



## S O C I A L M E D I A

# PORTFOLIO

Believe in the power of social media but unsure about content? Let us handle your accounts while you focus on growing your business. We offer tailored social media design and management services.



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## Because your online presence matters!

At The Content Savvy, we provide a suite of professional services customized to meet your business's unique content requirements. As the significance of building a robust online presence continues to grow, our specialization lies in enabling you to connect effectively with your target audience through a range of digital marketing tools.

Our proficiency spans the complete spectrum of message delivery, encompassing the creation of impeccable content and the development of captivating visual components. Whether you're eager to elevate your personal profile, promote your freelance venture, inaugurate a startup, or refine an established business, we offer comprehensive support in both English and Arabic, tailored to your needs.





# HOW CAN WE HELP YOU?

Deciding on the right social media platforms, devising effective strategies, maintaining your brand's image, engaging your audience, and keeping up with the ever-changing social landscape can be a time-consuming challenge.

At The Content Savvy, we specialize in providing tailored Social Media Management Solutions to simplify your online presence. Our flexible options cater to businesses of all sizes, aligning with your budget, nature, values, and goals.

Explore our comprehensive portfolio for a range of services under the Social Media Management umbrella. From content creation to audience engagement, we offer the tools you need to succeed in the dynamic world of social media. Let us handle the intricacies while you focus on growing your business.



## Launching

We help businesses launch their new social media accounts on all social media platforms.



## Media Production

We offer monthly contracts of production only packages where we deliver a specific pre-agreed number of media such as images and videos.



## Management

These are solutions built to free our clients from all the details related to social media marketing.



We create media for  
**ALL SOCIAL MEDIA PLATFORMS**



# PLATFORMS

We excel not only in crafting media and overseeing accounts across various social media platforms but also in tailoring content to suit each platform's unique requirements. Our expertise extends to assisting you in selecting the most suitable platforms based on your business's nature and target audience. Ultimately, we empower you to make the impactful impressions you desire!

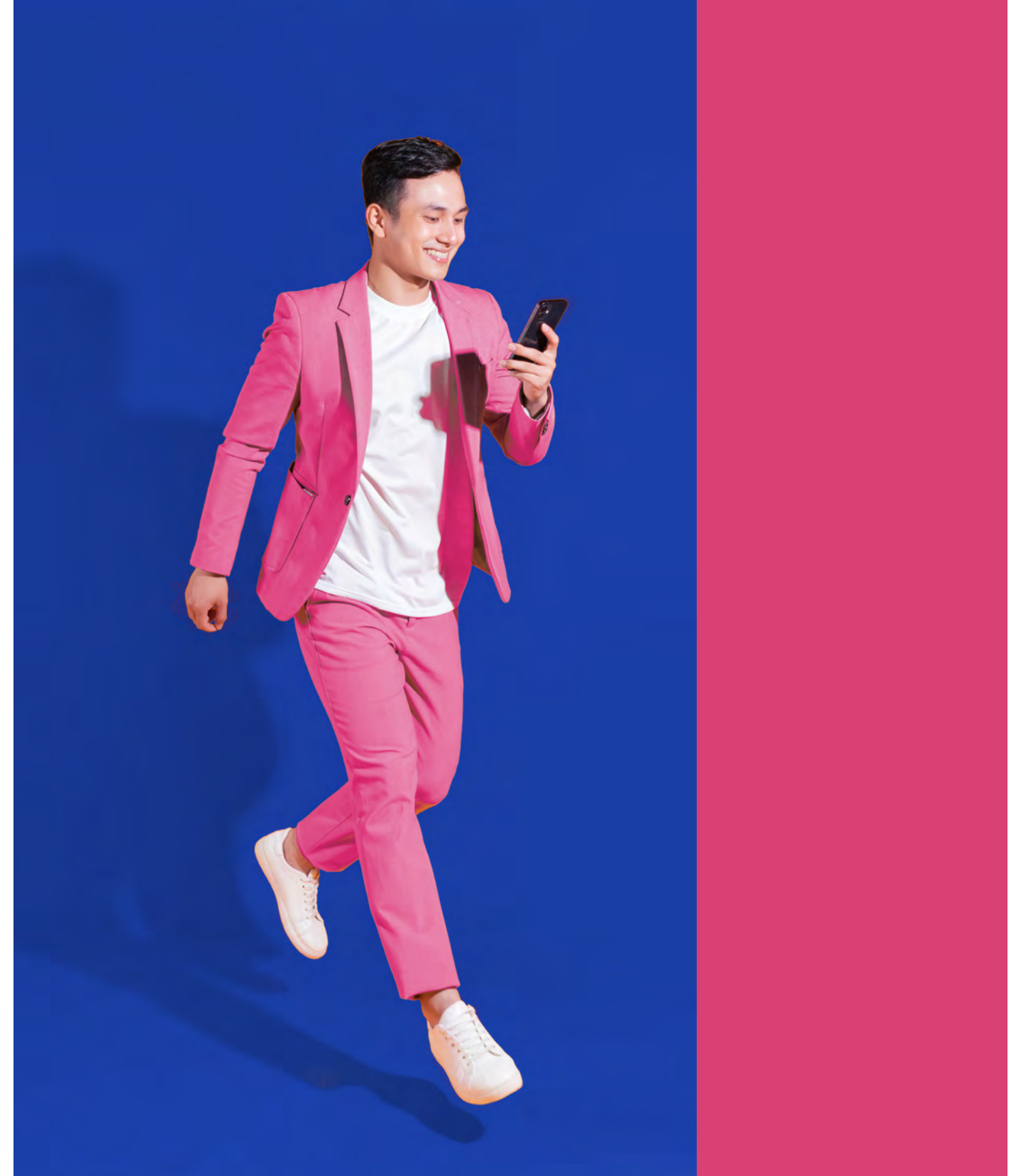


## Which Social Media Platform?

Choosing the right platform isn't just about allocating your budget wisely; it's also about optimizing your time and accelerating your desired outcomes. We offer complimentary consultations and guidance, leveraging our industry expertise and insights into your target audience to recommend the ideal platforms for your business.

## Which content type?

In the realm of content and media production, we're equipped to create a diverse range of media types. Whether it's still images, engaging carousels, brief videos (such as reels and shorts), or more extended video content, we've got you covered.



# ADVERTISING

In addition, we offer comprehensive advertising campaign management across various social media platforms. Our Ads management packages encompass not only media production for your campaigns but also meticulous Ads technical management. We go the extra mile by conducting in-depth performance analysis, enabling you to enhance your Ads reach and optimize future campaign performance effectively.



A woman with brown hair, wearing a bright pink hoodie, is smiling broadly and making 'OK' hand gestures with both hands. The background is a solid, vibrant pink color. The text 'EXAMPLE PROJETS' is overlaid on the left side of the image in a large, white, sans-serif font.

