

WTP 6-Month Marketing & Content Strategy

WTP — 6-Month Marketing & Content Strategy

LinkedIn-first B2B content strategy for UAE execution partner.

Target: wealth managers, immigration advisors, family offices, brokers (Europe, CIS, MENA).

1. Content Pillars

Pillar 1: Banking-First Execution (Core Differentiator)

Why company formation without banking verification fails. Process-driven content showing the correct sequence. **Subtopics:**

- Why banks reject UAE corporate accounts
- Banking scenarios by client profile
- The cost of wrong sequencing (company first, bank later)
- Which banks accept which profiles
- Personal vs corporate accounts — what to open first

Pillar 2: Risk & Compliance as Value

Positioning "saying no" as a feature, not a bug. Educating partners on why risk-awareness protects them. **Subtopics:**

- Red flags that kill bank applications
- Source of Funds — what banks actually check
- Sanctions screening in practice
- Why declining clients protects the referring partner
- PEP / nominee / substance — compliance basics

Pillar 3: The Partner Model

Why advisors should partner with an execution operator instead of building in-house UAE capability. **Subtopics:**

- Referral vs white-label models
- What execution partners handle vs what advisors handle
- Partner protection: how it works
- Revenue math for partners (commission, retainer, LTV)
- Pilot program: how to test before committing

Pillar 4: UAE Market Intelligence

Timely updates on UAE regulations, banking landscape, visa changes, Free Zone updates. **Subtopics:**

- Golden Visa updates
- Corporate tax changes
- New Free Zone regulations
- Banking policy shifts
- Real estate market for relocators

Pillar 5: Case Studies & Social Proof

Anonymized outcomes, pattern analysis, lessons learned. Subtopics:

- Flagship case: European entrepreneur + banking fix
- Pattern: why second-attempt clients come to us
- Data: average timelines by package level
- Partner success stories
- Common mistakes and how to avoid them

2. Content Formats & Mix

FORMAT	FREQUENCY	PILLAR	TYPE
Short text post (300–600 chars)	2x/week	All	Shareable
Long-form text post (1000–2000 chars)	1x/week	1, 2, 3	Shareable
Carousel / Document post	2x/month	1, 2, 4	Searchable + Shareable
Case study post	1x/month	5	Shareable
Market update	1x/month	4	Searchable
Article (LinkedIn native)	1x/month	1, 2	Searchable

Weekly rhythm: 3 posts/week (Tue, Wed, Thu)

3. Six-Month Calendar

MONTH 1: Foundation — "Who We Are"

Theme: Establish identity, credibility, and core positioning.

WEEK	TUE	WED	THU
W1	Pinned #1: Who We Are (long)	Short: "Most company formation clients fail at banking, not formation"	Short: "We declined 3 of 10 profiles last month. Here's why that matters."
W2	Pinned #2: What We Don't Do (long)	Short: "If your execution partner accepts everyone, ask: who bears the risk?"	Carousel: "4 steps: Pre-screen → Banking Scenario → Delivery → Ongoing"
W3	Long: "The Partner Model — why advisors shouldn't become operators"	Short: "Your clients stay yours. CRM-tagged, contractual terms, no exceptions."	Short: "The most expensive mistake: doing the right thing in the wrong order."
W4	Long: "What clients actually need vs what they ask for"	Case Study: European entrepreneur + banking fix	Short: "Free pre-screen for new partners. DM me."

Goal: 50 profile visits, 15 connection requests sent to ICP, 2 DM conversations.

MONTH 2: Education — "Banking-First"

Theme: Deep dive into the banking-first model. Educate partners on why sequence matters.

WEEK	TUE	WED	THU
W1	Long: "Why UAE bank accounts get rejected — the 5 most common reasons"	Short: "Visa without a bank account = expensive Emirates ID."	Short: "We verify bankability before forming the company. Every time."
W2	Carousel: "Banking Scenario — how we choose the right bank for each profile"	Short: "Not every bank fits every client. Here's why routing matters."	Short: "SOF = Source of Funds. If you can't document it, banks won't open it."
W3	Long: "Personal vs corporate accounts — what to open first and why"	Short: "3 documents that make or break a banking application."	Article: "The Banking-First Model: A Guide for Advisors"
W4	Short: "Client asked for 'any bank, fast.' We said: let us find the right one."	Short: "Average timeline from pre-screen to open account: 5 weeks."	Case Study: "How wrong sequencing cost a client 6 months" (composite)

Goal: 100 profile visits, 25 connections, 5 DM conversations, 1 pilot case.

