



WELCOME TO SUSIE HOSTERMAN DESIGN AND PHOTOGRAPHY

Through the various design and art services offered at SHDP, I work one-on-one with each client to establish their unique marketing goals, such as bringing more awareness, making more of an impact, and introducing audiences to the messages, products, or services that are important to them.

Together, we develop a plan to utilize the best marketing platforms possible for your specific brand, and pinpoint audiences that will create the best opportunities for your business.

This welcome packet is an introduction to the full list of services and cost-saving packages that are available (which will make your marketing goals possible!) and the 4-step design process clients can expect.

Be sure to reach out to me if you have any questions,  
And again– welcome!



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## THE 4 STEP PROCESS

I communicate and update my clients throughout the project's process to ensure we create the most effective marketing content possible for your business (Your success is my success!)

The process is simple:

### 1. Consultation Stage

This is the initial consultation, where we go over your current website, marketing goals and ideas. At this meeting, I ask about content that already exists for your business, features & design preferences you may have (colors, fonts, graphics), and the deadline you may have for the project.

- **Websites:** We establish a Top Navigation and Main Menu, the amount of pages and text that is needed, and determine what other services can best enhance your website.
- **Content Creation:** We establish which written content, photography, video, music, podcasts, or acting services will appropriately represent your brand/business.
- **Digital Marketing:** We establish what social media platforms will get you the most business, the type of ad campaigns to run, specific tasks (including A/B testing, targeting audiences, create Groups, or Events) We also discuss e-mail newsletters and blogs.
- **Training:** We establish what you already know, wish to learn, and how you best learn & retain information so we can create the most comprehensive training sessions specifically for you.

### 2. Project Scope Review

At this stage, I send the *Project Scope* to you for review. This details all the information that was discussed at the Consultation, includes a pricing quote for the project, and information about the next stage. You can add/remove information; as well as ask any questions you may have regarding the *Project Scope*. Once it is approved, the contract is signed and first payment is received before the next stage begins.

### 3. Design and Revision Stage

This is an exciting stage, where the content you desire is created. This stage is all about communication: After the 1<sup>st</sup> Draft of your content is completed, I send it to you to review. Take a week to look it over and then request any revisions you would like to make– or approve it if it's too your satisfaction. Depending on the project type (website, logo, etc) multiple revisions take place before the content is ready to launch. Websites and logos typically take 3-4 revisions, and other content (digital marketing, written content, video) may only take 1-2 revisions.

**For website design clients:** This stage also includes the soft-launch of your website, which is a transition period where we can interact with your website while it's live to identify any kinks that may be present that can't be identified as a static design. I double check mobile-responsiveness, look for any broken links, and make sure all features are functioning before it is approved for the official launch.

### 4. Official Launch Announcement

Congratulations! Your content is officially launched and available to the world. Now it's time to let everyone know that your content is live. Spread the word through social media, tell your friends, or ask me about ways to tell others the good news.



## FULL LIST OF SERVICES

### DESIGN

- Website design
- Logo design
- Graphics
- Branding and rebranding
- Print design

### PHOTOGRAPHY

- Portrait & business headshots
- Family & couples
- Product/ food/ fashion / real estate
- Fine art, nature and more

### ART & COLLABORATIONS

- Painting and illustration
- Art Direction: Styling and staging creative projects

### DIGITAL MARKETING

- Social media ad campaigns
- Groups, events, job postings
- E-Mail Newsletters
- Blog Posts
- Auto-response emails
- Satisfaction surveys
- Retargeting ads
- Monthly reports and recommendations

### WRITTEN CONTENT

- For Websites
- For Digital Marketing (profiles, ads, blog posts, newsletters)
- Commercials & videos
- Brochures & catalogs

### VIDEO & VOICE ACTING

- Company introductions and Promotional videos
- TV commercials
- How-to & Tutorials
- Event coverage, Interviews & Documentaries
- For Digital Marketing (video banners, live video on social media, episodes, etc)
- Voice overs for videos, commercials, video games, podcasts, phone messaging systems and more

### AUDITS, TRAINING AND EDUCATION

- For marketing, graphic design, websites, social media, photography, video, & business development



## WEBSITE PACKAGES

Additional pages, content and/or services can be added to a package at their original price.

