

OUT SOURCE SOURCE

**Your marketing team.
Without the headcount.**

WHAT IS OUTSOURCE?

Outsource is The Good Picture's subscription service for companies that need consistent, high-quality communications - without the cost, complexity, or management overhead of an in-house team.

You get a dedicated communications team: strategy, content, design, reporting. We handle everything on a fixed monthly fee. You validate. We deliver.

WHO IT IS FOR

- ▶ Companies operating in East Africa, looking for the best value-for-money.
- ▶ Franchise groups and multi-country operators needing standardised, locally adapted content.
- ▶ Founders and executives who want a credible, locally grounded communications presence without managing it.

WHAT MAKES US DIFFERENT

01

We are the only operator to offer such subscription model in East Africa

02

Local expertise: our team has spent the past 20 years navigating the East African market.

03

We leverage the best AI tools to streamline our processes, while every piece of content is crafted exclusively by experienced human experts.

HOW IT STARTS — ONBOARDING

Every new subscriber goes through a structured onboarding process.

Provided for free in the first month. This is how we learn your brand, your audience, and your goals before a single piece of content is produced.

STEP 1

Brand deep-dive

Identification of brand guidelines, tone of voice, key messages, audience definition, competitor landscape.

WEEK 1

STEP 2

Editorial framework

Content pillars, messaging hierarchy, language rules, approval workflow agreed together.

WEEK 2

STEP 3

Content strategy

Month one content strategy submitted for validation before anything goes live.

Week 3-4

SUBSCRIPTION TIERS

Three tiers. One fixed monthly fee, a dedicated account manager for each.

All tiers include access to the client portal, a real-time usage dashboard, and continuous support via our hotline.

ESSENTIALS

\$399

/ month - Entry tier

Social media posts

2 posts per week (≈ 8 / month) on the platform of your choice

Creative assets

3 branded graphic assets / month

Formats

LinkedIn, Instagram, X - format-adapted

Revisions

Up to 2 revisions per asset

Performance

Monthly social media & KPI report + recommendations

Competitive intelligence

SEO audit + benchmark of 2 competitors

Languages

English + 1 language

Client experience

Client portal, usage dashboard, dedicated account manager

FULL STACK

MOST POPULAR

\$799

/ month - Full coverage

Social media posts

4 posts per week (≈ 16 / month)

Creative assets

6 branded graphic assets / month

Short-form video

1 video / month

SEO articles

2 SEO-optimised articles / month

Newsletter

1 newsletter / month

Executive content

Ghostwriting for CEO / leadership

Trend activation

2 reactive posts / month

Performance

Full social monitoring + KPI insights

Client experience

Client portal, dashboard, monthly comms team call

SCALE

\$1499

/ month - Full dominance

Social media posts

4-5 posts per week (≈ 16-20 / month)

Creative assets

10 premium branded assets / month

Short-form video

2 videos / month

SEO articles

2 SEO-optimised articles / month

Content calendar

Full monthly calendar + quarterly strategy

Trend activation

4 reactive posts / month

PR & media

Media-ready storytelling & PR angles

Languages

English + French + 1 additional language

Client experience

Dedicated account manager + ad hoc calls

ADD-ONS & STANDALONE PROJECTS

All tiers can be extended with additional units or standalone projects.

Extra social media post	\$35	Extra graphic asset	\$60
Extra SEO article	\$120	Extra newsletter	\$80
Social media video (up to 1 minute)	\$200	Case study (copy + design)	\$250
Market intelligence brief	\$200	Brand book	from \$800
Event launch campaign	from \$500	Product activation campaign	from \$500
Paid media management (Meta / LinkedIn)	from \$300 / month	Influencer outreach	on request
Original video production (filming)	on request	Podcast (production)	on request

WHAT OUTSOURCE IS TRYING TO CHANGE

The question is not whether your business needs communications. It does. The question is what you are paying for it today and whether you are getting the full picture.

ALTERNATIVE	TYPICAL COST / MONTH	WHAT YOU ACTUALLY GET	WHAT'S MISSING
Freelance social media manager	\$300 - 600	Posts only	No strategy, no design, no reporting, no bilingual
Mid-size Nairobi agency retainer	\$800 - 2,000	Posts + some design	No AI leverage, slow turnaround, English only
European agency (remote)	\$2,000 - 5,000	High quality	No local expertise, 3x the price, no Swahili
In-house junior comms hire	\$800 - 1,200 + overhead	One person, one skillset	Full-time cost, single language, no AI
DIY (Buffer + Canva + ChatGPT)	\$50 - 100	Tools only	Your time, no strategy, no consistency
Outsource Full Stack	\$799	Full team: strategy, content, design, reporting	Nothing — this is what full coverage looks like

A subscription service by The Good Picture

The Good Picture is a Nairobi communications and marketing agency working across East Africa and beyond.

Our team combines Kenyan and European expertise to create campaigns people actually remember through strategy, humour, emotion, and sharp storytelling rooted in the realities of the region.

From strategy to execution, we keep things fast, agile, and effective. Whether you are a large organisation looking to shake up your sector, or an SME in need of senior-level communications support without the headcount, we offer a smarter, more flexible way to approach communications in East Africa.



**START YOUR
SUBSCRIPTION**

**Ready to stop
thinking about
communications
and start seeing
results?**

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Email:

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Based in:

Nairobi, Kenya

START