

Sandhills Social

"Share the good life!"

EST. 2018

SERVICES & PRICING GUIDE

*Story Driven Multimedia Marketing Solutions
for the High Plains Life*

[HTTPS://WWW.KYLEEWARRENPHOTOMEDIA.COM/SANDHILLSSOCIAL](https://www.kyleewarrenphotomedia.com/sandhillssocial)



EST. 2018

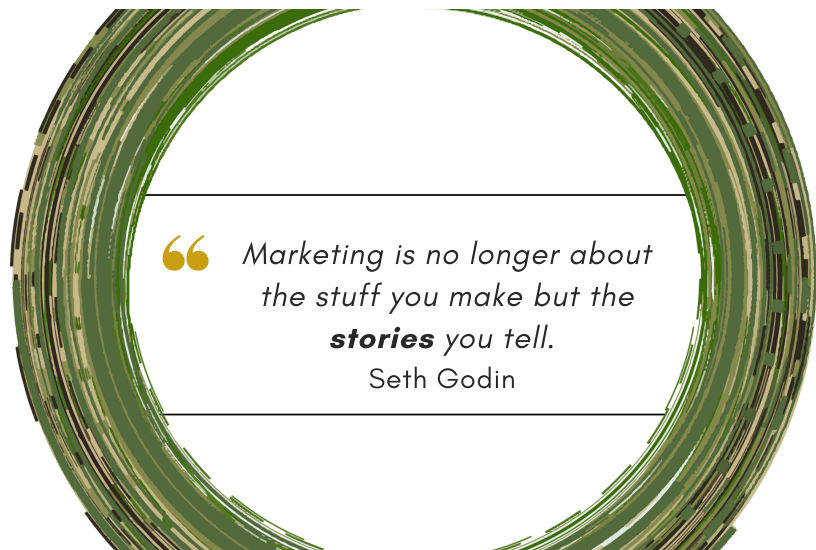
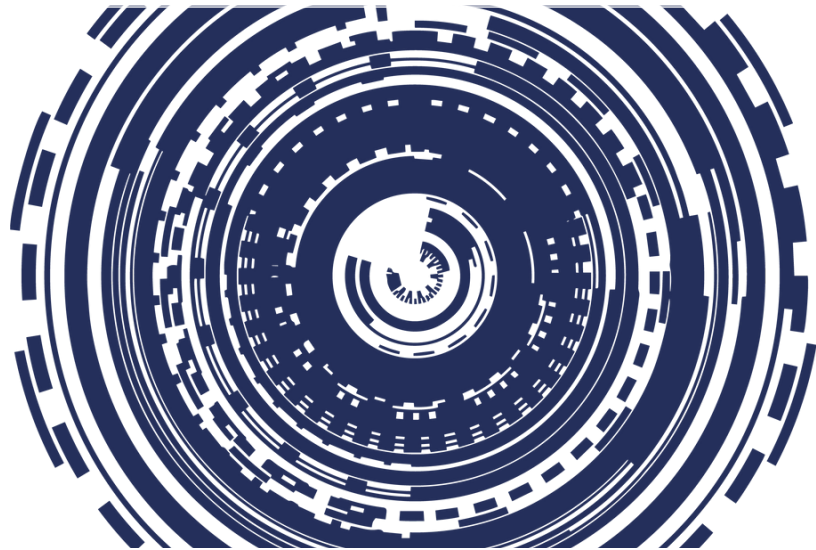
SANDHILLS SOCIAL MEDIA

"SHARE THE GOOD LIFE!"

Hello!

We're excited you're here and we want to thank you for taking time to consider us! Please take your time to browse all we have to offer.

Story Driven Multimedia Marketing Solutions for the High Plains Life



“ Marketing is no longer about the stuff you make but the **stories** you tell.
Seth Godin



EST. 2019

SANDHILLS SOCIAL MEDIA

"SHARE THE GOOD LIFE!"

