



SERVICE *package list*

WHERE YOUR BRAND TAKES ROOT AND GROWS.



TOGETHER WE EMPOWER YOUR BRAND
WITH STRATEGIC CREATIVITY AND
INNOVATIVE SOLUTIONS

OUR MISSION



AT TERRA CREATIVE GROUP, OUR MISSION IS TO CULTIVATE IMPACTFUL AND INNOVATIVE MARKETING SOLUTIONS THAT ELEVATE SMALL BUSINESSES. GROUNDED IN CREATIVITY AND STRATEGIC INSIGHT, WE ARE DEDICATED TO HELPING BRANDS FLOURISH AND ACHIEVE THEIR FULL POTENTIAL IN A DYNAMIC MARKETPLACE.

WHAT WE DO



Brand Design

Creative

- 01. Naming Strategy
- 02. Logo Suite
- 03. Branding Framework
- 04. Brand Identity Development

Web Development

Technology

- 05. Web Development
- 06. Web Optimization
- 07. AI Integration
- 08. E-Commerce Tools & Programs

Social Media Strategy

Online Presence

- 09. Social Media Management
- 10. Content Creation
- 11. Online Ad Management & More
- 12. Photography & Videography

Business Growth

Deliverables

- 13. Business Planning
- 14. Business Structure
- 15. Content Development
- 16. Print Design & Creation

BRAND

designer



01 NAMING STRATEGY

Our naming strategy package is designed to help you create a memorable and impactful business name that aligns with your vision and stands out in the market. We'll work together to uncover your brand's identity, understand your audience, analyze competitors, and explore unique name options that resonate with your business values. With a focus on availability across platforms, we ensure your name provides a solid foundation for both your brand and online presence.

What's Included:

- A detailed discovery session to understand your brand's vision, target audience, and goals.
- Competitor and market analysis to identify opportunities for differentiation.
- 5-10 carefully curated name options with explanations and insights.
- Domain availability check to ensure your online presence is seamless.
- Preliminary trademark research to help avoid naming conflicts.
- Recommendations for social media handle availability.

Add-Ons:

- Domain Purchase Assistance
- Tagline Creation



02 LOGO SUITE

Our logo design services are crafted to deliver a strong visual identity that represents your brand's unique story and values. Whether you need a simple, elegant design or a fully custom, high-end logo, we'll create a standout design that resonates with your audience and positions you confidently in your market.

Professional Logo Design: A clean, unique, professional logo design perfect for businesses needing a timeless and functional brand identity.

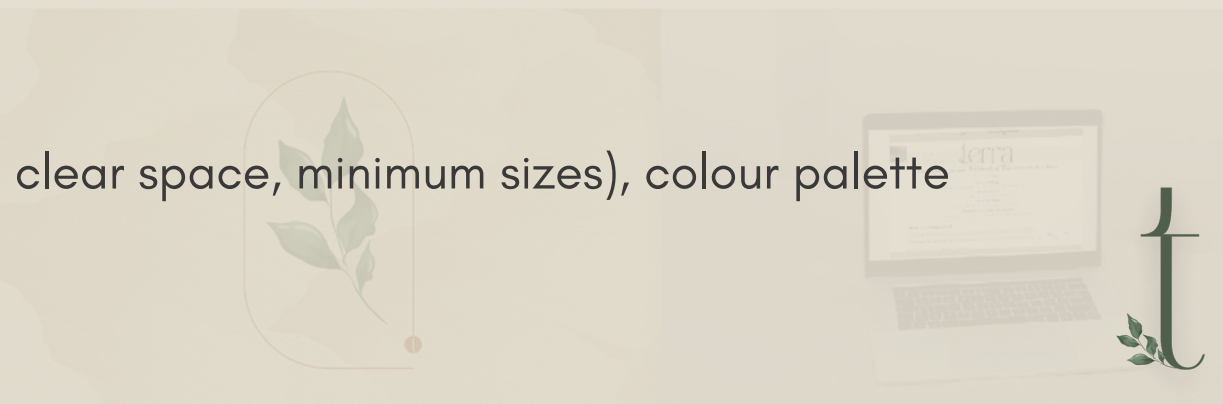
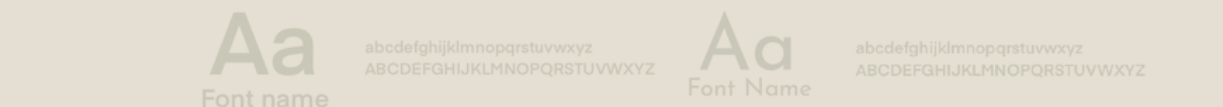
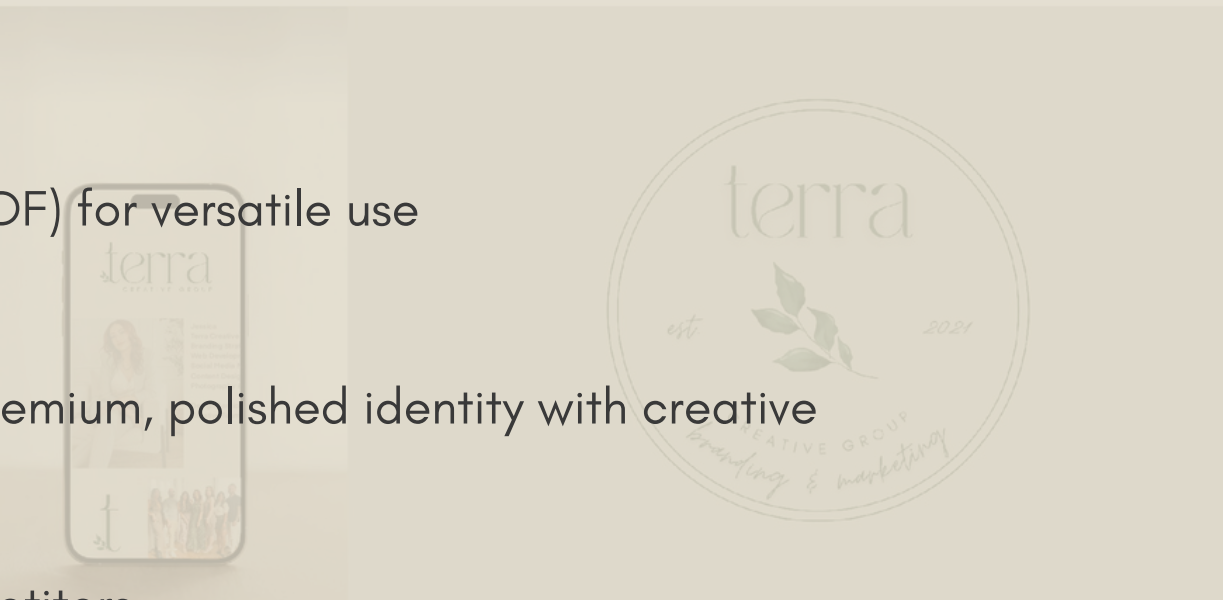
What's Included:

- 30-Minute discovery session to explore your vision
- 3-5 custom logo concepts
- Up to 3 round of revisions to perfect your logo
- Main, alternate, and submarket logos in five final formats (EPS, SVG, JPEG, PNG, and PDF) for versatile use
- 2 Week Timeline

Bespoke Logo Design: A fully customized & elevated logo design for business seeking a premium, polished identity with creative options.

What's Included:

- 60-Minute in-depth discovery session to explore your vision, target audience, and competitors
- 5-10 unique, thoughtfully designed logo concepts to choose from
- Up to 5 rounds of revisions to perfect your logo
- Final logo files in all formats (JPG, PNG, PDF, EPS, AI, and SVG) for versatile use
- Variations of the logo: horizontal, stacked, monochrome, and transparent versions
- Mini Style Guide: A simplified branding guide that includes: logo usage guidelines (e.g., clear space, minimum sizes), colour palette (HEX, RGB, CMYK values), fonts used in your logo for consistent application.
- 2-4 Week Timeline



LOGO SUITE INCLUSIONS

Inclusions in All Logo Packages

1. **Main Logo Design:** The primary, full-version logo designed to represent your brand's identity. This is your core visual mark used across all platforms, from websites to print materials.
2. **Secondary Logo:** A simplified or alternate version of your main logo designed for versatility. Ideal for smaller spaces, social media profiles, business cards, or applications where the main logo doesn't fit.
3. **Favicon:** A small, simplified icon version of your logo, often used as a browser tab icon or app icon. It ensures brand consistency in digital spaces.
4. **Final Logo Files:** Logos delivered in essential file formats for both print and digital use:
 - JPG: High-quality, ideal for non-transparent backgrounds.
 - PNG: Transparent background version for web use.
 - PDF: Scalable, suitable for sharing or printing.
 - Vector Files (AI, EPS, SVG): Fully scalable files for professional printing and large-format design.
5. **File Variations:** Different versions of your logo to ensure it works in any setting:
 - Full Colour: Primary logo with your brand's full colour palette.
 - Monochrome: Single-colour version (black or white) for minimal or high-contrast applications.
 - Transparent: Background-free version for layering over other visuals.
6. **Strategy Call:** A collaborative session to understand your business, audience, and vision. This ensures your logo aligns with your brand identity, values, and goals.

design

BRAND



LOGO SUITE ADD ONS

Additional Options to Enhance Your Logo

1. **Animated Logo:**

- A dynamic version of your logo (e.g., fading, spinning, or creative animation) that's perfect for video intros, social media reels, and website enhancements.

2. **Additional Logo Variations:**

- Alternate layouts or colour options beyond the included versions, such as vertical or stacked formats to accommodate unique branding needs.

3. **Business Card Design:**

- A professional, custom business card design that incorporates your logo, contact details, and branding style for a polished, cohesive look.

4. **Social Media Logo Package:**

- Optimized logo files resized for specific social media platforms:
 - Profile images (Instagram, Facebook, LinkedIn).
 - Banners (Facebook, Twitter, LinkedIn).
 - Post-friendly versions (square or landscape).

5. **Brand Pattern/Texture Design**

- A custom brand pattern or texture inspired by your logo to elevate visuals on packaging, social media, or print materials.

6. **Stationery Design**

- Includes branded letterhead, envelope, and email signature design that aligns with your logo and brand style.

design

BRAND



03 BRANDING FRAMEWORK

Package 1: Branding Framework

Build the foundation of your brand with a clear, professional, and cohesive visual identity. This package focuses on establishing your brand's personality and basic visual rules, ensuring a consistent presentation across all platforms.

What's Included:

1. Colour Palette: A curated selection of 3–5 brand colours with HEX, RGB, and CMYK codes for print and digital use.
2. Typography Selection: Recommendations for font pairings (e.g., headings, subheadings, and body text) to maintain brand consistency.
3. Mini Style Guide:
 - Guidelines for using your logo (if applicable).
 - Colour palette and typography usage rules.
 - Best practices for maintaining visual consistency.
4. Mood Board: A visual collage that represents the brand's aesthetic, including imagery, patterns, textures, and inspiration to guide visual decisions.
5. Email Signature Design: A professional email signature that aligns with your brand's typography and colour palette.
6. Basic Brand Language Cheat Sheet: A one-page guide with brand-related phrases, tone guidelines, and quick messaging tips for consistent communication.
7. File Delivery Organization: Packaged assets delivered in an organized folder structure with instructions for use, making it easy to access and apply brand elements.

