

# PACKAGES AND SERVICES

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## Full Management

\$1200-\$1600 a month

## Co-Management

\$600-\$800 a month

## Consulting

\$300-500 a month

## Custom

Ask for quote

# Full Management

\$1200-\$1600 a month

Some of us don't have the time to run a full content curation operation. Video content is becoming more and more vital for brands to grow a following. This level of production can feel overwhelming, and sometimes you just want to focus on the creative aspects of your brand!

The Full Management package is designed for those who are looking for minimal involvement in the management of their online brand and its content output. If you're looking to mix and match some of these services, head to the Full Services Catalog for individual service pricing.

This package offers the following services:

- **WEEKLY 1 HOUR CONSULTATIONS (OPTIONAL AND FLEXIBLE)**
- **OPEN WRITTEN CONSULTATION**
- **COMMERCIAL STORYTELLING CONSULTATION**
- **BRAND VIDEO STRATEGY CONSULTATION**
- **VIDEO CONTENT CREATION COACHING**
- **TIKTOK STRATEGY**
- **SOCIAL MEDIA VIDEO STRATEGY**
- **CONTENT OUTPUT AND SCHEDULING FOR 2 ADDITIONAL PLATFORMS**
- **MONTHLY DATA AND ANALYTICS REPORT**
- **BATCH FILMING CONTENT SCHEDULE**
- **TARGET MARKET RESEARCH AND ANALYSIS REPORT**
- **CUSTOM NOTION CONTENT CALENDAR**
- **PLATFORM MANAGEMENT**
- **CONTENT OUTPUT AND SCHEDULING**
- **ENGAGEMENT MANAGEMENT**
- **COPY FOR POST CAPTIONS AND VIDEO SCRIPTS**
- **WEEKLY CONTENT IDEAS**
- **TIKTOK/SOCIAL VIDEO EDITING**
- **STUDYING TRENDS WITHIN YOUR NICHE AND TARGET MARKET**

# Co-Management

\$600-\$800 a month

**This package is great for brands who have a little more experience in creating video content. Some of you may be great videographers, but struggle to find brand consistency in your strategy and positioning online.**

**The Co-Management package is perfect for those who are looking to still be involved in the content curation process. This package allows you to still be on the ground with your audience and content. If you're looking to mix and match some of these services, head to the Full Services Catalog for individual service pricing.**

**This package offers the following services:**

- **WEEKLY 1 HOUR CONSULTATIONS (OPTIONAL AND FLEXIBLE)**
- **OPEN WRITTEN CONSULTATION**
- **BRAND VIDEO STRATEGY CONSULTATION**
- **COMMERCIAL STORYTELLING CONSULTATION**
- **CUSTOM NOTION CONTENT CALENDAR**
- **WEEKLY CONTENT IDEAS**
- **BATCH FILMING CONTENT SCHEDULE**
- **CONTENT OUTPUT AND SCHEDULING**
- **STUDYING TRENDS WITHIN YOUR NICHE AND TARGET MARKET**
- **TARGET MARKET RESEARCH AND ANALYSIS REPORT**
- **SOCIAL MEDIA STRATEGY FOR 2 ADDITIONAL PLATFORMS**
- **MONTHLY DATA AND ANALYTICS REPORTS**
- **VIDEO CONTENT CREATION COACHING**

# Consulting

\$300-\$500 a month

**This package is for brands looking to receive gentle guidance for their content curation. This package is the most involved for the brand, allowing full control and creation. Sky will function as a sounding board for content ideas and strategy. Sky will also closely monitor your feed, paying attention to the response to develop more effective video content strategies.**

**If you're looking to mix and match some of these services, head to the Full Services Catalog for individual service pricing. This package offers the following services:**

- **BI-WEEKLY 1 HOUR CONSULTATIONS (OPTIONAL AND FLEXIBLE)**
- **OPEN WRITTEN CONSULTATION**
- **BATCH FILMING CONTENT SCHEDULE**
- **CUSTOM NOTION CONTENT CALENDAR**
- **STUDYING TRENDS WITHIN YOUR NICHE AND TARGET MARKET**
- **VIDEO CONTENT CREATION COACHING**
- **BRAND VIDEO STRATEGY CONSULTATION**
- **TARGET MARKET RESEARCH AND ANALYSIS REPORT**
- **WEEKLY CONTENT IDEAS**
- **MONTHLY DATA AND ANALYTICS REVIEW (REPORT NOT INCLUDED)**

# Custom Package

Call to create a custom quote

**Not every brand fits in a neat little box. Sometimes, you need the ability to mix and match based on your specific needs and abilities. We are happy to create a custom video content management package for you! This is also a great option for brands looking to add to our existing packages above to create something slightly closer to what you are looking for.**

