

Content Strategy

Client Playbook



Mohammed Kadi

SparkSocial · Dubai

4,040 IG followers baseline

40/30/30 pillar mix

3 to 5 posts per week

What Is Inside

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The Brand

Who Mohammed is and why SparkSocial bets on its own founder

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The Numbers

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How Dubai attention becomes SparkSocial pipeline

01

Content Strategy

The Brand

The agency that grows its own founder in public

The face of social growth in Dubai

Purpose, positioning, and the thesis behind the plan



Mohammed Kadi is the Founder and CEO of SparkSocial, a social media agency in Dubai. His content is engineered to prove the agency's own thesis in public. If SparkSocial can build a founder into a visible authority, prospects see the product before they ever book a call.

Every piece points at one outcome. Mohammed becomes the recognizable face of social media growth in the Dubai market.

WHERE HE LIVES ONLINE

Instagram

@sparksocial.ae · the engine

sparksocial.ae

the agency site

DMs

where warm viewers land

Dubai

the geography of every hook

The identity system



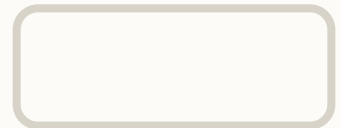
Midnight navy
#1A1A2E



Dubai gold
#E8B84F



Skyline silver
#B8C1D9



Paper white
#FCFBF7

Voice: direct, founder to founder, proof over promises. Hooks are built for the Dubai business audience, not a generic global feed. The visual identity of Mohammed on camera gets locked in Phase 1 so every post is recognizable before a caption is read.

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Content Strategy

The Numbers

A real baseline and honest benchmarks, no projections dressed as results

4,040 followers. That is the start line.

No video performance data exists yet, so we measure what matters

Mohammed starts this engagement with zero video assets. Instead of inventing projections, the plan defines the baseline we grow from and the three benchmarks every monthly review runs against. Numbers replace targets as content ships.

4,040

Instagram followers on @sparksocial.ae

Baseline as of June 2026

Every growth number gets measured from here

BENCHMARK 1

Consistency

Phase 1 is scored on published volume per week. An account with no history needs supply before it can have signal.

BENCHMARK 2

Pillar performance

After 30 days we compare average views per pillar. The plan predicts Dubai Market wins on reach and Client Wins wins on conversion.

BENCHMARK 3

Follower velocity

Month over month growth from the 4,040 baseline tells us whether attention is compounding or only reaching the existing audience.

The review rhythm is monthly. Real views rebalance the pillar mix, and the first 30 days of publishing confirm or correct every prediction in this playbook.

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Content Strategy

The Pillars

Three jobs, one page, an engineered 40/30/30 mix

The engineered 40/30/30 mix

Percentages are the plan, rebalanced once real view data comes in

Agency Authority

target 40% of output



How SparkSocial thinks. Frameworks, teardowns of what works on Instagram right now, behind the scenes of running an agency. Built to earn trust from business owners who could hire him.

Client Wins

target 30% of output



Real results, before and after growth stories, what changed and why. Proof content. Engineered to convert attention into pipeline because it answers the only question a prospect has, can you do this for me.

Dubai Market

target 30% of output



Local business culture, what Dubai brands get wrong on social, market specific plays. The reach pillar. Local relevance travels furthest on Instagram and plants Mohammed in the exact geography his buyers live in.

EXPECTED PERFORMER

Dubai Market should drive the most raw views, because local content gets shared locally. Client Wins should drive the most booked calls. Both predictions get verified against real numbers after the first 30 days of publishing.

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Content Strategy

The Phases

How the machine gets switched on from zero

Foundation, Momentum, Authority

The forward rollout, weeks one to month four and beyond

PHASE 1

Weeks 1 to 4

Foundation

The engine starts from zero video assets, so Phase 1 builds the base. Lock the three pillars, film the first recording batch, publish the first wave of short form on Instagram, and establish the visual identity of Mohammed on camera. Success here is consistency, not virality.

PHASE 2

Weeks 5 to 12

Momentum

Read the early data. Double down on the formats and hooks that outperform, kill what flatlines, and push posting frequency up as the batching process matures. This is where the 40/30/30 mix gets rebalanced against real views.

PHASE 3

Month 4 and beyond

Authority

Mohammed is now a known face in the Dubai feed. Layer in longer format content, collaborations with Dubai founders, and direct conversion assets that route attention into SparkSocial's pipeline.

Cadence: 3 to 5 Instagram posts per week, filmed in batches so Mohammed records once and CAM handles everything else. Long form arrives in Phase 3 once short form has proven which topics deserve the deeper treatment. Monthly data review keeps the mix honest.

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Content Strategy

The Formats

Planned before a single video exists, engineered to be watched

The planned short form formats

What CAM ships in the first recording batches, mapped to the pillars

FRAMEWORK TEARDOWN

PILLAR · AGENCY AUTHORITY

Mohammed breaks down what is working on Instagram right now, one framework per video, filmed direct to camera. The trust builder for business owners who could hire him.

BEHIND THE AGENCY

PILLAR · AGENCY AUTHORITY

Behind the scenes of running SparkSocial. How decisions get made, how content gets produced, the agency proving its own thesis in public.

BEFORE AND AFTER

PILLAR · CLIENT WINS

A real client result packaged as a mini case study. What the account looked like, what changed, and why. The pillar engineered to convert attention into pipeline.

DUBAI PLAYBOOK

PILLAR · DUBAI MARKET

What Dubai brands get wrong on social, local business culture, market specific plays. Local relevance travels furthest, and this is the reach engine.

The system behind every video

One idea per video

Dubai first hooks

Proof over promises

One CTA only

Batch filmed

Mohammed records once. CAM handles ideation, scripting, production, editing and posting, end to end. A done for you engine, exactly like this playbook describes.

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Content Strategy

The Funnel

Attention. Trust. Conversion.

How Dubai attention becomes pipeline

The machine under the content

ATTENTION

Dubai Market and Agency Authority short form pulls cold local viewers into Mohammed's world. Hooks built for the Dubai business audience, not a generic global feed.

TRUST

Client Wins and repeated founder facing authority content prove SparkSocial delivers. A prospect who has watched Mohammed break down real results for two weeks no longer needs convincing.

CONVERSION

Warm viewers route to sparksocial.ae through profile, captions and DM prompts. The offer is simple, the agency that grew its own founder can grow your brand, done for them.

Built and run by Panche P., marketing consultant

Strategy, scripts, production, editing and posting, delivered as one system.

panchepetrov.com

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Content Strategy

The Rollout

Build the engine from zero

The first 90 days

What actually happens, week by week

WEEK 1

Put the founder on camera

The agency is invisible and the founder is not. Position him first, because an agency that cannot market itself cannot sell marketing.

WEEK 2

Define the three pillars

Agency authority at 40 percent, Dubai market at 30 percent, client wins at 30 percent. A deliberate mix, not random posting.

WEEK 3 TO 4

First batch live

One recording session produces a month of content. The baseline to beat is 4,040 followers as of June 2026.

WEEK 5 TO 8

Own the geography

Dubai market content targets a defined area where SparkSocial can realistically become the loudest voice. Local beats global.

WEEK 9 TO 12

Run the proof engine

Every client win packaged as a mini case study. This is the closing argument for the next prospect.

ONGOING

Measure honestly

Track against the 4,040 baseline. This is the engineered plan, and the numbers will tell us what to double down on.

One recording day feeds the entire engine

Strategy, scripts, editing, thumbnails and posting handled end to end. You record. That is the whole ask.