SAVE when added to a Logo Suite Package

04 BRAND IDENTITY DEVELOPMENT

Package 2: Branding Identity Development

Elevate your brand with a comprehensive framework that defines not just how your brand looks but how it communicates and resonates with your target audience. This package is ideal for businesses seeking comprehensive and long-term clarity and cohesion in their messaging and visuals. We'll provide visual identity rules, including logo usage, colour palettes, imagery, and typography, ensuring a cohesive and professional presence across all platforms. Setting you up for lasting success in your market.

What's Included:

- 1.Brand Story: A compelling narrative outlining your brand's purpose, mission, and values to resonate with your audience and build emotional connection.
- 2.Target Audience Persona: Detailed profiles of your ideal customer(s), including demographics, needs, and pain points, to guide your messaging and marketing strategies.
- 3.Brand Pillars & Personality: Core values and defined personality traits to shape how your brand communicates and presents itself.
- 4.Mood Board: A curated collection of visuals to define your brand's aesthetic and provide inspiration for future projects.
- 5.Colour Palette: A curated selection of primary and secondary brand colours with detailed HEX, RGB, and CMYK codes to ensure consistent use across digital and print platforms.
- 6.Typography Selection: Recommendations for font pairings (e.g., headings, subheadings, body text) to establish a cohesive and professional text hierarchy for all materials.
- 7.Headline & Tagline Development:
 - Headline: A powerful, memorable statement to reflect your brand's core message.
 - Tagline: A succinct and impactful phrase to convey your unique value proposition.
- 8.Elevator Pitch: A concise and engaging summary of your brand designed for networking, pitching, or presentations.
- 9.Visual Identity Guidelines:
 - Detailed logo usage rules (if logos are part of your existing brand).
 - Colour palette and typography application.
 - Imagery and design direction for cohesive branding across all platforms.
- 10.Email Signature Design: A professional email signature aligned with your brand's typography and colour palette for a polished digital presence.
- 11.Basic Brand Language Cheat Sheet: A one-page guide with brand-related phrases, tone guidelines, and quick messaging tips to ensure consistent communication.
- 12.File Delivery Organization: All assets delivered in a well-organized folder structure with instructions for use, making it easy to access and apply brand materials.

SAVE when added to a Logo Suite Package

WEB *development*



05 WEB ESSENTIALS

2-3 week time block (2-3 revision meetings)

Perfect for small businesses or individuals just starting out, this package delivers a sleek, professional website with essential features.

What's Included:

1. Custom Design:

- Tailored to reflect your branding, ensuring your site looks unique and professional.

2. Up to 5 Pages:

- Home, About, Services, Contact, and one additional page (e.g., Testimonials or Portfolio).

3. Responsive Design:

- Optimized for mobile, tablet, and desktop to ensure accessibility on any device.

4. Basic SEO Setup:

- Titles and meta descriptions optimized for search engines.
- Basic keyword integration for up to 5 pages.
- Google My Business Set Up

5. Contact Form Integration:

- Includes basic contact form setup for inquiries and lead generation.

6. Social Media Integration:

- Direct links to your social profiles embedded in your site.

7. Two-Three Round of Revisions:

- Adjustments to finalize your design.

8. File Delivery and Training:

- A brief walkthrough on managing and updating your site through Wix.

Additional Notes:

- Hosting, domain, and mailboxes are not included. Assistance with setup is available as an add-on.



05 WEB GROWTH

3-5 week time block (4-5 revision meetings)

Designed for growing businesses ready to expand their online functionality and engage their audience with dynamic features.

What's Included:

1. Custom Design:

- A visually engaging layout designed to drive conversions.

2. Up to 8 Pages:

- All Essential pages plus additional options like Blog, FAQ, or Portfolio.

3. Advanced SEO Setup:

- Titles and meta descriptions optimized for search engines.
- Keyword research to identify target phrases.
- Sitemap submission to Google & Google My Business Set Up

4. Custom Features:

- Interactive elements like sliders, galleries, or video embeds.
- Newsletter sign-up integration to build your email list.

5. Wix App Integrations:

- Add-ons like Wix Chat (live chat), Wix Bookings (appointment scheduling), or basic e-commerce setup.

6. Enhanced Contact Form:

- Fully customizable fields, automations, and integrations with CRM tools if required.

7. Blog Setup:

- Fully integrated blog with branded post templates for consistent styling.

8. Three-Five Rounds of Revisions:

- Additional flexibility to ensure alignment with your vision.

9. File Delivery and Training:

- Hands-on guidance on managing your site through Wix's platform.

Additional Notes:

- Hosting, domain, and mailboxes are not included. Assistance with setup is available as an add-on.



05 WEB PREMIUM

6-7 week time block (4-6 revision meetings)

A full-featured website for businesses needing advanced tools, custom functionality, and scalability. Ideal for e-commerce, memberships, or high-traffic businesses.

What's Included:

1. Custom Advanced Design:

- Unique layouts, animations, and tailored branding for a high-end appearance.

2. Up to 12 Pages:

- All Growth Site pages plus advanced sections like Case Studies, Events, or Team Pages.

3. E-Commerce Integration:

- Set up of up to 10 products, complete with shopping cart and secure payment gateway integration.