MONTH 3: Trust — "Risk & Compliance"

Theme: Build trust by showing what you decline. Position compliance as a competitive advantage.

WEEK	TUE	WED	THU
W1	Long: "Red Flags Matrix — the 8 categories we check before accepting a case"	Short: "CRITICAL flag = automatic decline. No negotiation."	Short: "Saying no is part of the service."
W2	Carousel: "Green / Yellow / Red — how risk classification works"	Short: "Yellow doesn't mean no. It means: here's what we need first."	Short: "We check sanctions lists at intake AND before every bank meeting."
W3	Long: "Why declining toxic clients protects the referring partner"	Short: "Your reputation travels with the clients you send."	Market Update: UAE compliance landscape Q1 2026
W4	Short: "PEP ≠ automatic decline. It means enhanced due diligence."	Article: "Compliance as Competitive Advantage in UAE Services"	Case Study: "The case we declined — and why the partner thanked us" (composite)

Goal: 150 profile visits, 40 connections, 8 DM conversations, 2 pilot cases.

MONTH 4: Scale — "Partner Revenue"

Theme: Show the economics. Make the partnership math obvious.

WEEK	TUE	WED	THU
W1	Long: "Partner revenue math: what one referral is worth"	Short: "L2 Setup case: \$25K revenue, \$2.5–5K partner commission."	Short: "Retainer clients = recurring partner revenue. Every month."
W2	Carousel: "4 Package Levels — L0 Advisory to L3 Control"	Short: "L0 Advisory: \$2K. Low commitment, high information."	Short: "Average partner: 2 cases/month = \$X/year. No operational burden."
W3	Long: "Referral vs White-Label — which model fits your practice?"	Short: "White-label: we operate under your brand. Zero WTP visibility."	Market Update: Golden Visa changes / Free Zone updates
W4	Short: "Pilot program: 1 case, no commitment, free pre-screen."	Case Study: "Partner generates \$X in first 6 months" (composite)	Long: "Why the best partners send us the hardest cases"

Goal: 200 profile visits, 60 connections, 12 DM conversations, 3 active partners.

MONTH 5: Authority — "Market Intelligence"

Theme: Position WTP as the go-to source for UAE execution insights.

WEEK	TUE	WED	THU
W1	Long: "2026 UAE banking landscape — what changed and what it means for clients"	Short: "New: [specific regulation update]."	Short: "Golden Visa criteria updated. Here's the summary."
W2	Carousel: "Mainland vs Free Zone — 2026 decision framework"	Short: "Corporate tax in UAE: what your clients need to know."	Short: "Real estate for relocators: investment + residency in one move."
W3	Article: "State of UAE Services 2026 — Trends for Brokers & Advisors"	Short: "The market shifted. The partners who adapted are winning."	Short: "Substance requirements: what banks and regulators actually check."
W4	Long: "What I learned from 50 pre-screens — patterns, red flags, and surprises"	Short: "Data point: X% of YELLOW clients convert to GREEN after advisory."	Case Study: "Complex structure → clean execution" (composite)

Goal: 300 profile visits, 80 connections, 15 DM conversations, 5 active partners.

MONTH 6: Momentum — "Social Proof & Expansion"

Theme: Showcase results, invite referrals, announce growth.

WEEK	TUE	WED	THU
W1	Long: "6 months in: what we've learned about partner execution"	Short: "X cases processed. X partners active. X countries."	Short: "The partners who started with a pilot are now sending monthly."
W2	Carousel: "Partner Testimonials & Results" (anonymized)	Short: "Best feedback: 'Finally, someone who tells us when it won't work.'"	Short: "We're expanding. Looking for partners in [specific regions]."
W3	Article: "Building a UAE Execution Practice — Lessons from Year 1"	Short: "If you're still sending clients to random agents, read this."	Market Update: H2 2026 outlook
W4	Long: "What's next: new services, new markets, same standards"	Case Study: "Best case of the quarter" (composite)	Short: "DM me 'partner' and I'll send the kit. Takes 2 minutes to start."

