



## **Tier 1: Imagery on Demand**

- Volume: 2 shoots per month
- Delivery: 30+ edited high-res images & 5 short videos (e.g., 15-30s clips). Drone deployment at one location with 5 aerial images & 1 drone video.
- Management: Your content library is organized and delivered via a digital gallery.

## **Tier 2: Social Media Management**

- Includes all of Tier 1, plus:
- Posts: 12 scheduled posts/month across 2 platforms.
- Management: Includes caption writing, posting, and basic engagement monitoring.
- Reporting: One monthly insights report tracking key metrics.

## **Tier 3: Community Relations**

- Includes all of Tier 1 & 2, plus:
- Newsletter: 1 professionally designed e-newsletter written and sent monthly.
- Communication: Management of 1 major digital announcement per month (e.g., event promo).
- Strategy: An integrated content plan aligning all channels.