Sayweek

USE CASE

Illustrative example – fictional company, real features

Agency: eight client brands, each in its own voice – in one shared week

Dunecraft Studio keeps a separate tone, rules and rhythm for every client. In Sayweek the team plans in one place, clients approve posts without signing in, and at the end of the month a report in the agency's own branding goes out.

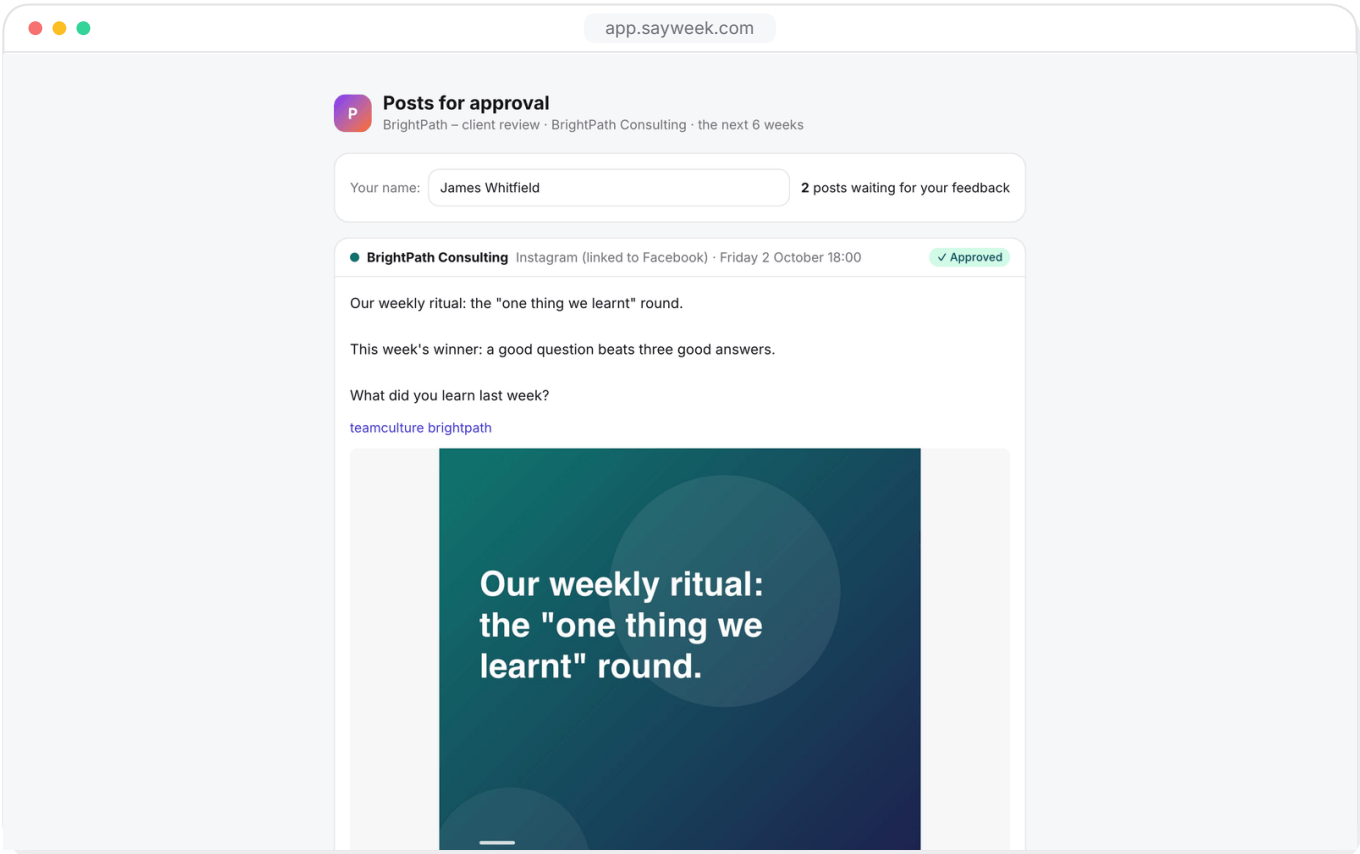
WHO THIS EXAMPLE IS ABOUT

Company
Dunecraft Studio (fictional agency)

Who
A six-person social media agency

Where
Dubai

Size
Eight client brands – from a café chain to a property developer



Created: 22 November 2026 · Real screens, fictional demo data.

The company and the people are fictional; every feature described is how Sayweek really works today. We claim no results, figures or opinions.

THE STARTING POINT

A six-person social media agency

The team coordinates each client in a different spreadsheet, chat and e-mail thread. Approvals get scattered, reports are assembled by hand, and the same post has to be rewritten for every channel.

- Eight brands – eight tones, banned words and topic areas.
- Nothing may go out without the client's approval, but clients don't want yet another account.
- The monthly report is a lot of manual work and doesn't carry the agency's branding.

WHAT THEY USE

The features and integrations this example is built on.

White-label app

Agency plan: the agency's name, logo and colour on the approval page and the reports, optionally on its own domain.

Client approval links

They work without signing in, with comments – from the Pro plan up.

Cross-posting

One post becomes a version per channel, adapted to length and hashtags.

Monthly PDF report

Published posts, channels, best posts and topic balance per client.

