

SOCIAL MEDIA CONTENT

SOCIAL-TO-LIVE COMMUNITY ENGINE

Turning content, creators and live experiences into community momentum.

ROLE Marketing Director

CLIENT DK Law + Herbalife

DISCIPLINE Social Media Content

SELECTED WORK BY

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SOURCE MATERIAL

DK Law Ride & Smile + Herbalife Nutrition Extravaganza

01 / CAMPAIGN SCOPE

From social content to real-world participation

These campaigns were designed as connected audience journeys, not isolated posts. Organic storytelling built relevance, paid media expanded reach, community voices added credibility and live events converted digital attention into physical participation.

CORE IDEA Use social media to earn a place inside the community before asking the community to show up.

STAGE	ROLE OF CONTENT	ACTIVATION
Position	Establish a recognizable point of view around the audience's interests and identity.	Organic editorial series, short-form video and community conversation.
Amplify	Put the strongest messages in front of relevant local or interest-based audiences.	Paid social, retargeting and creative testing.
Validate	Borrow trust from people already respected inside the community.	Micro-influencer, ambassador and partner participation.
Mobilize	Turn attention into a specific moment of participation.	Countdown content, event registration, live coverage and recap assets.

Selected responsibilities

- Campaign concept and audience strategy
- Content pillars, editorial calendar and creative direction
- Organic publishing and paid amplification plan
- Creator, micro-influencer and community-partner coordination
- Event promotion, live social coverage and post-event storytelling
- Performance review and reusable content recommendations

02 / PI LAW FIRM COMMUNITY CAMPAIGN

DK Law: Ride & Smile

CLIENT DK Law

CAMPAIGN Ride & Smile, Happy Father’s Day

The challenge was to position a personal injury law firm as a credible participant in the motorcycle community without making the campaign feel like a conventional legal advertisement.

STRATEGIC MOVE Lead with the culture and safety concerns of riders, amplify trusted community voices and let the legal brand support the experience rather than dominate it.

Campaign architecture

CHANNEL	PURPOSE
Organic social	Build familiarity through rider-focused stories, safety content, event teasers and community interaction.
Paid social	Expand the strongest creative to local motorcycle audiences and retarget engaged users.
Micro-influencers	Add authentic reach through riders and community figures with relevant local followings.
Live activation	Culminate the campaign in a motorcycle-community event designed for outreach and relationship building.
Event recap	Extend the life of the activation with shareable proof of participation and community energy.

OUTCOME The social campaign culminated in a live motorcycle event that moved DK Law from advertiser to visible community participant.

[WATCH THE DK LAW EVENT RECAP](#)

youtube.com/watch?v=9PaFTITs7M

03 / SOCIAL-TO-EVENT CAMPAIGN

Herbalife Nutrition Extravaganza

CLIENT Herbalife

CAMPAIGN Nutrition Extravaganza

The assignment was to turn a major brand event into a sustained social narrative that could energize the existing community, activate distributors and ambassadors, and convert digital momentum into attendance.

STRATEGIC MOVE Build anticipation in waves, make the community part of the story and treat the live event as the payoff to an ongoing social campaign.

Content system

PHASE	CONTENT ROLE	SELECTED EXECUTION
Build-up	Create awareness and emotional momentum.	Announcements, speaker or experience reveals, community stories and save-the-date creative.
Mobilization	Convert interest into plans and participation.	Countdowns, ambassador prompts, practical event information and paid reminders.
Live moment	Make the scale and energy visible in real time.	On-site short-form content, crowd moments, backstage access and attendee participation.
Afterglow	Turn attendance into proof, pride and future demand.	Highlights, recap edits, attendee reactions and evergreen community assets.

REPORTED RESULT The campaign culminated in a major live event with nearly 20,000 attendees, according to the project brief.

[WATCH THE HERBALIFE EVENT HIGHLIGHTS](#)

youtube.com/watch?v=yWYEKDYH0M

04 / PORTFOLIO TAKEAWAY

One operating model, two different communities

The brands, audiences and scales were different. The operating logic remained consistent: create relevance, amplify selectively, activate trusted voices and give the audience a real reason to participate.

DIMENSION	DK LAW	HERBALIFE
Audience	Local motorcycle community	Large distributor and wellness community
Brand role	Supporter and safety-minded community participant	Organizer and catalyst of shared brand energy
Social mix	Organic, paid and micro-influencer outreach	Social storytelling, ambassador participation and event mobilization
Live payoff	Ride & Smile motorcycle outreach event	Nutrition Extravaganza with nearly 20,000 attendees reported
Reusable value	Community credibility and rider-focused content library	Large-scale event proof and evergreen community assets

Measurement framework

- Awareness: qualified reach, video completion and audience growth
- Engagement: saves, shares, comments, direct messages and creator participation
- Mobilization: event-page visits, registrations or attendance intent
- Live impact: attendance, on-site content production and community participation
- Afterglow: recap views, earned sharing, reusable assets and assisted brand demand

PORTFOLIO PRINCIPLE The event is not the end of the campaign. It is the moment that proves the campaign created a community response.

Video references: [youtube.com/watch?v=9PaFTITs7M](https://www.youtube.com/watch?v=9PaFTITs7M) | [youtube.com/watch?v=yWYEKDYH0M](https://www.youtube.com/watch?v=yWYEKDYH0M)