integration

As platforms like Instagram, Pinterest, and TikTok evolve, they're becoming more integrated with search functions, making social SEO an essential focus.

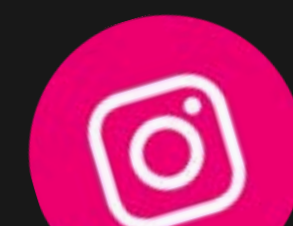
Brands need to optimise their organic content with the right keywords, hashtags, and tags to ensure visibility in platform-specific searches.



Micro and Nano-Influencers for Organic Engagement

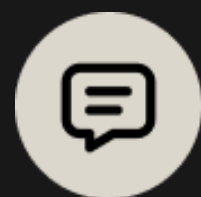
The shift towards micro and nano influencers continues, with smaller scale influencers gaining popularity for their higher engagement and more loyal, niche audiences.

These influencers have the trust and attention of their followers, making their organic endorsements more impactful.





Best Practices for Organic in 2025



Engagement

Respond to comments, engage in conversations, and leverage interactive content like polls and Q&A's.



Smart Automation

Use AI to optimise posting schedules and generate content ideas, but maintain a human touch in engagement.



Searchability Optimisation

With platforms like TikTok becoming search engines, optimise captions and hashtags to improve content discovery.



Key Takeaway

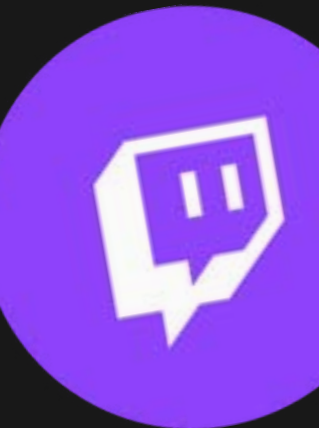
A strong organic presence requires a mix of researched topics, unique perspectives, and a blend of polished and user-generated content to maintain credibility and engagement.



pepper.



Organic Social Media in 2025



Organic Social with Pepper

We deliver end-to-end social media management across all social platforms.

We creatively ideate, source, create, write copy, schedule, publish, and evaluate our clients' social content, offering learnings and improvements.

We help our clients to create bespoke content for different social platforms, ensuring their brands remains culturally in-tune and aligned with their increasing audiences.

Trends

UGC

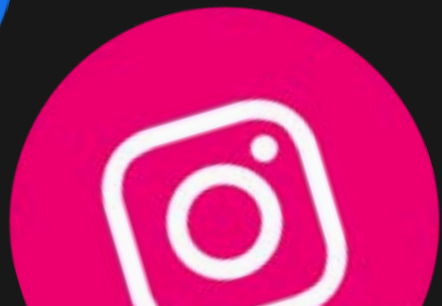
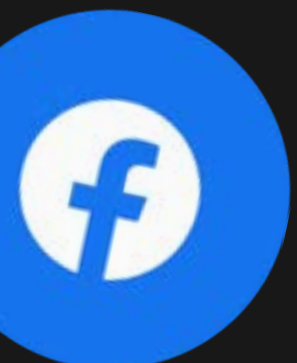
BAU

Strategy

Community Management



Paid Social Media in 2025





Trends in 2025 Paid Social



BEHAVIOURAL AND INTEREST-BASED TARGETING

Paid social is shifting from polished, sales-driven ads to more authentic, human-centric content. Consumers expect brands to feel real, leading to more unscripted, relatable ads that foster deeper connections.