# EXAMPLE PROJETS

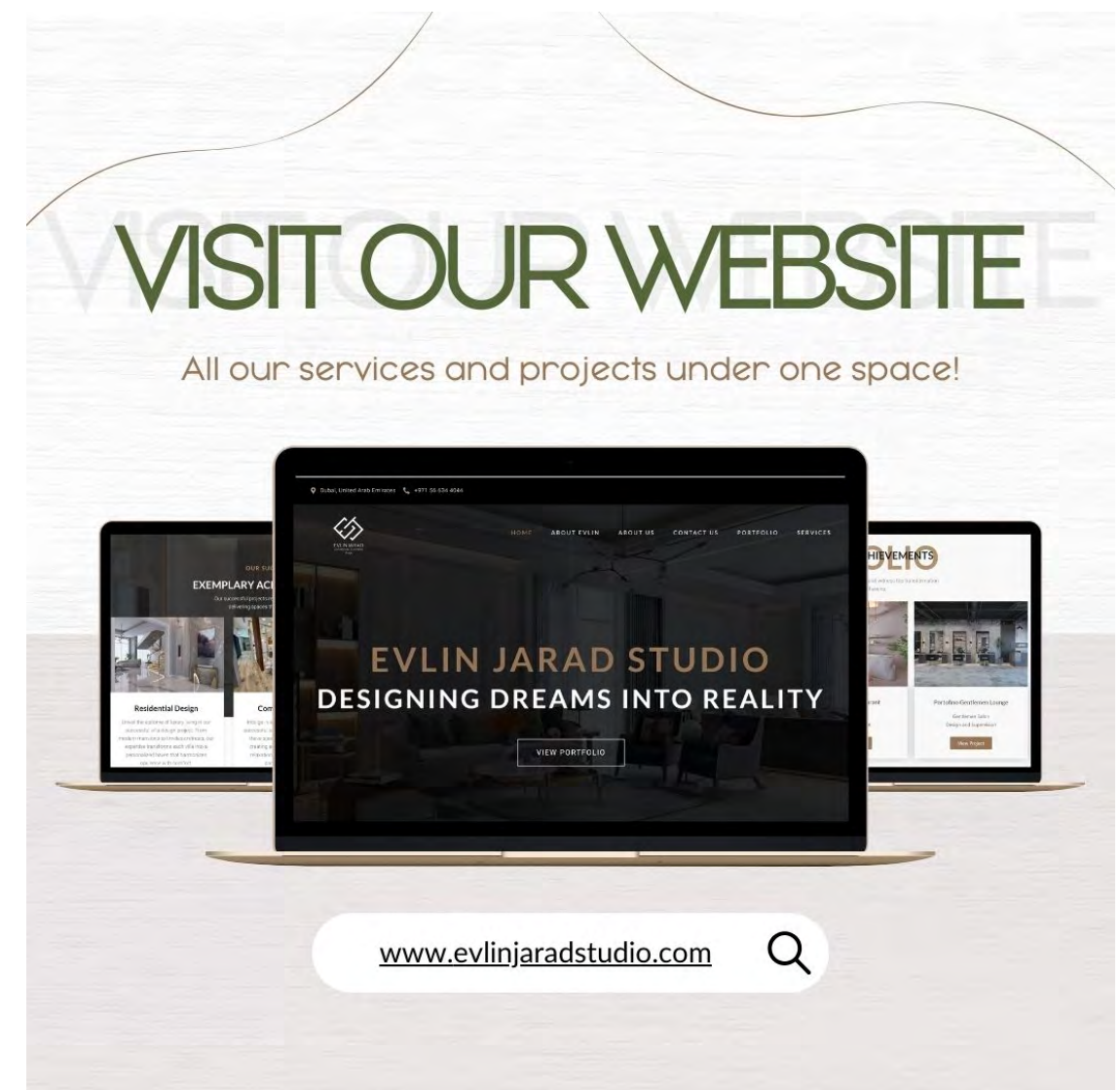
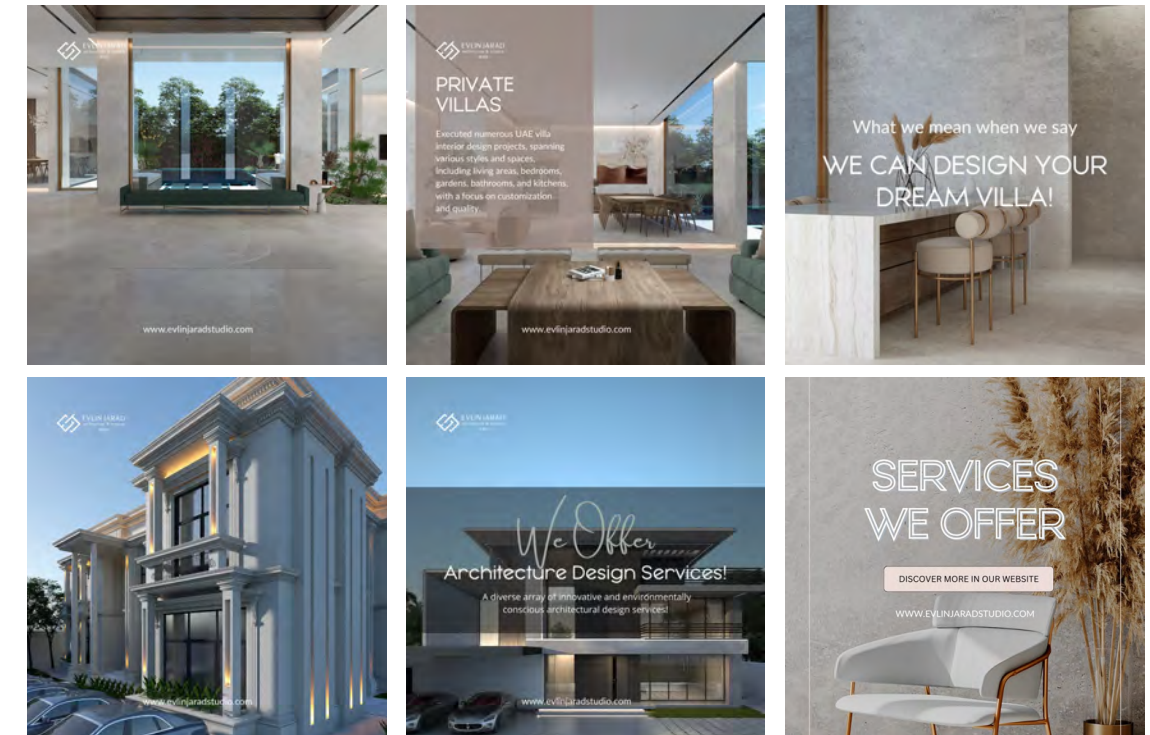
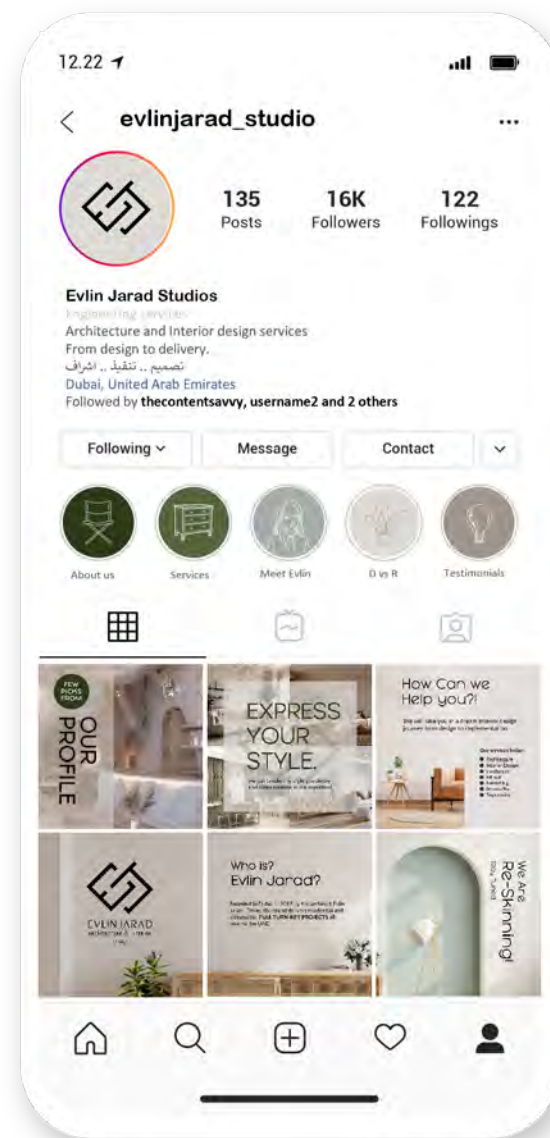
The pages ahead showcase just a glimpse of our completed projects within the Social Media industry. Should you require additional samples or wish to have a customized sample tailored specifically for your business, please don't hesitate to reach out.



