



DARDEN

CREATIVE

# WHO WE ARE

Darden Creative is a boutique digital agency that specializes in content creation & social media marketing for boss brands.

We know you want double tap worthy content that connects with your ideal audience. We take into account your brand's vision & aesthetic, analytics and select trends to produce content that wows.

We take our work seriously, but not too seriously.

# SERVICES

Product Photography

Product Styling

Photo Shoot Production

Instagram Management

Instagram Audit

Content Strategy

Social Media Management

CLIENTELE

Harper's  
**BAZAAR**

  
macy's inc

the  
STILL  
POINT

*Kinky  
Curly  
Yaki* 

TEXTURED HAIR EXTENSIONS

Lotta  
body®

alodia™  
*Learn. Love. Grow.*

**CYCLED!**

BOUTIQUE CYCLING STUDIO

THE LAUNDRESS  
NEW YORK

# HOW IT WORKS

## DISCOVERY

Getting to know you is the first step in our process. We get to know who you and your brand is through an assessment and consultation call. Call it a first date.

## BRAINSTORM

With the insight discovered during our call (s), we develop an execution plan, including a brand mood board or content strategy (where applicable).

## IMPLEMENTATION

Once we get your "A-Okay", we put our hands to good use: prop sourcing (where applicable), product photography shoot, planning and scheduling sm content. In other words, we put our money where our mouth is.  
\*1 round of edits for select services

## COMPLETION

You'll receive your final package of hi-res images and possibly do a small happy dance. So do we.

# THE INVESTMENT

## **Brand Identity & Social Media Audit**

Being on social media is inevitable and your content should be a reflection of your brand's ethos. We flush out your content strategy and give you the tools to implement your strategy for Instagram.

**Who is this for:** established brands who possibly need a pick me up or a refresh. You may also feel like you're lost in the sauce. Instagram is your ideal platform.

**Investment: \$750**

Package Includes: 1 Strategy Session (90 min) | Brand Mood Board | Ideal Client Profile | Content Strategy | 30 Day Editorial Calendar | Hashtag Recommendations

\*50% due at contract signing

# THE INVESTMENT

## **Brand Identity & Social Media Content Creation**

This package helps set you up for success, providing you with a content strategy to implement and a set of images to get started on social media.

**Investment: \$2,250**

## **Brand Identity & Social Media Content Creation/Management**

You don't have time to be a major boss AND manage your social media platforms. We'll take care of it for you.

**Investment: \$3,250**

Package Includes: 1 Strategy Session | Brand Mood Board | Ideal Client Profile | Content Strategy | 30 Day Editorial Calendar | Hashtag Recommendations | 15 lifestyle branded content for social media (15 minimum)

\*40% due at contract signing

# THE INVESTMENT

## **Solopreneur Content Creation Package**

An introductory package  
for select business  
owners. 7 lifestyle  
branded images

**Investment: \$750**

Package Includes: 2 backdrops options (select between solid color, texture, or color block); 1 round of edits (where applicable i.e. brightness, saturation, contrast, etc.), no reshoots

\*60% due at contract signing



A la carte services available upon request.  
All services require payment by 5th of every  
contracted month. \*Not inclusive of deposit.

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