



## AAVISIONZ | Content Marketing Packages (Monthly)

Live draft — social-first content built for real audiences. Professional quality, clean edits, fast delivery.

### Positioning

- Focus: short-form video + carousels that feel cinematic and connect; brand storytelling with culture and intention.
- Deliverables: strong visual assets; hero video pieces + purposeful highlight reels, ready-to-post (captions, thumbnails, hooks).
- Channels: IG/FB, TikTok, YouTube Shorts; optional LinkedIn for service pros.
- Usage: social + web organic. Paid ads management available as an add-on.

### Packages (Monthly)

#### 1) Starter Visibility — 12 assets / month

- Goal: consistent presence → profile visits + DMs
- 1 concept lane (consistent series)
- Asset mix: reels (6) + carousels (6) with on-brand captions & covers
- 1 shoot day per quarter (run-and-gun, available lighting)
- Basic content calendar + posting support (optional) (3-4 days/week)
- Monthly performance snapshot (top posts, saves, reach)
- Ideal for: Startup/Small brands that need rhythm and quality without tedious workload.

#### 2) Growth Local Reach — 20 assets / month

- Goal: more inquiries + repeat customers (local radius)
- 2 concept lanes (education + social proof)
- Asset mix: reels (10) + carousels (10); templates for speed + consistency
- 1 shoot day / month (product/service + team moments)
- Caption bank with A/B hooks + CTA testing
- Posting + comment sweeps (basic community touch, 3x/week)
- Monthly optimization report (what to make more of / stop / test next)
- Ideal for: service brands ready to grow local awareness and bookings.

#### 3) Scale Campaign — 30 assets / month

- Goal: sustained lead flow with campaign energy
- 3 concept lanes (promo + story + proof)
- Asset mix: reels/UGC-style (18) + carousels (12); hero edits + highlight reels
- 2 shoot days / month (UGC-style + studio look)
- Community management (DM triage + comment sweeps 4-5 days/week)
- Monthly optimization deep-dive (content themes, hooks, retention data)
- Optional promo boosts setup (ad spend not included)
- Ideal for: multi-service or seasonal brands running ongoing offers.



## What's Included (All Packages)

- Planning: discovery call, brand voice quicksheet, and content calendar (Notion)
- Production: shot lists, simple lighting/audio, vertical-first framing
- Post: trims, captions, cover thumbnails, basic color/sound polish
- Delivery: folder per platform ratio (9:16, 1:1, 4:5) + ready-to-post text
- Reporting: monthly snapshot (Starter) → optimization report (Growth/Scale)

## Popular Add-Ons

- Paid ads management (IG/FB/TikTok): campaign setup + weekly tuning
- Extra shoot day (on-location or studio)
- Studio rental (local)
- UGC creator sourcing (2-3 creators/mo)
- Bilingual captions (EN/ES)
- Photography bundle add-in (Essentials/Brand Session rate-aligned)
- Quarterly brand refresh (visual templates, hooks library)

## What's Working Now

- Vertical-first storytelling with clear hooks in 0-3s
- Consistent series formats (education, before/after, testimonials)
- Native captions + cover frames that read at a glance
- Mix of UGC-feel + polished hero edits
- Light promo boosts to amplify winners (retention > views)

## Clear Terms (Simple + Fair)

- Calendar: content calendar shared monthly; edits window for copy is 48 hrs pre-post
- Posting access: client grants admin/post access or reviews scheduled drafts
- Shoot windows: reschedule with 48-hr notice; weather call by AAVISIONZ
- Payment: monthly retainer (auto-invoice); month-to-month with 30-day notice
- Credits: @aavisionz when posted (where possible)

## Process

- 1) Discovery call + brand voice quicksheet
- 2) Calendar + shot list (approve lanes & hooks)
- 3) Shoot day(s)
- 4) Edit + schedule (drafts for review)
- 5) Post + measure + optimize