# INTERIOR DESIGN

**Client: Evlin Jarad Studio**  
**Location: Dubai, UAE**

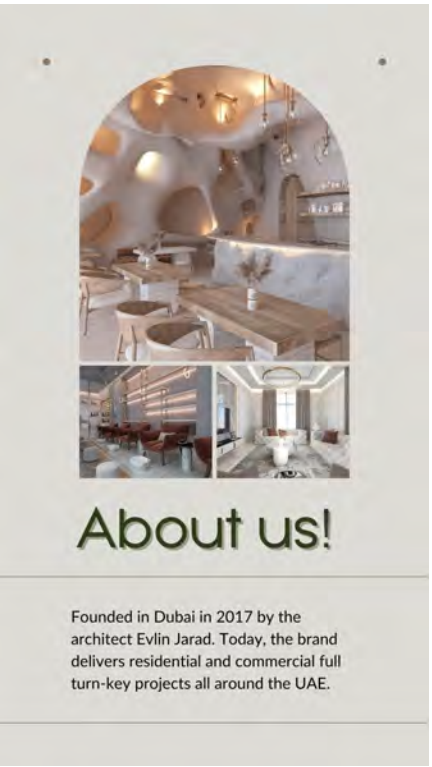
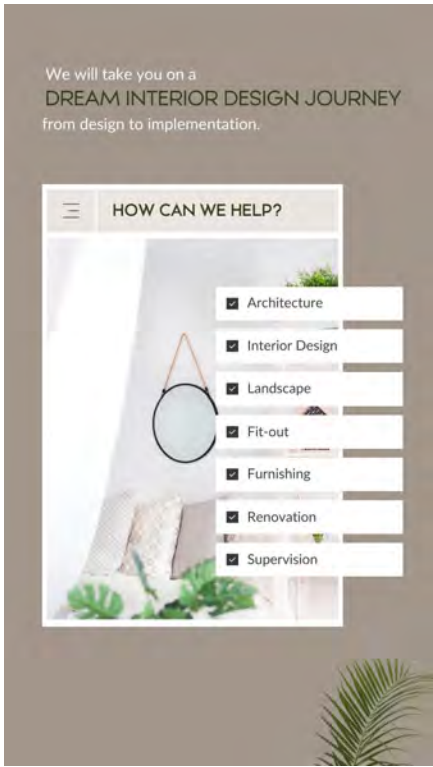
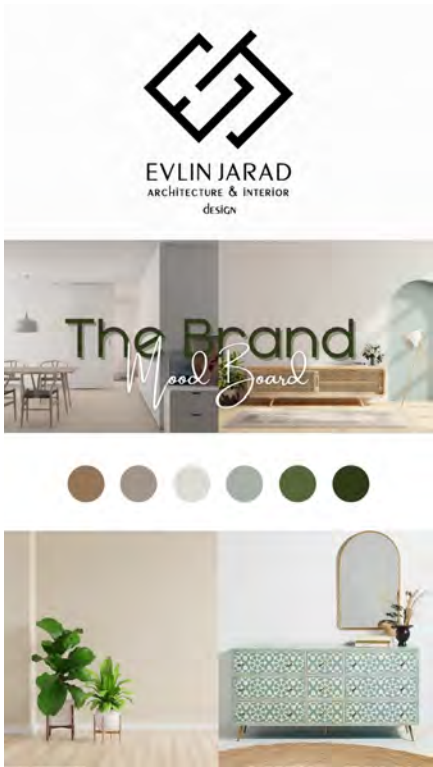
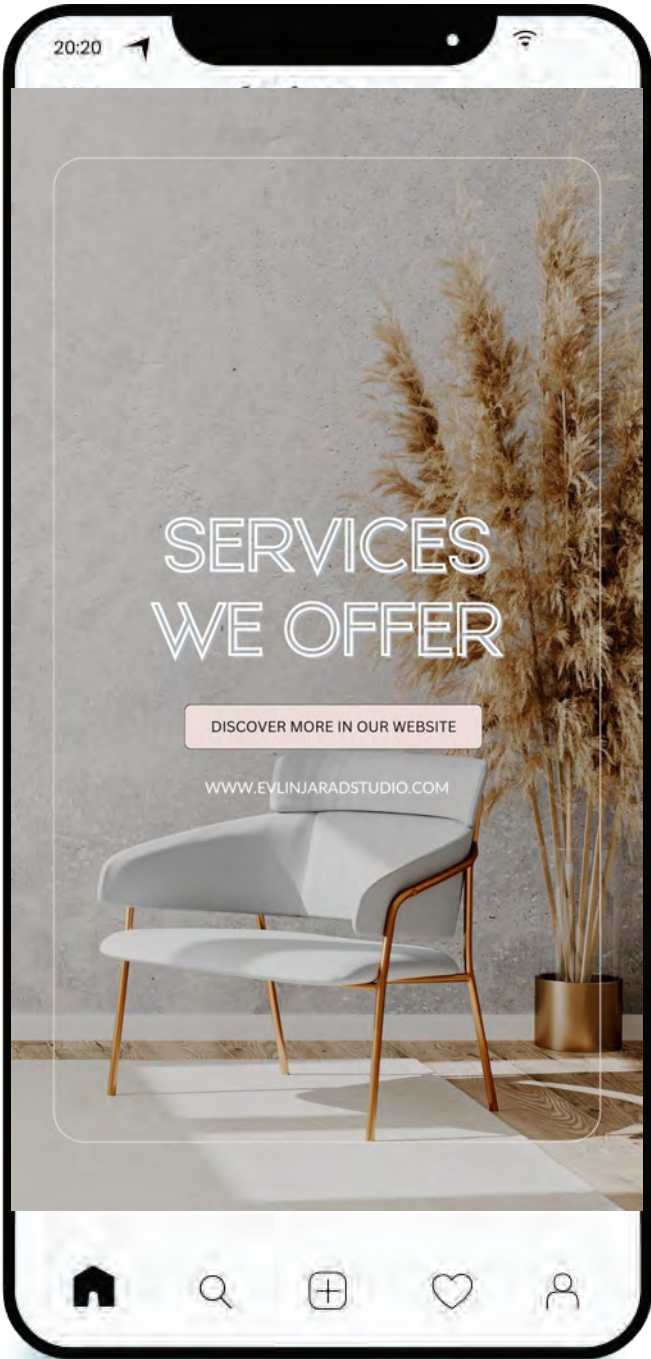
Evlin Jarad Studio, specializing in interior design and architecture services, embarked on a rebranding journey to redefine their online presence. With a focus on Instagram and Facebook, we embarked on a mission to revamp their social media aesthetics. Our efforts included crafting a variety of engaging posts, captivating stories, and dynamic short videos, which we managed for the business. Additionally, we played a pivotal role in curating their social media content to showcase completed projects within a cohesive and agreed-upon thematic framework.





# REELS & INTERACTIVE STORIES

In our collaboration with Evlin Jarad Studio, we went beyond static stories to craft interactive ones that actively engaged the audience. By prompting questions and discussions about interior design, we not only enhanced the appeal of their stories but also significantly boosted both story and account reach;

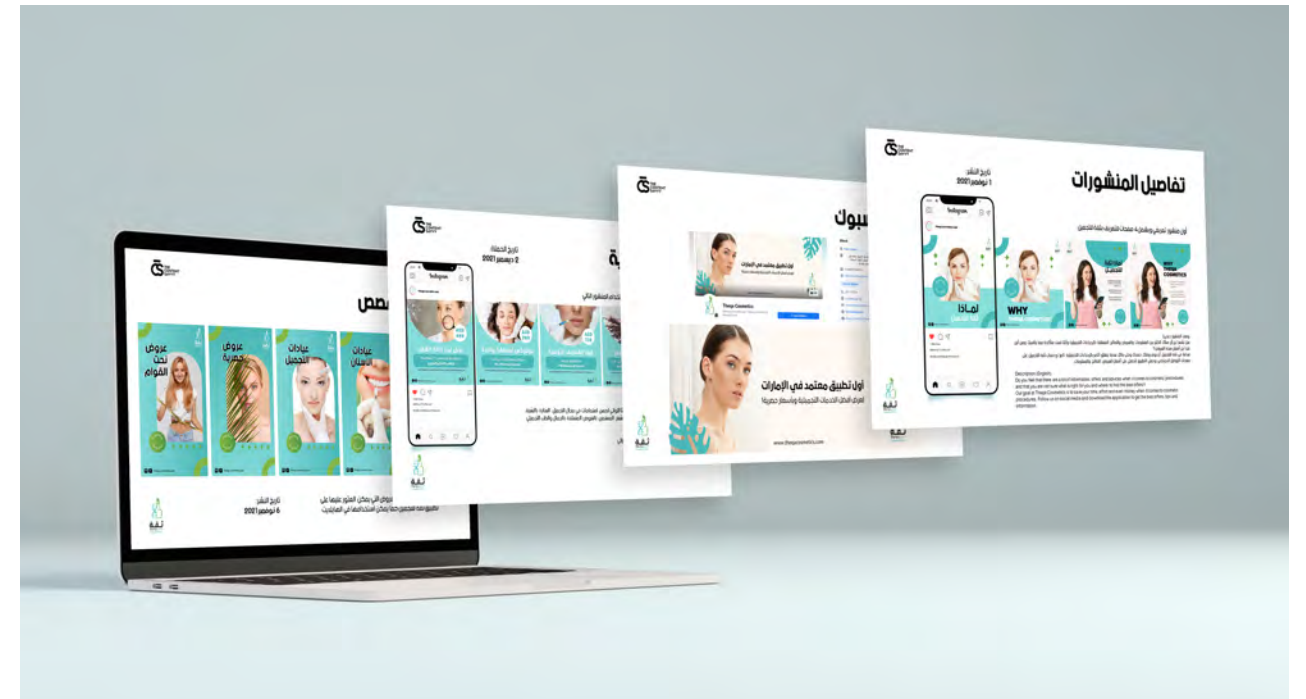




# MEDICAL & COSMETICS

**Client: Theqa Cosmetics**  
**Location: Dubai, UAE**

Theqa Cosmetics, a mobile app offering diverse medical center and clinic services, partnered with us to launch their Instagram and Facebook accounts. We managed both platforms, shared varied media content, and engaged their growing followers, bolstering their online presence and audience connections.



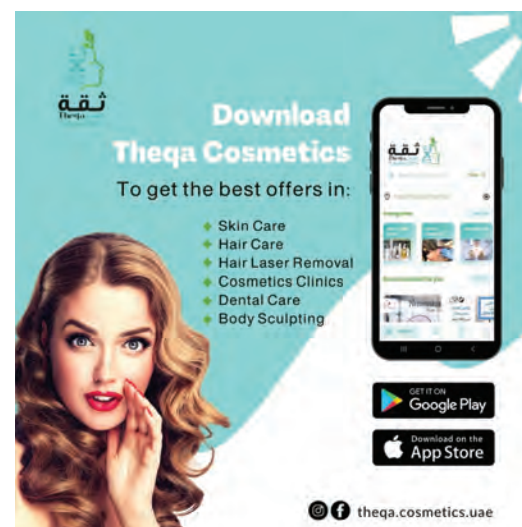
## Educational posts

Educational social media posts were one tool we used. These are posts designed to share valuable knowledge and information with the audience on social media platforms. Their main goal is to educate and engage users on specific topics or subjects.



