

CREATIVE EXPERTISE
+ PHOTOGRAPHY
BY ARIANNA
TREPPPEL-RUBRIGHT

SERVICES + PRICING GUIDE



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CREATIVE EXPERTISE + PHOTOGRAPHY BY ARIANNA TREPPEL-RUBRIGHT

S E R V I C E S + P R I C I N G G U I D E

Digital Marketing + Content Management and Creation

I offer full-service digital marketing and content creation to help your brand show up consistently and professionally online. This includes managing your social media, creating photo and video content, and building monthly content calendars that align with your goals. I also support paid ads, marketing materials, website updates, newsletters, and SEO-focused blog posts—everything needed to keep your brand active, engaging, and reaching the right audience.

I work closely with you to plan content around your projects, schedule in-studio or on-site shoots, and stay aligned with what's happening in your business. Each month, you can expect organized deliverables like content calendars, edited photos, reels, ad reports, and custom marketing pieces. With clear communication and weekly updates, my goal is to create a smooth, strategic system that showcases your work beautifully and strengthens your presence both online and in your community.

Full-scope marketing packages start at \$2,500/month, with tailored options designed to align with your goals, workflow, and investment level. Please see “Digital Marketing and Content Management + Creation Doc” linked next to this one back on my site for a full breakdown of services!

Photography + Videography

LIFESTYLE

I create clean, compelling visuals that help your brand stand out - whether you need lifestyle content, project features, or polished social-ready video. For remodeling and design-build teams, I also offer in-studio or showroom shoots to capture authentic branded content that highlights your process and craftsmanship. Quick, strategic, and story-driven, my visuals are built to elevate your brand and connect with your audience.

RENOVATIONS

I capture your remodels with clean, elevated visuals that showcase the quality, detail, and storytelling behind every project. Whether you need social content like reels, static lifestyle images, or full project shoots, I create imagery that highlights your craftsmanship and connects with your audience.

Packages and investments for lifestyle and renovation shoots can be completely custom and personalized based on what you're looking for.

Website Design + Management

WEBSITE DESIGN & BUILD (WIX, WORDPRESS, WEBFLOW)

Bring your digital presence to life with a custom website built around your brand's voice, visuals, and goals. Whether you're starting fresh or elevating your current site, I design clean, modern, user-focused websites on Wix, WordPress, and Webflow. From layout and copy to mobile optimization and branding, I create a seamless online experience that looks beautiful and works hard for your business.

WEBSITE REFRESH & OPTIMIZATION

Already have a site but feel like it's not doing enough? I'll refine your existing site with updated visuals, streamlined navigation, refreshed copy, improved performance, and elevated branding. Perfect for businesses that need a polished look, better flow, or a more strategic digital presence without rebuilding from scratch.

WEBSITE MAINTENANCE & UPDATES

Stay focused on your business while I handle the backend. This includes routine content updates, page additions, SEO touch-ups, plugin management, analytics monitoring, and keeping your site healthy and up to date. Whether it's small monthly tune-ups or ongoing support, I keep your site running smoothly and professionally.

LANDING PAGES & MICROSITES

Need a high-impact, single-focus page for a campaign, launch, portfolio, or event? I design strategic landing pages and microsites that convert. Clean layouts, strong messaging, and branded visuals come together in a fast, polished build — perfect for ads, lead magnets, product drops, or short-term promotions on Wix, WordPress, or Webflow.

Brand Development & Identity Design

Build a brand that feels intentional, cohesive, and unmistakably you. Through strategic discovery, visual direction, and storytelling, I help you shape a brand identity that resonates — from logo and color palette to voice, messaging, and overall aesthetic. Whether you're starting fresh or refining an existing brand, I create a foundation that supports growth, consistency, and long-term recognition across every platform and touchpoint.

À LA CARTE SERVICES + PRICING

SOCIAL MEDIA MANAGEMENT

- Monthly Social Media Management — Starting at \$650/mo
- Platform Posting & Scheduling — \$150–\$300/mo (per platform)
- Analytics + Performance Report — \$150/mo
- Hashtag Research & Optimization — \$75–\$150
- Community Engagement (light) — \$100–\$150/mo

CONTENT CREATION

Photography

- Lifestyle Content Shoot — Starting at \$450
- Renovation / Project Shoot — Starting at \$850
- Full Project Feature (photo + video) — Starting at \$1,200
- Edited Photo Sets — price will be factored into investment of Full Project Feature

Videography

- Short-Form Video/Reel (filmed + edited) — \$150 each
- Batch Reels (3) — \$350
- Project Video Feature (30–60 sec) — Starting at \$400
- Raw Video Footage Only — \$100 per hour of footage

CONTENT STRATEGY

- Monthly Content Calendar — Starting at \$200
- Creative Direction + Story Planning — \$150 per session
- Campaign Planning (seasonal or launch) — \$300–\$600
- Reel Storyboarding — \$50–\$100 per reel

WEBSITE SUPPORT

(Wix, WordPress, Webflow)

- Website Updates — \$75–\$100/hr
- New Web Page — Starting at \$200 per page
- Landing Page (single-focus) — Starting at \$500
- Blog Upload + Formatting — \$50–\$75 per post
- Copywriting for Web Pages — \$150–\$250 per page

À LA CARTE SERVICES + PRICING CONTINUED

PAID ADS + DIGITAL MARKETING

- Paid Ad Setup (Meta/TikTok/Pinterest) — \$250 per campaign
- Monthly Ad Management — Starting at \$300/mo
- Ad Creative (graphics) — \$50–\$100 per piece
- Ad Creative (video) — \$150–\$250 per video
- Monthly Ad Report — \$100/mo

EMAIL MARKETING

- Newsletter Design + Write-Up — \$150–\$250 per email
- Email Templates — \$75–\$150 each
- List Management & Segmentation — \$75–\$150/mo

SEO + BLOG CONTENT

- SEO-Focused Blog Writing (600–900 words) — \$100–\$150 per blog
- Keyword Research — \$75–\$150
- Metadata Updates — \$50–\$100 per page/post
- On-Page SEO Optimization — \$100–\$200 per page

BRANDING & MARKETING MATERIALS

- Marketing Flyers / One-Sheets — \$100–\$200 each
- Brochures (2–4 pages) — \$200–\$400
- Presentation Decks (NARI, proposals, pitches) — Starting at \$350
- Social Media Template Set (5 templates) — \$150–\$250
- Digital + Printable Marketing Materials — Custom: \$100–\$400

PROJECT PLANNING + COLLABORATION

- Monthly Strategy Call (30–60 min) — \$75–\$150
- Content Planning for Projects — \$100–\$200 per plan
- On-Site or In-Studio Content Day Coordination — \$75–\$150
- Weekly Update / Reporting Add-On — \$75/mo