

SERVICES + PRICING GUIDE

Learn more about my approach to content and visual storytelling, and explore the full suite of à la carte services available through Studio ATR.



STUDIOATR

Your Brand, *in Motion*.

Digital marketing, content creation + ongoing creative support

I offer ongoing creative and digital marketing support designed to help your brand show up with more consistency, intention, and personality. Depending on the level of support you need, that can include social media management, content strategy, photography and video, monthly content calendars, creative direction, paid advertising, campaign planning, and digital or print marketing materials.

Rather than treating content as a standalone deliverable, I work closely with you to understand what's happening within your business and build your marketing around it. Active projects, launches, events, partnerships, showroom moments, and everyday behind-the-scenes all become opportunities to tell your story. Shoots can be planned in-studio or on-site, with content intentionally created for the platforms and campaigns where it will live.

Behind the scenes, everything stays organized and connected. Depending on your package, monthly deliverables may include content calendars, edited photography, Reels and short-form video, campaign creative, performance or ad reporting, marketing collateral, and an organized library of brand assets. Regular strategy calls and ongoing communication keep the work aligned as your business evolves.

Studio ATR offers multiple levels of support, from a lighter foundational presence to ongoing content and growth support and a full-scope creative and marketing partnership. Every business operates differently, so packages can also be customized or combined with à la carte services based on your goals, priorities, and the level of support you need.

For the full breakdown of services, deliverables, and starting investments, explore the Guide to Tiered Packages.

Content, Captured.

Photography, videography + shoot-day content creation for the home design world.

**I create visual content with the platform, purpose, and final use in mind.
That means not every shoot needs the same camera.**

For ongoing content creation and most social-first packages, I primarily shoot on an **iPhone 17 Pro Max**, allowing me to capture polished, high-quality photo and video that still feels natural to the platforms it was made for. This is especially valuable for Reels, behind-the-scenes moments, project updates, process content, and the kind of organic storytelling that performs so well on social.

When a project calls for a more polished, professional photography or videography approach, I shoot with my **Canon 5D Mark IV**. These sessions are treated as dedicated professional shoots, with a different level of planning, equipment, capture, and post-production, and are scoped and priced separately from standard content creation.

The difference isn't simply the camera. It's what we're creating the content to do.

Lifestyle Photography + Videography

For brands looking for a more polished visual library, dedicated lifestyle shoots are captured with my professional Canon setup and approached with a higher level of production and post-production. From team and brand imagery to showroom, studio, product, and process-focused shoots, these sessions create elevated assets for websites, campaigns, print, social, and broader brand marketing.

Professional photography and videography sessions are custom quoted based on shoot length, production needs, deliverables, usage, and post-production.

Renovations + Projects

Dedicated professional photography and videography for finished spaces, renovations, and project storytelling. Shot with my Canon setup, these sessions are designed to document your work with a more editorial, portfolio-ready finish while highlighting the craftsmanship and details that define the project.

Coverage can be tailored for finished project photography, detail imagery, video features, website assets, campaign content, and more.

Shoot-Day Content Creation

Already have a professional project shoot on the calendar? I can join your shoot day to capture everything happening around it.

Shot primarily on iPhone 17 Pro Max, this service is intentionally social-first: styling moments, designer and team candids, vertical video, detail shots, process footage, personality-driven moments, and behind-the-scenes content your firm and team can actually use.

Professional Canon photography or videography can be added to shoot-day coverage when needed and is quoted separately.

Social-first vs. professionally produced.

iPhone content is intentionally created for the speed, personality, and native feel of social media. Professional camera work offers a more produced, portfolio-ready finish. Neither replaces the other. The strongest brands have a place for both.

A high-angle, warm-toned photograph of a person's hands and arms working at a desk. The person is wearing a dark green long-sleeved shirt. On the desk, there is a laptop, several sheets of paper, a corkboard with various items pinned to it, and a pair of glasses. The lighting is soft and directional, coming from the top left, creating long shadows. The text is overlaid on a semi-transparent white rectangular box in the center of the image.

PICK YOUR PIECES.

À la carte creative, content
+ marketing services.

Not every brand needs a full monthly package. Studio ATR's à la carte services are designed for the times you need a little extra support, a fresh library of content, help getting an idea off the ground, or a creative partner for one specific project.

Choose what you need, combine a few services, or let's build something custom around your goals.

Stay in the conversation.

Social media management, publishing + platform support.

For brands that already have the content but need help keeping everything moving. From publishing and scheduling to engagement and performance reporting, these services can fill the gaps without requiring a larger monthly partnership.

Monthly Social Media Management

- Starting at \$650/month

Platform Posting + Scheduling

- \$150–\$300/month, per platform

Analytics + Performance Reporting

- Starting at \$150/month

Hashtag + Keyword Research / Optimization

- \$75–\$150

Light Community Engagement

- \$100–\$150/month

Looking for strategy, content creation, and management all in one? Studio ATR's tiered monthly packages offer a more comprehensive approach.