### **Logo & Website Package-** \$3,500 *(\*saves \$1,000 off original pricing)*

**This package is for clients who need consistent logo website design services. It includes:**

- Website Design
- Logo Design with multiple file types and print/web variations
- Written content and SEO for Home page and up to 8 other pages
- Video to promote business (up to 3-mins)
- Photography, such as:
  - o Portrait, staff, and event photography
  - o Product, food, clothing, and fashion photography
  - o Environment, Real estate, and location based photography

### **Full Website-** \$2,000

**This package is for clients who need a full website without a logo design and includes:**

- Website Design
- Written content and SEO for Home page and up to 8 other pages
- Video to promote business (up to 3-mins)
- Photography, such as:
  - o Portrait, staff, and event photography
  - o Product, food, clothing, and fashion photography
  - o Environment, Real estate, and location based photography

### **Website Presence-** \$1,000

**This package is for clients who have a smaller business or clientele, and includes:**

- Website Design
- Written content and SEO for Home page and up to 4 other pages
- Photography, such as:
  - o Portrait, staff, and event photography
  - o Product, food, clothing, and fashion photography
  - o Environment, Real estate, and location based photography

### **Website Update-** \$700

**This package is for clients who need to revitalize their existing website. It includes:**

- Website Design
- New written content and SEO for Home page and editing existing text for all other pages.



## PHOTOGRAPHY PACKAGES

More time and/or photos can be added to each package for additional fee.  
I do travel for sessions– for more information contact me.

### Portrait and Headshot Package

**This package is for portraits, business headshots, actors, staff photos and more. It includes:**

- 1 hour session for \$250 // 10 retouched files // up to 2 locations or outfits

### Family and Event Packages

**This package is for couples, engaged couples, maternity, families, and more. It includes:**

- 1 hour session is \$350 // 15 retouched files // up to 2 locations or outfits
- Full Day Rate for weddings and events are \$1600 // up to 8 hours // 100 files

### Commercial Packages

**This package is for clients who need photos for websites, ecommerce, catalogs, advertisements, inventory records and more.**

- Portrait / Staff- \$250 (1 hour, 10 files)
- Product / Retail / Food– \$300 (1 hour, 15 files)
- Real Estate / Location- \$350 (1 hour, 15 files, 1 location)
- Fashion- \$350 (1 hour, 15 files)
- Full Day Rate- \$1500 (up to 8 hours, 80 files)

### *\*Storytellers Package: \$100-750/per project*

- Unlimited hours, unlimited photos

**This package is for non-profits, artists, and storytellers who want photojournalistic, documentary-style images, event coverage, and/or conceptual photography for creative projects. Because advocacy and sharing stories is close to my heart– and because sharing them can help raise awareness for important causes, I offer this package at a reduced price.**

**If you have a project in mind, contact me to see if it qualifies.**

### For Additional Time:

An extra hour is \$150 on package price.

### For Additional Files:

- 1 extra file- \$60
- 5 extra files- \$40/ea
- 10 or more extra files- 30/ea



## DIGITAL MARKETING PACKAGES

Other content and/or services can be added to a package at their original price.

Choose to advertise on Facebook, Instagram, LinkedIn and more  
(Additional ad-spend is available at equal value.)

### **Ambassador:** *(1 Year Plan recommended)*

*\$450/month*

**This package encourages your customers to be brand ambassadors and is for those who have multiple products/services to promote online.**

- 48 Social Media Ad Campaigns– 4 ads/month (\$25 minimum ad-spend requirement)
  - Option to A/B Test to perfect ad for your target market
  - Monthly Reports with summary and recommendations for future ads
- 12 E-Mail Newsletters– 1/month (\*send weekly or bi-weekly newsletters for additional fee)
- 2 Marketing Reviews– 6 Month and 1 Year
  - An in-depth review of the past 6 months, ad stats and comparisons to previous data
- 2 Marketing Audits- 6 Month and 1 Year
  - Extensive audit of all your current marketing outlets and new strategy recommendations to enhance your business’s presence online.