4. Membership Area Setup:

- Secure login areas for exclusive content, member portals, or gated resources.

5. Advanced SEO & Analytics:

- In-depth keyword optimization across all pages.
- Google Analytics integration to track visitor performance and trends.

6. Custom Wix App Integrations:

- Advanced tools like Wix Stores (for product management), Wix Events (for ticketing), or custom booking features.

7. Content Upload & Optimization:

- Integration of client-provided images, videos, and text.

8. Up to 6 Rounds of Revisions:

- Ample opportunity to perfect every element of your site.

9. Post-Launch Support:

- One hour of training or support to ensure you feel confident managing your site.

Additional Notes:

- Hosting, domain, and mailboxes are not included. Assistance with setup is available as an add-on.



06 OPTIMIZATION

Our SEO packages are carefully designed to cater to businesses at every stage of their journey—whether you’re just starting out, looking to establish local credibility, or aiming for market leadership.

With a focus on tailored strategies, high-quality content, and technical optimization, our SEO packages empower your website to rank higher in search results, attract your target audience, and generate meaningful results. Choose the package that aligns with your goals and let us take care of the rest.

1. Basic Tier

Ideal for: New websites or clients looking for an introduction to SEO.

Features & Benefits:

- Content Creation: Two SEO-optimized 500–800 word blog posts per month to build a strong content foundation and boost early traffic.
- Technical SEO Support: Includes a monthly follow-up call or email to discuss audit findings and guide you on implementing improvements. This support ensures your site is continually optimized to perform well in search engines.
- Monthly Reporting: User-friendly reports that break down each metric, making it easy to understand performance and ROI, even for SEO newcomers.

Total Value: Essential SEO tools and guidance to kickstart your online growth, with a focus on creating initial traction and optimizing key areas.

2. Advanced Tier

Ideal for: Established websites needing a balance of local SEO, content, and technical support.

Features & Benefits:

- On-Page Optimization: Enhances images, alt text, and meta-data across 10 pages, including image optimization, essential as visual search continues to grow in importance.
- Local SEO Enhancement: Includes templates and strategies to help generate more Google My Business reviews, essential for building local credibility and visibility.
- Content Creation Flexibility: Offers a choice between two 800-word blog posts or one long-form post (1,200–1,500 words) weekly to tailor content based on your business’s SEO strategy.
- Enhanced Reporting: Monthly competitor analysis provides a clear view of your SEO positioning relative to your competition.

Total Value: A robust approach that strengthens on-page optimization, local reputation, and tailored content—perfect for those with an established online presence who want to scale.



06 OPTIMIZATION

3. Premium Tier

Ideal for: Businesses ready to invest in full-spectrum SEO for sustained growth and market leadership.

Features & Benefits:

- **Content Creation:** Four high-quality blog posts weekly, each up to 1,000 words, plus one video script per month for multimedia engagement. This diverse content strategy caters to both readers and viewers, enhancing engagement across platforms.
- **Backlink Strategy:** Emphasizes quality backlinks from reputable, niche-relevant sites, vital for improving domain authority and building trust.
- **Monthly Strategy Call:** A 30–60 minute dedicated call to review analytics, discuss backlink progress, and plan content strategy, offering personalized, ongoing support with a dedicated account manager.
- **Continuous Monitoring and Support:** Proactive monthly optimizations as search algorithms evolve, ensuring your site remains competitive and responsive to industry changes.

Total Value: A comprehensive package offering in-depth support, strategy, and flexibility—ideal for high-growth businesses looking for long-term results and competitive positioning.

Additional Customization Options

To enhance any package further, we offer tailored add-ons to suit your business needs:

- **Additional Social Media Support:** Social SEO optimizations (like optimizing YouTube descriptions or Instagram alt texts) are available as an add-on to drive cross-platform visibility. Prices vary based on needs.
- **Whitepapers/Case Studies:** For technical or B2B industries, a monthly or quarterly whitepaper (1,500–2,000 words) can demonstrate authority and attract a professional audience.

Pricing and Commitment Incentives

To provide flexibility and reward commitment, we offer:

- **10% discount** for 6-month commitments or **20% discount** for 12-month to encourage long-term growth.
- **Flexible Upgrades:** Try a higher tier at a reduced rate for one month if you're already on a 6- or 12-month contract, allowing you to experience greater benefits as your business grows.



07 AI INTEGRATION

1. AI Coach Integration

Ideal for: Businesses looking to increase website engagement, automate responses, and drive more bookings or sales.

Features & Benefits:

- Engage visitors up to 3x more effectively with interactive AI that answers questions, books appointments, collects newsletter sign-ups, and encourages purchases.
- Suitable for personal trainers, plumbers, salons, retail stores, dentists, and other service industries.
- Includes workspace access to manage the AI's information and purpose monthly.
- Customization Options:
 - Standard avatar from library: Included
 - Custom photo avatar: \$299 additional
 - Fully custom-designed avatar: \$299 additional

Value: Enhanced visitor interaction, automation, and personalized support to drive growth.

2. Ordering QR Code with Rewards Capability

Ideal for: Restaurants and cafes aiming to eliminate third-party ordering fees and streamline direct ordering.

Features & Benefits:

- Enables customers to place orders directly via QR code, bypassing platforms like Skip the Dishes, DoorDash, and Uber Eats.
- Rewards Integration: Build customer loyalty through customizable reward programs.
- Integrates seamlessly with popular POS systems, including Clover, PayPal, Stripe, Shopify, Flutterwave, and more.

Value: Save on third-party fees, streamline operations, and strengthen customer relationships through rewards.

