



SERVICES · 2026

Social media built for *growth, community,* and commercial outcomes.

Senior social media, content, growth, and monetisation advisory for brands, founders, artists, creators, and agencies. The work goes beyond posting and vanity metrics - it builds audiences that matter, content systems that scale, and social channels that earn their place on the P&L.

WHAT I DO:

Strategy, audits, content systems, growth, community, monetisation, and operational advisory across every major platform.

WHO IT'S FOR:

Brands, founders, artists, creators, agencies, and operators who need social media to perform as a business channel, not a marketing afterthought.

THE OUTCOME:

A social presence that compounds - sharper positioning, stronger engagement, organic reach that holds, and a clear path from audience to revenue.

SERVICE PILLARS:

01 Strategy & Growth

£999+ per plan (3, 6, 12 months)

Positioning, platform mix, growth roadmaps, and the structural decisions that make every other layer of the work pay off.

02 Content Systems

£999+ per plan

Platform-native content frameworks, short-form video strategy, calendars, and operations built for consistency at speed.

03 Community & Audience

Priced by scope

Community building, creator and influencer strategy, and audience development that moves followers from passive to active.

04 Monetisation

£999+ per plan + equity share

Turning attention into revenue - paid offers, products, sponsorships, partnerships, and conversion pathways that fit the channel.

05 Audits & Diagnostics

£999 per platform + bundles available

Full-stack social audits across platforms, metadata, content pipeline, and competitive positioning, with clear recommendations.

06 Security & Operations

Priced by scope

Social media security, operational risk, team workflows, approval processes, and the operational backbone behind serious channels.

Free 15-minute intro call

07 A no-cost first conversation to scope the brief, the fit, and the right engagement model. Any and all follow-up calls are billable, bookable through [The Team Around You](#) or [directly](#).

What you *get*:

- Social media audit with prioritised recommendations
- Platform-native content frameworks
- Workflow and approval process mapping
- Reporting and optimisation framework
- Growth and content roadmap
- Campaign and calendar structure
- Monetisation opportunity map
- Advisory, training, or implementation support

What it *delivers*:

- Sharper positioning and clearer content decisions
- Audience growth that compounds over time
- Engagement that converts to commercial action
- Workflows that scale without breaking
- Reduced operational and reputational risk

Let's talk about *the right engagement model* for what you're building.

Audit · advisory · retained partnership · workshops and training · fractional strategy

BOOK A CALL →