Made for the feed.

Social-first content, shoot-day coverage + professional photography and video.

Not every piece of content needs the same camera, production level, or purpose.

For ongoing and social-first content creation, I primarily shoot with an iPhone 17 Pro Max. This allows content to remain polished and intentional while maintaining the organic, native quality that works so well across social media.

When a project calls for a more elevated, portfolio-ready finish, I shoot with my Canon 5D Mark IV. Professional photography and videography involve a different level of planning, equipment, capture, and post-production and are therefore scoped separately from standard social content creation.

The difference isn't simply the camera. It's what we're creating the content to do.

Social-First Content Creation

Ideal for Reels, Stories, project updates, behind-the-scenes moments, process content, team features, events, and everyday brand storytelling.

Short-Form Video / Reel | Filmed + Edited

- Starting at \$150

Batch Reels | 3 Videos

- Starting at \$350

Social-First Project Video | 30–60 Seconds

- Starting at \$400

Raw Social Video Footage

- Starting at \$100/hour of captured footage

Custom Social Content Session

- Starting at \$350

Shoot-Day Content Creation

Already have a professional project photoshoot on the calendar? I can join the day specifically to capture everything happening around it.

Shot primarily on iPhone, this service captures styling moments, designer and team candids, vertical video, project details, process footage, personality-driven moments, and all of the behind-the-scenes content that gives your firm and team something to share beyond the final project photography.

Half Day | Up to 4 Hours

- \$550

Full Day | Up to 8 Hours

- \$950

Both include a curated library of social-ready photos + vertical video clips with essential post-production, including culling, basic color and exposure adjustments, and light video trimming.

Professional Photography + Videography

For projects that need a more polished, editorial or portfolio-ready finish, professional shoots are captured with my Canon setup and include a greater level of production and post-production.

Lifestyle / Brand Photography

- Starting at \$450

Renovation / Project Photography

- Starting at \$850

Full Project Feature | Photography + Video

- Starting at \$1,200

Professional Project Video Feature

- Starting at \$400

Additional Edited Image Sets

- Custom pricing based on scope

Professional Photography / Videography Added to a Content Day

- Custom pricing

Professional shoot investments may vary based on shoot length, location, deliverables, equipment, usage, and post-production requirements.

Give it direction.

Content strategy, creative direction + campaign planning.

Sometimes you don't need someone to take over. You just need someone to help figure out what the heck you should be creating in the first place.

These sessions bring strategy and creativity together to give your content a clearer direction, stronger story, and actual purpose behind what gets posted.

Monthly Content Calendar

- Starting at \$200

Creative Direction + Story Planning Session

- Starting at \$150

Seasonal / Launch Campaign Planning

- \$300–\$600

Reel Storyboarding + Narrative Development

– \$50–\$100/reel

Project-Specific Content Plan

– \$100–\$200

Brand + Content Direction Session

– Starting at \$200

Visual Tone + Messaging Direction

– Starting at \$200

These offerings also reflect the visual direction, messaging alignment, content strategy, shoot planning, and Reel/Story ideation incorporated throughout Studio ATR's ongoing packages.

Look the part.

Visual direction, brand assets + marketing collateral.

Your brand doesn't stop at your Instagram feed.

Studio ATR can help translate your visual identity into thoughtful, cohesive materials that feel like an extension of the brand you're building, from social templates and presentations to printed pieces and launch creative.

Brand Mood Board + Visual Direction

– \$150–\$300

Brand Refresh + Creative Direction

– Starting at \$500

Social Media Branding Kit

– Starting at \$200

Canva Brand Template Suite

– Starting at \$200

Social Media Template Set | 5 Templates

– \$150–\$250

Presentation + Proposal Deck Design

– Starting at \$350

Marketing Flyer / One-Sheet

– \$100–\$200 each

Brochure / Multi-Page Marketing Piece

– Starting at \$200

Digital + Printable Marketing Materials

– Starting at \$100

Creative Direction for Brand Launches

– Starting at \$200

These services also complement the presentation decks, one-sheets, brochures, branded social materials, and print/digital collateral available within Studio ATR's full-scope partnerships.

Still in the works.

Expanded brand identity + graphic design services coming to Studio ATR.

Studio ATR is always evolving, and so is what I'm able to create.

While I currently offer visual direction, brand refresh support, templates, presentations, marketing collateral, and other design work within my wheelhouse, more technically involved graphic design and comprehensive identity development are something I'm continuing to build upon.

Rather than offer a service before I can give it the level of expertise it deserves, these are staying on the Studio ATR coming soon list for now:

- Logo Design + Logo Suites
- Full Brand Identity Design
- Comprehensive Rebrands
- Custom Brand Guidelines
- Advanced Custom Graphic Design
- Packaging + Label Design
- Advanced Print Production + Specialty Collateral

Need something that falls somewhere in between? Reach out. If it's within my capabilities, we can build it into a custom scope. If it's not, I'll always be transparent about that.