

# SERVICES & INVESTMENT GUIDE



STRATEGY | DESIGN | CREATIVE

STUDIO SVNTN



READY TO TAKE IT TO THE NEXT LEVEL?

# YOU'RE IN THE RIGHT PLACE

We create experiences that bring brands and audiences together.

STUDIO SVNTN, *formerly known as Made by Shakes*, is a full-service creative agency offering a wide range of branding, creative design and marketing services designed to help your business succeed.

We partner with clients and brands from a wide spectrum of industries, ranging from real estate, law, health and wellness, to hospitality. We help our clients develop ideas and execute strategies that will take their business to a higher level.

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STUDIO SVNTN

*Our story is like yours*

# ABOUT OUR AGENCY

After many years of studying and applying the various forms of storytelling, we were left truly inspired and motivated to take our efforts to another level.

In 2020, we sought to create an agency that would allow us to apply our creative and passionate ideas while working closely with our clientele to create strategies and execute unique, innovative, and effective results. To this day, our passion for storytelling has continued to help us connect many brands with their targeted audience as well as contribute to the growth of our clients' success.

Our team is headquartered in Jacksonville, Florida with a national presence. We take pride in our diverse clientele base ranging from start-up small businesses to established businesses in industries such as real estate, law, hospitality, culinary, health and wellness, and entertainment.





*We do things differently*  
**APPROACH**

We are driven by the belief that no idea, dream, or goal is “too big” to achieve. We celebrate using imaginative and artistic thinking and fusing it with strategy. We are proud of our approach because we always seek to understand from both the consumer and the creative point of view.

STUDIO SVNTN

COMPANY  
CORE VALUES

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PASSIONATE  
STORYTELLING

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PROBLEM-  
SOLVING

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CREATIVE  
INNOVATION

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SYNERGY

HERE ARE  
THE TEAM  

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MEMBERS  
THAT CARE  

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ABOUT YOU!

We're a team of talented and committed strategists, visionaries, designers, and visual artists striving to provide businesses with creative solutions from conception to completion.

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## SAMANTHA SHAKES

CEO/Founder

Samantha is a strategic, visionary brand builder and creative director with over 5 years' experience. Her ability to understand and anticipate her clients' needs has enabled her to combine that skill with the power of creative storytelling to satisfy their expectations.

## MICHAEL THOMAS

Producer & Designer

Michael is a talented, hardworking creative with over 5 years in the industry. Working with photos and videos, his ability to storyboard a vision for his clients is unmatched. He aims to always bring forth the best product for his clients while expressing the boundless creativity that exist within himself and others.



## CHASE ELLIOTT

Photographer

Chase is an experienced photographer with a passion for capturing the beauty of the world through the lens of a camera. With 10 years of experience in the field, Chase has developed an eye for detail and a talent for finding the perfect shot. He has worked with a variety of clients, from individuals to large corporations, and has a portfolio of stunning images that showcase his versatility and creativity.



# PROCESS

*Our process and how we work with you*



01

## INQUIRY

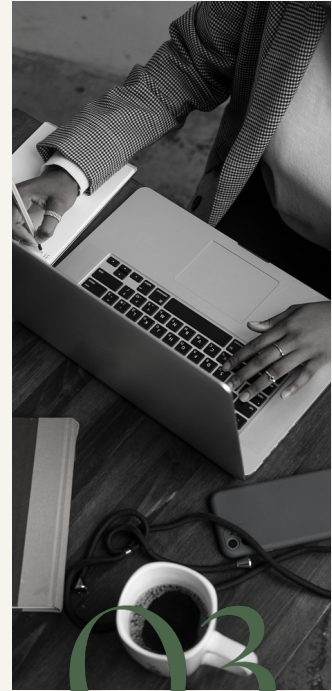
Complete the form on our website. We will then contact you to schedule a free 30-min consultation to help us better understand your brand needs and goals.



02

## STRATEGY

We will host a 60-90 minute in depth strategy session from which we will align on the direction of your branding, marketing, consulting, and/or production needs. We will then present you with a proposal.



03

## LAUNCH

After you accept our proposal, we will present the contract and invoice. We will bring your vision to life by delivering an impactful brand strategy, web design, media and online marketing to help execute your goals.