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WE LOVE GOOD STORIES

We want to tell the unique story behind the value your business or organization brings to the world. At Sandhills Social Media, we believe that clearly communicated storytelling is the foundation of a high quality marketing strategy. What's more, heartfelt and profound stories help organizations grow, succeed and lead. The strongest stories build emotional connections between people and businesses, and this is at the heart of long-term brand loyalty.

We also believe in the businesses and organizations that color our high plains community. They are resilient and they foster a locally conscious and pioneering spirit that makes our region a great place to live in America. As a ruraly established business in Nebraska's Panhandle, we can tell your story with a voice that is authentic to the high plains life.

WHAT WE DO

At Sandhills Social, we combine multimedia marketing, public affairs skills and innovative social media strategies to help rural businesses and organizations connect with people, communicate their services and share their unique story.

Our experience includes photography, videography, social media content development, public relations/affairs, writing, graphic design, and traditional printed marketing. We source our content from a consistently growing multimedia collection produced right here in America's High Plains.

Let us help you tell your story and show the world just how good life on the high plains is!

Thank you for reading!

"SHARE THE GOOD LIFE"



OUR MISSION & CORE VALUES

Driven by core principles, and a passion for great storytelling, Sandhills Social has professional experience in a range of multimedia , marketing and mass communications skills. We use these skills to make a difference for businesses and organizations across the region. We want to help you tell your story and share the good life!

COURAGE

The High Plains has a legacy of being a frontier for the bold, daring and adventurous spirit. We are not afraid to be creative, try new things and explore potential horizons. Why should you be?

INTEGRITY

We work ethically, aim for excellence, and believe in truthfulness and transparency. To achieve this, we will be honest with you and help portray your unique branding with authenticity.

KNOWLEDGE

Knowing is half the battle and we have developed years of education and experience to back our services. We also research local public affairs, curate media intelligence and learn new skills on a regular basis. We are willing to investigate on your behalf, so we deliver relevant media services and branding collateral that suit your needs.

We Love Not-For-Profit Organizations

As a values first business, we strongly believe in work that Not-For-Profit organizations do to improve the community and the world. That said, we also understand how tight or irregular money can be for organizations that largely rely on the generosity of others to do what they do. That's why we offer reduced rates to not-for-profit clients in this region.

**10% OFF ALL SERVICES FOR
NON PROFIT ORGANIZATIONS**

**Thank you for giving so much to the world in
everything that you do.**

We hope to give back to you.



ABOUT THE OWNER:

MEET KYLEE: MULTIMEDIA AND PUBLIC AFFAIRS SPECIALIST

Kylee has a lifelong passion for service before self, storytelling and adventure. She also acquired extensive training in film, photography, marketing and public affairs throughout her journey. Kylee began her multimedia career when she picked up a camera to film sandhill cranes in Nebraska, Oregon and New Mexico in 2009. Today, she continues to use her camera to help businesses and organizations tell their story.

In 2017, Kylee graduated from the University of Sydney with a PhD in Film and Digital Media, and contributed to talks, conferences and publications in that industry. She acquired executive experience as the President of Sydney University Postgraduate Representative Association. This experience exposed her to the complex world of public affairs, case-study research and institutional policy.

Kylee established Sandhills Social Media to assist regional organizations with marketing and public affairs strategies unique to the high plains region. Kylee also takes a keen interest in the regional history, nature and culture of the high plains, to include Colorado, Nebraska, South Dakota and Wyoming.

Cranes of Blue Water, Kylee's most recent work, involved crafting a multimedia journalism project for Platte Basin Timelapse. In addition to writing a story, and photographing Lewellen's 2019 crane season, Kylee created digital graphics, animation and geographic features using ESRI Storymaps.



When she's not working with clients or photographing for assignment, Kylee enjoys rucking the high plains wilderness, traveling to see the world's natural wonders, and volunteering to support America's veterans.

