

How we work with you

From the first meeting to the first report: the steps, the roles, and the monthly cycle.

This guide's term, from Qamoos Tasweeq

What does **KPI** mean?

Key performance indicator
مؤشر الأداء الرئيسي

The number we check every month to see where we stand.

■ A joint release

Two brands, one guide

Growth

Growth for Marketing

A Saudi marketing agency

We run business accounts end to end: content, ads, and monthly reports. In this guide we show how we work in practice.

growthksa.com

قاموس التسويق

One marketing term at a time, in plain words

An Arabic channel on Instagram and TikTok that explains marketing terms simply. In this guide it explains the terms you will meet.

[@qamoos_altswееq](https://www.instagram.com/qamoos_altswееq)

Growth shows how the work is done. **Qamoos Tasweeq** explains what the words mean.

■ Our way

A clear system instead of daily guesswork.



Every post has a plan, every plan has a goal, and every month ends with a report on what worked and what we will change.

■ The steps

Six steps from hello to the first report

01

Kickoff meeting

We learn your business, goals, audience, and what sets you apart.

02

Account review

We read your numbers today and list the strengths and weaknesses.

03

Strategy

Platforms, content pillars, rhythm, and the main goal of each platform.

04

Monthly plan

Every post with its date, copy, and design in one file before the month starts.

05

Production and approval

We write and design, then send it to you. Nothing goes live without your approval.

06

Posting and reporting

We post and follow engagement, and every month you get a report with numbers.

■ The monthly cycle

Every month runs on the same rhythm

When	What happens	From you	From us
Last week of the month	Next month's plan	Upcoming offers and occasions	The full plan for approval
First week	Production and scheduling	Approval within two days	Designs, videos, and copy
All month	Posting and engagement	Replies to sales questions	Posting and replies to comments, per package
Day 5 of the next month	Report and review	A short meeting	The report and what we will change

■ Roles

Who does what

01

Us

- Strategy and the monthly plan
- Copywriting, design, and editing
- Scheduling and posting
- Ad management, per package
- Monthly report and recommendations

02

You

- Partner access to your accounts (no passwords)
- Information, offers, and prices
- Content approval within two days
- Product photos or time for a shoot when needed
- One person as the main contact

The faster the communication and the clearer the approval, the faster the results.