### **Impact:** *(6 Month Plan recommended)*

*\$250/month*

**This package is for clients who need to impact their audience and be remembered for months.**

- 24 Social Media Ad Campaigns– 4 ads/month (\$25 minimum ad-spend requirement)
  - Option to A/B Test to perfect your ad for a target market
  - Monthly Reports with summary and recommendations for future ads

### **Impression:** *(3 Month Plan recommended)*

*\$100/month*

**This package is for those who want to make an impression on their audience, or for short-term ad campaigns. It’s also for clients who want to see if social media marketing is right for them.**

- 6 Social Media Ad Campaigns– 2 ads/month (\$25 minimum ad-spend requirement)
  - Option to A/B Test to perfect your ad for a target market
  - Monthly Reports with summary and recommendations for future ads

### **Reduced Rates for Add-Ons**

Available only on digital marketing plans:

- *Photography: \$100/project*
- *Video: \$250/project up to 3 minutes*



## ORIGINAL PRICING

Pricing is subject to change and may vary depending on individual project requirements.

### GRAPHIC DESIGN

- **Logo design-** \$500-2,500
- **Branding and rebranding-** \$250-2,000
- **Graphics and Ads-** \$50-800
- **Print design projects:**
  - o Business cards- \$250
  - o Brochures- \$600
  - o Catalogs/Magazines- \$600-1,000
  - o Invitations, small handouts, mailers – \$25-150
  - o Vehicle decals, promotional products, collateral- \$50-800

### ART & COLLABORATIONS

- **Painting and illustration commissions-** \$150-2,000
- **Art Direction:** Styling and staging creative projects- \$50/hr, (\*or by project)

### DIGITAL MARKETING

- **Social media marketing:**
  - o Ad campaigns, boosted post- \$60/ad (\$25 ad-spend minimum requirement)
  - o Post, Groups, Events, Job Postings- \$50/post (\*under 500 words)
  - o Profile Set-up- \$80-250
  - o Profile Updates- \$60
  - o Video Banners- \$80/up to 30secs
- **E-mail marketing:**
  - o E-Mail Newsletters- \$150/email (\*under 500 words)
  - o Auto-response emails- \$100/email (\*under 500 words)
  - o Satisfaction survey creation and corresponding email- \$350

### WRITTEN CONTENT AND COPY EDITING

- **Including for websites, print material, e-books and more**
  - o Blog posts- \$250 (\*under 500 words)
  - o Other content creation: \$60/hr
  - o Editing and Review: \$30/hr

### VIDEO & VOICE ACTING

- **Company introductions, Promotional videos, Commercials, How-to & Tutorials**
  - o \$350/up to 3 minutes
  - o \$500/3-6 minutes
  - o \$800/6-10 minute video
- **Event coverage, Interviews & Documentaries-** \$500-2,000/per project
- **Voice overs for videos, games, phone systems -** \$50/hr

### AUDITS, TRAINING AND EDUCATION- \$30/hr

- For marketing, graphic design, websites, social media, photography, video, & business development



# *Susie Hosterman*

## HER ART IS HEART



Thank you for your interest in my services at Susie Hosterman Design and Photography.  
For more information and regular updates about how best to authentically market your business,  
Sign-up for my newsletter by visiting my website at [www.susiehosterman.com](http://www.susiehosterman.com) or by clicking below:

## Newsletter Sign-up

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### GET AHEAD ON YOUR NEXT PROJECT

Ready to get ahead on your next project with SHDP or want to get clearer about your business and where it's marketing currently stands? Fill out the **Project Questionnaire**. This form asks questions about your current goals, target audience, and can help you get clarity about what changes you may have in mind for future marketing endeavors. [Visit the Questionnaire here.](#)