

What to expect, and when

Your first 90 days of marketing: what happens each month, and the signs that the work is on track.

This guide's term, from Qamoos Tasweeq

What does **Reach** mean?

الوصول

How many people saw you, not how many times.

■ 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.

■ Expectations

The first result you see is consistency. The last is sales.



Marketing builds trust step by step. The platform needs time to learn your audience, and the audience needs to see you more than once before reaching out.

■ The first 90 days

Three months, each with a different goal

01

Month 1: Foundation

Account and identity improvements, the first steady content, and baseline numbers. We do not expect a jump in sales here.

02

Month 2: Learning

We learn which content works and which does not. Engagement starts to rise and the first enquiries arrive.

03

Month 3: Growth

We double down on what works, run smarter ads, and see clearer, steadier enquiries.

Real numbers differ from one business to another, so we set targets with you after reviewing your accounts.

■ What progress looks like

How progress shows on the dashboard

A gradual rise

The line climbs slowly in month one, then speeds up once we know what works.

Normal ups and downs

A week lower than the last is not failure. The overall trend is what matters.

Messages come last

Reach and saves move first, and messages follow.

Illustrative chart, not a real account.



■ Before sales

Signs that the work is on track

01

Reach is rising

More people outside your followers are seeing your content.

02

Saves and shares

People save the post or send it to others, a sign of real interest.

03

Profile visits

Someone visiting the profile is looking for more about you.

04

Messages

Questions about the product, the price, and the location.

05

Serious comments

Comments with questions, not just emojis.

06

People search for you

More Google profile visits and direction requests.

■ What slows results

Six things that slow any account

01

Pausing posts

A silent week sets an account back.

02

Late approvals

Ready content that is not posted creates no results.

03

Slow replies

A client who asks and gets no quick answer goes elsewhere.

04

Changing direction weekly

The audience and the platform need a steady message to understand you.

05

An unclear offer

If people do not know what to do after the post, they do nothing.

06

Relying only on free reach

Free reach is slow. A small, well planned ad speeds up learning.

■ The bottom line

90 days is the minimum for a fair judgement

We review the numbers with you **every month**, and judge the direction **after three months**. Judging after a week or two is like judging a tree on the day you planted it.

We guarantee steady work, transparency, and a report. We do not guarantee specific numbers, because anyone who promises numbers before knowing your business is gambling with your account.

Three terms from this guide

What does **Reach** mean?

الوصول

The number of different people who saw the content; each person counts once.

In plain words: How many people saw you, not how many times.

What does **Engagement** mean?

التفاعل

Every action people take on the content: likes, comments, saves, and shares.

In plain words: A sign the content made them stop.

What does **Lead** mean?

العميل المحتمل

Someone who showed interest and left their details or messaged you.

In plain words: Someone asking about the price could become a client.



Have another question?

We will explain it with numbers, in plain words.



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