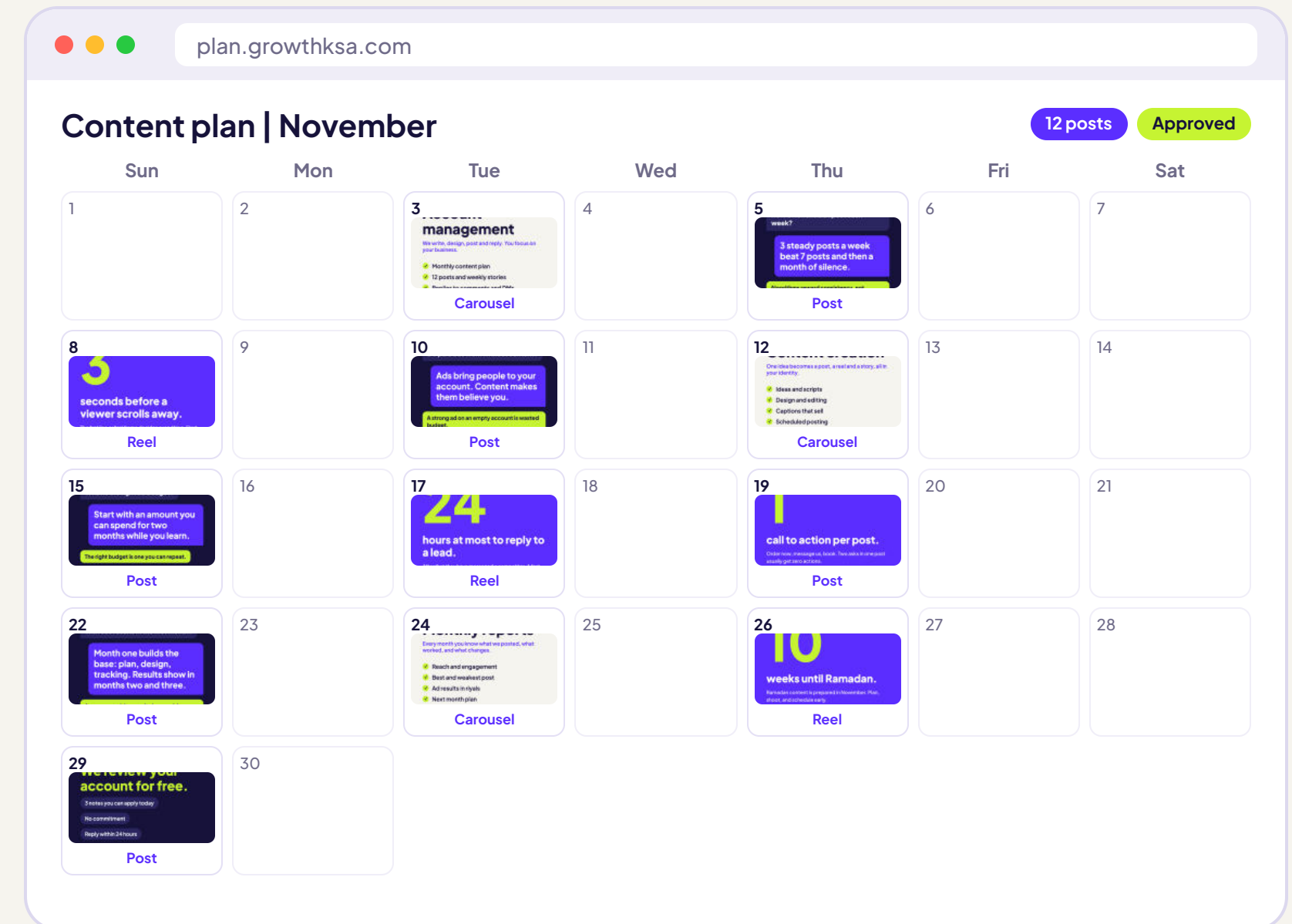
■ The monthly plan

Every post of the month in front of you before it starts

1 One shared file
Every post with its date, format, design, and copy.

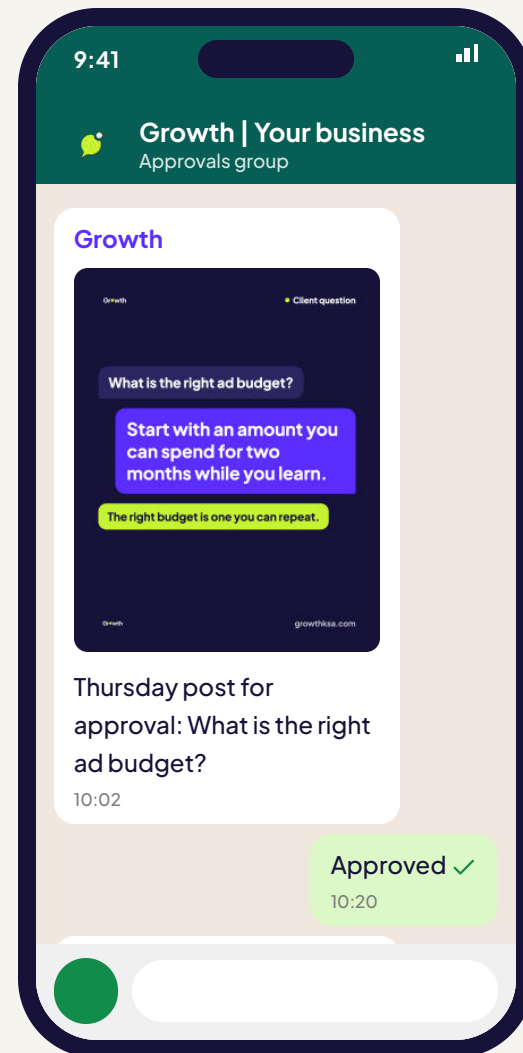
2 Before the month starts
The plan reaches you in the last week of the previous month.