## Promotional posts

Promotional posts, in contrast, are content created with the sole purpose of advertising and promoting products, services, events, brands, or campaigns. Their primary objective is to increase awareness, attract potential customers, and prompt audience engagement or action.





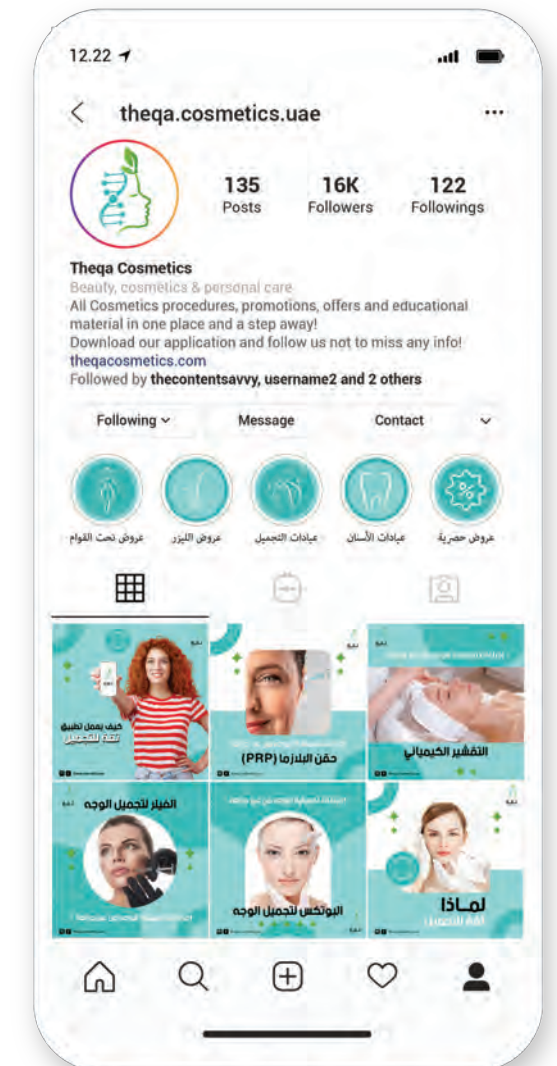


## Carousels

We also craft carousels, a unique content format that combines multiple images or slides into a single post to convey a message, whether it's for educational or commercial purposes.

## Performance Reporting

In performance reporting, we offer an in-depth analysis of the effectiveness and influence of your social media marketing strategy or campaign. This entails gathering and interpreting a range of metrics to evaluate how effectively your social media efforts are achieving predetermined objectives and goals.



# SOCIAL MEDIA MARKETING STRATEGIES FOR NEW AND EXISTING BUSINESSES

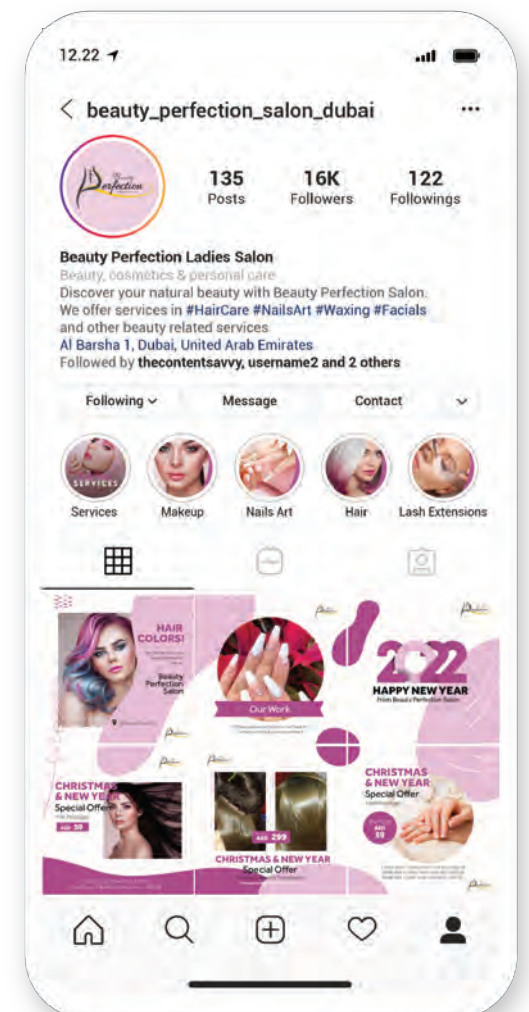
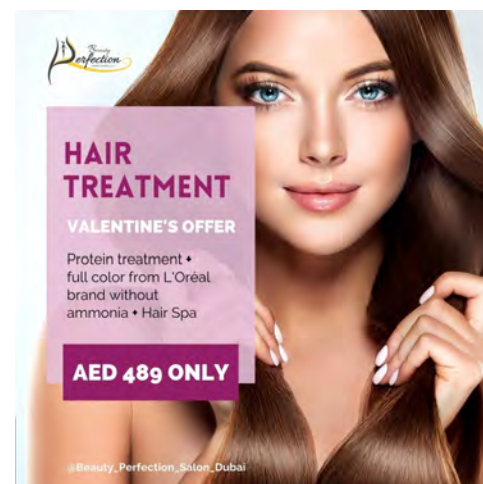
We also provide Social Media Marketing strategies tailored to assist your business in accomplishing its distinct goals and objectives via social media platforms. Our strategies encompass a comprehensive plan that defines the tactics, content formats, target audience, and performance metrics necessary to effectively promote your brand, product, service, or message.



# SALONS & BEAUTY

**Client: Beauty Perfection Ladies Salon**  
**Location: Dubai, UAE**

Beauty Perfection Salon, located in Dubai, offers a wide range of affordable beauty services. Our collaboration with the salon involved creating a variety of posts and short videos, tailored for use as both organic and paid content. Additionally, we assisted in curating and enhancing the overall theme and aesthetics of the salon's Instagram account to elevate its online presence.





# DIVERSE, DYNAMIC, AND MULTILINGUAL CONTENT CREATION

Our content creation for the salon extended beyond static posts. We crafted engaging carousels in two languages, attention-grabbing Ads posts, dynamic short video reels, and captivating highlight stories. To ensure transparency and alignment with our client's vision, we provide a detailed plan in PDF format, allowing for client review, feedback, and approval at least 7 days prior to posting.



Our carousels served a dual purpose, either as informative infographics or as a means to showcase diverse examples of the salon's work. Furthermore, we ensured inclusivity and wider reach by creating posts in both Arabic and English, catering to a diverse audience and enhancing accessibility for all.



## Brand Identity & Aesthetics.

Our collaboration extended to a comprehensive revamp of the brand's visual identity, infusing professionalism into their social presence. While we played a pivotal role in enhancing their online image, the salon chose to independently manage their Ad campaigns, aligning with their marketing budget constraints.



# FASHION

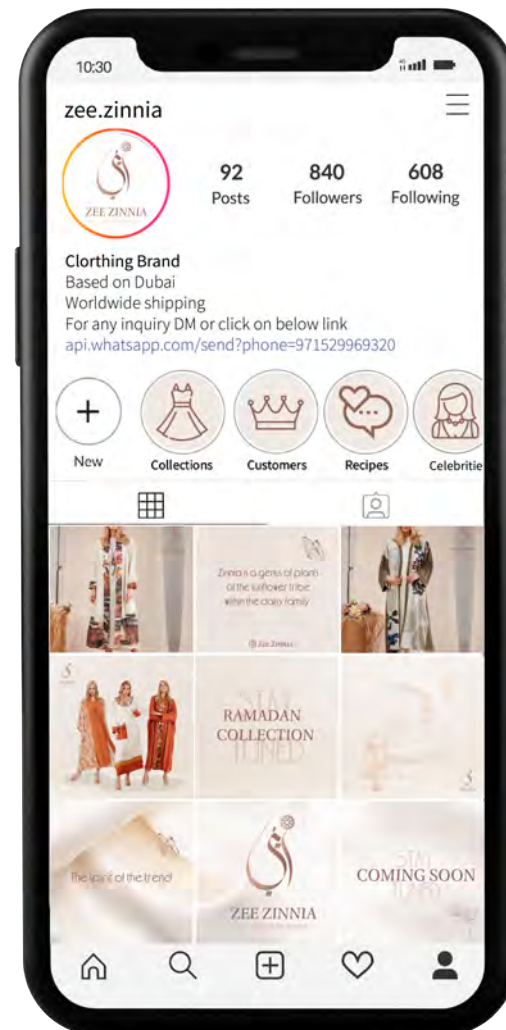
**Client: Zee Zinnia Fashion**

**Location: Dubai, UAE**

We assisted Zee Zinnia, a modest fashion brand, in crafting their brand identity and launching on social media. Our contributions encompassed the design of numerous static images to showcase their Ramadan collection.