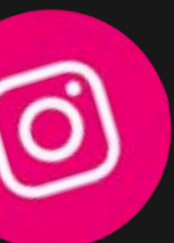
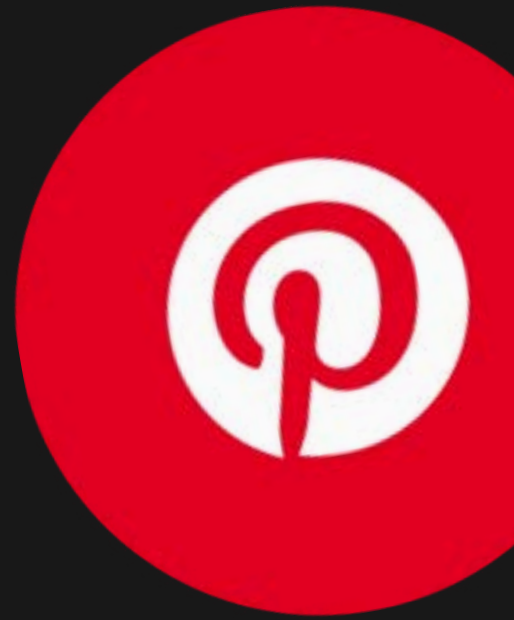
At the same time, targeting is moving beyond basic demographics to behavioural insights, using data on scrolling habits, interactions, and interests to deliver hyper-personalised campaigns.



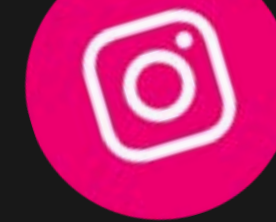
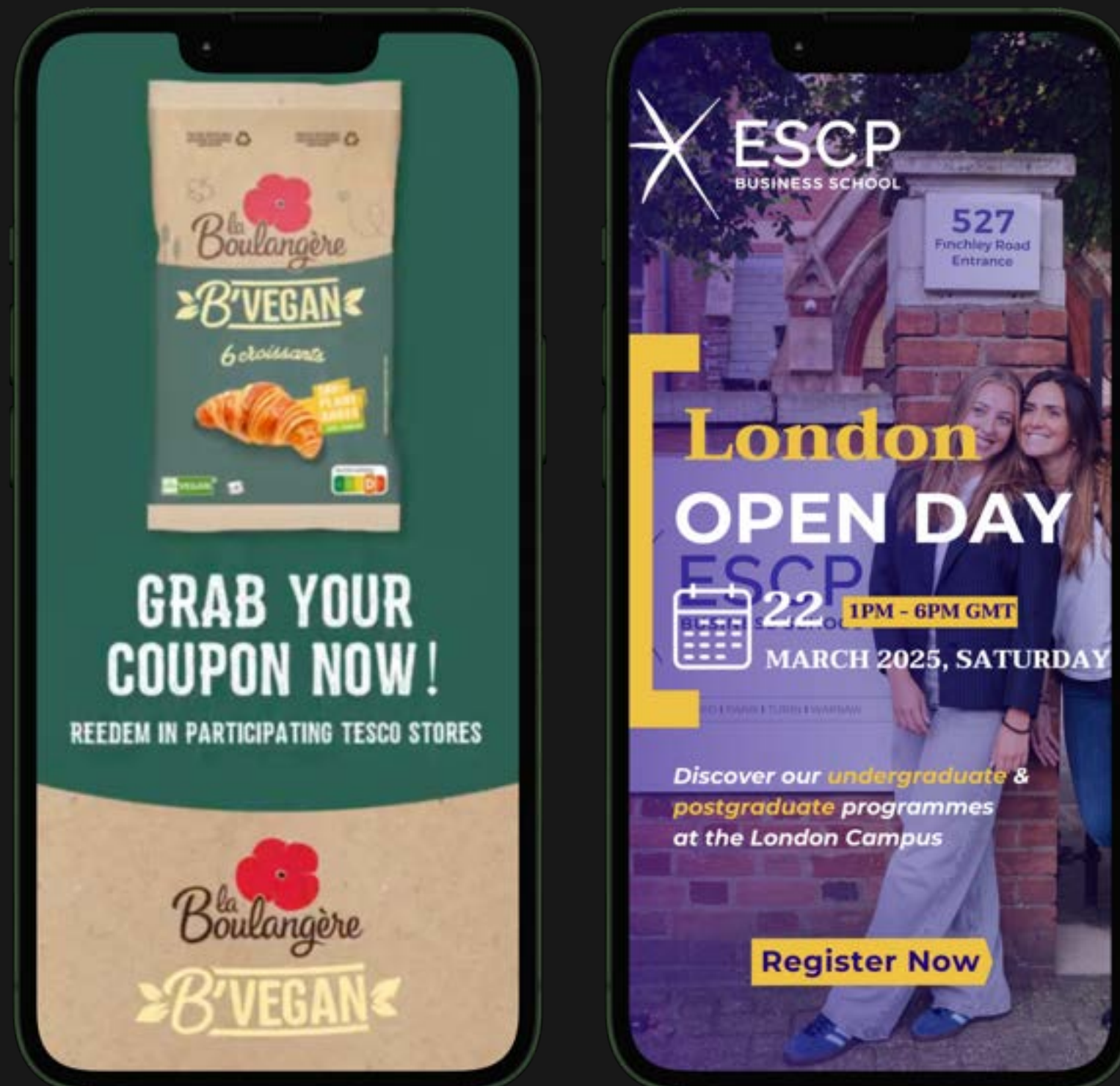
SHORT-FORM VIDEO AND SOCIAL COMMERCE