Feel free to request a resume for further information and a complete insight to Kylee's experience.



WWW.KYLEEWARRENPHOTOMEDIA.COM



[@KYLEE.M.WARREN](https://www.instagram.com/KYLEE.M.WARREN)



[CRANES OF BLUE WATER](#)

Click these!



QUALITY

I believe in producing a quality product. Some people call me a perfectionist, but I have high expectations for the work I produce.

KNOWLEDGE

I have been working as a professional multimedia specialist for 12 years. I have studied media for almost that long. I am knowledgeable and I continue to learn in this field.

CREATIVITY

I love finding visual, narrative and strategic creative solutions for stories and marketing plans alike. Let's create something awesome together.

Core Services

While we offer a wide banquet of skills, most of what we can do can be summarized within these four categories. Here is a summary of what we do. Keep on reading to see how we do it.



01

WRITING

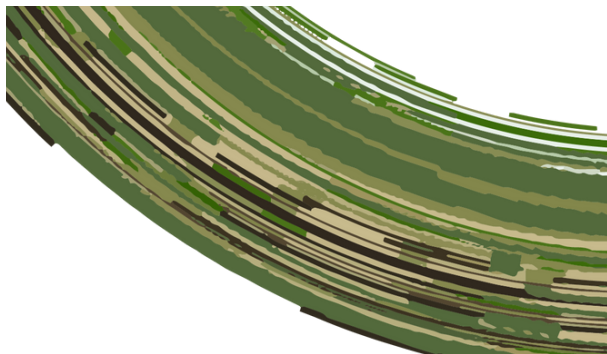
We can write content! That sounds simple, but writing is never *that* simple! Let us help you craft your story.



02

MULTIMEDIA CONTENT CREATION

We shoot content with cameras. This includes still and moving image, but it can involve a final product which includes a variety of media types, and engages with diverse audiences across many media platforms.



03

MULTIMEDIA DESIGN

We make content look pretty and help content glow (sometimes literally!). That can be anything from an event flyer to your online presence. Let us help you glow.



04

MEDIA & COMMUNICATIONS

We communicate! This incorporates everything from calling your local radio station to creating a community engaging Facebook event for your annual festival. This service usually involves research, it includes some strategy and it almost always engages with the wild world of social media.

Retainer *Partnerships*

THE VALUE OF AN ONGOING RELATIONSHIP

BENEFITS OF RETAINER PARTNERSHIPS

1

As a retainer, we can guarantee a consistent voice, aesthetic and message for your brand over the course of our partnership.

2

You will have priority in terms of marketing needs and project turnarounds.

3

You will receive ongoing access to our photography and stock footage through the duration of our partnership.

4

You have in-house access to templates we design for you throughout the duration of our partnership.

5

You will receive 10% off any of our services outside of our retainer packages.

We believe retainer partnerships offer the most consistent quality and branding for our clients. They are perfect for clients who require marketing support, but are not in a place to dedicate an entire team to marketing.

We provide ongoing services to our clients on a retainer basis. The minimum timeframe for this partnership is 3 months, however the longer we work as partners, the better results you will have.

Prior to entering this arrangement, you will be offered a free consultation where we will discuss your needs. We will then draw up a contract specifying what we will provide to you based on the level of partnership you require.

“ **Consistency** in your branding is key to establishing trust with your customers.

Vari Longmuir



MARKETING RETAINER OPTIONS

Individual items in these tiers can be swapped for other comparable services offered in this guide.

