



SOCIAL MEDIA MARKETING RETAINERS & PACKAGES

Our content design retainers are created for brands that need consistent, professional visuals without full social media management. Each plan focuses on delivering high-quality, on-brand content that is ready to post, helping you maintain a polished and consistent presence while you manage your own strategy and engagement.





ABOUT ME

FACE BEHIND THE BRAND

Hello! I'm Kaitlyn Burgess, I graduated from the University of Arkansas at Pine Bluff earning a degree in General Studies with an emphasis in Professional Studies. I am currently pursuing my Master's Degree at Arkansas State University in Strategic Communications with an emphasis in Social Media Management. I am faith-based Graphic Designer and Brand Strategist passionate about helping entrepreneurs and nonprofits bring their vision to life. With years of experience in design, marketing, and social media management, I've had the honor of supporting brands across industries to build a digital presence that is both creative and purposeful.

What makes my approach unique is that every design, every strategy, and every interaction with my clients is rooted in my commitment to honor God. My brand is built on faith, excellence, and intentional creativity, because I believe that design is not just about visuals, but about creating impact that aligns with purpose.

From brand identities to social media strategies, I aim to equip my clients with tools that not only grow their businesses but also reflect the values they stand on. My goal is to ensure that each collaboration leaves my clients feeling empowered, confident, and aligned with their bigger "why."



SOCIAL MEDIA MANAGEMENT RETAINER STARTER

\$1000
per month

WHAT'S INCLUDED

- 8–10 posts
- Caption writing
- Scheduling & posting
- Monthly content calendar
- Basic analytics report
- Monthly strategy call

INCLUDES FACEBOOK AND INSTAGRAM

REQUIREMENTS

- Must provide important dates (ex. events, campaigns, ect.)
- Must provide brand assets (ex. brand guidelines, brand color, logo ect)
- Must provide photo library/video via Dropbox or Google Drive to be used in deliverables
- Must provide access via Meta Business Suite and login information (if needed)
- Must attend monthly strategy/planning sessions

A great starting point for businesses looking to establish a reliable presence. This tier ensures your content is consistent and sets the groundwork for future expansion

SOCIAL MEDIA MANAGEMENT RETAINER

SIGNATURE

WHAT'S INCLUDED

- 12 posts
- 3 edited reels (short form)
- Reel recommendations
- Engagement support
- Content calendar
- Strategy + messaging
- Monthly analytics
- Monthly strategy call

INCLUDES FACEBOOK AND INSTAGRAM

\$1400
per month

REQUIREMENTS

- Must provide important dates (ex. events, campaigns, ect.)
- Must provide brand assets (ex. brand guidelines, brand color, logo ect)
- Must provide photo library/video via Dropbox or Google Drive to be used in deliverables
- Must provide access via Meta Business Suite and login information (if needed)
- Must attend monthly strategy/planning sessions
- Must film high quality reels (based on recommendations) to be edited

An ideal fit for nonprofits, ministries, and consultants who want consistent, strategic social media management without the extra stress

SOCIAL MEDIA MANAGEMENT RETAINER

FULL EXPERIENCE

\$2200
per month

WHAT'S INCLUDED

- 18–20 posts
- 4 edited reels (short form)
- Full engagement (comment management)
- Advanced analytics
- Strategy + optimization
- Reel recommendations

REQUIREMENTS

- Must provide important dates (ex. events, campaigns, ect.)
- Must provide brand assets (ex. brand guidelines, brand color, logo ect)
- Must provide photo library/video via Dropbox or Google Drive to be used in delivearables
- Must provide access via Meta Business Suite and login information (if needed)
- Must attend monthly strategy/planning sessions
- Must film high quality reels (based on recommendations) to be edited

INCLUDES FACEBOOK AND INSTAGRAM

Tailored for busy brands that need full-scale social media management, from strategy to execution, while keeping their focus on growth.

Pricing Manual

DESIGN SERVICES

The design services that are listed are our most popular services. If you would like to inquire about a service not listed, please fill out our design request form [here](#). We'd be happy to draft a custom quote for you.

FLYER DESIGN - \$75.00

RETRACTABLE BANNER- \$100.00

EBOOK DESIGN - \$250.00 (MINIMUM 10 PAGES)

WIX WEBSITE - STARTING AT \$1500.00

WIX LANDING PAGE - STARTING AT \$800.00

SHOPIFY WEBSITE - STARTING AT \$900.00

WEBSITE REFRESH - STARTING AT \$550.00

FULL BRANDING SUITE - STARTING AT \$1000.00

SINGLE LOGO DEVELOPMENT - \$400.00

PITCH DECK/PRESENTATION DESIGN - STARTING AT \$125.00 (MINIMUM 5 SLIDES)

MARKETING CARDS - \$75.00

BUSINESS CARDS - \$50.00

DIGITAL AD DESIGN - STARTING AT \$75.00

APPAREL DESIGN - STARTING AT \$75.00

BROCHURE DESIGN- \$100.00



SOCIAL MEDIA CONTENT RETAINERS

This service includes content design only. Posting, engagement, strategy, research, and analytics are not included.

Essential Design Plan

- 6 Custom Feed Graphics per Month
- 2 Story Graphics
- 1-2 Branded Templates (reusable)
- Content Sized & Ready to Post

\$500

Growth Design Plan

- 9 Custom Feed Graphics per Month
- 4 Story Graphics
- 2-3 Branded Templates (reusable)
- 2 Short-Form Video Edits (Reels)
- Content Sized & Ready to Post

\$750

Visibility Design Plan

- 12 Custom Feed Graphics per Month
- 6 Story Graphics
- 3-4 Branded Templates
- 4 Short-Form Video Edits
- Content Sized & Ready to Post

\$1250

BRAND PACKAGES

BEST SELLER

BUILD-A-BRAND
QUICK LAUNCH BUILD

WHATS INCLUDED

- Primary Logo
- Business Card Design
- 1-Page Landing Page (Wix)
- 2 Content Graphics

\$1100

FOR NEW BRANDS READY TO LAUNCH

BUILD-A-BRAND

BRAND STARTER + WEB PRESENCE

WHATS INCLUDED

- Primary + Secondary Logo
- 3 Page Website or Booking Site
- Business Card
- Retractable Banner
- 4 Content Graphics

\$2100

FOR BRANDS NEEDING COMPLETE LOOK

BUILD-A-BRAND
BRAND BUILD + VISIBILITY SETUP

WHATS INCLUDED

- Full Logo Suite
- Brand Identity Elements
- 4 Page Website
- 7 Content Graphics
- Retractable Banner
- Business Card Design
- Brand Guidelines

\$3200

FOR BRANDS READY TO SCALE



HAVE QUESTIONS? WE'VE GOT ANSWERS

WWW.KPDESIGNSTUDIO.CO

FAQ	OUR PROCESS
Can I customize a packages tailored to my needs?	Yes, custom packages are available based on your brand's needs and goals.
What do I need to get started?	Choose a service that works for you . We will send a contract and invoice and request information from you before a kickoff call.
What platforms do you create content for?	Content is designed for platforms like Instagram and Facebook, with formatting tailored to fit each platform's layout and audience behavior.
Can I upgrade my package later?	Yes, you can upgrade your package at any time as your brand grows or your content needs increase.



INTERESTED IN CONSISTENT DIGITAL MARKETING ?
BOOK A DISCOVERY CALL



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WWW.KPDESIGNSTUDIO.CO



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