Short-form video remains the dominant format on TikTok, Instagram Reels, and YouTube Shorts, with brands focusing on high-impact, snackable content.

Meanwhile, social commerce is booming, as platforms integrate seamless in-app shopping, making it easier for consumers to purchase directly from ads.



Best Practices for Paid Social in 2025



Platform-Specific Strategies

Advertisers need to tailor ad creatives, formats, and messaging to each platform for optimal engagement and performance.



Automated Optimisation

Advertisers need to tailor ad creatives, formats, and messaging to each platform for optimal engagement and performance.



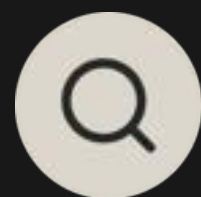
Vertical Video & Interactive

Vertical, short-form video ads are dominating user engagement. Platforms are also pushing interactive ad formats.





Best Practices for Paid Social in 2025



Social as a Search Engine

Paid ad targeting will shift to align with search behaviour, incorporating SEO-style keyword strategies in ad copy, captions, and hashtags.



Localisation & Personalisation

Ads will leverage real-time data, location-based targeting, and dynamic creative optimisation to deliver hyper-specific messaging.



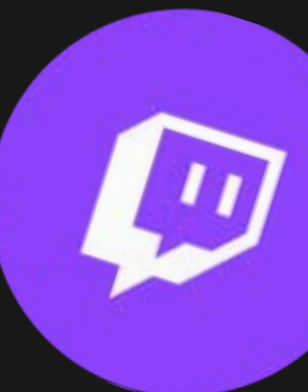
UGC & Influencer-Led

Brands will increasingly use UGC in paid social ads, by repurposing organic UGC or via usage rights of influencer collaborations.



Key Takeaway

The most effective paid ads will feel native to the platform blending into users' feeds rather than standing out as obvious promotions. To achieve this, brands must integrate organic, influencer, and production strategies into their paid social approach.



pepper.



Paid Social with Pepper

We create social-first paid activations that tailor to our clients' target audiences, and are measurable at all stages of the funnel.

Our expertise in influencer content means that we can deliver paid social campaigns that exceed expectations through clever use of creative adaptation.

Competitor Analysis

Audience Testing

Content Optimisation

Strategy & Activation

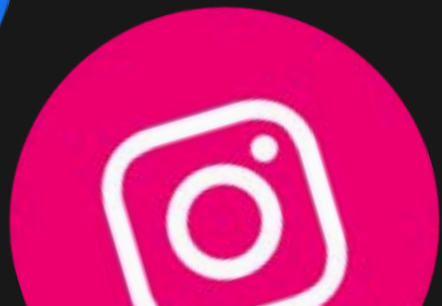
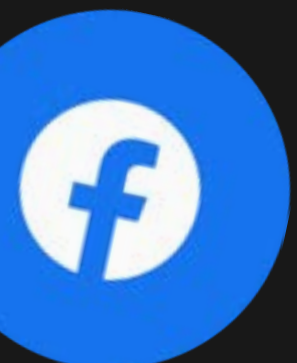
Conversion Tracking

Strategy





Influencer Marketing in 2025





Trends in 2025 Influencer Marketing



The Shift from Macro to Micro & UGC Creators

Brands are prioritising micro and nano influencers for their higher engagement and authenticity, while UGC creators are emerging as a cost-effective alternative for ad-ready, relatable content.

