

CREATIVE CREDITS

In this guide, discover the value each credit holds, explore the comprehensive list of services it unlocks, and gain insights into how this revolutionary system can elevate your creative collaborations.



ONE CREDIT

Social Post:

- Includes edited or created image, 3 hashtags, up to 100-word caption.
- Posted on your platform of choice with 1x edit.

1-hour Meeting:

- Review any digital product and get advice.

Website Updates:

- Squarespace updates per 1 hour.

Design Services:

- Business Card (2x versions, 1x edit).
- Pull-up Banner (2x versions, 1x edit).
- Book Cover (2x versions, 1x edit).
- LinkedIn Banner (2x versions, 1x edit).
- Video Background Screen (2x versions, 1x edit).



TWO CREDITS

Blog:

- Up to 750 words researched and written.
- Hero image, SEO, call to action.
- Posted to your LinkedIn profile or website with 1x edit.

Biography:

- Up to 500 words based on an interview.
- 2x edits.
- Posted to your LinkedIn or website.
- PDF designed with your preferred image.

Headshot:

- 2x edited images in a single shoot within 20km of Social Star office.
- Additional 2x images or added people to the shoot at 1x credit each.

Added Webpage:

- Squarespace webpage with client-provided content.
- Up to 3 sections and 1500 words plus 3 images.
- No coding or special features.

LinkedIn Company Page:

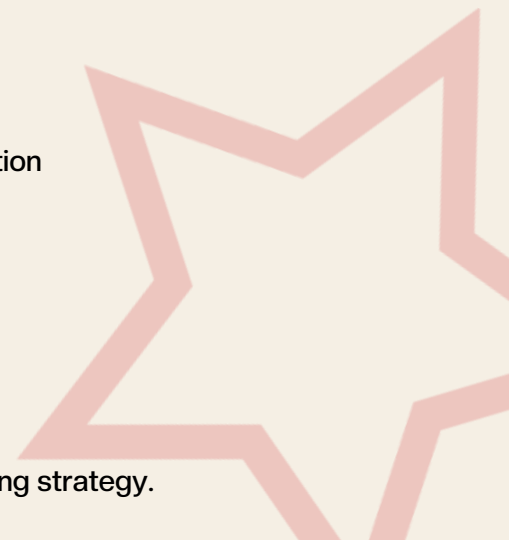
- Including banner, logo alteration, business description
- Set up in LinkedIn with 1x edit.

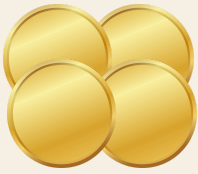
Short Form Video:

- Cut from existing video, up to 2 min duration.
- No additional content, 1x edit.

Strategy Consultation:

- 2 hours with a senior consultant to review marketing strategy.





FOUR CREDITS

Photo Shoot:

- 10x edited images in a single shoot within 20km of Social Star office.
- Additional 2x images or added people to the shoot at 1x credit each.

Video Shoot:

- Half-day shoot at your location, including travel time.
- No editing included.

Video Edit:

- Edit video up to 5 minutes duration.
- Includes B roll, music, and 2x rounds of edits.

LinkedIn Outreach:

- 1x month of 1-hour weekly blocks.
- Connect to desired target audience on LinkedIn.
- Full tracking and reporting.

Webinar:

- Host a live webinar and provide an edited recording.
- 1x edit.

Podcast:

- Host a podcast and provide edited final version.
- Ideal for pilot episodes.

Logo:

- Design with 4 concepts and 2x edits.

Brand Guidelines:

- Logo guidelines with colors, typography, use of logo, etc.



EIGHT CREDITS

Website:

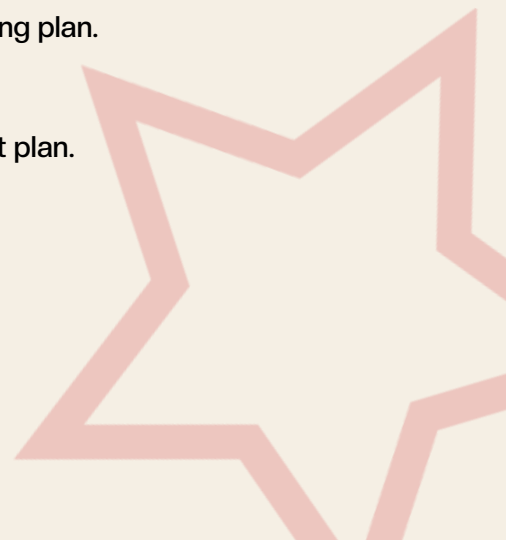
- Squarespace 4-page website with content provided by the client.
- Strategic advice, SEO, and getting it live on the domain.

Marketing Plan:

- Research, 2-hour workshop, and a written marketing plan.

Podcast Strategy:

- Research, 2-hour workshop, and a written podcast plan.



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