

CREATRESS CO.

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www.creatressco.com

PRODUCTION

SERVICES

GUIDE

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ABOUT THE GREATRESS CO

The Creatress Co. is a content production company that offers Black Womxn a safe space to share their stories freely in an unapologetic, unfiltered, and authentic way. The Creatress Co. strives to teach Black Womxn how to create engaging, impactful content to help grow their businesses and expand their reach.

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QUALIFICATIONS

Saidah Murphy, CEO of The Creatress Co, has 5-years of experience creating content for, managing, and growing social media accounts, and currently coaches and consults other businesses on how to do the same. She studies social media trends and works daily to improve her skills as the various networks grow and expand. For example, Instagram recently announced that they are no longer a “photo-sharing app” and that they are moving their focus to video content. With information like this, she is able to shift and adapt strategies, and teach clients how to do the same.

Saidah also has 6+ years of experience in web design, podcast production, and video production. She graduated from The University of Michigan with a BA in Communications (2014), and graduated from The George Washington University with a MA-Edu in Organizational Leadership.



SOCIAL MEDIA SERVICES

The Creatress Co offers the following packages for Social Media Management
Each level requires a 6-month, minimum, contract

STARTER LEVEL

\$2,500/month

This package is designed for entrepreneurs who are just starting their businesses and need some assistance in starting their social media strategy. This package includes:

- Management of up to 2 social media accounts (FB page, IG Page, Twitter, Pinterest, FB Group, or LinkedIn Page)
- 15 Graphic Post per month
- 15 Captions per month
- 3 sets of hashtags to be used for business.

GROWTH LEVEL

\$5,500/month

This package is designed for entrepreneurs who are growing their businesses and would like to increase their efforts on social media. This package includes:

- Management of up to 4 social media accounts (FB page, IG Page, Twitter, Pinterest, FB Group, or LinkedIn Page)
- 20 Graphic Post per month
- 10 Animated posts per month
- 30 Captions per month
- 5 sets of hashtags to be used for business.
- Monthly Social Media content plan (with suggested posts)

BOSS LEVEL

\$10,000/month

This is a full-service social media management package. This is designed for businesses that are ready to outsource their marketing efforts. This package includes:

- Management of up to 6 social media accounts (FB page, IG Page, Twitter, Pinterest, FB Group, or LinkedIn Page)
- Social media marketing plan.
- Brand Standards creation/documentation
- Asset creation for all social posts (graphic, video, photo, written, etc.)
- 10 sets of hashtags to be used for business.
- Social media audit (Initial, and quarterly)
- Monthly Social Media content plan
- Community engagement/management (responses to comments/messages)

PODCAST SERVICES

The Creatress Co offers the following packages for Podcast Production
Each level requires a 6-month, minimum, contract

STARTER LEVEL

\$2,500/month

This package is for podcasters who need basic production assistance.

This package includes:

- Recording of 3 Podcast episodes per month
- Basic editing of 3 episodes (for continuity and sound quality)

GROWTH LEVEL

\$6,000/month

This package is designed for podcasters who need production assistance to grow their podcast listeners. This package includes:

- Recording of 6 podcast episodes per month
- Editing of 6 episodes (continuity, sound quality, ads if needed)
- Episode artwork created for 6 episodes
- Basic show notes for 6 episodes (Guest info, show info, important links)

BOSS LEVEL

\$15,000/month

This is a full-service podcast production package. This is designed for podcasters who want to just show up, record their episodes, and not worry about the rest. This package is ideal for CEOs/Business Owners who are ready to be recognized as experts in their field. This package includes:

- Episode concept development
- Guest recruitment and management
- Recording of 6-8 episodes per month
- Editing of 6-8 episodes per month
- Show note creation for 6-8 episodes per month
- Episode artwork created for 6-8 episodes per month
- Transcriptions of 6-8 episodes per month
- Uploading of 6-8 episodes to podcast host platform
- Social media marketing assets for 6-8 episodes per month
- Monthly growth analytics report
- Sponsor recruitment and management

VIDEO PRODUCTION SERVICES

The Creatress Co offers the following options for Video Production

PROMOTIONAL

\$2,000-\$4,000

Creation of a 1-3 minute promotional video for your business or event. Final price is dependent upon video length, stock video vs, recorded video, and concept.

EVENT

\$6,000-10,000

Event coverage, and recap video production. Final price dependent upon event location, event length, and event type.

EDITING

\$2,500-\$4,000

Editing of pre-recorded video content. Final price is dependent upon video length and video concept

LIVE

\$2,500-\$8,000

Consulting and/or management/production of live video show, or live video stream for events. Final price dependent upon live show frequency, or event length/location.

WEB DESIGN SERVICES

The Creatress Co offers the following options for Website Design

WEB SITE REBRAND

\$8,000

Update of design and copy of an existing website.

BASIC WEBSITE

\$5,000

1-page site for your business that includes "about" information, products/services outline, and contact form

FULL WEBSITE

\$15,000

Multi-page website for your business that includes "about" section, products/services, contact, events (if needed), etc.

ONLINE STORE SETUP

\$3,000

Setup of online store via Shopify, Teespring, or comparable site.

ONLINE COURSE SITE SET UP

\$6,000

Setup of online course platform via Kajabi, Thinkific, or comparable site.

TERMS AND CONDITIONS

Here is an overview of some of the terms outlined in the contract that is drafted and presented by The Creatress Co. upon the agreement to work together.

Payments

Payment for services will follow these guidelines:

- For recurring/monthly payments:
 - The first month's payment must be received before work can begin.
 - Additional monthly payments must be made on the decided payment date (based on the start-of-contract date)
 - Creatress Co. provides a 7 day grace period for payments.
 - If a payment is later than 7 days, all work will cease until the payment is made.
 - A 10% late fee will be applied to all invoices that are more than 7 days past due.
- For one time payments:
 - A non-refundable 60% deposit is due to secure services.
 - Invoice must be paid in full before final products are released to the client.
 - Payment plans are available for invoice balances only (payment plans are not available for deposits).

Content Approval

All content must be approved by the client before being released by the consultant. The consultant will provide content at least one (1) week prior to the release date to allow time for corrections to be made. The client is allowed to request a maximum of two (2) revisions to achieve content they feel comfortable with.

Rights to Created Content

The client has rights to any branded content that the consultant creates on their behalf. The consultant will store any content created for the duration of the contract. In the event a contract is canceled, the consultant will turn over all branded content to the client to use at their discretion.

Refunds

Refunds can be issued to the client at the discretion of the consultant. If a client feels they are entitled to a refund, they must submit an official refund request with their reasoning to the consultant. The consultant has the right to approve or deny any and all refund requests.

Cancellation of Services

Monthly packages can be canceled at any time by the client. To request cancellation, clients must provide notice to the consultant thirty (30) days in advance to avoid being charged for services. Any requests made under the thirty (30) day requirement will be subject to one final monthly charge.

Non-competition Clause

During the duration of the contract, the Client agrees that they will not seek or receive services from other agencies/consultants who offer the same (or similar) services as the consultant. If the client would like to seek/receive services from another agency/consultant, they must contact the consultant, first, to discuss expansion of their contract. If at that time, the consultant is unable to provide the necessary service(s) to the client, the client is allowed to seek/receive outside services. If those services support the scope of the consultant's contracted projects with the client, the consultant will lend time to help secure those services.

NEXT STEPS

If you're ready to get started and let the Creatress Co. help with your content production needs, contact Saidah and request a project proposal.

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