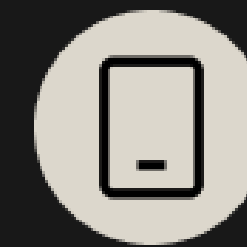
Expect more brand-licensed UGC integrated into ads, product pages, and social feeds to enhance credibility and connection.



Multicultural and Niche Influence is on the Rise

With Gen Z demanding culturally relevant content, brands are embracing diverse creators who resonate with specific communities.

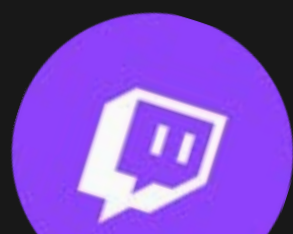
This shift includes hyperlocal campaigns, multilingual content, and partnerships with influencers who have deep cultural credibility - essential for maintaining consumer trust.

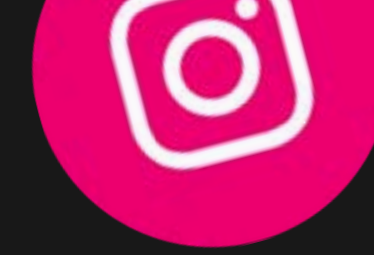


The End of Hard-Sell Influencer Marketing

Following backlash against aggressive in-app selling, brands are pivoting to storytelling, educational content, and entertainment.

Consumers expect more than just promo codes- they want content that aligns with cultural trends, social causes, and brand values, making community-driven engagement key to success.



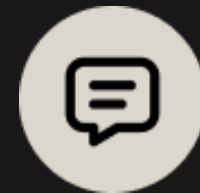


Best Practices for Influencer Marketing in 2025



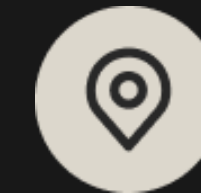
Focus on Micro & Nano Influencers

Consumers value authenticity over reach, making micro and nano influencers key for higher engagement and niche trust.



Use UGC Creators for Organic Content

UGC creators offer cost-effective, ad ready content, perfect for testimonials, product demos, and relatable storytelling.



Work with Multicultural & Niche Influencers

Partnering with diverse, community driven creators strengthens brand credibility and audience connection.



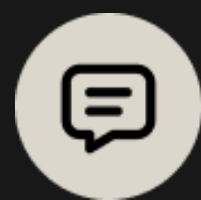


Best Practices for Influencer Marketing in 2025



Key Takeaway

Influencer marketing in 2025 is all about authenticity, cultural relevance, and engaging storytelling, with a focus on micro-influencers, UGC, and cross platform strategies while ensuring compliance with stricter regulations.



Shift from Hard-Sell to Storytelling

With backlash against aggressive selling, brands should focus on entertaining, educational, and emotional content.



Go Cross-Platform

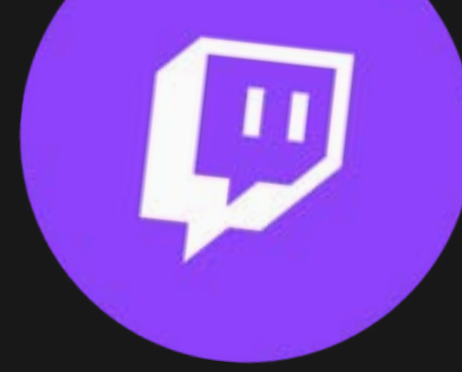
Consumers move between platforms, and cross-platform content sharing ensures wider reach and higher engagement across TikTok, Instagram, and YouTube Shorts.



Stay Compliant & Transparent

With stricter ad regulations and data privacy laws, influencers must clearly disclose sponsorships, and brands must handle consumer data with care.





How we Identify & Negotiate with Influencers

Pepper's expertise in multi-tier influencer activations ensures that macro-influencers drive credibility and mass awareness.

Meanwhile, micro and nano influencers create authentic, relatable content to foster trust and community engagement. UGC creators generate organic, evergreen content that can be repurposed for paid media.



