



# Stop Posting Without a Plan

These strategy intensives help you **build a social presence** that actually drives business results, with clarity on what to create, where to show up, and how to grow.



# SOCIAL MEDIA STRATEGY INTENSIVE

social  
tango

**Duration:** 6 hours of consulting

**Best for:** Brands that want a clear, cohesive social direction across platforms

**Outcome:** A tailored social media roadmap aligned with business goals

**AED 1,500/-**

## What's Included:



Comprehensive social media audit (current performance, gaps & opportunities)



Competitor & industry landscape analysis



Target audience & ICP definition



Content pillar framework aligned with audience pain points



Platform-by-platform strategy & role definition



Strategic recommendations on what to prioritize (and what to stop doing)

**Deliverable:** A documented social media strategy you can execute in-house or with a team.

# FOUNDER-LED CONTENT STRATEGY

social  
tango

**Duration:** 6 hours of consulting

**Best for:** Founders who want to build authority, trust, & demand through their personal brand

**Outcome:** A clear positioning and content framework for consistent founder-led growth.

**AED 1,000/-**

## What's Included



Founder social presence audit  
+ competitor examples



Core brand promise,  
positioning points, tone of  
voice



Target audience & ICP  
definition



Content pillar framework  
aligned with audience  
pain points



Content boundaries: what  
to lean into vs. what to  
avoid



Best practices for founder-led  
content (what works, what  
doesn't)

**Deliverable:** A founder positioning & content playbook designed for long-term consistency.

# LINKEDIN STRATEGY

social  
tango

**Duration:** 6 hours of consulting

**Best for:** B2B brands and founders using LinkedIn as a primary growth channel

**Outcome:** A focused plan to improve visibility, credibility, and engagement on LinkedIn.

**AED 800/-**

## What's Included



Profile/page optimization  
recommendations (w/audit)



LinkedIn best practices &  
algorithm insights



Competitor & peer  
analysis



Content direction &  
format recommendations



30-day content calendar  
(reels, carousels + captions)



Engagement and posting  
guidance

**Deliverable:** A LinkedIn-specific strategy with clear next steps and content direction..

# INSTAGRAM STRATEGY

social  
tango

**Duration:** 6 hours of consulting

**Best for:** Brands looking to improve consistency, reach, and content clarity on Instagram

**Outcome:** A platform-specific strategy that aligns content with growth goals.

**AED 800/-**

## What's Included



Profile/page optimization  
recommendations (w/audit)



Instagram best practices  
(formats, cadence,  
engagement)



Competitor & niche  
analysis



Content pillar refinement  
for Instagram



30-day content calendar  
(reels, carousels + captions)



Strategic content and growth  
recommendations

**Deliverable:** An Instagram strategy framework with clear content and execution guidance..

# YOUTUBE SEO FRAMEWORK

social  
tango

**Duration:** 6 hours of consulting

**Best for:** Brands and creators building long-form, search-driven content

**Outcome:** A structured YouTube strategy focused on discoverability and consistency.

**AED 800/-**

## What's Included



Channel audit & optimization recommendations



YouTube best practices & content formats



Competitor & niche analysis



SEO strategy for titles, descriptions & keywords



Content ideas & topic validation (including VidIQ insights)



5 long-form video scripts + story boards.

**Deliverable:** A YouTube growth and content strategy built for long-term visibility.