## Branding and Packaging Design

Additionally, our responsibilities extended to branding and packaging design, where we created the brand identity, incorporating their logo, typography, color palette, and packaging aesthetics.





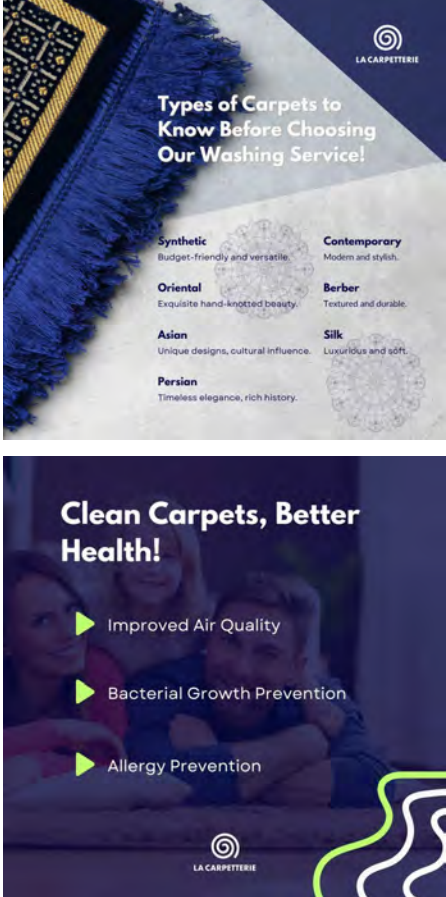
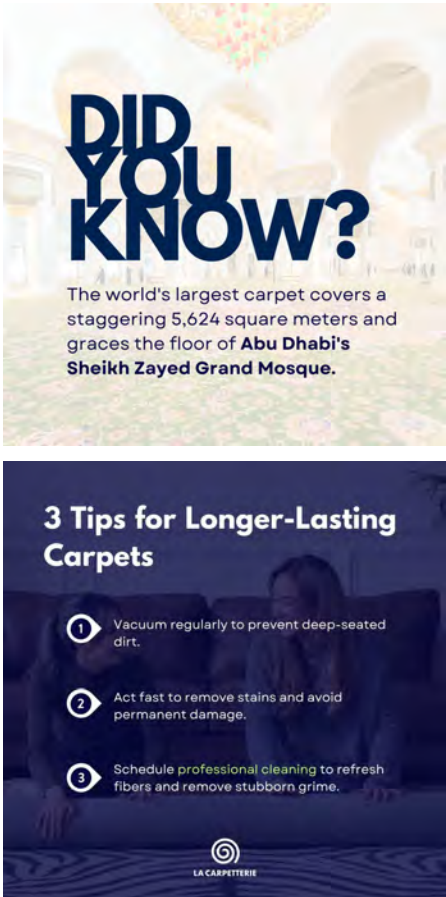
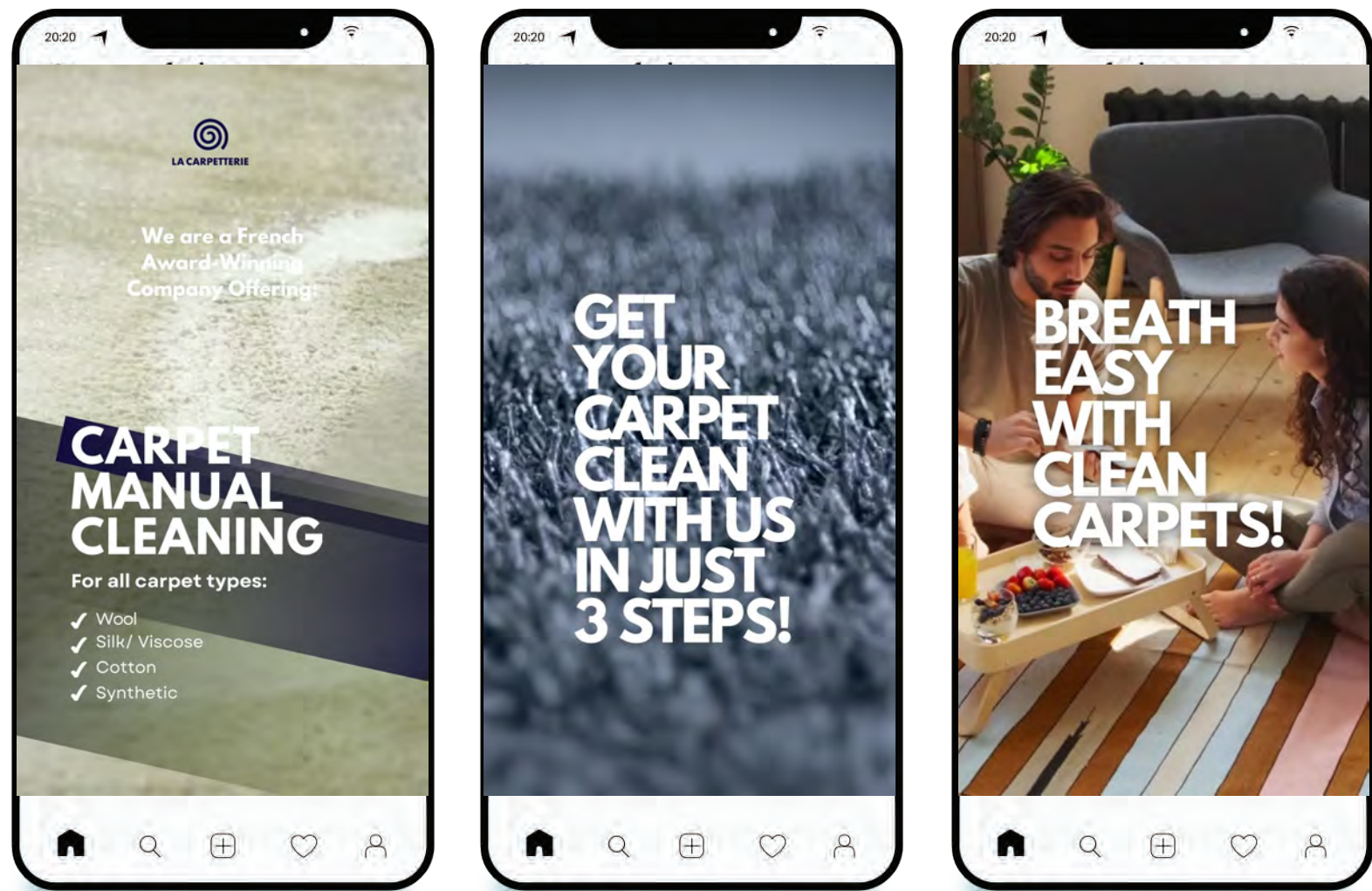
# CARPET CLEANING

**Client:** La Carpettierre UAE  
**Location:** Dubai, UAE

La Carpettierre, a French carpet cleaning company expanding into the UAE market, sought our expertise to establish their online presence. We provided support by creating static images, reels, and stories to promote their brand in the UAE.

### Ads Campaign Management

Furthermore, we played a pivotal role in managing their social media Ad campaigns on Meta platforms for a duration of two months. Our responsibilities encompassed both content production and the execution of the advertising campaigns to enhance their reach and engagement in the local market.