A Human Approach

Programmatic platforms fall short. They're outdated, limited, and lack transparency. We trust humans over algorithms to deliver the detail, service, and care our campaigns need.



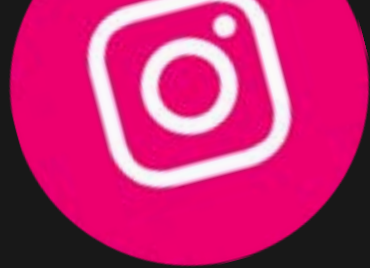
The Right Fees

Our engagement measurement strategy will prove the value of an influencer in a campaign and ensure that the brand does not over or underpay an influencer.



Audience Demographics

We require full engagement data from influencers to prove their value. We help clients identify core users and target similar audiences, nurturing them towards meaningful engagement.



Diversity

We align audience locations with client briefs and prioritise diversity, ensuring campaigns feature influencers from varied backgrounds, accents, sexualities, and interests.



Effective Engagement

It's not about looking at how many followers they have, it's about understanding how effective their engagement is through benchmarking an Engagement Rate KPI.



Audience Demographics

We scour influencers' pages for details of their work with competitors, and their current brand-fit, along with compliance with advertising regulations, and wider brand safety.



influenceIQ

powered by pepper.

Pepper’s proprietary tool combines data and human insight to optimise influencer and social marketing. By assessing talent with targeted questions and objective scoring, it ensures brands partner with the right creators to drive impact.

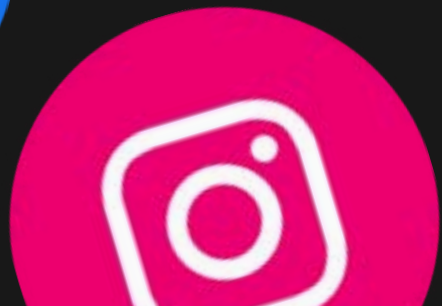
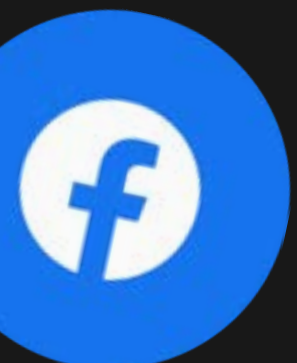
InfluenceIQ transforms complex data into actionable strategies, empowering brands to make confident, results-driven decisions.

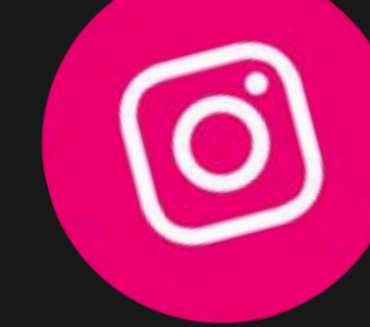
- Research
- Halo Impact & Measurement
- Influencer & UGC Identification
- Benchmarking Success
- Sentiment Tracking
- Social Listening





Content Production in 2025





Trends in 2025 Influencer Marketing



Short-Form & Authentic Video

Platforms like TikTok, Reels, and Shorts continue to dominate, with brands prioritising user-generated content (UGC) and behind-the-scenes (BTS) footage over highly polished productions to build trust and engagement.



Culturally Relevant & Inclusive Storytelling

Brands are focusing on diverse, authentic narratives to better connect with multicultural audiences, ensuring their content feels representative and resonates on a deeper level.