# ALL SERVICES

## STRATEGY

We work closely with our clients in intense, collaborative planning sessions that ensure their brand identity is a reflection of their business strategy. We then use this information to develop a brand strategy that is consistent with your business goals.

Brand Strategy	Campaign Planning
Marketing Strategy	Business Consulting
Content Strategy	Brand Coaching
Positioning & Messaging	Project Management
Research & Insights	User Experience (UX)

## DESIGN: BRAND & WEB DESIGN

Your brand identity, whether it be a logo design, business card design, website design or anything used to represent your business, is an extension of you. So why is that important? Branding gives customers a way of remembering you and making your business more memorable. Branding also helps set yourself apart from the rest of the competition.

Logo & Identity Design	Visual Identity
Brand Design Assets	Graphic Design
Web Design	Ongoing Design Support

## CREATIVE: MARKETING & CONTENT

Marketing is essential to a successful business. For it to grow, you need to make sure your customers know about you, your products, and the brand values that you are trying to create for yourself.

We create compelling and shareable scroll-stopping branded content. Our team develops content that will attract new customers and engage your existing ones; such as blog posts, videos, and social posts for Facebook, Instagram, TikTok, YouTube and more that tell your company's story in a way that inspires action.

Photography	Social Media Content
Video Production	Digital Advertising
Podcast Production	Social Influence
Music Composition	Digital & Traditional Marketing
YouTube Channel Production	

# STRATEGY

What is Brand Strategy?

FINDING BRAND MAGIC

BRAND  
*the essence of who you are*

GOALS  
*business ambitions*

USER  
*The audience's needs*

PANTONE®  
12-1305 TCX  
Newville Peach

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# STRATEGY

Brand Strategy  
Marketing Strategy  
Content Strategy  
Research & Insights  
Campaign Planning  
Business Consulting  
Brand Coaching  
Project Management



# COACHING & CONSULTING

*Ready to take your life to the next level?*



Our Business Coaching & Consulting packages are constructed to help our clients improve their performance and achieve their goals with their business. We work together to identify areas for growth, create action plans, and provide ongoing support and feedback.

# BUSINESS CONSULTING

In 90 mins, we can cover 1-3 core pillars of  
your business:

Launch strategy  
Services & pricing  
Lead generation  
Client experience + onboarding

Workflows, systems, managing digital  
teams  
Marketing, social platforms  
Vision + your role as a leader  
Branding

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## What is included?

- + Discovery questionnaire to outline your struggles + goals
- + 90-min consulting call via Zoom
- + Video recording of call
- + Notes from the call, which will include helpful resources, homework, and action items

\$350

INVESTMENT  
PER SESSION

# COACHING PACKAGES

*Most popular*

## EXECUTIVE COACHING

3-month 1:1 coaching program for new or established entrepreneurs. This is for you if you want to create clarity around your company goals and growth and want ongoing support.

### INCLUDES

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- + 3 months of 1:1 Personalized Coaching
- + 90-min Initial Strategy Session
- + Bi-weekly 1:1 Coaching and Accountability calls
- + Email Support During Business Hours
- + Deep Dive Audit
- + Session Notes and Action Items
- + Discounted Additional coaching sessions

\$2,250

INVESTMENT

*Best value*

## LAUNCH STRATEGY

90-minute 1:1 coaching session for new or established entrepreneurs. This is great if you are a new entrepreneur wanting to launch your business and need action-based advice on your next steps moving forward!

### INCLUDES

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- + 90-Minute Strategy Session
- + One Follow-Up Accountability Call
- + Personalized Action Items Based on Our Strategy Session

\$500

INVESTMENT

# SOCIAL MEDIA PACKAGES

*Versatile*

## BASIC SOCIAL

### INCLUDES

- + 3 Curated Posts/Week Across 2 Channels (12/month)
- + Weekly reels prompts + Story Strategy
- + Graphic Design for Social Media
- + Hashtag and Keyword Strategy
- + Comprehensive Reports
- + Targeted, Organic Engagement
- + Monthly Call