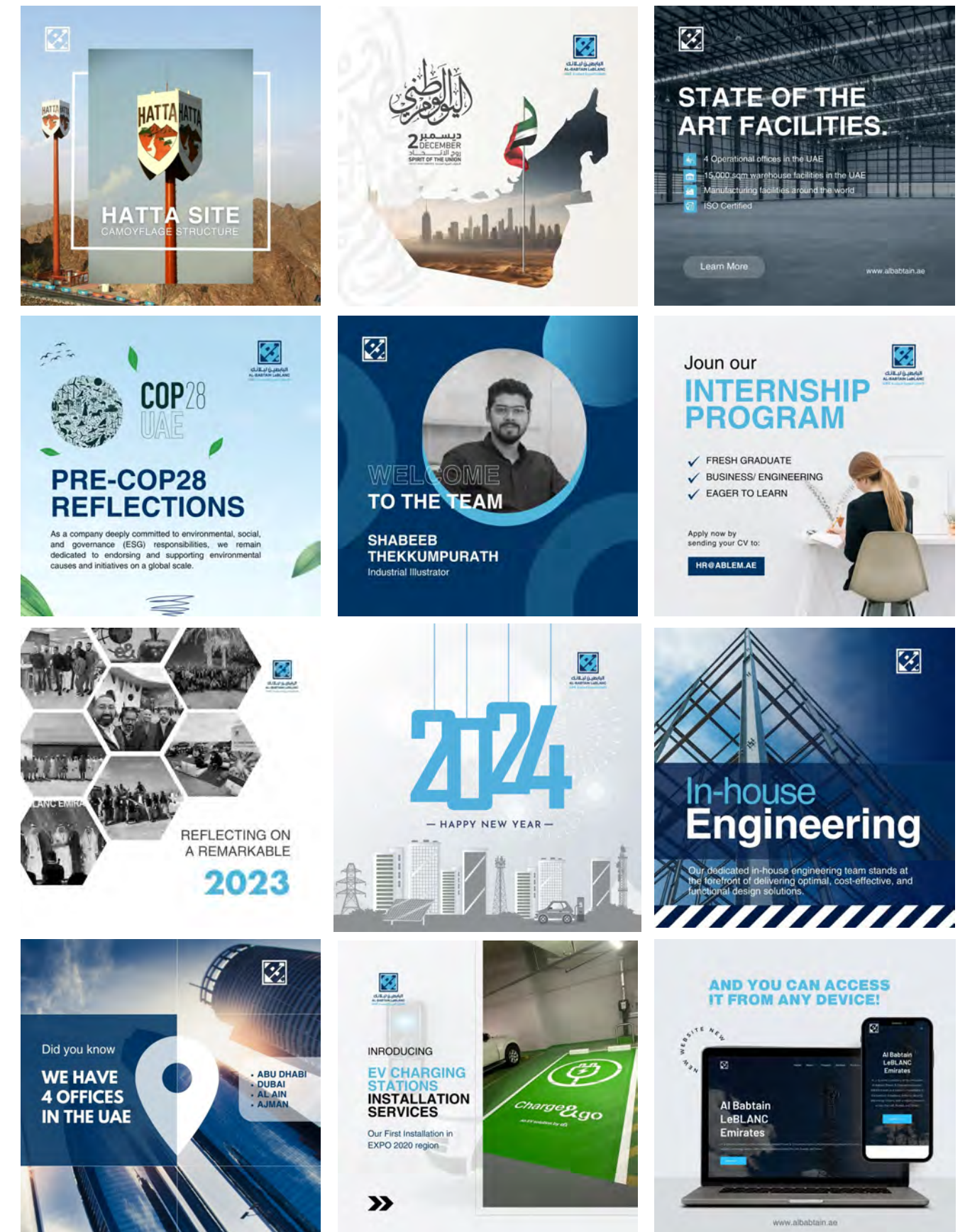
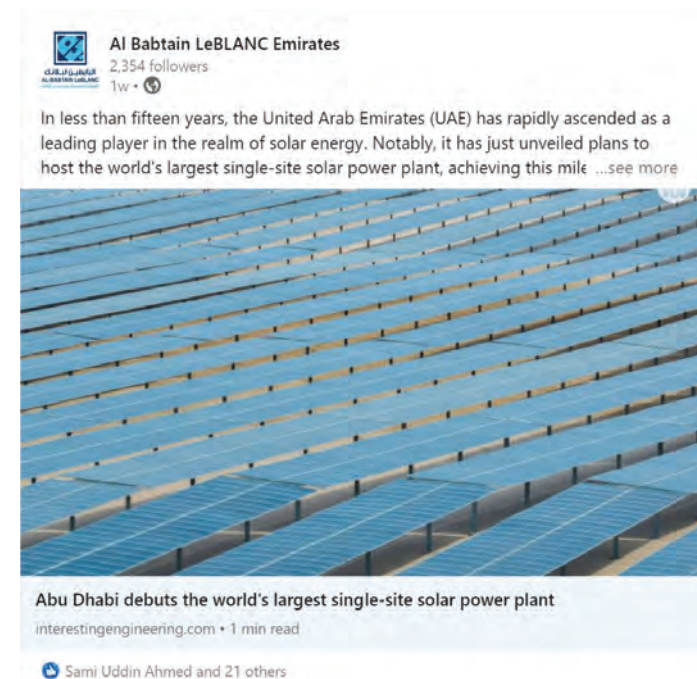
# CORPORATE

**Client: Al Babtain LeBLANC Emirates**  
**Location: UAE**

Al Babtain LeBLANC Emirates, a corporate firm catering to the telecom, security, and oil and gas sectors in the UAE, entrusted us with the management of their LinkedIn page. Our comprehensive management services encompass monthly content ideation, visual design, posting, and monthly performance reporting.

## Strategic LinkedIn Management

Aligned with our approach for other businesses we manage, our content creation for Al Babtain goes beyond static posts. We curate engaging content in the form of news articles, carousels, and videos, ensuring a diverse and dynamic online presence.

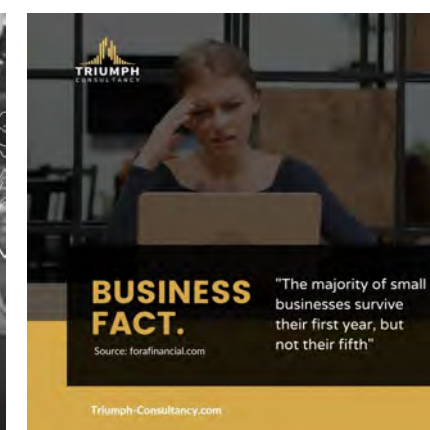
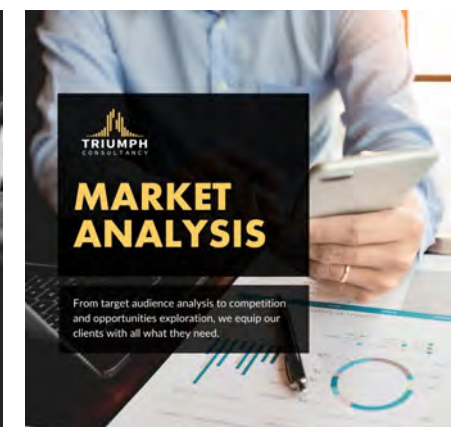
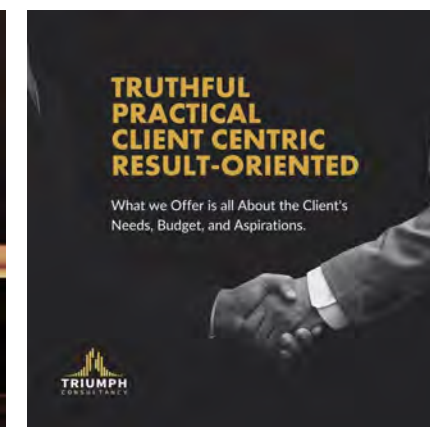
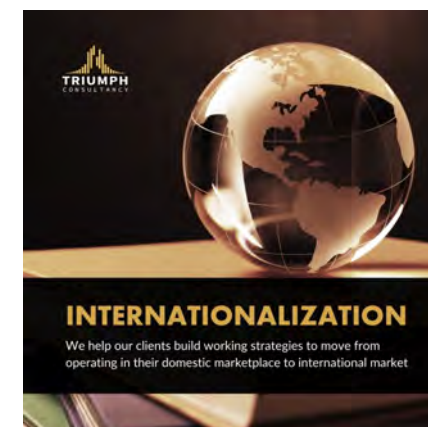





# BUSINESS CONSULTANCY

**Client: Triumph Business Consultancy**  
**Location: Dubai, UAE**

Triumph Business Consultancy, a prominent player in the UAE's business consultancy sector, has engaged our services for assistance in developing their brand identity, creating their company profile, and managing their social media presence on LinkedIn.



**Triumph Business Consultancy**  
1,564 followers

Some might think that the pandemic has made it harder for entrepreneurs to run their businesses. In fact, Salvatore Buscemi has a very comprehensible different point of view, and he strongly believes that NOW, is the best time to become an entrepreneur.

Read the full article to know why and let us know your own thoughts.

Are you interested in starting a business but not sure what the next step is? We at Triumph Business Consultancy can guide you through the way.


For more details, you can reach us at:

T: +97143721188

E: [info@triumphconsultancy.com](mailto:info@triumphconsultancy.com)

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[#dubaiconsultant](#) [#dubaiconsultancy](#)



**Now Is the Best Point in Time to Become an Entrepreneur | Entrepreneur**  
entrepreneur.com · 3 min read

## Strategic LinkedIn Management by Curating Industry Articles

In addition to designing images and crafting content to promote the business's services, we extended an additional service to enhance their audience engagement. This service involved conducting research on industry-related articles and sharing them weekly on the business's LinkedIn page.





### Greeting posts

We also have a loyal base of regular customers who turn to us for their special occasions, seeking tailor-made designs. Our unparalleled flexibility and unwavering commitment ensure that we consistently meet our clients' urgent needs, always delivering on time.



