



CREATIVE EXPERTISE
+ PHOTOGRAPHY
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GUIDE TO THE DIGITAL
MARKETING + CONTENT
MANAGEMENT AND CREATION
FULL SCOPE PACKAGE

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Full Scope Digital Marketing and Content Management + Creation Package

Perfect for companies wanting the most value for their investment and full support across every area of their marketing and social media. You can also build a custom package from these services.

1. Social Media Management

Scope Includes:

- Managing day-to-day posting across selected platforms (Instagram, Facebook, TikTok, Pinterest, LinkedIn)
- Writing captions, selecting hashtags, and optimizing content for reach
- Scheduling posts for consistent visibility
- Light engagement (responding to comments, liking tagged content)
- Monthly performance review and content strategy updates

Example Deliverables:

- 12–20 feed posts per month
- 4–8 reels
- Monthly performance report
- Hashtag sets
- Caption copy deck

2. Photography & Videography

Scope Includes:

- Monthly in-studio or on-site shoots
- Lifestyle, project, or behind-the-scenes photo/video coverage
- Editing, retouching, and formatting for web + social
- Short-form video creation for Reels/TikTok

Example Deliverables:

- 30–60 edited photos per month
- 3–5 edited reels/videos
- Raw footage upon request
- Shot list planning + creative direction

3. Content Strategy

Scope Includes:

- Monthly content calendar creation
- Planning content around your active projects, events, launches, or company updates
- Creative direction + moodboards
- Strategic alignment with marketing goals and brand voice

Example Deliverables:

- Monthly content calendar (PDF or Google Doc)
- Storyboards for reels
- Monthly strategy notes
- Creative direction board

4. Website Updates & Digital Maintenance

(Wix, WordPress, Webflow)

Scope Includes:

- Updating images, copy, and layout
- Adding new pages as needed
- Blog upload + formatting
- Minor SEO improvements

Example Deliverables:

- 1–2 updated web pages/month
- New photos added to galleries
- Blog posts published and SEO formatted
- Website performance notes

5. SEO & Blog Writing

Scope Includes:

- Writing SEO-friendly blog posts
- Keyword research
- Optimizing metadata on pages and posts
- Internal linking + formatting for readability

Example Deliverables:

- 1–2 SEO blog posts (600–900 words)
- Keyword list
- Metadata updates
- Monthly SEO checklist



6. Email Marketing (Newsletters)

Scope Includes:

- Designing and writing brand-aligned newsletters
- Formatting for mobile + desktop
- Managing email list segments
- Uploading + scheduling campaigns

Example Deliverables:

- Monthly newsletter
- Email template design
- Campaign performance summary

7. Paid Ad Support

Scope Includes:

- Creating and optimizing Meta, TikTok, or Pinterest ads
- Designing photo/video assets for campaigns
- Monthly ad reporting
- Monitoring budget, targeting, and performance

Example Deliverables:

- 1–2 ad campaigns
- Ad creative (graphics + videos)
- Monthly ad performance report
- Suggested optimizations

8. Marketing Materials & Graphic Design

Scope Includes:

- Designing digital and print assets
- Creating one-sheets, flyers, presentations, social templates
- Maintaining visual consistency across materials

Example Deliverables:

- 1–3 marketing materials per month (flyers, brochures, templates)
- Updated presentation decks
- Social media template pack
- Print-ready PDFs



9. Collaboration & Project Alignment

Scope Includes:

- Weekly check-ins to review progress
- Aligning content with your active projects
- Coordinating shoot days
- Communicating needs, approvals, and updates

Example Deliverables:

- Weekly email updates
- Monthly strategy call (30–45 min)
- Shoot-day schedule
- Monthly deliverable summary

Optional Add-Ons

- Landing pages
- Additional video edits
- Quarterly analytics deep-dive
- Brand identity updates
- Multi-platform management

If you're interested, I'd love to connect and talk through what this could look like for your brand. Packages start at \$2,500 and are tailored based on scope, whether that's content creation, visual direction, or ongoing social support. You also have the flexibility to build your own package by selecting pieces from the full offering, or choose a la carte services if you're looking for something more specific. Everything is designed with intention to elevate your brand visually and tell your story in a way that feels cohesive, elevated, and true to you.