\$500

*Most popular*

## STANDARD SOCIAL

### INCLUDES

- + 5 Curated Posts/Week Across 2 Channels (20/month)
- + 3 IG Story Sequences/Week (12/week)
- + Weekly reels prompts + Story Strategy
- + Graphic Design for Social Media
- + Hashtag and Keyword Strategy
- + Comprehensive Reports
- + Targeted, Organic Engagement
- + Monthly Call

\$900

*Best value*

## PREMIUM SOCIAL

### INCLUDES

- + 5 Curated Posts/Week Across 2 Channels (20/month)
- + 5 IG Story Sequences/Week (20/month)
- + 2 Reels/month created with stock videos and/or client provided material
- + Design and implement 2 monthly emails
- + Weekly reels prompts + Story Strategy
- + Graphic Design for Social Media
- + Instagram & Facebook Engagement Campaigns \*Ad spend not included\*
- + Hashtag and Keyword Strategy
- + Comprehensive Monthly Reports
- + Targeted, Organic Engagement
- + Monthly Call

\$1200



ABOUT  
KINGS  
PALACE

Kings Palace Cigar Lounge is a Black and Veteran owned Cigar Lounge coming soon to the Palm Coast area of Florida!

At Kings Palace, our goal is to provide an amazing experience. Whether you're looking to conduct business, watch a game, or catch up with some friends, this will be the perfect space.

Kings Palace Cigar Lounge will offer you a warm, inviting atmosphere, an attentive staff and a connoisseur's selection of cigars.

# DESIGN

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# DESIGN

Logo & Identity Design  
Brand Design Assets  
Web Design  
Visual Identity  
Graphic Design  
Ongoing Design Support



## Logo Suite Design

primary logo, alternative logo,  
submark/watermark badge

Starting at  
\$500

### Includes:

- + Three design concepts
- + Two rounds of revisions
- + Logo transparency
- + Files delivered in SVG, PNG,  
JPG
- +Color Palette



# Branding Package

Visual branding package

**Starting at**

**\$800**

## **Includes:**

- + 30-min strategy session: Call to align brand goals, needs, and visual direction
- + Visual Branding delivered as AI, SVG, PNG & JPEG
  - Mood Board
  - Brand Colors
  - Typography
  - Logo Suite (Primary Logo, Brand Mark, Brand Icon)
    - Bonus: Branding in Action
- + Three design concepts
- + Two rounds of revisions





# Web Design Packages

A well-designed website can help your businesses attract and retain customers, increase online visibility, and improve user engagement.

## SUMMARY:

- ✓ Our experienced designers can create a professional website that accurately represents your brand's unique identity.
- ✓ Our designs prioritize the user experience to create a seamless and enjoyable experience for website visitors, which encourages them to return in the future.
- ✓ Our customized website design services cater to your unique needs and goals, differentiating your website from competitors and helping you achieve your business objectives.

**STARTING AT**  
**\$1,500**

# ADD ON MENU



BUSINESS CARD DESIGN **\$ 7 5**

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DIGITAL BUSINESS CARD **\$ 5 0**

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POSTCARD DESIGN **\$ 6 5**

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FLYER DESIGN **\$ 6 5**

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OPEN HOUSE SIGN DESIGN **\$ 1 2 5**

TRIFOLD BROCHURE DESIGN **\$ 2 0 0**

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BI-FOLD (4-PG) BROCHURE DESIGN **\$ 2 5 0**

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PRESENTATION FOLDER DESIGN **\$ 1 7 5**

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COMPANY BROCHURE **\$ 5 0 0**  
*starting at*

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RACK CARD DESIGN **\$ 7 5**



CREATIVE

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# CREATIVE

Photography  
Video Production  
Podcast Production  
YouTube Production  
Social Media Content  
Digital Advertising  
Digital & Traditional Marketing





# BRAND PHOTOGRAPHY PACKAGES

## Session Fee - \$350 per hour (min. 1 hour)

- + Location of your choice
- + Unlimited looks/outfit changes (as many as you can fit into the time of the session)
- + Private online gallery to view/review your session's images from the comfort of your own home.
- + Option to purchase digital images at the A La Carte price of \$40 per digital image or choose from the following two digital investment packages.

