

ESSENCE	• 1 Content Day (photo + short-form video capture) • Light editing & delivery of branded content (e.g., a set of Reels/TikToks) • Basic posting strategy or calendar (what to post, when to post) • 1 Strategy Check-In Call
MOMENTUM	• 2 Content Days (photo + video capture for variety) • Full editing of short-form videos, graphics, and curated posts • Monthly content calendar (mapped with posting strategy) • Engagement-driven captions & hashtags • Bi-weekly Strategy Calls
POWERHOUSE	• 3–4 Content Days per month (photo, video, branded campaigns) • Advanced short-form video editing (storytelling, trending styles, multi-clip edits) • Full content calendar + strategy for all major platforms • Social media management support (scheduling, posting, monitoring) • Analytics & performance reporting • Weekly Strategy + Creative Direction Calls • Priority access for campaign launches or special projects