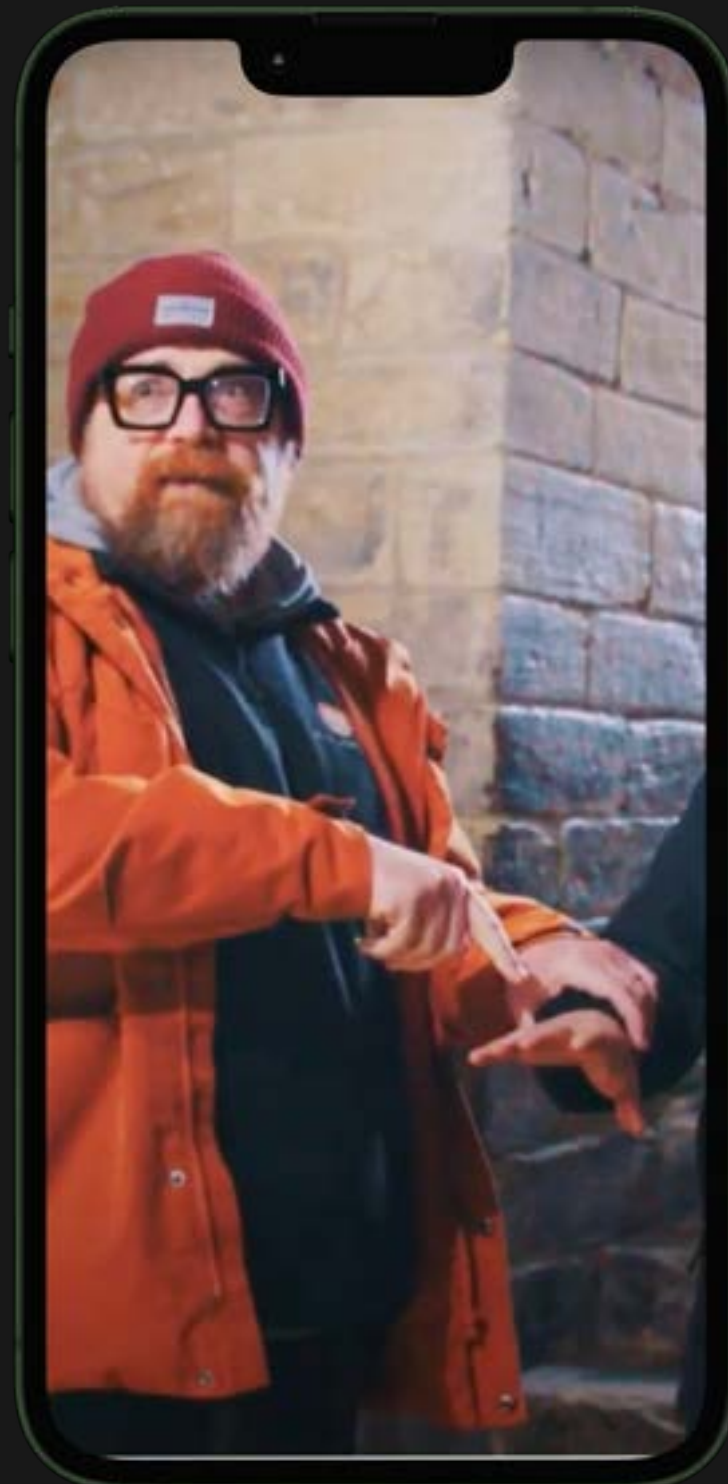


High-Quality, Cinematic Production

While authenticity is key, brands are also investing in polished, high-production content, especially for hero campaigns and brand storytelling, to stand out in a crowded digital space and reinforce credibility.



Best Practices for Content Production in 2025



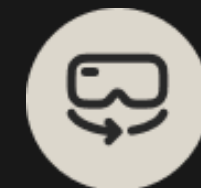
Focus on Short-Form, Authentic Video

Create quick, engaging videos (e.g., TikToks, Reels) that feel real and relatable. Include UGC and behind the-scenes content to build trust.



Mix UGC with Branded Content

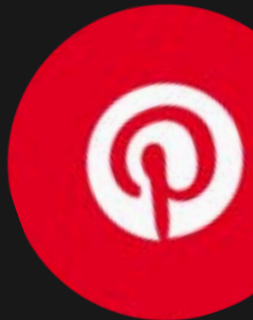
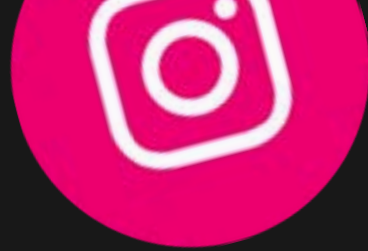
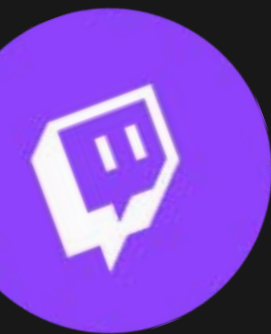
Combine UGC with polished content for consistency while boosting engagement and trust.