Roles

Owner, editor, contributor and viewer – with two-step approval.

Integrations with live status

IG Instagram Private beta

f Facebook Private beta

@ Threads Private beta

in LinkedIn Private beta

C Canva Coming soon

Slack Available

The status is live: it shows what can be connected today. The example doesn't rely on anything marked “Coming soon” until it is available.

DAY BY DAY

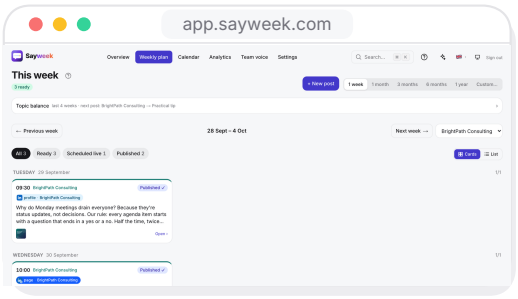
A typical week with Sayweek

Day by day, on the real screens – the screenshots show fictional demo data.

1 **MONDAY**

A weekly plan per brand

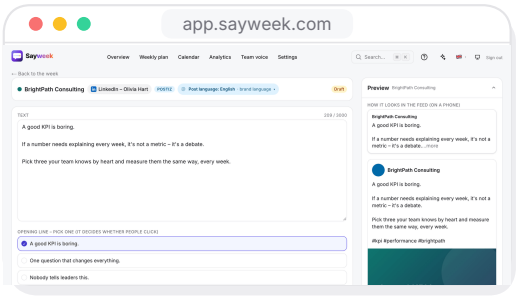
Every client brand has its own weekly plan with its own tone, rules and topic pillars. The account lead reviews the suggestions brand by brand and hands out the work.



2 **TUESDAY**

One post, several channels

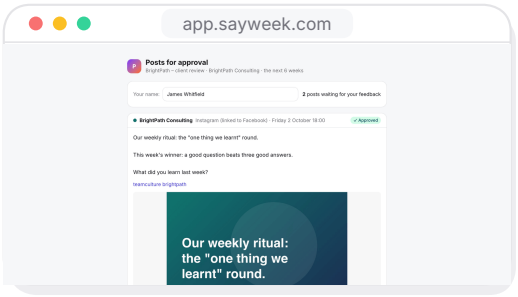
An editor cross-posts the Instagram draft to Facebook: Sayweek adapts the length and hashtags to each channel's rules. Threads can be added according to its status in the integrations list.



3 **WEDNESDAY**

Client approval without signing in

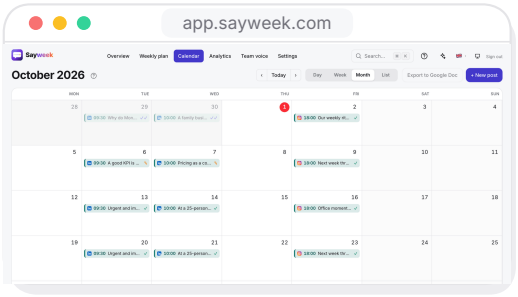
The client gets a link that works without a login: they see the planned posts and approve them or leave a comment. The team sees everything in one place.



4 **THURSDAY**

Roles and two-step approval

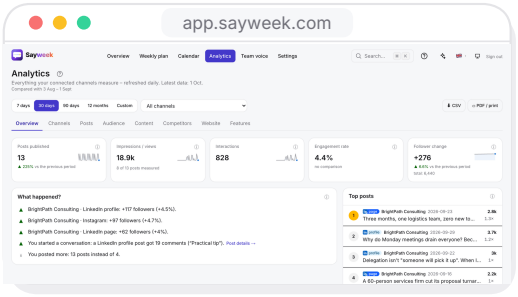
Editors write drafts, the account lead approves the final version; viewers can only read. The calendar shows every client's scheduled posts in one view.



5 **END OF MONTH**

Monthly PDF report in their own branding

Each client gets a monthly PDF report on the published posts, by channel and with the topic balance. On the Agency plan it carries the agency's name, logo and colour, and the approval page can run on the agency's own domain.



RECOMMENDED PLAN

Agency · Alternative: Team

Recommended plan

Agency

€119.60 / month + VAT
for the first 12 months, then €299 / month

Brands	**15**
Channels	**45**
AI posts / month	**500**
Editors	**10**
Contributors (Team voice)	**50**
Client approval links	**yes**
Monthly PDF report	**yes**
White-label app	**yes**

Alternative

Team

€51.60 / month + VAT
for the first 12 months, then €129 / month

Brands	**8**
Channels	**20**
AI posts / month	**200**
Editors	**3**
Contributors (Team voice)	**10**
Client approval links	**yes**
Monthly PDF report	**yes**
White-label app	–

The Agency plan is made for this many brands and people, and it includes the white-label app. If branding doesn't matter and there are fewer brands, Team can work too.

USE CASE

What they gain

Qualitative benefits based on the features – we claim no measured results.

- Every client speaks in its own voice, with its rules set per brand.
- Clients approve on a link – no extra account, no lost feedback.
- One post for several channels, without rewriting it by hand.
- The monthly report carries the agency's branding, not a tool's.

Want to try it on your own week?

Connect your calendar or an idea source and see the weekly plan Sayweek drafts for you. Nothing goes out without your approval.

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