



Businesses hire us to create compelling visuals that tell their stories and humanize their brands.

WHO WE ARE



CEO & Producer
Patrick Barlow

Patrick was raised in the studio, working with his father from a young age in the business of video production. His decades of experience make him an invaluable guide for companies using video to connect with customers.



Photographer
Bill Sawalich

Bill made his first darkroom print at age 10 and has been a student of photography ever since. This core identity and extensive experience give him a unique perspective on the nuances of clear and effective visual communication.



Content Strategist
Erica Nulik

Erica is a branding and social media expert with more than a decade of experience with agencies and in-house marketing teams. She brings to bear an artful combination of vision, strategy, and professional execution.

THE SOCIAL MEDIA CONTENT LIBRARY

Too many companies drop the ball on social media because they lack content. Social feeds stagnate, captions get repetitive, engagement drops and what should be a brand asset becomes a liability.

So we built a solution.

A complete content package, updated monthly.

fresh visuals + messaging + posting support

WHAT YOU GET

- A professional photo or video shoot tailored to your brand strategy
- A wealth of footage and hundreds of images ready to use across platforms
- Content themes that highlight much more than just headshots
- Optional copywriting, posting support, and complete social media management

**It's not just a photo shoot.
It's the robust, visual story of your brand
and a social content pipeline.**



OUR PACKAGES

Tier 1 Content Library

Includes shot list development and a half- or full-day photo or video shoot with hundreds of images delivered every month, every quarter, or on whatever schedule meets your particular needs.

**Ideal for teams with
internal marketing support**

Tier 2 Content + Strategy

Shot list development, a half- or full-day photo or video shoot, and collaborative creation of an editorial calendar, as well as written captions and social media posts. Fully customizable.

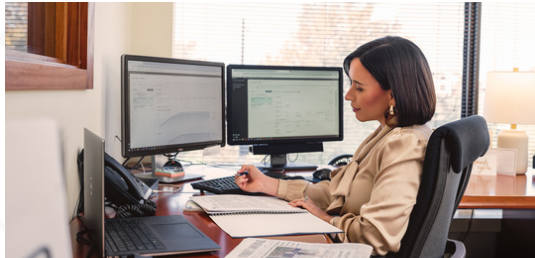
**Ideal for brands in need of assistance
with messaging direction and writing**

Tier 3 Fully Managed Social

Includes everything in Tiers 1 and 2, as well as complete social media management. We shoot, write and post everything for you — even engaging with customer comments.

**Ideal for organizations wanting
turnkey, hands-off execution**

OUR WORK



OUR PROCESS

Learn Discovery

We're happy to host a discovery session at our Olivette studio or meet at your office to discuss the kinds of photography, video and social media posts will be most useful for your business's needs. You'll leave this session with an understanding of the type of imagery you should expect to receive.

Plan Shot List

Together we will create a content plan and shot list to serve it. The shot list is the best way to ensure we make the most of our half- or full-day production. We'll help you understand how to plan for and optimize the shoot day so you'll be sure to receive hundreds of useful, high quality images.

Shoot Production

When the production day arrives, our experienced crew will lead you and your colleagues through the process, maximizing variety and quality without disrupting your business's regular operations. After the shoot, we'll do basic cleanup to the photos and compile all the raw video footage for delivery.

Deliver Images + Words

We send image files via an online gallery, so you and your colleagues can view easily without special software, and also via download link so you can retain every image and video file created during the production. Social calendar and captions are delivered in the client's preferred formats.

Plus Implementation

For those opting for a complete, turnkey social media solution, at this stage we combine images and captions so posts are ready to go — after client approval, of course.

OUR PRICING

Tier 1 Content Library

Fully customizable photo and video production, either a half- or full-day shoot, repeated quarterly to produce sufficient content for three months of regular posting. We shoot, you write and post.

Tier 1 Quarterly Subscription

4 shoots per year, billed monthly

Half Day Shoot: \$600/month

Full Day Shoot: \$1,000/month

Tier 2 Content + Strategy

Along with a quarterly half- or full-day production, Tier 2 includes the creation of a monthly content calendar and written posts/captions with a suggested posting schedule for client implementation. We shoot and write, you post.

Tier 2 Quarterly Subscription

4 shoots per year, billed monthly

Half Day + 2x weekly posts: \$2,100/month

Full Day + 3x weekly posts: \$2,800/month

Tier 3 Fully Managed Social

Along with a quarterly production and creation of a content calendar with 2x or 3x weekly posts, Tier 3 includes implementation, oversight, analytics and monthly reporting. We shoot, write and post it all for you — even responding to customer comments.

Tier 3 Quarterly Subscription

4 shoots per year, billed monthly

Half Day + 2x weekly posts: \$3,600/month

Full Day + 3x weekly posts: \$4,600/month

All packages are fully customizable. We are happy to work with you to determine the most appropriate social media solution for your business.

We want to be your social content partner, to showcase the people and processes that make your company unique, leveraging high quality imagery that increases your brand's status and perceived value.

Thank you!

LEARN MORE AT [BARLOWPRO.COM](https://barlowpro.com)

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