3 Flexible
A sudden offer or occasion? We update the plan and let you know.



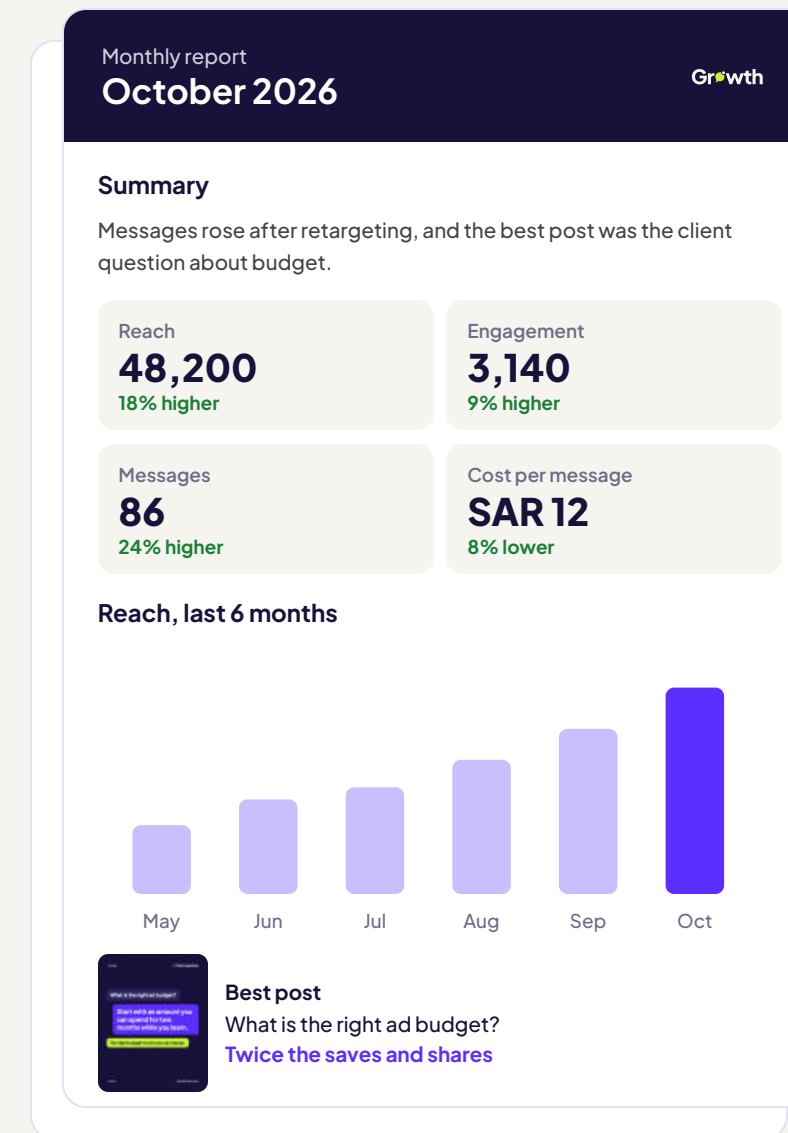
■ Communication

Approval in one word, the report in one file



Approval on WhatsApp

We send each post before its date, and you reply "Approved" or with your notes.



The monthly report

A clear file on day 5 of every month, explained in a short meeting.

Figures in the report are illustrative.

Three terms from this guide

What does **KPI** mean?

Key performance indicator | مؤشر الأداء الرئيسي

The one number that tells us whether the campaign reached its goal.

In plain words: The number we check every month to see where we stand.

What does **Content Calendar** mean?

Content calendar | جدول المحتوى

A plan of what we post, when, and where, set before the month starts.

In plain words: You see every post ahead of time and approve it.

What does **Report** mean?

Monthly report | التقرير الشهري

A summary of the month: reach, messages, cost, and what changes next month.

In plain words: One page that shows what your money did.



Have another question?

We will explain it with numbers, in plain words.



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