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ERICA BRAZELTON
BRANDING & DESIGN

BRAND
PHOTOGRAPHY

2024

Contents

About Us 01
A little about me and my studio!

Our Process 03
How your photo campaigns will work from start to finish

Dreamy Feed Member 04
Time-saving monthly content creation service!

Pricing 07
See our best service packages [here](#)





I'm Erica!

Our Philosophy

Hi I'm Erica! Founder and creative director behind Erica Brazelton Studio, a M.I based photography and interior decorating studio specializing in women-led, fashion, beauty, and lifestyle brands all over the world.

Not just "pretty" pictures, we combine photography and brand strategy to help achieve your sales goals. We use your story to cultivate scroll-stopping imagery to make customers *add to cart.* Our signature services will help you 1) Attract your ideal customers 2) Charge high-end prices for your products 3) Boost organic sales on social media and your online store. 4) Save time, frustration, and overwhelm from DIYing photos yourself.

Some Recent Shots

Our signature style is clean and feminine, with delicate details!



*"We cannot become what
we want by simply
remaining who we are."*

-Max Depree

Four Step *Process*

TO PHOTO CAMPAIGNS & CONTENT CREATION



Brand Story + Goals

You'll take an in-depth branding questionnaire to determine your ideal client, brand story, and determine specific goals for your photo campaign!



Shooting & Deliverables

We get to work on creating your high-res branded images from styling to editing. You'll receive your beautiful new images in a password-protected gallery where you can instantly download them, and use for your website, social media, or more!

Send Us Your Products

Simply mail your products to my fully equipped home photography studio, where we handle client shoots (we also go to outside locations if right for your concept.)



Style & Brand Direction

We'll put together a detailed concept, moodboards, props, shot list, or talent for your approval, so you have a clear vision of the shoot.

Turnaround time is generally 2-3 weeks from concept approval, depending on image quantity. For our content creation membership, (next page) new photos are sent about every 28 days..

Our Dreamy Feed Membership

A monthly content creation service with 15 custom social media images of your product, for 15 days of posting! It's contract-free, with the option to cancel or pause at any time! *Starting at just \$550/mo*, the Dreamy Feed will help you:



01 Save Time & Ditch DIY Overwhelm

We get it. You and your team have enough on your plate handling everything else in your business. No more struggling with iPhone photography, lighting, props, flatlays, and editing. The Dreamy Feed saves you hours each week!

03 Boost Sales & Brand Perception

Fact: Customers will pay high-end prices for things that look high-end. Our beautifully branded images will not only help you look more professional, but boost traffic, and make customers **add to cart**

02 Stand Out On Social Media

You only have a *micro-second* to catch customers attention and break through the noise on social media. Make the perfect **first impression** and grow your following with a **cohesive, scroll-stopping feed!**

04 Stay Consistent With Marketing

You don't need to hire an in-house photographer to have enough consistent content across all your platforms. For a flat monthly fee, you can upgrade your content needs at any time! (*psst: you can also re-use the content for your online store, social stories, newsletters, and more!*)

Our Dreamy Feed Membership

Pause Membership: Something came up? You can pause your membership up to 3 times per year, for just \$100 per month, (and still receive 3 branded photos each month!)

Cancel anytime: No longer need our services? Just shoot us an email 30 days prior to cancellation and we'll discontinue your services, no questions asked!



Content Tiers (Upgrade Anytime!)

\$550/mo	15 photos per month
\$1,100/mo	30 photos per month
\$1,650	30 photos per month + two 8-10 second reels
\$100 (add on)	two 8-10 second reels

Note: For the first month only, \$100 will be added to your content package to cover prop purchase, and onboarding time

NEW BRANDED
PHOTOS TO YOU
EVERY 28 DAYS!

Pay With Ease

Add your preferred method of payment to our one-time invoice via Square, and your subscription fee renews automatically each month, no hassles!

5

WHY CHOOSE *Us*

Weigh the pros and cons between choosing our professional services and other DIY options.

DIY IT

VS

A PRO

Underwhelming Images

If photography isn't your expertise, your images may confuse or underwhelm potential customers, which hurt sales.

A Time Suck

Scrambling to create consistent content yourself each month only leads to MORE overwhelm and LESS growth.

Unwanted Overhead

Hiring an in-house photographer means covering extra expenses like payroll, taxes, insurance, props etc.

Scroll-Stopping Stories

Post branded storytelling photos your followers stop, click, tag, and (best of all) *add to cart*!

Focus On Your Business

We check this HUGE task off your to-do list, and you know exactly what to post each day. Bonus? Also use photos for your online store, newsletters, packaging, whatever!

Flat Monthly Fee

Included in the membership is all the props, equipment, and talent needed in one flexible plan!

All Offerings

Our signature packages are already designed to give you all the tools you need to elevate your brand!

Brand Campaign Shoot

\$800+

one full service shoot for specific campaign

Concept/pre-production

Prop sourcing/styling

Professional editing

25-30 final images

Password-Protected
Downloadable Gallery

Dreamy Feed Membership

\$550/mo

monthly content creation subscription

15 social media images
monthly

Password-Protected
Downloadable Gallery

Get consistency on
social media!

No contract, cancel
or pause anytime!

Creative Direction

\$400+

add on service to use with your photographer (remote or on set)

Concept/pre-production

Prop sourcing guide, shot
list guide, styling guide
(remote)

Prop sourcing/styling (on
set)

*\$50/hour on set

**Deposit of 50% due upfront, remaining balance due at project completion (brand shoot & creative direction)*

Our Testimonials



Alisha P.

Fantastic. You captured my vision perfectly. You were very understanding of what I was looking for. Your communication was impeccable... I will definitely be a repeat customer.



Alana

Throughout the process, Erica listened to what we wanted and always went above and beyond our expectations (something that doesn't happen very often as our expectations are very high!



Trisha K.

"Couldn't be happier with the results from my rebrand with Erica! I'm booking higher ticket clients in my niche already"



Jennifer W.

"I was able to attract better ideal customers who are willing to pay my prices and feel like a professional business I can be proud of"

Ready to *Get Started?*

Email me at:
contact@ericabrazelton.com
to get more information, or
start your project!

WWW.ERICA BRAZELTON.COM