

CREATIVE EXPERTISE
+ PHOTOGRAPHY
BY ARIANNA
TREPPEL-RUBRIGHT

SERVICES + PRICING GUIDE



STUDIOATR

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 full social media management, photo and video content creation, monthly content calendars tailored to your goals, and strategic marketing support - from paid ads to brand-focused digital campaigns - all designed to keep your brand active, engaging, and consistently 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.

Studio ATR offers multiple levels of support through thoughtfully built package tiers, ranging from light monthly management to full-scope creative and marketing partnerships. Every brand operates differently, so packages can also be customized based on your goals, priorities, and the level of support you're looking for. For a more detailed breakdown of what's included in each tier, please refer to the "Guide to Tiered Packages" linked throughout the site.

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.

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

À LA CARTE SERVICES + PRICING CONTINUED

BRAND DEVELOPMENT, IDENTITY DESIGN, MARKETING COLLATERAL

- Logo Design — Starting at \$350
- Full Brand Identity Package (logo suite, colors, typography, visual direction) — Starting at \$850
- Brand Refresh / Rebrand — Starting at \$650
- Brand Mood Boards + Visual Direction — \$150–\$300
- Social Media Branding Kit (highlight covers, templates, graphics) — Starting at \$200
- Custom Graphic Design Assets — \$75–\$250
- Business Cards + Print Collateral Design — Starting at \$150
- Brand Guidelines / Mini Brand Guide — Starting at \$250
- Creative Direction for Brand Launches — Starting at \$200
- Presentation + Proposal Deck Design — Starting at \$350
- Canva Brand Template Suite — Starting at \$200
- Packaging / Label Mockups — Custom Pricing
- Marketing Flyers / One-Sheets — \$100–\$200 each
- Brochures (2–4 pages) — \$200–\$400
- Social Media Template Set (5 templates) — \$150–\$250
- Digital + Printable Marketing Materials — Custom: \$100–\$400

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

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