



CREATIVE EXPERTISE
+ PHOTOGRAPHY
BY ARIANNA
TREPPEL-RUBRIGHT

GUIDE TO TIERED
OFFERINGS – DIGITAL
MARKETING AND
CONTENT MANAGEMENT +
CREATION PACKAGES

STUDIOATR

Light Support (Foundational Presence)

For brands who need clarity, consistency, and an elevated starting point.

This level is about building a strong, intentional foundation for your brand's digital presence. We focus on aligning your visuals, refining your messaging, and creating a structured plan that allows you to show up consistently and professionally.

You'll walk away with direction, not just content.

Includes:

- **Brand + content direction**
 - Visual tone guidance (photography, color, composition)
 - Messaging alignment and caption tone
- **Monthly content strategy**
 - Content pillars tailored to your business
 - Monthly content calendar (light but structured)
- **Light social media support**
 - Posting + scheduling (limited frequency)
 - Caption writing + hashtag optimization
- **Creative direction sessions**
 - Shoot planning or content guidance
 - Reel/story ideation
- **Optional content creation**
 - Single lifestyle or project shoot (as needed)
 - A few reels or short-form videos

Best for:

- New or growing brands
- Clients not ready for full outsourcing
- Businesses needing a clear, elevated starting point



Mid-Level Support (Content + Growth)

For brands ready to invest in consistent content, stronger storytelling, and active growth.

This level is where your brand starts to feel alive online. We move beyond planning into consistent execution, capturing your work regularly and managing your platforms with intention.

There's a clear rhythm, a stronger visual identity, and a deeper connection to your audience.

Includes:

- **Full content strategy + monthly planning**
 - Detailed content calendar aligned with projects, launches, and business updates
 - Creative direction, moodboards, and story planning
- **Ongoing content creation**
 - Monthly on-site or in-studio shoots
 - Lifestyle, project, and behind-the-scenes content
 - 30–60 edited images + short-form video content
- **Social media management**
 - Consistent posting (approx. 12–20 posts/month)
 - Reels creation and optimization
 - Caption writing + hashtag strategy
 - Light engagement + platform management
- **Website + content support (select)**
 - Minor website updates or page refreshes
 - Blog uploads or light SEO work
- **Collaboration + alignment**
 - Monthly strategy calls
 - Shoot coordination + planning
 - Ongoing communication + updates

Best for:

- Designers, builders, and creative brands ready to grow
- Clients who want consistency without managing it themselves
- Businesses wanting both content and strategy working together



Full-Scope Support (Complete Brand + Marketing System)

For brands ready to fully invest in a cohesive, high-impact digital presence.

This is the most comprehensive, hands-on level of support. Studio ATR becomes a true extension of your team, managing not just your content—but your entire marketing ecosystem.

Everything is aligned, intentional, and continuously refined.

Includes:

Content + Social (Core)

- Full social media management across platforms
 - Instagram, Pinterest, TikTok, etc.
 - Posting, scheduling, captions, hashtags, engagement
- Ongoing content creation
 - Monthly shoots (lifestyle, project, brand)
 - Reels, video features, and full project storytelling
 - Organized asset library + raw footage

Strategy + Creative Direction

- Monthly content calendar + campaign planning
- Reel storyboarding + narrative development
- Brand voice + visual consistency across all platforms
- Performance tracking + ongoing optimization

Website + Digital Presence

- Website updates, refreshes, and new pages
- Portfolio/project uploads
- Landing pages or microsites for campaigns

SEO + Blog Content

- SEO-focused blog writing (1–2/month)
- Keyword research + metadata updates
- On-page optimization + content structuring



Full Scope Support continued

Email Marketing

- Monthly newsletters (design + copy)
- Campaign emails and list segmentation
- Performance tracking and refinement

Paid Ads

- Campaign setup (Meta, Pinterest, TikTok)
- Ad creative (photo + video)
- Monthly ad management + reporting

