



laze hr. agency Creative Project Guide

A brief overview +
pricing
Prepared especially for
a *Conscious Brand*

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Who We Are

*Our relationship begins
with the collective
understanding that
good marketing doesn't
need to cost you your
values.*

We are a women-run team of entrepreneurs, who specialize in empathetic marketing for conscious brands and ethical creatives.

Empathetic marketing sheds light to the importance of truly listening to our audiences. It's why we believe good branding starts with an ethical, purpose-led mission.

We're excited to be the agency that helps you leverage what you already do well for sustainable growth within your company.



we offer *package* and *project-based* services that cater to your specific marketing needs.

SOCIAL STRATEGY

You'll partner with a lazy hr. strategist together on curating a sustainable brand campaign with content you've already created using SEO and social media marketing tactics for growth.

CONTENT CREATION

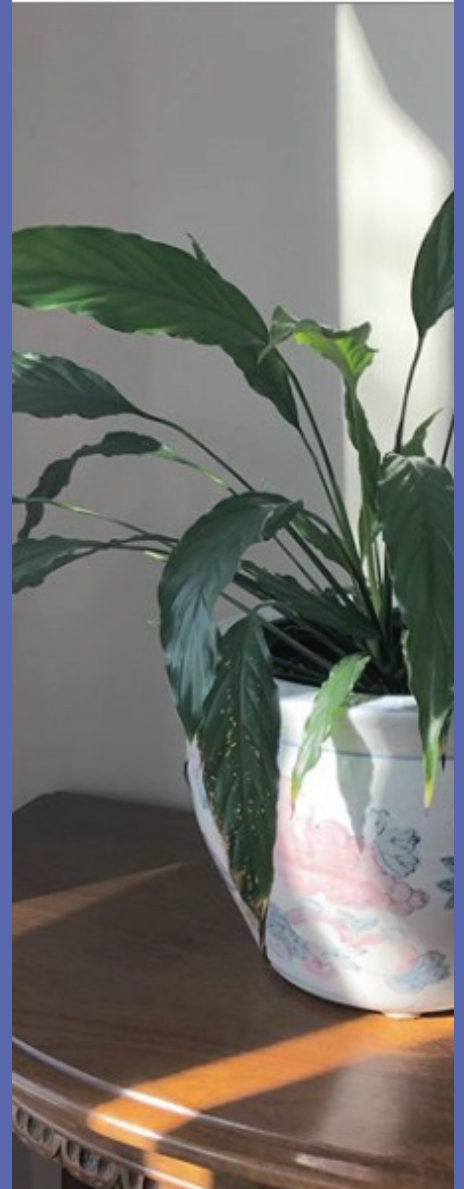
Whether you need branded content, captions or reels, we'll develop high-engaging content that speaks to your audience's needs, in order to create the feed of your dreams.

PLATFORM MANAGEMENT

You understand the importance of maintaining a social media page, but you don't have time to build upon your online presence. The lazy hr. will work you to schedule, optimize and leverage your growing social media platforms.

INFLUENCER MARKETING

Our community of conscious influencers will help you deliver an effective marketing campaign through intentional storytelling. Whether you're launching your next giveaway, product release or seasonal promotion, our influencers will help drive the necessary traffic to your website and product line.



Our Services

Our Packages



1 *laze hr. Social Strategy*

- ~ (2) 1hr Phone Sessions
- ~ Custom Social Content Strategy
- ~ Strategic Concept Board
- ~ Industry-related study
- ~ Social Media Audit

from \$2000



2 *laze hr. Influencer Management*

- ~ Custom Influencer Marketing Strategy
- ~ Industry-related Research
- ~ Curated list of Influencers
- ~ Correspondence & Management
- ~ Post-Campaign Reports and Analysis

from \$4500



3 *laze hr. Content Creation*

- ~ **Social Strategy Package**
- ~ Product Photography and/or Graphic Design
- ~ 1 month of Social Content
 - 6 Instagram Feed & 6 Story Posts
 - Social Media Copy for Posts
 - 2 Reels or TikToks

from \$5000



4 *laze hr. SM Management*

- ~ **Social Strategy & Content Creation Package**
- ~ Custom Social Media Campaign: Fully-Managed
- ~ System Development: Posting Schedule
- ~ Scheduled Engagement for Growth
- ~ Content Analytics Review for Optimization

from \$7000

How does payment work?

Once you've chosen your individual services or package, we will follow up by sending you a curated proposal and contract through Honeybook (our CRM). When you have signed contract, you will receive an invoice for a minimum 30% deposit. Once the project is complete, you will receive another invoice for the remaining deposit. We accept all major credit cards.

What is Honeybook?

Honeybook is our CRM (Custom Relationship Management System), that allows us to keep track of our project and files associated with your chosen services.

How do we communicate?

We use email and our CRM: Honeybook, as our primary means of communication. We like to have our initial meeting and a 1 hour session within the project timeline to communicate progress.

Am I able to add additional services to my project?

Yes! We are happy to provide more services to ensure brand unity amongst our clients. All additional services will be billed in a curated quote.

How long is the process?

Both our individual and packaged services take anywhere from 1-4 weeks, depending on the project scope, feedback loops and what additional items you need.



Frequently
Asked Q's



Next Steps

Ready to move forward?
Here's what to do next!

1. Log In to the Honeybook CRM, and submit the *Creative Pricing Guide*, with your chosen services.
2. Once submitted, you will receive a customized proposal. Review the payment plan and complete the proposal by signing the contract.
3. Upon signing, you will receive another email with your invoice. Depending on your services, you will be required to either pay in full or pay in installments.
4. You've completed the process! You'll receive an email about onboarding, project details and when to book your 1 hr Phone Session.