08 RESTAURANT ORDERING SYSTEM

Powered by our partner [Forkk](#). ([View Demo HERE](#))

Ideal for: Restaurants, cafes & coffee shops seeking an all-in-one, customizable ordering platform to streamline operations, reduce third-party fees, and enhance customer experience. Can also be integrated with current website, DoorDash & UberEats.

Features & Benefits

1. Fully Customizable Online Ordering System

- Allows customers to place orders directly through your website or a dedicated link.
- Eliminates reliance on third-party platforms like Skip the Dishes and Uber Eats, saving on costly commission fees.
- Tailored to your restaurant's branding, menu, and operational needs.

2. Rewards & Loyalty Integration

- Build and maintain customer loyalty with reward programs and discounts seamlessly integrated into the platform.

3. Seamless POS Integration

- Compatible with leading POS systems, including Clover, PayPal, Stripe, Shopify, and more, ensuring a smooth transition and efficient operations.

4. Optimized User Experience

- Responsive and easy-to-navigate interface for desktop and mobile users, enhancing customer satisfaction and encouraging repeat orders.
- Includes a sleek QR code ordering option for in-restaurant convenience.

5. Partner Support

- Access to Forkk's dedicated support team to help manage updates, troubleshoot issues, and provide ongoing enhancements.

Additional Benefits

- Demo Availability: Explore the system in action via Forkk's demo [here](#).
- Custom Setup: Our team will guide you through the onboarding process, ensuring a seamless setup tailored to your needs.

Commitment Discounts & Add-Ons

- 6-Month Contract: Save 10% on setup fees.
- 12-Month Contract: Save 20% on setup fees.
- Add-Ons: Include a rewards marketing campaign to boost customer retention (price varies based on scope).

Value: A comprehensive restaurant ordering solution designed to optimize operations, save costs, and enhance customer loyalty—all while offering a sleek and user-friendly experience.



SOCIAL MEDIA

strategy



09 SOCIAL MEDIA MANAGEMENT

Strategy Session

- An in-depth meeting at the start of the contract and each month after to determine the client's goals, needs, and direction for the upcoming month's content.
- Renewal Discount: Reduced to \$75/hour after the first three months of working together.

Social Media Brand Framework

A comprehensive session to build a cohesive and tailored brand strategy for the client's social media presence.

This includes:

- **Mood:** Defining the aesthetic and tone of the content.
- **Font:** Selecting typography that aligns with the business vibe.
- **Content Mix:** Determining the ideal blend of reels, static posts, or other formats for the business.
- **Voice:** Establishing whether the content tone is professional, informal, or formal, based on the brand's personality.
- **Platforms:** Identifying the social platforms to focus on (Instagram, Facebook, TikTok, etc.).
- **Goals:** Setting clear objectives such as growing reach, engagement, followers, or conversions.
- **Target Audience:** Pinpointing the demographics, aesthetics, and niches to target effectively.



10 CONTENT CREATION

Monthly Social Media Plan

Designed to adapt to weekly trends, algorithm shifts, and client needs.

Includes:

- Trends and Algorithm Updates: Keeping content fresh and aligned with current social media dynamics.
- Promotions: Strategizing around client campaigns and promotions for optimal engagement.
- Captions & Hashtags: Crafting effective copy and leveraging trending hashtags and keywords for maximum visibility.

Content Creation

Includes creating posts and managing visuals for steady growth and engagement inline with your social media plan.

