CLIENT PLAYBOOK

Content *Strategy*



Mohammed Kadi

SparkSocial · Dubai

4,040 IG followers baseline

40/30/30 pillar mix

3 to 5 posts per week

CONTENT STRATEGY

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Mohammed Kadi · SparkSocial · Dubai

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01

Content Strategy

The Brand

The agency that grows its own founder in public

THE BRAND

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 built to prove the agency's own thesis in public. If SparkSocial can turn its founder into a visible authority, prospects see the product working before they ever book a call. Every piece of content points at that one outcome.

The engagement starts with zero video assets and 4,040 Instagram followers on @sparksocial.ae as of June 2026. We planned the pillars, the formats and the phases before the first recording session, so the first batch ships with a clear job for every post. The plan is written down here so the first 30 days of real views can confirm or correct it.

Mohammed becomes the recognizable face of social media growth in the Dubai market.

WHERE THE BRAND LIVES ONLINE

4,040
Instagram · followers on @sparksocial.ae, the baseline

sparksocial.ae
Website · the agency site, where warm viewers are sent

DMs
Instagram inbox · where warm viewers land

Dubai
Market · the geography of every hook

The identity system

Midnight navy	Dubai gold	Skyline silver	Paper white
#1A1A2E	#E8B84F	#B8C1D9	#FCFBF7

Voice: Direct, founder to founder, proof over promises. Hooks are written for the Dubai business audience, and Mohammed's on camera look is locked in Phase 1 so every post is recognizable before a caption is read.

02

Content Strategy

The Numbers

A real baseline and honest benchmarks, with no projections presented as results

THE NUMBERS

4,040 followers is the baseline

No video performance data exists yet, so the plan sets a baseline and three benchmarks

Before

4,040

Instagram followers on @sparksocial.ae, baseline as of June 2026

After

To be measured

follower growth reported monthly from the 4,040 baseline, the plan sets no projected target

0

video assets at the start of the engagement

3

benchmarks every monthly review runs against

3 to 5

Instagram posts per week, filmed in batches

30 days

of publishing before the pillar predictions are checked

WHAT THE NUMBERS SAY

- Benchmark 1, consistency: Phase 1 is scored on published volume per week, since the account has no posting history to read yet.
- 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 4,040 shows whether new people are arriving or posts only reach the existing audience.
- The review rhythm is monthly. Real views rebalance the 40/30/30 mix, and the first 30 days of publishing confirm or correct every prediction in this playbook.

Source: Instagram follower count on @sparksocial.ae, June 2026. No video performance data existed when the plan was written.

03

Content Strategy

The Pillars

Three jobs, one page, a 40/30/30 mix

THE PILLARS

The 40/30/30 mix

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

Agency Authority

40% of posts

How SparkSocial thinks. Teardowns of what works on Instagram now and behind the scenes of running the agency. Built to earn trust from owners who could hire him.

Client Wins

30% of posts

Real results, before and after growth stories, what changed and why. Proof content that answers the one question a prospect has, can you do this for me.

Dubai Market

30% of posts

Local business culture, what Dubai brands get wrong on social, market specific plays. The reach pillar, because local content gets shared locally, among his buyers.

Expected performer

checked after 30 days

Dubai Market should drive the most views and Client Wins the most booked calls. Both predictions get verified against real numbers after the first 30 days of publishing.

04

Content Strategy

The Phases

How the plan starts from zero video assets

THE PHASES

Foundation, Momentum, Authority

The forward rollout, weeks one to month four and beyond

PHASE 1

Weeks 1 to 4

Foundation

The plan starts from zero video assets, so Phase 1 builds the base. We lock the three pillars, film the first batch, publish the first short form wave on Instagram and set Mohammed's on camera identity. Success is measured on consistency.

PHASE 2

Weeks 5 to 12

Momentum

We read the early data, double down on the formats and hooks that outperform, drop what flatlines, and raise posting frequency 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

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

THE RHYTHM

3 to 5 Instagram posts per week, filmed in batches so Mohammed records once and we handle everything else. Long form arrives in Phase 3 once short form has shown which topics deserve the deeper treatment, and a monthly data review keeps the mix honest.

05

Content Strategy

The Franchise

Planned before a single video exists

THE FRANCHISE

Four formats, planned before filming

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

FORMAT · SHORT FORM ON INSTAGRAM

Four planned formats, 3 to 5 posts per week, filmed in batches

TITLE FORMULA

Instagram teardown and behind the agency · Agency Authority	planned
Before and after · Client Wins	planned
Dubai playbook · Dubai Market	planned

WHY IT WORKS

Every format is mapped to a pillar before filming, so the first batch covers trust, proof and reach in the planned 40/30/30 ratio. After 30 days the view data shows which formats earn more slots.

NEXT RUNS

Longer format content and collaborations with Dubai founders arrive in Phase 3, once short form has shown which topics deserve the deeper treatment.

WHAT EVERY PIECE SHARES

- Mohammed records once, in batches
- Each video maps to one pillar
- Filmed direct to camera
- The on camera identity set in Phase 1

THE PACKAGING SYSTEM BEHIND EVERY VIDEO

One idea per video · Dubai first hooks · Proof over promises · One CTA only

06

Content Strategy

The Funnel

Attention. Trust. Conversion.

THE FUNNEL

How Dubai attention becomes pipeline

The system under the content

Attention STEP 1

Dubai Market and Agency Authority short form brings cold local viewers to Mohammed. Hooks are written for the Dubai business audience, so the viewer who stops is already the kind of owner SparkSocial can serve.

Trust STEP 2

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

Conversion STEP 3

Warm viewers are sent to sparksocial.ae through the profile link, captions and DM prompts. The offer stays simple: the agency that grew its own founder in public can grow your brand, done for you.

BUILT AND RUN BY SCALE WITH CAM™

We run strategy, scripts, production, editing and posting for this brand as one system. Mohammed records in batches and we handle everything else.

scalewithcam.com

07

Content Strategy

The Rollout

Building the content system from zero

THE ROLLOUT

The first 90 days

What happens, week by week

WEEK 1

Put the founder on camera

The agency has no public face yet. We position Mohammed first and lock his on camera identity, so a prospect can see how SparkSocial markets itself before booking a call.

WEEK 2

Define the three pillars

Agency Authority at 40 percent, Dubai Market at 30 percent, Client Wins at 30 percent. A deliberate mix we set before the first post, and rebalance once real views come in.

WEEK 3 TO 4

First batch live

One recording session produces a month of content. The first short form wave goes out on Instagram, and 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 most visible agency voice. Early data decides which hooks and formats get more slots.

WEEK 9 TO 12

Run the proof content

Every client win is packaged as a mini case study: what the account looked like, what changed and why. This is the content a prospect watches before booking.

ONGOING

Measure honestly

Every month we track consistency, views per pillar and follower growth against the 4,040 baseline. The numbers decide what gets more of the 40/30/30 mix.

One recording day feeds the whole month

We handle strategy, scripts, editing, thumbnails and posting end to end. Mohammed records once a month and reviews the numbers with us.