



ITLT ACADEMY

Social media

Consulting brochure

Social media marketing consulting

Paid social, community growth and creator programmes - governed, measured and made defensible.

Engagement phases - deliverables - sample artefacts - pricing approach

What ITLT Academy does for social

We help teams stop treating social as a publishing queue and start treating it as a measured channel with its own economics. That means paid social account architecture that stands up to an audit, an organic content operating model that ships weekly, and a creator programme with clear commercial terms.

We work across Meta, TikTok, LinkedIn, YouTube Shorts, and emerging placements. We stay platform-agnostic and do not accept media rebates - the plan is built around what your audience and category reward, not what earns us margin.

Deliverables you will receive

- Paid social account audit - structure, bidding, creative, governance
- Organic content operating model - briefs, approvals, shipping cadence
- Creator selection framework and commercial term sheet template
- Community growth plan - cohorts, rituals, moderation norms
- Brand safety and crisis-response runbook
- Measurement framework - platform KPIs, blended CAC, brand lift

Engagement phases

- **Discover** - audit existing data, stakeholder interviews, baseline metrics and the questions you cannot yet answer. Typical length: 2-4 weeks.
- **Design** - a plan you can defend to finance: scope, deliverables, assumptions, risks, and the first 90 days of work. Typical length: 2-3 weeks.
- **Deliver** - we run the work with (or inside) your team - governance, cadence, tooling and sample artefacts are agreed up-front. Typical length: 8-24 weeks.
- **Embed** - handover pack, playbooks, dashboards, training sessions and an optional monthly retainer for continuity.

Who typically engages us

- Brands where paid social spend has outgrown the governance around it
- Teams launching a creator programme for the first time
- B2B teams converting LinkedIn presence into sourced pipeline
- Consumer brands consolidating multiple agency suppliers

Pricing approach

Engagements are priced in fixed-scope blocks or time-boxed retainers - never open-ended. A typical diagnostic is a two to four-week fixed fee; full engagements are scoped from a signed statement of work with weekly review gates. Pricing ranges are shared in writing during the scoping call so procurement has no surprises.

Governance & cadence

- Weekly working session with named consultant + delivery lead
- Shared delivery board - every task, owner, decision logged
- Monthly steering review with your executive sponsor
- Written end-of-engagement readout plus 90-day success plan

Start with a scoping call

Share your current spend, top two platforms and the decision you cannot yet justify - we will come back with a scoping recommendation.

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