

STATEMENT OF WORK

Executive Personal Brand & Social Media Growth Partnership

Positioning the CEO as a recognised thought leader in the Indian market—while strengthening the company's brand presence through strategic content and consistent digital positioning.

PREPARED FOR

Tambra by Magnus Solutions

PREPARED BY

Savvy Signature

The Executive as the Face of the Brand

- Business leaders are increasingly recognised as the face of their organisations. A strong executive presence on social media builds trust, credibility, and new commercial opportunities.
- This engagement establishes the CEO as a recognised thought leader in the Indian market while strengthening the company's brand presence through strategic content and consistent positioning.
- Personal branding, social strategy, content development, storytelling, and growth consulting combine into one professional online presence that drives visibility, authority, and business growth.

FOCUS PLATFORMS



LinkedIn

Thought leadership & B2B trust



Instagram / Facebook

Brand storytelling & reach

Platform mix agreed and refined at kickoff.

Building Authority, Visibility & Pipeline



Personal Brand

Build the CEO's personal brand across key platforms.



Market Visibility

Increase visibility within the Indian business ecosystem.



Thought Leadership

Position the CEO as an industry thought leader.



Digital Brand Presence

Strengthen the company's overall digital brand.



Content Consistency

Develop a consistent, professional content strategy.



Engagement Growth

Increase audience engagement and brand awareness.



Inbound Opportunities

Generate business opportunities through organic reach.



Scalable Framework

Establish a repeatable social growth framework.

A Distinctive, Trusted Executive Voice

1

Brand Positioning

Executive positioning & personal value proposition

2

Messaging Framework

Leadership messaging & content pillars

3

Profile Optimisation

Professional profile optimisation across platforms

4

Storytelling

Executive storytelling & communication guidelines

Thought Leadership Program: opinion pieces, industry commentary, market trend analysis, and speaking opportunity recommendations.

Strategy-Led, Content-Driven Growth



Social Media Strategy

- ✓ Platform strategy & audience research
- ✓ Competitor benchmarking
- ✓ Content planning & posting schedule
- ✓ Engagement & hashtag strategy
- ✓ Organic growth roadmap
- ✓ Performance measurement framework



Monthly Content Deliverables

- ✓ Strategic content calendar
- ✓ Executive thought leadership posts
- ✓ Educational & industry insight content
- ✓ Client highlights & success stories
- ✓ Branded graphics & captions
- ✓ Hashtag research & publishing schedule