Marketing Materials + Brand Assets

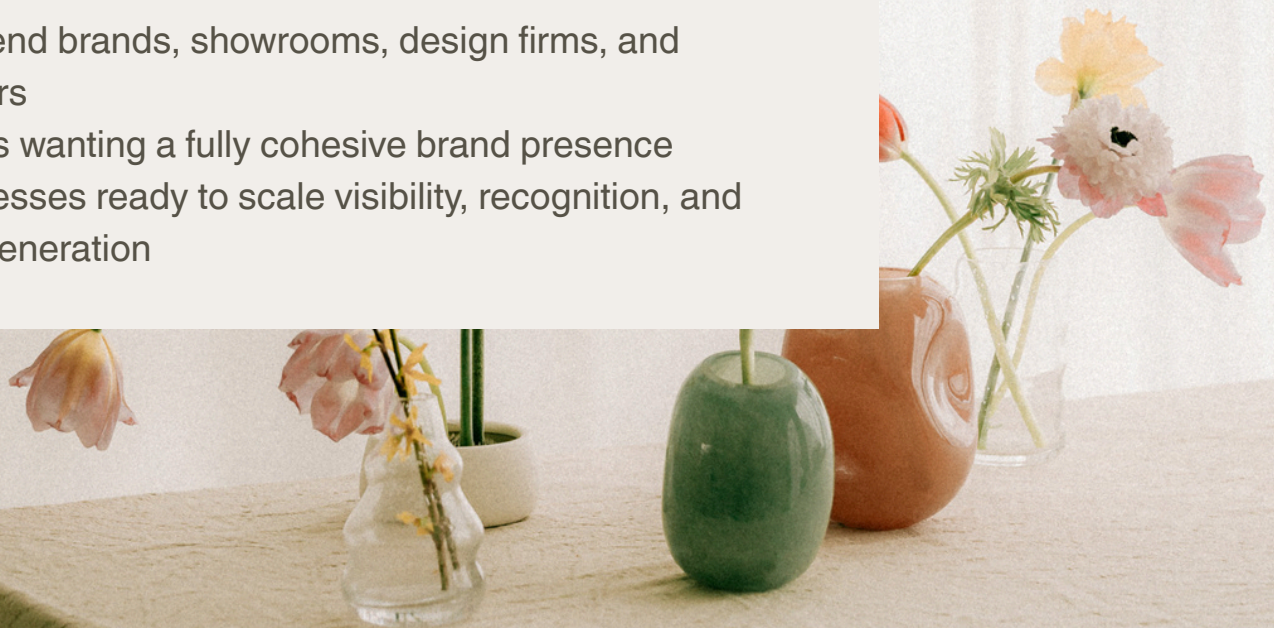
- Presentation decks, one-sheets, brochures
- Social templates + branded materials
- Print and digital collateral

Collaboration + Ongoing Alignment

- Weekly or bi-weekly updates
- Monthly strategy calls
- Content planning tied directly to active projects
- Shoot coordination + cross-brand collaboration

Best for:

- High-end brands, showrooms, design firms, and builders
- Clients wanting a fully cohesive brand presence
- Businesses ready to scale visibility, recognition, and lead generation



Starting Investments

LIGHT SUPPORT

– Starting at \$650–\$1,250/month

Ideal for brands needing foundational strategy, light social support, and consistent direction.

MID-LEVEL SUPPORT

– Starting at \$1,500–\$3,000/month

Designed for brands ready for ongoing content creation, active social media management, and strategic growth support.

FULL-SCOPE SUPPORT

– Starting at \$3,500+/month

A fully integrated marketing and content partnership for brands wanting high-touch support across content, strategy, website management, SEO, email marketing, paid ads, and overall brand presence.

CUSTOM & À LA CARTE OPTIONS

Custom packages and à la carte services are also available for brands looking for a more personalized scope of work or support in specific areas.

If you're interested, I'd love to connect and talk through what this could look like for your brand. Every offering is tailored based on scope, whether that's content creation, visual direction, ongoing social support, or a more full-scale marketing approach. You also have the flexibility to build a custom package from the full offering or select à la carte services if you're looking for something more specific.

Everything is designed with intention to elevate your brand visually, strengthen your presence, and tell your story in a way that feels cohesive, elevated, strategic, and true to you.