BLUE	GREEN	GOLD
		
MONTHLY INVESTMENT \$540	MONTHLY INVESTMENT \$780	MONTHLY INVESTMENT \$1000
<ul style="list-style-type: none">✓ 1 half-day Strategic Session per quarter✓ Campaign Continuity✓ 3 weekly Social Media posts✓ 1 Newsletter or Blog Post a month✓ 1 hour shoot with 20 edited digital photos every 3 months✓ Progress Report✓ 10% off other services	<ul style="list-style-type: none">✓ 2 half-day Strategic Sessions per quarter✓ Campaign Continuity✓ 4 weekly Social Media Posts or 3 posts✓ 2 E-Newsletters and/or Blog Posts a month✓ 2 hour photo shoot with 40 digital photos, or 1 photo-story with written content and 5 photos every 3 months✓ 1 hour live event or activity coverage every 3 months with 10 post-event photographs✓ Progress Report✓ 10% off other services	<ul style="list-style-type: none">✓ 3 half-day Strategic Sessions per quarter✓ Campaign Continuity✓ 4-5 weekly Social Media Posts✓ 1 weekly E-Newsletters or Blog Posts✓ 2 hour photo shoot with 40 digital photographs every 3 months✓ 1 photo-story with written content and 10 photos every 3 months✓ 2 hour live event or activity coverage every 3 months, with 20 post-event photographs✓ Progress Report✓ 10% off other services

RETAINER & ENGAGEMENT ADD-ONS

In addition to the packaged retainer bundles, we also offer add-ons to better support your marketing and communications needs.



01

RESEARCH

Is there something you would like us to research? Do you want to survey your audience, prepare a white paper or get feedback on an event? We can offer 5 or more hours of research, which will include a method and report of what we learn.

FROM \$200

02

MEDIA ENGAGEMENT

Do you want to build relationships with a local media outlet, strengthen your current media relations or buy ad space from the newspaper? We can help you research and communicate with the news, magazines, radio or television.

FROM \$100

03

MEME / GIF PACKAGE

Do you want your posts to stand out or images to capture your audience? Add words or motion to 1 post per week for an additional cost.

FROM \$160

04

REPUTATION MANAGEMENT

Do you want a consistent eye on your social media platforms? We can answer subscriber questions and help you manage negative internet comments.

\$150 PER PLATFORM

6 WEEK *ENGAGEMENTS*

PERFECT FOR SEASONAL BUSINESSES PREPARING FOR THEIR NEXT RUSH

CUSTOM ENGAGEMENT PACKAGES

So, maybe you like the idea of a retainer partnership, but your business only operates for part of the year? Or maybe there's an event on the horizon and you need to boost your social media presence to attract a larger crowd. Our short term engagement option is here to help.

A short engagement ensures that we will see you through your project or short-term marketing needs. This option is perfect for clients who need event promotions or support marketing their seasonal business. We can customize this package for your specific needs.

Book us for one or multiple 6-week engagements to help you get through your busies time of year.

INVESTMENT:

FROM \$1,240

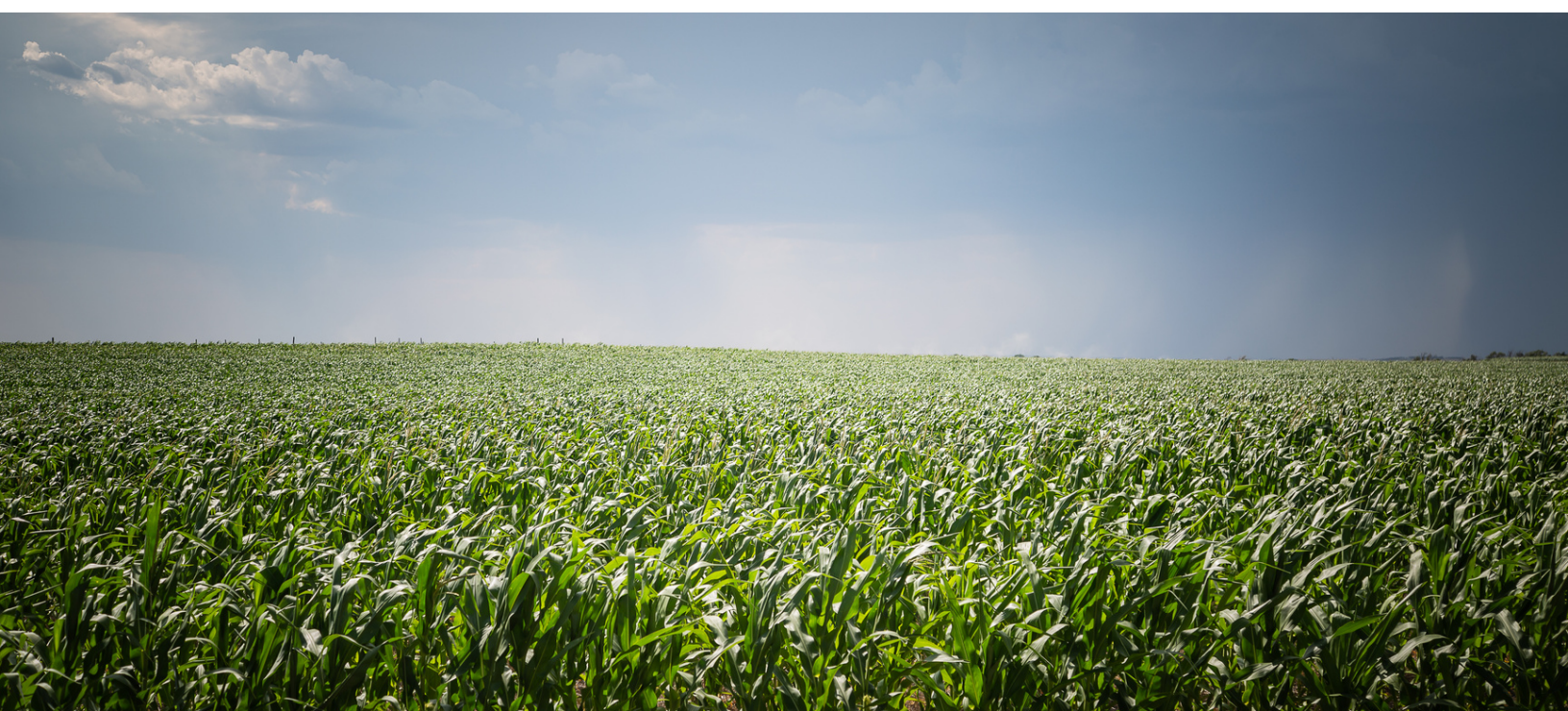


Plus 10% off other services.

EXAMPLE OF OPTIONS:

These can be **customized**.

- ✓ 2 hour strategic session
- ✓ Social media event or project page
- ✓ 4 social media posts a week plus community engagement
- ✓ 1 flier, poster or letter-sized infographic
- ✓ 1 featured story or press release for your blog, e-news or local paper
- ✓ Live event coverage (up to 3 hours), plus up to 30 high quality post-event photographs
- ✓ Campaign continuity
- ✓ Post-project report or event story



