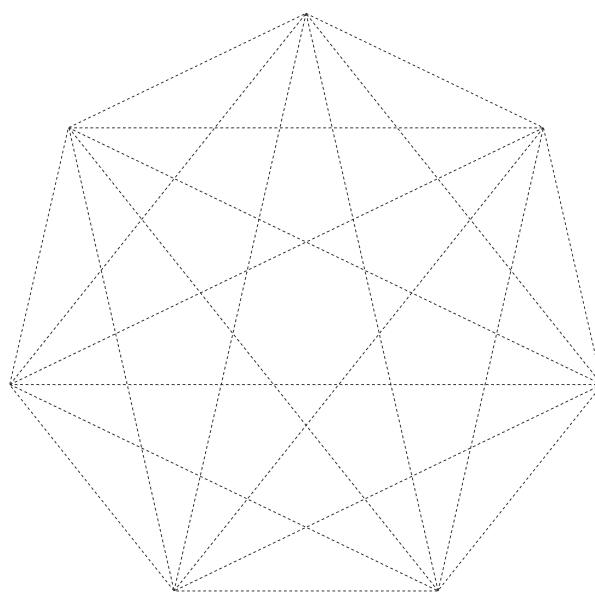


The AI and Authenticity Paradox: Navigating the Next Era of Social Media Marketing



DATE

2nd October 2025

PRESENTER

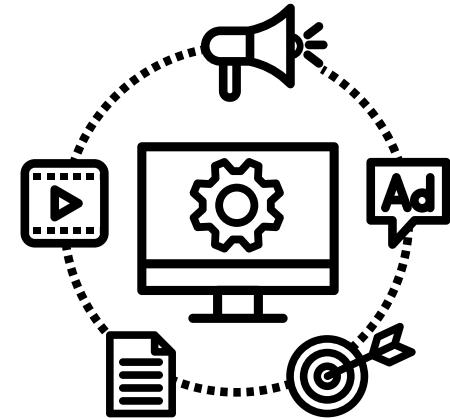
Neha Hajira Mazhar

Why?



The AI Accelerator

Scale Without Sacrifice:



Generative Content
Optimization



Hyper-Personalization at
Speed



Predictive Trend Spotting

The Authenticity Imperative

Building Trust Through People:



Prioritizing User-Generated Content (UGC)



Engaging Niche & Micro-Communities

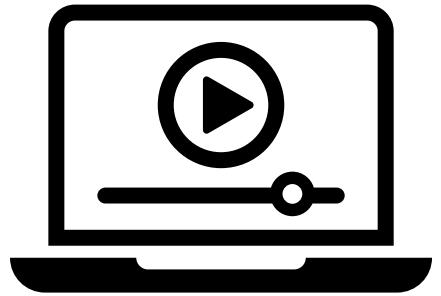


The Power of Employee-Generated Content (EGC)

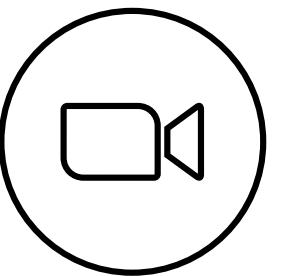


Social Commerce & The Seamless Path to Purchase

Converting Scroll to Sale:



Optimizing Shoppable Video



High-Conversion Live-Stream
Shopping



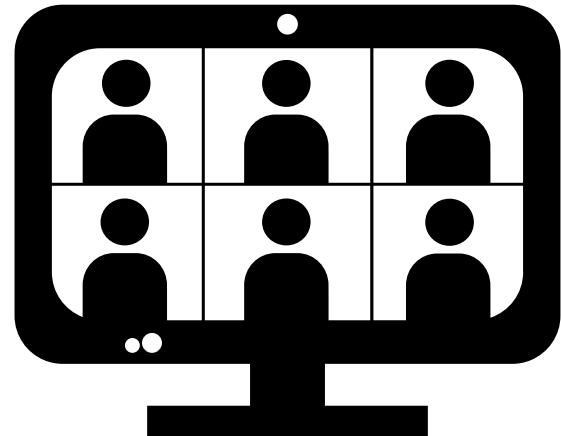
Full-Funnel Integration

Measurement: The New ROI

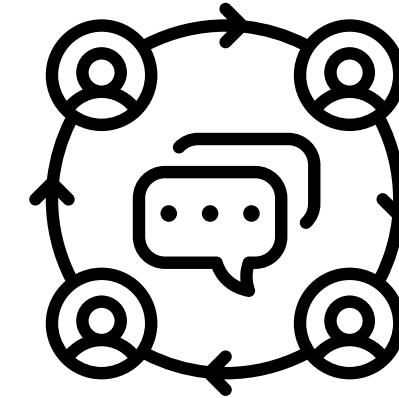
Tracking True Business Impact:



Shift from Vanity Metrics



Measuring Community
Health
(Sentiment/Advocacy)



Social-Assisted Conversions
(Closed-Loop Reporting)

Future-Proofing Your Strategy

The Winning Formula:



Embrace the Human-Led, AI-Driven Model



Prioritize Agility and Ethical Use

Q&A Session