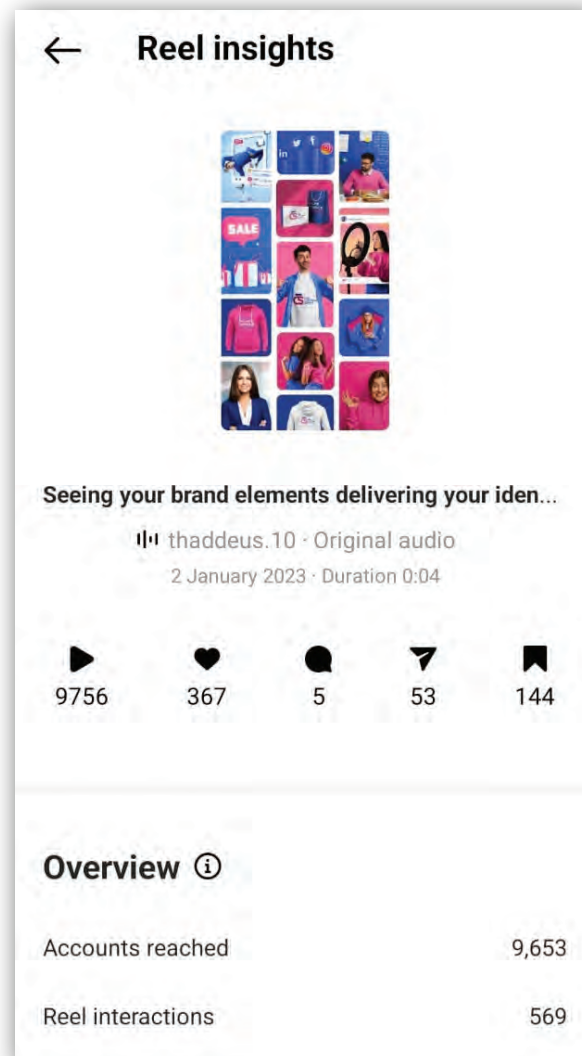
MUCH  
MORE  
...

Our design and management solutions offer remarkable flexibility. Whether you prefer a monthly agreement or an on-demand service, whether you require social media design posts, campaign management, influencer marketing, community management services, or comprehensive handling of your business's social media accounts, we've got all your needs covered.



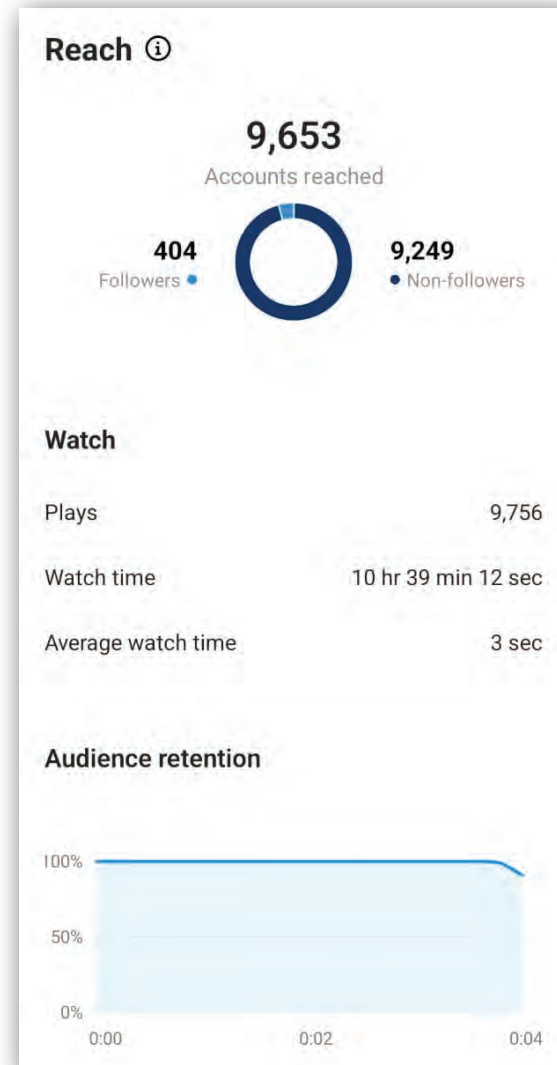
# SUCCESS STORIES

## More Reach Achievements



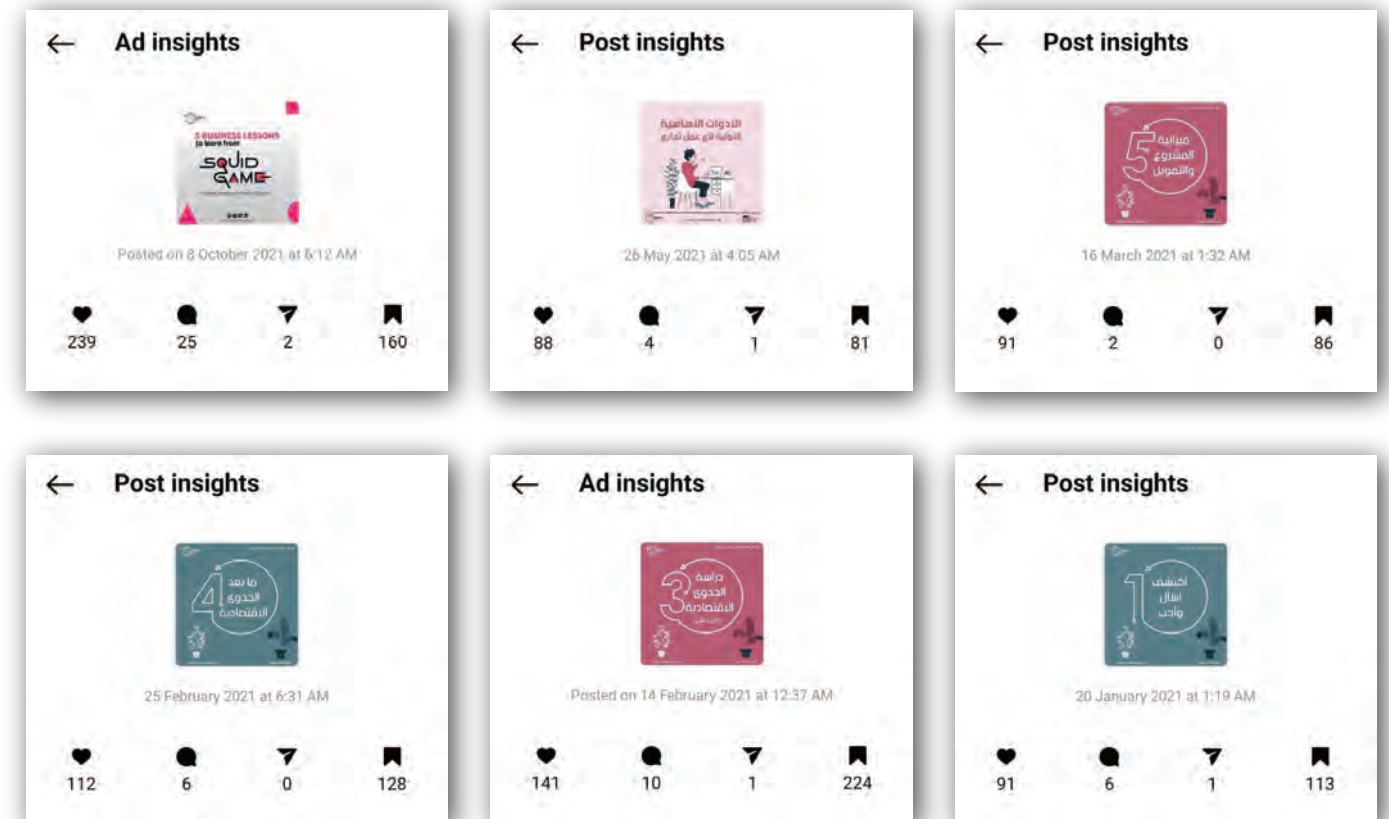
### Reel Organic Reach

In one of our crafted Reels, we achieved remarkable organic reach, connecting with 9,653 Instagram users, with over 95% of them being non-followers of the account. The Reel garnered 367 likes, 53 shares, and 144 saves, accumulating an impressive total watch time of approximately 11 hours.



### The recipe for success:

Our Reel featured a trendy voice, vibrant visuals, and strategically incorporated relevant hashtags.



Here are screenshots showcasing some of our exceptionally engaging and captivating posts. This collection includes both organic and advertised posts, all boasting a remarkable save rate, which is a testament to the significant value these posts delivered to the audience. In Instagram's algorithm, saving is recognized as one of the most compelling performance metrics.

### The recipe for success:

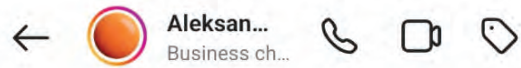
The exceptional saving rate achieved by these posts can be attributed to the valuable educational content they offered, directly resonating with the audience's needs and interests. Each post was meticulously designed to provide insightful information, addressing relevant topics that catered to the audience's specific concerns and aspirations.



# HARNESSING COMMUNITY CONTRIBUTIONS

In one of our innovative Reels, we harnessed the power of community-created content to craft a captivating video featuring footage contributed by various individuals. To achieve this, we proactively reached out to the content creators, securing their permission to incorporate their work into our project. By seamlessly integrating their content, we created a visually appealing and engaging final product.

In recognition of their valuable contributions, we ensured proper credit by prominently mentioning and tagging these creators within the final Reel. Here, we proudly showcase screenshots capturing the communication between us and these content creators, exemplifying our commitment to collaboration and ethical content usage.