PROJECT PRICE ESTIMATES

PROJECT	DESCRIPTION/BENEFITS	STARTING PRICE
PHOTOGRAPHY SHOOT	Book us to photograph your office, people or products and grow your creative branding content. Each shoot will include a pre-session discussion so we know your vision. The photographer will spend approximately 2-3 hours shooting your content. You will receive a minimum of 35 high quality photographs and the option to review and purchase additional photographs at a discounted rate.	FROM \$400
SHORT FILM OR COMMERCIAL	Do you want a short film or commercial for live presentations or social media? Hire us to put together a 2-3 minute film about who you are and what you do. We will discuss your needs, put together a script and schedule a shoot. You will receive a 2-3 minute short film, 1 30-second teaser using edited footage, and 15 related photos.	FROM \$750
LIVE EVENT COVERAGE	Do you need someone to cover your event as it's happening, and share the ICYMI hype so people attend next time? We'll send a photographer with a camera and a phone to photograph, tweet, live-feed or TikTok fun for up to 3 hours. After the event, you will receive at least 30 digital photographs and a written post for the social platform of your choice.	FROM \$350
FEATURED STORY	Are you launching a project? Is there a team doing something amazing for your organization? Do you need to share what you did with your generous donations? Hire us to visually tell your story. We will discuss your key messages and draft an outline. We then interview and photograph your subject. You will receive a minimum of a 500 word article, 10 photographs and social media script to share your story.	FROM \$350
SOCIAL MEDIA CAMPAIGN	Do you need a strong social media campaign to promote your project, launch, event or season? We have solutions and post ideas to keep you present on social media in the lead-up to your big date.	FROM \$250
E-MAIL / BLOG CAMPAIGN	Do you want to publish a series of short blogs or e-newsletters to promote your season, project, product or event? Let us get you going.	FROM \$350
EVENT OR SEASONAL CAMPAIGN	Does your organization rely on annual events or seasonal activities? Do you want a consistent voice and look to your event promotions? Allow us to design and advertise your event's promotions from the ground up.	FROM \$450

SANDHILLS SOCIAL MEDIA

SERVICE PRICE SHEET

MULTIMEDIA SERVICES

PHOTOGRAPHY

Hourly Shoot Rate*	\$150
Single Photograph	\$25
10 Photographs	\$150

FILM PRODUCTION

Film Shoot (Hourly)*	\$200
2nd Camera (Hourly)*	\$75
1 minute edited footage	\$400
1 minute raw footage	\$100
Set Design (Per Scene)*	\$350

BLOG/E-NEWS WRITING

1 200 word article	\$25
Photograph add-on	\$10

STORY/NARRATIVE WRITING

1 500 word article	\$400
Photography add-on	\$100

PUBLICATIONS & PRESENTATIONS

10 page layout	\$100
Additional page	\$25
Writing (100 words)	\$15
Simple graphic shape	\$15
Complex graphic	\$25
Animation add-on	\$25

MEDIA ENGAGEMENTS, RESEARCH & MEETINGS

Hourly Rate*	\$35
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A LA CARTE CONTENT

Original Social Media Post	\$25
Similar Post, additional platform	\$10
Stock Photograph	from \$45**
Photography Bundle (5+)	from \$150**
Stock Footage (20 seconds)	from \$75**

SOCIAL MEDIA MANAGEMENT

PLATFORM BUILDING/REBRANDING

Includes 3 initial posts per platform and 2 cross-shared posts for the platform of your choice.

Facebook	\$150
LinkedIn / Instagram	\$75
Twitter / App Based	\$50

PLATFORM MAINTENANCE (MONTHLY)

Includes 2 weekly posts per platform and community management.

Facebook / LinkedIn	\$400
Instagram / Twitter	\$275
Misc. / App Based	\$150

WEB & MARKETING DESIGN

WEBSITE

Website Building	from \$1250
Web Page Editing	\$100

PRINTED MEDIA DESIGN

Promotional Flier	from \$50
Poster	from \$100
Brochure	from \$150

BRANDED TEMPLATES

Business Cards	from \$50
Letterhead	from \$75
Fliers, Posters or Brochures	from \$100

* Travel fees may apply and must be paid prior to engagement. Not-for-profit and retainer clients may be exempt from these fees.

**Stock media rates involve a licensing agreement. Prices will be determined based on your use of the media, the duration of that use, and the distribution of the product in question.

THE CREATIVE PROCESS

How It *Works*

01.

Project Design Process

We will meet to discuss your project, goals and vision. We will design a plan, establish a timeline based on the project's requirements, sign an agreement and invoice for the deposit.

02.

Send in Content

We will send you a project synopsis, and in return you will send us any in-house design elements, branding guides or content you want us to use.

03.

Define & Refine

We will define and refine the project. You will have two opportunities to review content in question, and we will ensure that you receive our edits in a timely fashion .

04.

Finalize!

