

The background of the image features the dark silhouettes of several palm trees against a sky transitioning from a deep teal at the top to a warm orange and yellow near the horizon, suggesting a sunset or sunrise. The text is overlaid on the upper half of the image.

**HELPING
PASSIONATE
PEOPLE
BRING THEIR
STORIES TO
THE WORLD**

salty kat
creative



BRANDING

**Your brand should be a reflection of you & your work.
Telling your story in a genuine and authentic voice is
what makes your brand effective and timeless.**

Phase 1: Direct | let's start with your story *Starting at \$150*

My purpose is to help you convey the story you want to share with the world. We will discover who you want to share your story with, we will figure out what your brand should feel like and highlight what you do best. This is the solid foundation on which we will design your brand.

This process begins with a free initial consultation. If we are a good fit & decide to move forward, we will go through a two-week process during this phase.

There are 3 one-on-one strategy calls on Day 1, Day 7 & Day 14. We will create a Pinterest mood board & I will lead you through my Brand Direct Workbook.

By the end of this phase you will have a clear understanding of your story, target audience, core competencies and the creative direction you want to take your brand in. If you are looking for clarity or direction, this package may be all you need!

Phase 2: Design | your story brought to life

Starting at \$500

My goal is to convert your story into a living, breathing brand. Building a brand is an intimate process and I am committed to creating a brand that accurately reflects your values and beliefs.

Building upon the work we did together during phase 1, I will start on your branding package. Even though I am doing most of the work during this phase, I want you to feel involved. Not only will I keep you updated during my creative process, I will keep you informed and educated about the intention behind my design choices.

This process is four weeks long, and can begin any time after completion of phase I. It includes 4 one-on-one strategy calls to review and refine brand design. Package includes logo design, color pallet, branded graphics for Instagram & Facebook as well as a business card design. You will also receive a branding guide with all the elements of your brand so you can communicate clearly with photographers & graphic designers in the future.

Phase 3: Develop | a cohesive digital presence across all platforms

Starting at \$1000

Executing your brand effectively across all digital platforms can be both stressful and frustrating. A great branding concept will only get you so far if it isn't properly executed. I will completely remove the stress out of this process for you.

Phase 3 can begin any time after completing Phases 1 & 2. During this four week process we will have 4 one-on-one strategy calls or meetings and 2 one-on-one working calls or meetings. During working calls, we will execute updates to Facebook, Instagram & Pinterest together so you can confidently maintain your digital presence in the future. Things we will tackle:

Instagram: bio, highlights, hashtags, following, scheduling content, utilizing platform

Facebook: info update, reviews, services, utilizing platform

Pinterest: bio, boards, creating pins, claim website, utilizing platform

Website: 4-page branded website, basic SEO, linking website to social

Strategy: growing your brand/business, creating a content calendar, running ads

I want to emphasize that training is a big part of this process. By the time we finish working together you will be able to confidently manage your social media platforms and maximize marketing opportunities for your brand or business.

Direct & Design Bundle | 6 weeks *starting \$500*

Direct, Design & Develop Bundle | 10 weeks *starting at \$1500*

PHOTOGRAPHY



Individual & Couples Sessions - 60 min | \$200

From engagements to boudoir, I do it all.

Any location, any subject matter. I can accommodate up to three outfit changes and 2 locations in close proximity. Sessions are 60 minutes and you will receive 30+ fully edited high-resolution images within 10 business days.



Family and/or Pet Sessions - 30 min | \$150

I make sure that sessions with children & pets are quick and easy. I work quickly and keep children engaged so it is stress-free as possible. Sessions are only 30 minutes long because children lose interest quickly. I can accommodate one outfit change. You will receive 25+ fully edited high-resolution images within 5 business days.



Sunrise Sessions - 30 min | \$100

Sunrise sessions were my very first offering when I started Salty Kat Creative. I'm very excited to bring them back from April to October.

Recommended outfits: one-piece swimsuit and two-piece swimsuit in solid colors, once casual beachy outfit – think linen pants, loose top with shorts that can be layered over swim wear.

You will receive 12+ edited high-resolution images within 3 business days.

Time of shoot is based on sunrise time; it is very important to be on time to get the best light & finish shooting before the heat becomes uncomfortable.

Want \$25 off your photo session?

Do these three things **within 10 days** of receiving your photos and **you will receive a \$25** via Venmo or PayPal.

1

Post at least 2 photos to **Instagram** or **Facebook** & tag **@saltykatcreative**

2

Share a **video review** on your **Instagram** or **Facebook story** & tag **@saltykatcreative**.

3

Leave a **Google** or **Facebook review**.



SOCIAL MEDIA

Your brand on social. Social media marketing is a growing industry, don't get left behind. Use your social media platforms to effectively connect with your audience, build your brand and ncrease sales.

Content Creation | photo + video + graphic design for social
Starting at \$375 for 2 hours

Creating content for social media and the web is not the same as standard photography. With different dimensions and framing you want a photographer that shoots with your digital presence in mind so that your content is clean and effective. Don't worry, I've got you covered. Content creation is what I do best! You'll never have to worry about what to post again!

Social Media Management | your brand get's social
Starting at \$500 per month

Social media management includes bi-monthly content creation and starts off with posting to Instagram every 2-3 days and Facebook 2-3 times per week. Execute a strategy with confidence and maximize your social media presence for digital marketing!

CONTACT INFORMATION

Ready to work together? Let's get started!
**There are a few ways to get in touch but the easiest is to
utilize my scheduler and book a FREE consultation.**

Schedule your free consultation by visiting my website:

www.saltykat.com/services

Send me an email and expect a response within 24 hours:

kat@saltykat.com

Let's get social!
**You can find me on Instagram and Facebook as
@saltykatcreative**

www.instagram.com/saltykatcreative

www.facebook.com/saltykatcreative