Hi Aleksandra!  
We came across your video of Cave Tapas restaurant in Abu Dhabi, and we were truly impressed by it! We happen to be the designers behind the project, and we are in the process of creating a reel to showcase this remarkable endeavor. We were wondering if we might have your permission to include some of the footage you captured in our reel. Of course, we will give you credit for this in our caption!  
Thank you for considering our request.



[https://www.instagram.com/reel/CuBmM8Vp\\_ez/?igshid=MWZjMTM2ODFkZg==](https://www.instagram.com/reel/CuBmM8Vp_ez/?igshid=MWZjMTM2ODFkZg==)

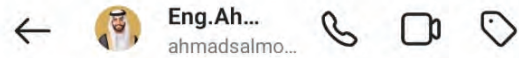
hello! yes, of course! I am also an interior designer and I am pleased to meet the creators of this beauty



Thank you dear! You have a great account and amazing photography skills .. drop us a message if you are ever in Dubai



Thanks



Hi Ahmad!  
We came across your video of Cave Tapas restaurant in Abu Dhabi, and we were truly impressed by it! We happen to be the designers behind the project, and we are in the process of creating a reel to showcase this remarkable endeavor. We were wondering if we might have your permission to include some of the footage you captured in our reel. Of course, we will give you credit for this in our caption!  
Thank you for considering our request.



<https://www.instagram.com/reel/CuZ5WQSMX3Q/?igshid=MWZjMTM2ODFkZg==>

27 Sept, 10:39

Replied to you

Hi Ahmad!  
We came across your video of Cave Tapas restaurant in Abu Dha...more



Yes sure



And many thanks





# LINKEDIN PRESENCE ACHIEVEMENTS

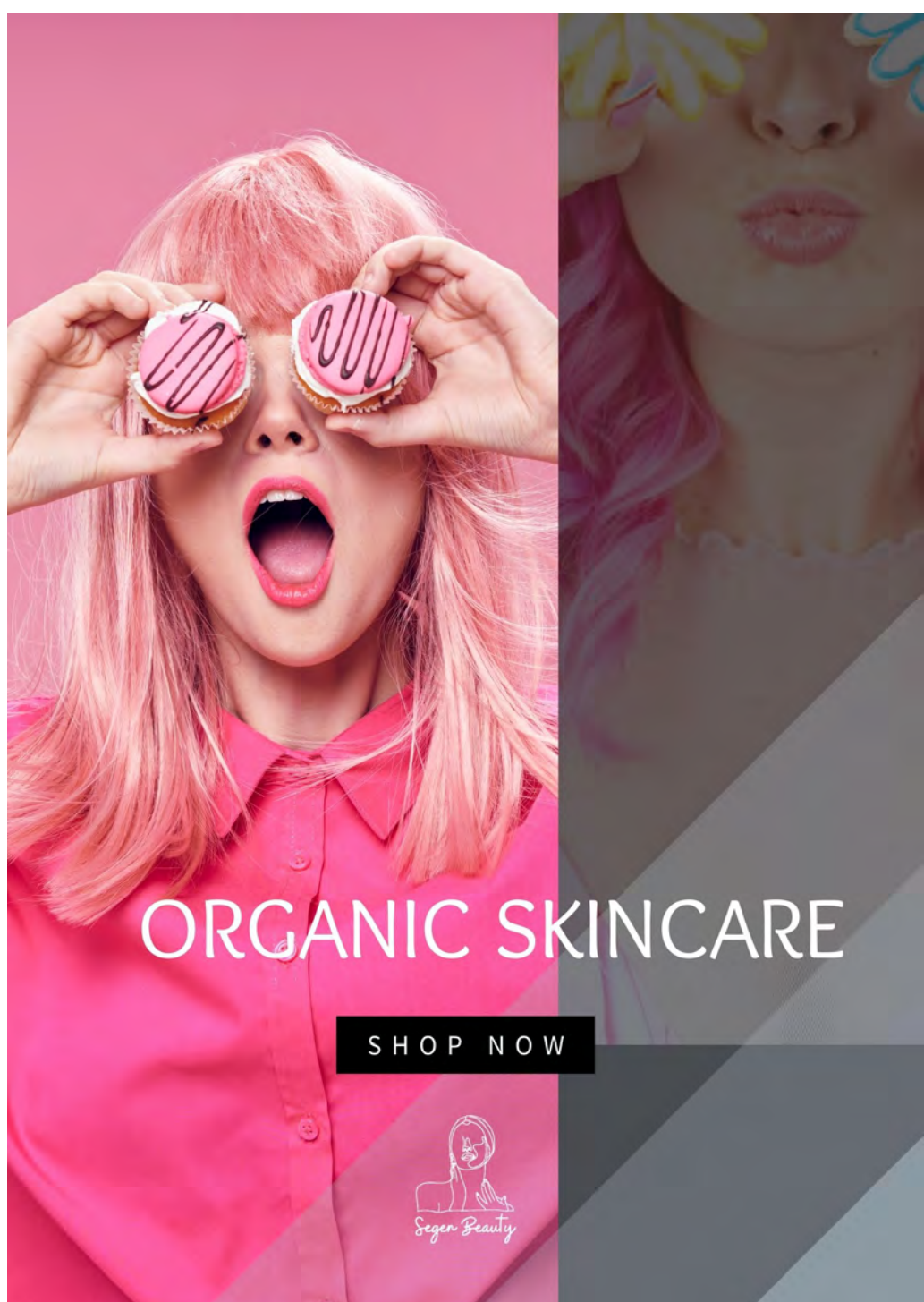
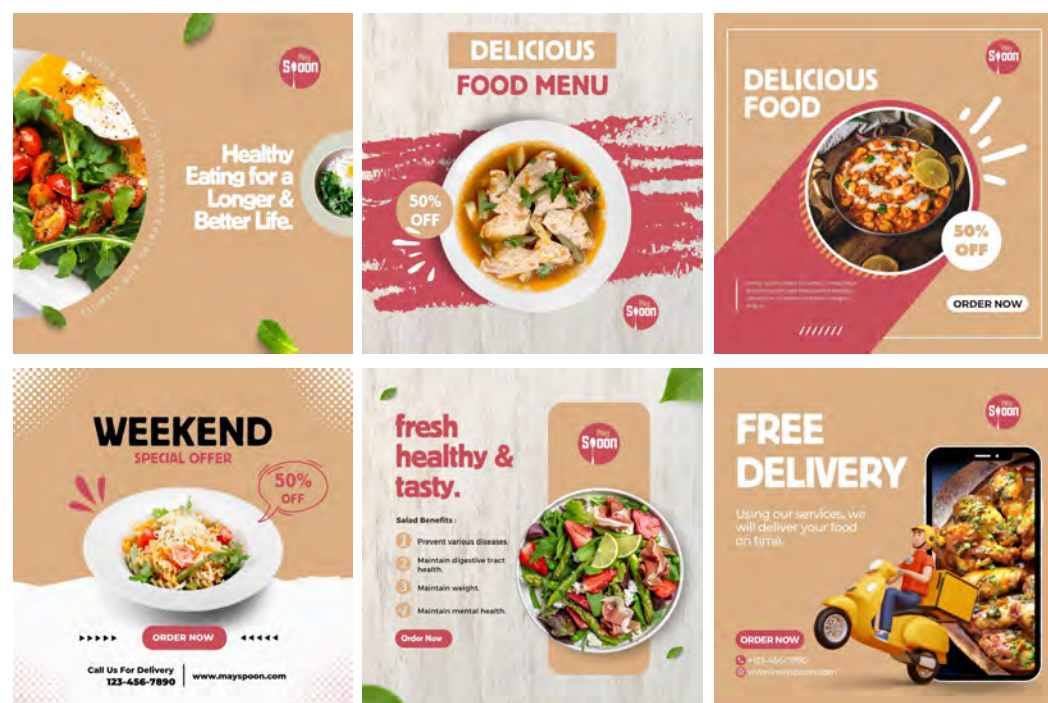
For one of the businesses under our LinkedIn management, we accomplished significant growth in just two months. We boosted their follower count by over **350** followers, generated more than **8,600** impressions, and garnered more than **1,250** page views—all achieved through organic means with a modest posting frequency of **only six posts per month**.

## Detailed Performance Reports

To ensure our client remains well-informed about their LinkedIn page's performance, we deliver comprehensive monthly reports. These reports offer valuable metric insights, providing a clear picture of their achievements, comparing their performance with industry competitors, highlighting their most successful posts, and presenting actionable recommendations for future strategies.







ALL PLATFORMS,  
ASPECT RASIO'S,  
MEDIA TYPES ...

At The Content Savvy, we believe the possibilities are endless. Regardless of your specific needs, budget constraints, or concerns, we are dedicated to listening and crafting a tailored solution that aligns perfectly with your unique requirements and aspirations!





# Need more details? Contact us!

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