

MARKETING GUIDE



BUILD IDENTITY AND COMMUNITY



Having a strong presence on Instagram and TikTok is key to maintaining and growing your business.

Consistent posts build a sense of identity and community among your clients. It also shows potential clients who you are and why they need to be a part of your amazing community.

I create a sense of identity and community by using keywords that represent your business. I include keywords in hashtags to reach potential clients.

WELL COME



I'M ANNA!

I love life! I will have you laughing the whole time! I can't help it! I'm your hype girl! I can't wait to hype up you and your business.

I have done wedding photography for many years! I adore capturing love on wedding days, but I also adore capturing the magic within the community of a small business.

I believe small businesses are the source of strong community. I love working with small businesses to help them share their magic with their neighbors!



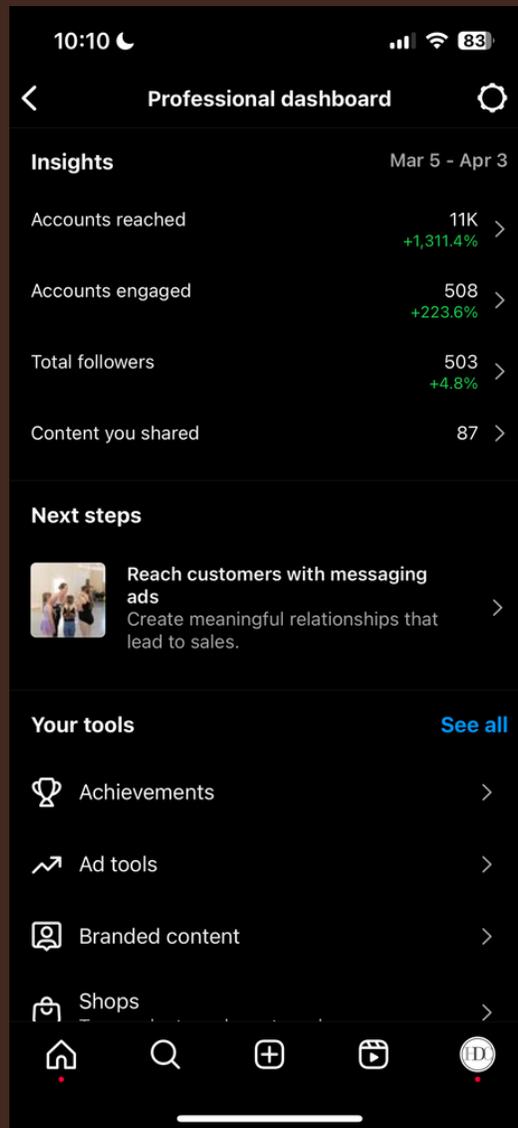
WHY REELS

Instagram and TikTok run on algorithms. It is important to know how the algorithms function so your post can be successful. Currently the Instagram algorithm favors accounts that post one reel a day. The only way to grow on Instagram is by posting a reel day.

The way to grow on TikTok is by posting 2 to 3 videos a day. The TikTok algorithm favors content that is longer format and more personal and conversational.

STATS

Anna is so great! We love working with her!
She has helped us so much! Her reels are
amazing - Hopkins Dance Company





PACKAGES

01

INSTAGRAM REELS - \$250 A MONTH

- 1 STORY A DAY
- 1 REEL A DAY
- 45 MIN OF FILMING EVERY TWO WEEKS
- 30 MIN OPTIONAL MONTHLY CONSULTATION MEETING

02

TIKTOK - \$400 A MONTH

- 2 VIDEOS A DAY
- 45 MIN OF FILMING EVERY TWO WEEKS
- 30 MIN OPTIONAL MONTHLY CONSULTATION MEETING

03

COMBO - \$600 A MONTH

- 1 INSTA STORY A DAY
- 1 REEL A DAY
- 2 TIKTOK A DAY
- 45 MIN OF FILMING EVERY TWO WEEKS
- 30 MIN OPTIONAL MONTHLY CONSULTATION MEETING

***I CAN CUSTOMIZE A PACKAGE TO FIT YOUR NEEDS**



PROCESS

01

PHONE CALL

- LETS SET UP A PHONE CALL SO I CAN ANSWER YOUR QUESTIONS AND WE CAN GET TO KNOW EACH OTHER!

02

BOOK ME

- MESSAGE ME YOUR ARE READY TO BUILD COMMUNITY
- SIGN THE CONTRACT
- PAY THE FIRST INVOICE

03

PLANNING MEETING

- ESTABLISH YOUR KEY WORDS AND BRANDING
- CONFIRM YOUR GOALS
- MAKE A CONTENT PLAN



NEXT STEPS



1. SCHEDULE A PHONE CALL
2. EMAIL OR TEXT ME YOU'RE READY TO BUILD COMMUNITY AND IDENTITY
3. PAY YOUR DEPOSIT!
4. SIGN YOUR CONTRACT!

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THANK YOU!