After the second review process, we will finalize the project and deliver the content to you in a fashion that is most appropriate for the product in question.



Project & Engagement *Timeline*

Initial Meetings

We will meet to discuss your needs, vision and priorities. We sign an agreement and a deposit payment is made if required. We can schedule additional meetings during this process if required.

1

Content Exchange

You will provide us with any branding, guidelines and files you would like us to use. You may also select from our library of available media.

2

Draft & Create

We will work with your branding and vision to produce the product in question. We will provide you with the ETA of your first draft early in this process.

3

Define & Refine

We will send you a draft of the project and schedule a meeting to discuss your revisions. You will have an opportunity to review a second draft and we will agree upon a completion timeline.

4

Final Draft

We apply your revisions and complete the project. A final invoice will be drafted and delivered with the complete project.

5

FINISHED

MEDIA / MARKETING

GENERAL PROJECT CALENDAR TEMPLATE

This is an example of a calendar we will follow in order to complete your project in a timely and productive manner.

STEP ONE	STEP TWO	STEP THREE
TOGETHER	TOGETHER	YOU
Complete Project Questionnaire	Prepare images, colors, fonts, content, research and provide us with your final vision.	Feedback Round 1
Initial Meeting		
Pay Deposit Invoice		
Sign Project Contract	US	US
Establish Project Calendar	Begin Design Concept Drafting	Concept is revised based on feedback & sent back for review
STEP FOUR	STEP FIVE	EXTRA NOTES
YOU	YOU	
Feedback Round 2	Final payment is made	
Final approval* for chosen concept (or further revision rounds purchased)	Yay! Enjoy your new product!	
US	US	
Concept is revised based on feedback & sent back for review	Final files released in a Dropbox Folder or emailed	

*REVISION PROCESS

There are 2 rounds of the Revision Process (you are able to make changes and give feedback twice) in this project timeline. To stay on schedule, Feedback needs to be made within a maximum of 1 week to ensure we stay on schedule and meet our deadlines.

RUSHED OR DELAYED CHANGES

Any part of this project that needs to be rushed, delayed or falls outside of the allotted project timeline will be at my hourly rate or quoted separately.

Help Me Help *You!*

WHAT WE NEED TO GET STARTED



PAYMENT FOR DEPOSIT

Depending on the project or strategy, we ask for a deposit upon initial engagement. This deposit will be a percentage of the entire budget cost and will go towards your full investment. A deposit must be made prior to initiating the project.

CLIENT HOMEWORK

Prior to our first meeting, please think about the marketing, branding and communications problems you are trying to solve for your organization, and have a vision in mind. Feel free to do research or send questions you might have for me in advanced.

DESIRED CONTENT

Before we can begin building your product, we will need any content you want us to use. This might include your logo, branding guides, or archival media you wish to keep using to represent your brand. You may also select from our stock media library at no extra cost. We will produce any further media required for your vision.

Time frame: Please provide us with your content a week after our initial agreement.

READY TO GET STARTED?

Your Next Steps



LET'S TALK ABOUT YOUR PROJECT

If you have a specific project in mind, and you think we can work well together, please let us know. We will call you for a free consultation, and ask any questions we might have. At that point, we will confirm your needs in writing and send you a quote.

It's that simple!

We look forward to hearing from you soon.

Contact

Phone (308)-458-7255

Email media@sandhillssocial.com

Web <https://www.kyleewarrenphotomedia.com/sandhillssocial>

The Best Time to Call

Monday-Friday

8 a.m. to 5 p.m. Mountain



Let's work *together!*

Thank You!

Thank you kindly for taking time to consider Sandhills Social Media for your multimedia marketing needs. We hope you enjoyed learning about everything we have to offer. Always remember, we are more than happy to customize plans, projects and partnership benefits with clients. We are here to meet your needs.

Please feel free to reach out to me with any questions.

We look forward to working with you.

Kylee Ware



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