Locally Resonant, Consistently On-Brand



India Market Positioning



Market-specific messaging



Cultural & business communication alignment



Business networking recommendations



Executive positioning for the Indian market



Brand Strategy Consulting



Brand messaging framework



Tone of voice guidelines



Visual branding recommendations



Audience segmentation & differentiation

Managed Day-to-Day, Reviewed Every Month

- ✓ Content publishing
- ✓ Caption writing
- ✓ Performance monitoring

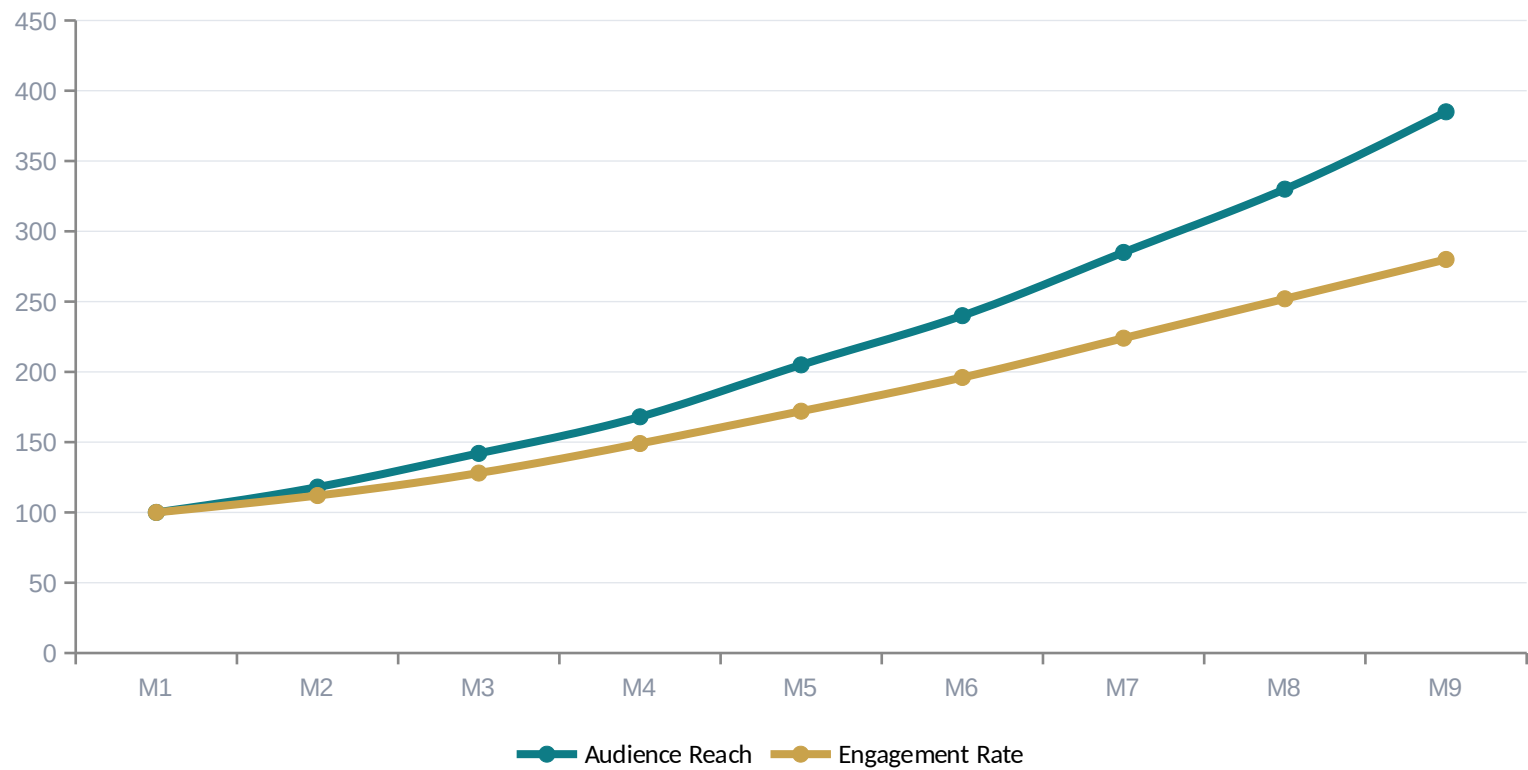
- ✓ Profile optimisation
- ✓ Community engagement support
- ✓ Profile maintenance

Each Month, Savvy Signature Delivers:

- ✓ Social media performance reporting
- ✓ Audience growth & engagement insights
- ✓ Content performance review
- ✓ Strategic recommendations
- ✓ Optimisation opportunities
- ✓ Monthly planning session

Compounding Reach Through Consistent Execution

Illustrative engagement & reach growth over the partnership (indexed)



WHY GROWTH COMPOUNDS

- ✓ Consistent posting builds algorithmic trust
- ✓ Thought leadership drives organic shares
- ✓ Engagement compounds audience reach
- ✓ Monthly optimisation sharpens what works

Advisory That Extends Beyond the Feed



Personal brand consulting



Digital marketing guidance



Market positioning advice



Executive communication coaching



Campaign planning



Industry trend insights



Business growth recommendations



Digital reputation management

An Ongoing Partnership, Structured in Phases

01

Discovery & Strategy

- ✓ Executive discovery workshop
- ✓ Brand positioning
- ✓ Social media audit

02

Content & Brand Development

- ✓ Content strategy
- ✓ Visual direction
- ✓ Content calendar creation

03

Execution & Growth

- ✓ Content publishing
- ✓ Audience engagement
- ✓ Performance optimisation

04

Continuous Optimisation

- ✓ Monthly reporting
- ✓ Strategy refinement
- ✓ Executive advisory

One Partnership Fee, Fully Inclusive

PROFESSIONAL SERVICES FEE

₹60,000

+ GST per month

- ✓ Executive Personal Brand Strategy
- ✓ India Market Positioning
- ✓ Content Planning & Platform Management
- ✓ Thought Leadership & Advisory

Monthly Investment Includes

- ✓ Executive Personal Brand Strategy
- ✓ Social Media Strategy
- ✓ Platform Management
- ✓ Brand Strategy Consulting
- ✓ Strategic Advisory Sessions
- ✓ India Market Positioning
- ✓ Content Planning & Development
- ✓ Thought Leadership Content
- ✓ Monthly Performance Reporting
- ✓ Continuous Optimisation & Support

NEXT STEPS

Let's Build a Voice That Commands the Room

- ✓ Participate in regular strategy meetings
- ✓ Provide timely feedback and approvals
- ✓ Share relevant business updates & announcements
- ✓ Nominate a primary point of contact

Savvy Signature

Statement of Work — Executive Personal Brand & Social Media Growth Partnership