# Full Service Catalog

Create a custom package or call for custom quote

## STRATEGY SERVICES

- **TikTok Strategy:** \$250 per month
  - Just strategy, no content execution.
  - Weekly meetings and open written consultation.
  - Analytic review, report not included.
  - *Best combined with custom Notion page*
- **Social Media Strategy:** \$150 per month per platform.
  - Just strategy, no content execution.
  - Weekly meetings and open written consultation.
  - Analytic review, report not included.
  - *Best combined with custom Notion page*
- **Youtube Strategy:** \$250 per month
  - Just strategy, no content execution.
  - Weekly meetings and open written consultation.
  - Analytic review, report not included.
  - *Best combined with custom Notion page*
- **Monthly Data and Analytics Report:** \$100 per month
  - Compiled report and analysis of social media performance metrics.
  - Monthly 1 hour consultation
  - Suggested strategy and growth opportunities.
- **Commercial Storytelling Consultation:** \$200 per month
  - Developing a story and personified social media presence. Ideal for video based engagement and longterm audience retention.
  - Creating paths to authentic audience relationships
  - Developing off platform capture points (discord, email list, patreon, blog, and more)
  - Monthly 2 hr consultation
  - Includes monthly PDF of strategic suggestions
- **Brand Video Strategy Consultation:** \$400 flat rate
  - Developing a brand identity for video production.
  - Content storylines
  - Social Media profile assets (PFP, cover photo, bio, bio link)
  - Brand characterization and personification
  - Strategy for audience capture and retention
  - Includes a custom Notion page for your content calendar
    - 2 weeks of content plotted out
- **Batch filming content schedule:** \$50 flat rate
  - One-hour consultation to develop a batch content schedule.
  - Includes a PDF outline of the schedule created in consultation session.
  - Best combined with custom Notion page
- **Target Market Research and Analysis Report:** \$300 flat rate
  - Deep dive into the Technographics, Psychographics, Demographics, Geographics, and Sociographics of your desired target market on TikTok.
  - Analysis of audience behaviours, interests, and interactions with similar content creators on TikTok and audience trends
  - Brand discovery forecast
  - Growth opportunities and suggested strategies for success.
- **Custom Notion Content Calendar:** \$150 flat rate
  - 1 hour consultation
  - Includes 1 Notion page consisting of:
    - Asset management flow
    - Brand Storylines
    - Productivity and Task tracker

# MANAGEMENT SERVICES

- **Platform Management:**
  - Youtube and TikTok: \$300 per month
  - Instagram and Facebook: \$200 each per month
  - Others: ask for quote
  - 2 hour monthly consultation
  - PDF of strategy suggestions
  - Content output and engagement management
  - Caption copy included
  - Custom Notion content calendar included
  - \*Video scripts, strategy execution, video editing, asset creation, and analytic report not included
- **Content Output and Scheduling:** \$100 per month
  - Includes 2 social platforms and 1 additional outreach platform (Blog, email, website, ect)
  - Includes an optional custom Notion page at a discounted price (One-time charge of \$100)
- **Engagement Management:** \$50 per month
  - Includes 2 social media platforms
  - Interacting with your audience from the brand platforms
  - Open written consultation
- **Blog Mangement:** \$50 a month
  - Publishing blogs to your website
  - Blog engagement management
- **Email Management:** \$100-\$200 per month
  - Writing and sending newsletter to your audiences
  - Up to 4 newsletters per month written and scheduled

# CREATIVE SERVICES

- **Copy for post captions and video scripts:** \$150-\$250 per month
- **Blog Writing:** \$50 min. for 500 words or less.
  - \$15 for each additional 100 words
- **Weekly content ideas PDF (8-10):** \$75 per month
  - PDF delivered on Monday of each week with 8-10 content ideas for your platform
- **Video content Creation Coaching:** \$100 per month
  - Open written consultation in regards to creating video based content for your brand.
  - Ideal for brands unfamiliar with the economy video based platforms like TikTok
  - Strategies and suggestions to elevate content
- **TikTok/Social Video editing:** \$150 per month
  - Editing raw footage for social media platforms
  - Basic audio correction
- **Custom Background Music:** \$25 each (1 minute loop)
  - Background music for your videos that wont recieve content strikes. You will be granted an unlimited license to use the content for your brand.
  - You will own the master for this IP
- **Social Media Graphics:** \$10-\$30 per post
  - Custom graphics designed in Canva for your social media platforms.
  - Bundles available, call for quote.