## The CLASSIC Investment - \$650

- + 1-hr session (additional time can be added by the hour or half-hour at a prorated rate)
- + Location of your choice
- + Unlimited looks/outfit changes (as many as you can fit into the time of the session)
- + **10** high-resolution digital images (with print release)
- + Private online gallery to view/review your session's images from the comfort of your own home.
- + Option to purchase additional digital images at the discounted package price of \$25 each or \$400 for the entire gallery (typically around 35-40 photos)

## The DELUXE Investment - \$850

- + 1-hr session (additional time can be added by the hour or half-hour at a prorated rate)
- + Location of your choice
- + Unlimited looks/outfit changes (as many as you can fit into the time of the session)
- + **20** high-resolution digital images (with print release)
- + Private online gallery to view/review your session's images from the comfort of your own home.
- + Option to purchase additional digital images at the discounted package price of \$25 each or \$400 for the entire gallery (typically around 35-40 photos)

# HEADSHOT PHOTOGRAPHY

This package is perfect for those who just need one image to update their business cards and/or online business profiles (i.e. LinkedIn, Facebook, etc.)



Professional headshots are crucial for personal branding as they can be the deciding factor in getting a call back or being passed over. Four different packages are available for individuals or organizations looking to present themselves professionally.

**YOUR INVESTMENT**  
**\$275**

## WHAT YOU'LL GET:

- ✓ 30 min session
- ✓ Package is inclusive of the session fee
- ✓ Unlimited looks/outfit changes (as many as you can fit into the time of the session)
- ✓ Two fully retouched high resolution digital images
- ✓ Additional fully retouched high resolution digital files may be purchased at \$25 each

# GROUP & CORPORATE HEADSHOT SESSIONS

*For Your Company & Office*

## Executive Headshot Sessions

For businesses seeking the highest quality headshots for their employees.

### INCLUDES

- 15 mins sessions per person
- 1-2 outfits
- Posing assistance
- Two high quality edited photos per person
- Light blemish retouching and processing for optimal color and clarity is also
- Additional photos can be purchased for \$15 each.

### GROUP RATES

- 2-4 people: \$200 per person
- 5-10 people: \$175 per person
- 11-15 people: \$150 per person
- 16+ people: \$125 per person

\*On-location travel & studio setup - \$100/day



# SHORT-FORM VIDEO REELS

Short form video content such as Instagram & Facebook Reels, TikTok, and YouTube shorts can be a great way to create short, engaging videos for your followers. They offer a fun and creative way to showcase your personality, promote your brand, or share your interests with others. Additionally, they can help you reach a wider audience on the platform and potentially gain more followers.

*Most popular*

## SINGLE VIDEO

Perfect for when you have just one video concept in mind.

### INCLUDES

- + 30-minute strategy call
- + Up to 1 hour of filming
- + 1 shooting location
- + Professional audio and lighting equipment
- + Music Licensing available
- + 30-second edited video

\$225

INVESTMENT

*Best value*

## 3-VIDEO BUNDLE

Three reels at a discounted price. Perfect for filming a series of content.

### INCLUDES

- + 30-minute strategy call
- + Up to 1 hour of filming
- + 1 shooting location
- + Professional audio and lighting equipment
- + Music Licensing available
- + 30-second edited video

+ Must be claimed with in 60 days off booking

\$600

INVESTMENT

*Save \$75*

# VIDEO BUSINESS CARD

*Set yourself apart and Make a mark!*

Tired of pitching your business? Do you find it challenging to explain yourself or your product? The VBC is an amazing tool that allows you to quickly share all the crucial details about your business in 2-minutes or fewer.

This 2-minute video explains the entire essence of your business, and gives potential clients a reason to get in contact with you.

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STARTING AT **\$750**



PERFECT FOR PEOPLE  
LOOKING FOR  
SOMETHING MORE  
MEMORABLE

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# GET IN TOUCH

REACH OUT TO ME ANY TIME FOR MORE INFORMATION ABOUT MY WEDDING PHOTOGRAPHY.

WEBSITE      [STUDIOSVNTN.COM](https://studiosvntn.com)  
EMAIL         [SAMANTHA@STUDIOSVNTN.COM](mailto:samantha@studiosvntn.com)  
PHONE         386-585-0323  
SOCIAL        @STUDIOSVNTN

*Thank you so much*



VALID AS OF 05/08/2023. PRICES AND PACKAGING ARE SUBJECT TO CHANGE.

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