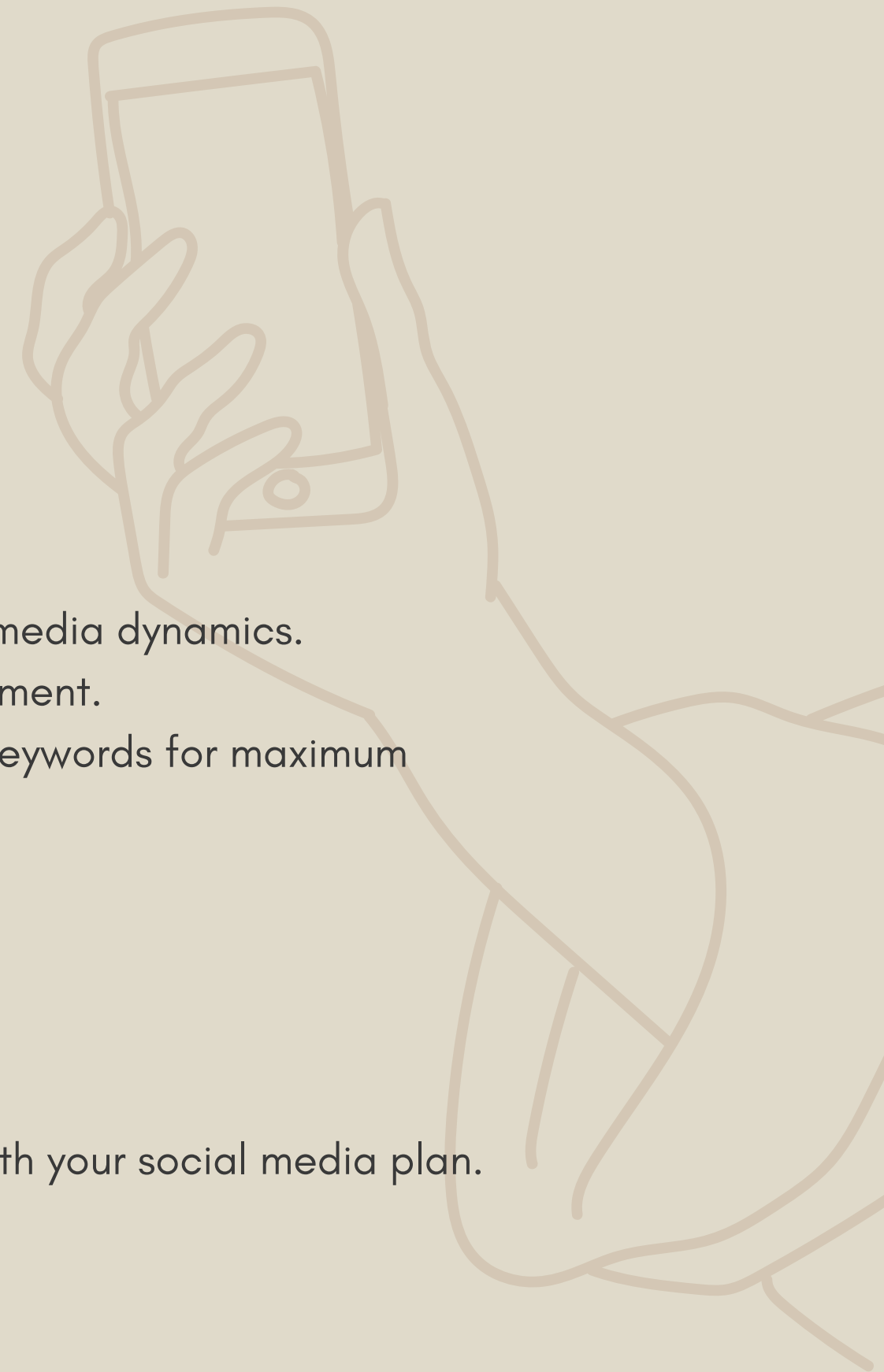
Per Static Post

Per Reel

- **Reel Filming**

Monthly Content Posting

- Includes us accessing your social media accounts and posting for you, while engaging with other accounts to improve performance



11 AD MANAGEMENT

Ad Management

- Description: Comprehensive ad management to maximize visibility and ROI.
 - Platform-specific ad creation and strategy (Facebook, Instagram, TikTok).
 - A/B testing and optimization for best-performing ads.
 - Monthly reporting on ad performance and ROI insights.
- Ad development additional starting at \$75

Email Marketing

- **Description:** Build stronger connections and drive conversions through strategic email marketing.
 - Monthly newsletters, promotional campaigns, or drip sequences tailored to your business goals.
 - Professionally designed templates that align with your brand.
 - Analytics and performance insights to refine email strategies.

12 PHOTO AND VIDEOGRAPHY

Onsite Social Media Photography and Videography

Professional-quality content creation tailored to your brand filmed using high quality smartphone.

- Photography: Capture branded images of your products, services, or team.
- Videography: Short-form content creation for reels, TikTok, or other platforms.
- Includes professional editing, ensuring alignment with your brand's tone and style.

Basic Branding Photography Session

- **Included:**

- 1-Hour Professional Photoshoot
- 20 Edited Images (delivered via an online gallery)
- Basic Retouching (simple color correction, minor blemish removal)
- One Location (studio or on-site within a set local radius)

- **Ideal for:**

- Headshot, personal branding or portrait sessions
- Simple e-commerce/product captures



12 PHOTO AND VIDEOGRAPHY

Mid Range Branding Photography Session

- **Description:**

- 2-Hour Photoshoot
- 40 Edited Images (delivered via an online gallery)
- Standard Retouching (enhanced color correction, blemish/object removal)
- Up to Two Locations (could be studio + outdoor, or multiple on-site setups)

- **Ideal for:**

- Extended product or lifestyle shoots
- Personal branding or influencer shoots with outfit/location changes
- E-commerce/product captures

Premium Branding Photography Session

- **Description:**

- 4-Hour Photoshoot
- 100 Edited Images (delivered via an online gallery)
- Advanced Retouching (skin smoothing, advanced color grading, detailed edits)
- Multiple Locations (may include studio + off-site; travel fees may apply for distant areas)

- **Ideal for:**

- Comprehensive brand or commercial shoots
- Engagements or small events with multiple settings
- High-end product photography requiring creative styling and setups

12 PHOTO AND VIDEOGRAPHY

Basic Videography Package

Inclusions:

- One short promotional video (30–60 seconds)
- Half-day shoot (up to 4 hours)
- Basic editing (simple cuts, basic color correction, standard graphics)
- One round of revisions
- Delivery in HD format

Possible Add-Ons (priced separately):

- Drone footage
- On-screen talent or professional voice-over
- Additional motion graphics or subtitles

Mid-Range Videography Package

Inclusions:

- Two video edits (e.g., a 30-second reel and a 1–2 minute commercial)
- Full-day shoot (up to 8 hours)
- Advanced editing & motion graphics (enhanced color grading, text animations)
- Two rounds of revisions
- Delivery in multiple formats (HD plus vertical 9:16 for social media)

Possible Add-Ons (priced separately):

- Drone footage
- On-screen talent or professional voice-over
- Possible Add-Ons (priced separately):
- Professional actors, influencers, or voice talent
- Additional shooting days or multiple locations
- Custom music composition or licensed tracks

12 PHOTO AND VIDEOGRAPHY

Premium Videography Package

Inclusions:

- Three fully produced videos (e.g., teaser, 30-60 second commercial, 2-3 minute brand story)
- Multi-day shoot (1-2 full days, multiple locations, studio setup if needed)
- Professional crew & equipment (director, videographer, audio tech, lighting, drone operator)
- Cinematic editing & effects (extensive color grading, VFX, advanced motion graphics)
- Up to three rounds of revisions
- Delivery in multiple formats & aspect ratios (HD, 4K, vertical, square)

Possible Add-Ons (priced separately):

- Complex set design or specialized equipment
- Professional talent/actors and scriptwriting services
- High-end visual effects, 3D animation, or advanced post-production



12 PHOTO AND VIDEOGRAPHY ADD ONS

1. Additional Shooting Time

Includes: 15 additional edited images per hour to ensure you capture every detail and moment. Perfect for extended sessions, multiple locations, or when you need more content than originally planned.