Goal: 400 profile visits, 100 connections, 20 DM conversations, 8 active partners, 2 white-label.

4. Distribution Strategy

LinkedIn Optimization

- Profile:** Optimized headline: "[Name] | UAE Execution Partner for Brokers & Advisors | Banking-First Approach"
- Featured:** 2 pinned posts (Who We Are + What We Don't Do)
- About:** Short, partner-focused, ends with CTA
- Banner:** WTP branding + tagline

Engagement Tactics

- Comment on partner/ICP posts daily (3–5 thoughtful comments)
- Join 2–3 relevant LinkedIn groups (wealth management, immigration advisory)
- Connect with 5 new ICP profiles per week with personalized note
- Respond to all post comments within 4 hours
- Share/repost partner content weekly (builds reciprocity)

Cross-Channel Amplification

- Email:** Monthly newsletter to partner list (top 2 posts + market update)
- Telegram:** @wtp_uae channel — mirror key posts

- **Website:** Blog section with LinkedIn articles (SEO)
- **Partner Kit:** Include LinkedIn as a resource in partner onboarding

Content Repurposing

ORIGINAL	REPURPOSED INTO
Long-form post	2–3 short posts (pull key lines)
Carousel	Website blog post + email excerpt
Article	Partner kit insert + email series
Case study	Sales conversation example + one-pager insert
Market update	Email newsletter lead + Telegram post

5. KPIs & Measurement

Monthly Metrics

METRIC	MONTH 1	MONTH 3	MONTH 6
Profile views	50	150	400
Post impressions (avg)	200	500	1,200
New connections (ICP)	15	40	100
DM conversations	2	8	20
Pilot cases started	0	2	5
Active partners	0	2	8
Website traffic from LinkedIn	10	50	150

Content Performance

- Track per-post: impressions, engagement rate, comments, DMs generated
- Best performing post type per month → double down
- Worst performing → iterate or cut
- A/B test: hooks, post length, posting time

Quarterly Review

- Q1 (Month 3): Focus on what content types generate DM conversations
- Q2 (Month 6): Focus on partner acquisition cost, pipeline quality

6. Resource Requirements

RESOURCE	EFFORT	WHO
Post writing (3x/week)	3–4 hours/week	Internal or AI-assisted
Carousel/document design	2 hours/month	Canva or designer

RESOURCE	EFFORT	WHO
Article writing	4 hours/month	Internal
Comment engagement	30 min/day	Account manager
DM follow-up	15 min/day	Account manager
Analytics review	1 hour/week	Marketing lead
Newsletter	2 hours/month	Internal

Total: ~8–10 hours/week

7. Quick-Start Actions (Week 1)

1. Optimize LinkedIn profile (headline, about, banner, featured)
2. Publish Pinned Post #1 (Who We Are)
3. Publish Pinned Post #2 (What We Don't Do)
4. Connect with 10 ICP profiles with personalized notes
5. Comment on 5 ICP posts
6. Schedule Month 1 Week 1–2 posts
7. Set up tracking (spreadsheet or LinkedIn analytics)

Appendix: Content Ideas Backlog

#	TOPIC	PILLAR	TYPE	PRIORITY
1	"The real cost of a \$500 company formation"	1	Short post	High
2	"What banks see when they look at your client's profile"	1	Long post	High
3	"Why the best advisors never touch operations"	3	Long post	High
4	"UAE Free Zones ranked by banking friendliness"	4	Carousel	High
5	"SOF checklist: 7 documents that open accounts"	2	Carousel	High
6	"The partner who sent us their worst case"	5	Case study	Medium
7	"Golden Visa: what changed in 2026"	4	Market update	Medium
8	"Why we don't do 'fast-track'"	2	Short post	Medium
9	"Commission structure: how partners earn"	3	Long post	Medium
10	"The 3 questions every client should answer before UAE"	1	Short post	Medium
11	"Nominee structures: why banks say no"	2	Long post	Medium
12	"From inquiry to open account: the timeline"	1	Carousel	Medium
13	"What happens after delivery: the retainer model"	3	Long post	Low
14	"UAE real estate for relocators: what to know"	4	Article	Low
15	"Year-end review: top cases and lessons"	5	Article	Low