Use Interactive & Immersive Features

Include interactive elements, like polls and AR/VR experiences, to engage your audience and offer immersive brand experiences.





Best Practices for Content Production in 2025



Key Takeaway

In 2025, brand content should blend high-quality production with authentic, engaging, and interactive elements to build trust, connect with diverse audiences, and stand out in a competitive market.



Embrace Cultural Relevance

Integrate diverse, inclusive storytelling to connect with multicultural audiences and reflect global values.



Invest in High-Quality Production

Use high-production visuals for major campaigns to establish authority and stand out from competitors.



Stay Flexible & Authentic

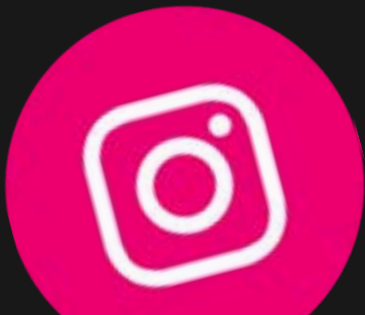
Keep production value high but remain adaptable, authentic, and transparent in your messaging to build loyalty.



Creative Production with Pepper

We bring creative ideas to life with our in-house production capabilities.

Organising and shooting professional content, reformatting for different social platforms, amending to aid inclusivity, removing seasonal elements to prolong lifespan - there are so many ways to repurpose influencer and social assets to your advantage, and it all starts with partnering with the right creators.



At Pepper we offer a range of creative and production services, including:

- Creative Strategy
- Social Content
- Adaptable Assets
- Video Production
- Animation
- UGC & CGC
- Usage Rights & Contracts
- Scaleable Production
- Creative & Content Strategy
- Optimised for Paid & Organic
- Database of Trusted Creators
- End-to-End Management

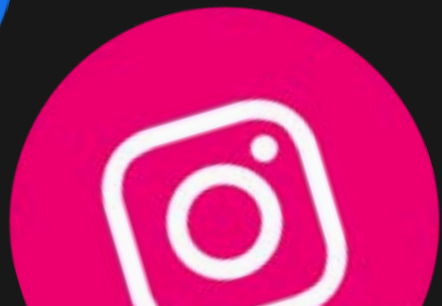
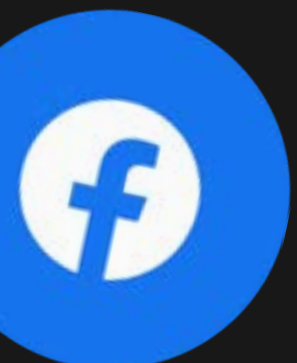


pepper.