2. Travel Fees

Applies to: Locations outside Calgary city limits.

Details: A customized travel fee will be calculated based on the distance to ensure the shoot accommodates your chosen location while covering transportation costs.

3. Expedited Delivery

Benefit: Receive your edited photos in less than the standard 2-week turnaround time. Ideal for time-sensitive projects, events, or promotional needs.

4. Wardrobe Styling & Consultation

Includes:

- Personal shopping and styling to find outfits that align with your vision.
- Assistance in creating a cohesive look or theme through a vision board.
- Access to wardrobe pieces or accessories (available upon request).
- Styling Consultant: Jessica Graham brings expertise in curating polished, professional, or unique looks tailored to your specific needs.

5. Professional Hair & Makeup

Details: Our hair and makeup services are partnered with Mirabella Beauty and Edges Salon & Spa for professional, high-quality results.

Ensure a flawless and camera-ready appearance for your photoshoot with expert artistry tailored to your style and preferences.

Enhance Your Photography Session

These additional services ensure every detail of your shoot is perfect, from extra time and styling to expedited delivery and professional finishing touches.

BUSINESS *deliverables*



13 BUSINESS PLANNING

Build a roadmap to success with tailored strategies.

Our business planning service provides you with a clear vision and actionable steps to achieve your goals. From market research and target audience analysis to competitive positioning and operational strategies, we craft a comprehensive plan that drives growth and long-term success. Perfect for startups or businesses looking to expand, pivot, or optimize.

Includes:

- Initial Consultation: A 60-minute strategy meeting to assess your goals, challenges, and opportunities.
- Market Research: In-depth analysis of your target audience, competitors, and industry trends.
- Strategic Plan Development: A detailed, step-by-step business plan tailored to your specific goals, including marketing, operational, and financial strategies.
- Implementation Support: Guidance on executing the plan, including recommendations for tools and resources.
- Revisions: Up to 2 rounds of adjustments to ensure alignment with your vision.
- Optional Add-ons: Financial forecasting, investor pitch deck creation.



14 BUSINESS STRUCTURE

Streamline your operations with a solid foundation.

Whether you're launching a new venture or restructuring an existing one, we help you establish or refine your business structure for maximum efficiency. Our service includes legal framework guidance, operational workflows, team organization, and scalable models to ensure your business is set up for sustainable growth and adaptability.

Includes:

- Consultation: Review of your current structure or new business framework options.
- Legal and Operational Frameworks: Recommendations for legal entity setup (e.g., sole proprietorship, corporation) and operational workflows.
- Team Organization: Development of organizational charts, role definitions, and responsibilities.
- Scalability Plan: Solutions to help your business scale effectively as it grows.
- Custom Documentation: Templates for SOPs (Standard Operating Procedures) and other operational guidelines.
- Optional Add-ons: Ongoing consulting, process mapping.

15 CONTENT DEVELOPMENT

Tell your story, captivate your audience.

Great content is the heart of your brand. Our content development service focuses on creating compelling, strategic, and on-brand materials that resonate with your audience. From website copy and blog posts to marketing campaigns and product descriptions, we deliver content that engages, educates, and converts.

Includes:

- Monthly Content Creation:
 - 4 pieces of custom content (e.g., blogs, website copy, email campaigns, or social media captions).
 - Each piece is SEO-optimized, ensuring high performance online.
- Keyword Research: Identifying high-performing keywords for your content strategy.
- Brand Alignment: Ensuring all content reflects your unique brand voice and messaging.
- 1 Revision Per Piece: Guaranteeing the content meets your expectations.
- Monthly Reporting: A summary of the performance of your content strategy and recommendations for improvement.
- Optional Add-ons: Additional content at \$100 per piece, video scriptwriting.

16 PRINT DESIGN & CREATION

Bring your brand to life with stunning print materials.

Make a lasting impression with professionally designed print materials. From business cards and brochures to posters and event collateral, we create eye-catching designs that align with your brand identity. Whether you need a simple flyer or a full suite of marketing materials, we ensure your print assets communicate your message effectively and beautifully.

Includes:

- Design Services: Creation of up to 2 print assets (e.g., business cards, brochures, posters, or event collateral).
- Brand Alignment: Custom designs tailored to your branding, ensuring consistency and professionalism.
- Revisions: Up to 2 rounds of revisions per asset.
- Final Deliverables: Print-ready files in various formats (PDF, PNG, etc.).
- Print Coordination (Optional): Assistance with selecting a printing vendor and overseeing the process to ensure quality (additional cost based on print vendor pricing).
- Optional Add-ons: Additional print designs at \$250 per asset, custom packaging design.



