

SOCIAL MEDIA MANAGEMENT · FOR BUSINESSES & BRANDS

Your brand's socials, grown and run for you.

You run the business. I'll run your socials. I shoot content at your business and manage your TikTok, Instagram and Facebook, so your accounts stay active, look great and bring in new customers.

WHAT EVERY MONTHLY PACKAGE INCLUDES

Five things, every package.

1

Free kickoff shoot \$1,000 VALUE

An on-site shoot at your business: 3 short-form videos and 15–20 edited photos of your space, products and details.

2

Account audit & refresh

A review of your existing TikTok, Instagram and Facebook, plus a refreshed profile, bio, highlights and a link to your website.

3

Posting

12 posts a month on TikTok and Instagram, cross-posted to Facebook, with captions, hashtags and trending audio. Your shoot, plus local, behind-the-scenes and seasonal content.

4

Community management

Replying to comments and DMs in your voice, and flagging inquiries and customer questions to you.

5

Monthly recap

A clear recap each month of what's working, what's growing and what's next.

PACKAGES

Four ways to stay.

One content shoot, or three monthly packages priced by how long we work together. The longer the stay, the lower your monthly rate, and every monthly package starts with a free kickoff shoot.

	Day Trip ONE-OFF SHOOT	Weekender 3 MONTHS	Extended Stay 6 MONTHS	Resident 12 MONTHS BEST VALUE
	\$1,000 <small>once</small>	\$1,100 <small>/mo</small>	\$950 <small>/mo</small>	\$800 <small>/mo</small>
Best for	Businesses who want fresh content	Socials handled for a shorter term	Growing a following through peak season	Businesses who want socials handled all year
Content shoot	\$1,000	Free \$1,000 value	Free \$1,000 value	Free \$1,000 value
Account audit & refresh	—	Included	Included	Included
Posts / mo	—	12	12	12
Comments & DMs	—	Included	Included	Included
Monthly recap	—	Included	Included	Included
Total investment	\$1,000	\$3,300	\$5,700	\$9,600

PLATFORMS INCLUDE

TikTok

Instagram

Facebook

Day Trip is content only: you get the photos and videos to post yourself or use on your website.

FREE KICKOFF SHOOT · \$1,000 VALUE

Every monthly package starts with an on-site shoot at your business, scheduled at a time that works around your customers. You get 3 short-form videos (15–30 seconds) for TikTok and Reels, plus 15–20 edited photos, ready for your socials and your website.

ADD-ONS

Room to grow.

ADD-ON	RATE
Extra content shoot (a seasonal refresh every 3–4 months is recommended)	\$500
Extra short-form video	\$200 each
Work outside scope	\$85/hr

MONTHLY SHOOT BUNDLES · ADD TO ANY MONTHLY PACKAGE

2 quick shoots \$450 /mo \$225 per shoot	3 quick shoots \$600 /mo \$200 per shoot · POPULAR	4 quick shoots \$720 /mo \$180 per shoot
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A quick shoot is up to 1 hour on site and delivers 1 short-form video plus about 10 edited photos. Ideal when you have new spaces, products, events or listings to capture every month. Extra quick shoots are \$250 each. Example: Weekender + 3 quick shoots = \$1,700/mo.

TERMS

Commitment: each package runs for its full term of 3, 6 or 12 months.

Existing accounts: I start with an audit of your current accounts and build on what's already working. No setup fee.

Approvals: monthly calendar sent 7 days ahead; approval within 3 business days keeps posting on schedule.

Revisions: one round of revisions per content piece.

Billing: first month due at signing; each month after billed in advance.

Ownership: you own all published content and your accounts. Raw footage delivered at the end of the engagement on request.

Access: you keep admin ownership of every account; I work as a team member, never as the sole owner.

Shoot bundles: booked monthly with your package; unused shoots don't roll over to the next month.

LET'S WORK TOGETHER

Ready to get started?

Tell me about your business and goals, and I'll come back with a recommended package and a shoot date.

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