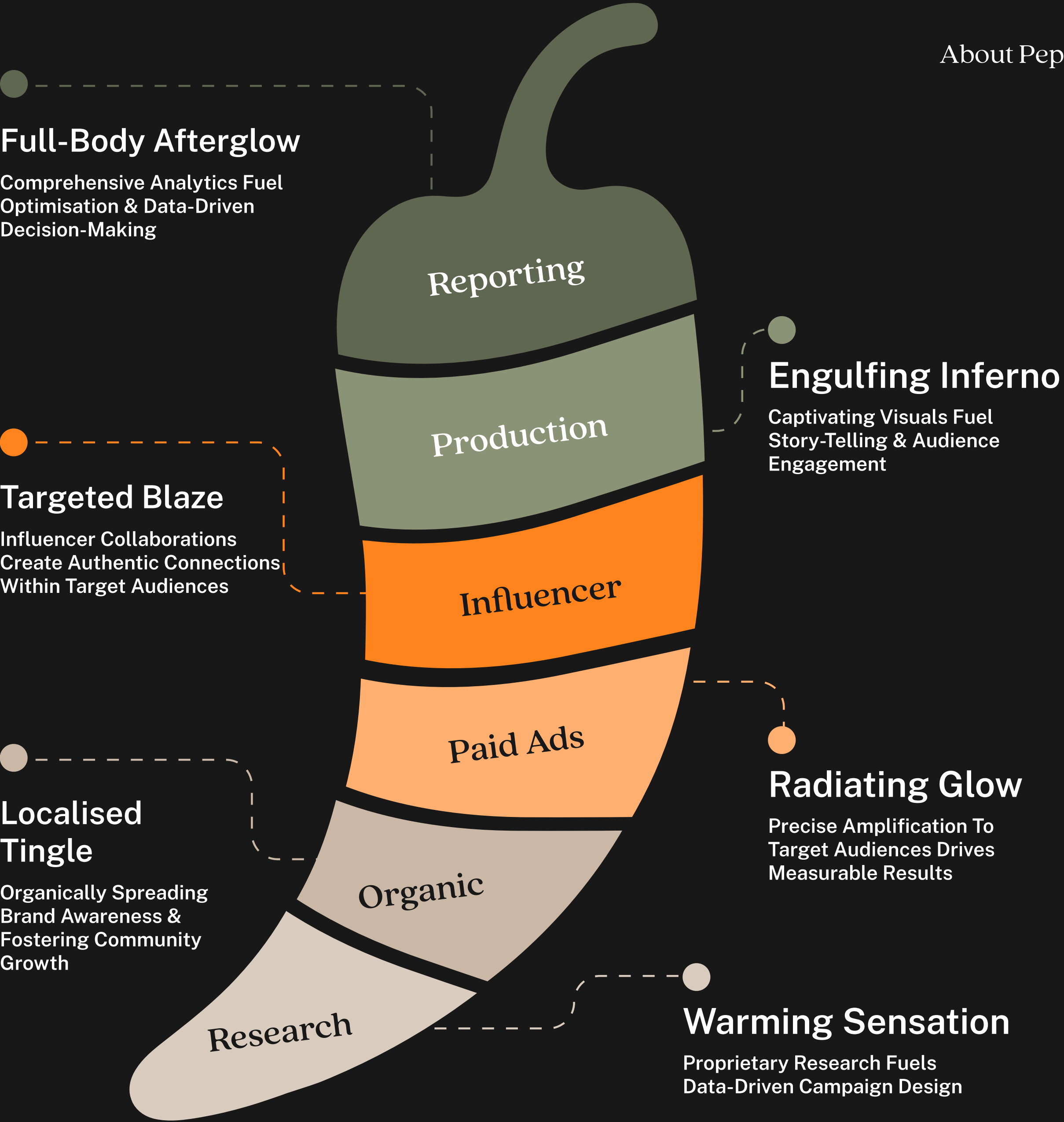


About Pepper

About Pepper



Our Services

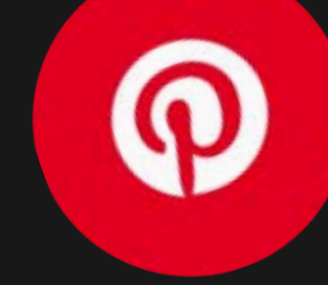


We Love Our Clients.

And the feeling is mutual. For years, we've delivered campaigns for countless international brands and agency partners, with results that keep them coming back for more.

We know what works, what doesn't and most importantly, we've got the case studies to prove it.





Our Clients Win With Our Campaigns.

- ✓ Best Travel Campaign (bCreator2024)
- ✓ Best Influencer Marketing Campaign (PMA 2023)
- ✓ Best Family & Parenting Campaign (IMA 2023)
- ✓ Best Travel & Lifestyle Campaign (IMA 2023)
- ✓ Best Boutique Influencer Marketing Agency (IMA 2022)
- ✓ Most Creative Influencer Marketing Campaign (IMA 2022)
- ✓ Most Effective Campaign for ROI (IMA 2022)
- ✓ Parenting Brand Campaign of the Year (bCreator 2022)
- ✓ Best Multi-Platform Campaign (IMA 2023)
- ✓ Best Group (British Business Awards 2023)
- ✓ Outstanding Collaboration (British Business Awards 2023)
- ✓ Rising Star (IMA 2022)
- ✓ Best Cause-Led Campaign (IMA 2022)
- ✓ Forbes 30 under 30 Class of 2021 for Business





We'd love to hear from you.

Get in Touch.



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