PRICING

JULIETTE ISABELLA CREATIVE

SOCIAL MEDIA MARKETER



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WELCOME, FRIEND!

Hi, I'm Juliette, owner of Juliette Isabella Creative. I help small businesses in Benicia tell their story through social media—not just what you do, but who you are and why it matters.
I create content through design, videography, and photography that reflects your values and connects with your target audience.

Because when local businesses lean into what makes them unique, there's room for everyone to thrive - and that's exactly how I love supporting our community!

FERRY PACKAGE - $250/MONTH

What's Included:

- **2** Platforms: Instagram + Facebook management
- **6** Posts Per Month
- Content Creation: I handle all filming, editing, and posting to platforms
- Caption Writing: Engaging captions that reflect your brand voice
- Basic Hashtag Strategy: Researched hashtags to help your content get discovered

Best For:

- Brand new businesses establishing their social media presence
- Businesses testing the waters with social media marketing
- Limited budgets but ready to show up consistently online

FIRST STREET PACKAGE - $500/MONTH ★ MOST POPULAR

What's Included:

- **2** Platforms: Instagram + Facebook management
- **10-15** Posts Per Month (about **3**/week)
- **12-20** Instagram Stories per month (**3-5** per week) Keeping your account active with behind-the-scenes content, engagement prompts, product highlights, re-shares, and quick updates.
- Content Creation: Professional video editing, photo editing, and graphic design
- Strategic Caption Writing: Thoughtful captions with clear calls-to-action and brand storytelling
- Hashtag Research: Custom hashtag strategy tailored to your business and audience
- Community Management: I'll respond to comments on your posts to keep the conversation going, and engage with other accounts to build real connections

Best For:

- Small businesses ready to commit to consistent social media
- Businesses wanting to grow their audience and engagement
- Brands that need professional content but don't have time to create it themselves

WATERFRONT PACKAGE - $800/MONTH

What's Included:

- **3** Platforms: Instagram + Facebook management + Tik Tok. I'll repurpose your Instagram reels for TikTok, optimize captions for the platform, and handle posting and basic engagement
- **15-20** Posts Per Month (**4-5**/week)
- **12-20** stories/month (**3-5** per week) Consistent story content to keep your audience engaged daily
- Content Creation: High-quality video production, photo editing, graphic design, and creative storytelling
- Strategic Caption Writing: Compelling captions designed to drive engagement and conversions
- Advanced Hashtag Strategy: Research and testing to maximize your reach
- Full Community Management: I'll respond to all comments and direct messages, keeping your audience engaged and building relationships with potential customers
- Monthly Analytics Summary: Analytics report showing what's driving growth and which content performs best, plus a discussion on how we'll adjust strategy for continued success.

Best For:

- Established businesses ready to scale their social media presence
- Brands with an established social media presence, with active audiences who need consistent engagement and a glow-up.
- Businesses that want a true partner in their social media strategy

À LA CARTE ADD-ONS

Need something extra? I've got you covered:

- Extra Reel: **$75** each. (Add an extra reel anytime. This includes editing, music, captions, on-brand text, and posting)