MEET *the team*





Founder & CEO

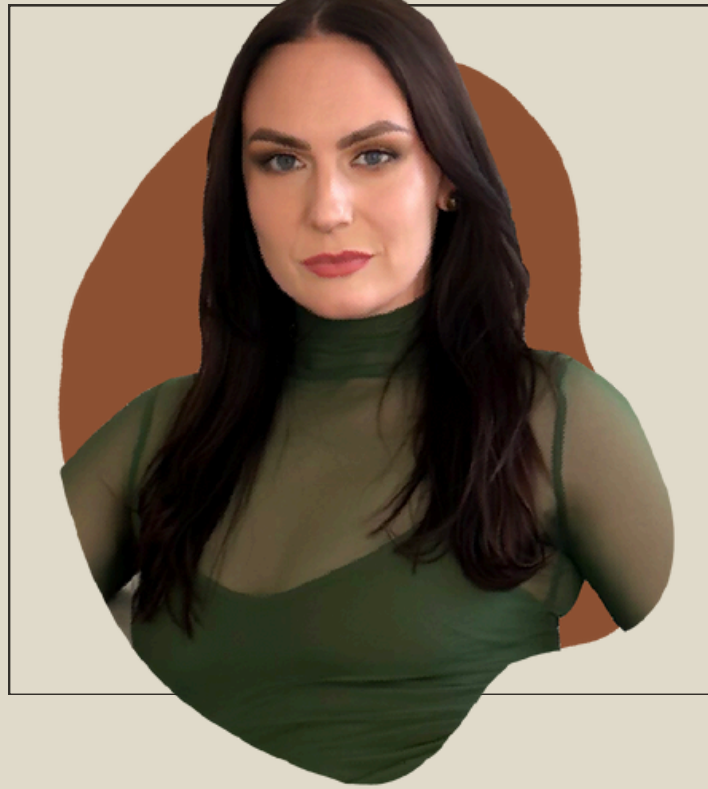
Creative, passionate, and ambitious, Jessica Graham is the visionary behind Terra Creative Group, a full-service branding and marketing agency based in downtown Calgary. With over a decade of experience, Jessica has grown Terra into a powerhouse team of professionals, including social media managers, artists, content creators, brand strategists, and specialists in AI, SEO, e-commerce, photography, and videography.

Dedicated to developing brands, websites, marketing plans, and business strategies that reflect what matters most to her clients, Jessica's ability to envision and craft a brand image sets businesses apart from their competition. Her education and years of experience have helped over 100 companies thrive and grow.

Jessica is deeply passionate about health, wellness, beauty, restaurants, and real estate. She's committed to supporting local entrepreneurs, fostering authenticity in marketing, and building meaningful relationships with her clients to help them flourish in every aspect of their business.

KARLIE

Artist & Admin Assistant



mom, artist and health & fitness enthusiast, she brings creativity, organization and dedication to your project!

karlie is dedicated to using her multi faceted artistic skills and creative vision to customize the ideal, one of a kind, bespoke logo to help your business really stand out amongst the crowd. anything you can imagine, she can create, alter, and perfect to match your unique vision.

with her attention to detail, organized and expeditious drive and communication skills, she works to keep everyone on track to excel your business and keep everything running smooth.

Creative Director &
Brand Strategist

MELISSA



creative, experienced, and passionate, she brings over 12 years of hospitality, retail, and café management experience to your business.

melissa is committed to helping small businesses thrive by designing unique concepts and innovative content that elevate your brand. her attention to branding and business development will help your company stand out in today's competitive market.

Brand Strategist

ANUSHKA



passionate, creative, and always ahead of the trends, she brings five years of social media expertise to the terra team.

anushka specializes in crafting engaging content and building personal connections to help brands shine. whether she's behind the scenes brainstorming strategies or in front of the camera creating vibrant visuals, her love for social media and its ever-evolving trends ensures your business stays ahead. with her fun, approachable style, anushka tailors social media strategies that enhance brand visibility and create authentic engagement, making your business impossible to ignore.



MANDIE

Social Media Manager



mom, entrepreneur, and social media expert, she specializes in creating strategic social media plans that enhance brand visibility.

mandie helps small businesses grow their online presence through content creation, scheduling, and analytics, allowing owners to focus on core operations. her expertise ensures your business gets noticed and drives engagement effortlessly.

CHER

Digital Content Creator



creative, driven, and dedicated, she crafts engaging content that connects with your audience and boosts brand visibility.

cher specializes in tailoring digital content that enhances customer engagement and strengthens your business's online presence. her work helps small businesses shine in the digital space, making sure your brand stands out and thrives.

GIOVANNI

AI Specialist



innovative, strategic, and tech-forward, he excels in utilizing cutting-edge ai technology to transform your business.

gio integrates advanced AI tools into websites while developing cohesive brand strategies that drive growth and efficiency. his expertise ensures your business thrives in an increasingly digital world.



MEAGAN

Brand Photographer



world traveller, photographer and marketing enthusiast, she brings so much to the terra team!

she loves utilizing her passion for photography to portray what you love most about you & your brand. her experience is with couples, families, expecting mamas, newborns and lifestyle brand photography.

together they can elevate your business image and give you the brand you've always dreamed of!

*Web Development &
Graphic Designer*

MARIUS



creative, organized, and tech-savvy, he brings your vision to life through functional, visually stunning websites.

marius specializes in web development and graphic design, ensuring a seamless user experience while crafting captivating branding materials. his technical skills and eye for design ensure your business's online presence is both strong and compelling.



CONNECT *with us*

LET'S PLANT THE SEEDS
OF YOUR SUCCESS
TOGETHER AT TERRA,
WE'RE DOWN TO EARTH
AND READY TO HELP
YOUR BUSINESS TAKE
ROOT AND GROW.

email

jessica@terracreativegroup.com

website

www.terracreativegroup.com

social

[@terracreativegroup](https://www.instagram.com/terracreativegroup)

