Catherine Burns Creative Collective

SERVICES PROPOSAL · 2026

Content that makes people stop scrolling.

Social media management, UGC video and one-off creative for brands that want to be seen and remembered.

PREPARED FOR

DATE

COMPANY

VALID UNTIL



Hi, I'm Catherine.

I plan, create and manage content for brands of every size, from B2B software campaigns for SigmaTEK Systems to email launches for BAYZ Audio and beauty videos on my own TikTok. This proposal lays out my packages and starting prices so you can pick what fits.

Social media marketing · Content creation · Digital marketing · Event promotion

MONTHLY SOCIAL MANAGEMENT

Your feed, handled.

Three plans that start with a 3-month commitment, then continue month to month. Prices are starting points; your final quote depends on platforms, posting volume and how much video you need.

Starter

Show up consistently on one platform.

FROM **$700** / mo

- 1 platform
- 12 designed, captioned posts
- Monthly content calendar
- Scheduling and hashtag research
- End-of-month recap

MOST POPULAR

Growth

Build an audience and turn followers into customers.

FROM **$1,400** / mo

- 2 platforms
- 16 to 20 posts, including 4 short videos
- Weekday comment and DM replies
- Weekly Stories
- Monthly report and strategy call

Full Service

Launches, events and campaigns with a dedicated creative.

FROM **$2,400** / mo

- Up to 3 platforms
- 20 to 25 posts, including 8 short videos
- Daily community management
- Event, webinar and launch campaigns
- Quarterly strategy session

AT A GLANCE	STARTER	GROWTH	FULL SERVICE
Platforms	**1**	**2**	**Up to 3**
Posts per month	**12**	**16 to 20**	**20 to 25**
Short videos included	**None**	**4**	**8**
Community management	**None**	**Weekdays**	**Daily**
Reporting	**Recap**	**Report + call**	**Report + quarterly strategy**
3 months paid upfront	**$1,890**	**$3,780**	**$6,480**

Paying 3 months upfront saves 10%. Paid ad budgets are not included and are billed by the platform directly to you.

UGC VIDEO & ONE-OFF PROJECTS

Made to order, priced up front.

UGC video packs

15 to 60 second vertical videos, edited with captions and music. Organic posting rights included.

1 video	**$200**
3 videos About $183 each	**$550**
5 videos $170 each	**$850**

Video add-ons

Add to any video pack.

Extra hook or alternate opening	**$50**
Raw footage	**$75**
Paid ad usage rights, per 30 days	**+30%**
Rush delivery, within 72 hours	**+25%**

Content day

A half-day shoot at your shop, café or studio: 15 edited photos and 3 short videos, about a month of posts.

$900

À la carte

Social graphic 10 for $400	**$50**
Email design Per template	**$200**
Product photo, edited 10 for $450	**$50**
Event promo kit Flyer, 5 social graphics, 1 email	**$450**
Social audit & strategy Review, 60-minute call, written plan	**$250**
Custom project Priced in your proposal	**Quote**

NEXT STEPS

Ready when you are.

01

Discovery call

A free 20-minute chat about your brand and goals.

02

Your proposal

Plan, timeline and price within 2 business days.

03

Kickoff

Sign, pay to book, and share brand assets and logins.

04

Create and report

Content goes out on schedule, with a clear recap.

3-month start. Monthly plans begin with 3 months, then continue month to month with 30 days' notice.

Revisions. Two rounds of edits are included on every piece.

Ad spend. Paid ad budgets are billed by the platform directly to you.

Deposits. One-off projects need a 50% deposit to book; the rest is due on delivery.

Products. For UGC and product shoots, you ship the product; it's mine to keep unless agreed otherwise.

Validity. This proposal's prices hold for 30 days from the date on the cover.

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ORDER SHEET

Your selections.

Tick everything you'd like and write a quantity where there's a line.
Send this page back, and I'll confirm the final price before we start.

	ITEM	PRICE	QTY
	MONTHLY SOCIAL PLAN (choose one)		
☐	Starter · 1 platform	**$700 / mo**	
☐	Growth · 2 platforms	**$1,400 / mo**	
☐	Full Service · up to 3 platforms	**$2,400 / mo**	
☐	Pay 3 months upfront	**save 10%**	
	UGC VIDEO		
☐	1 video	**$200**	_____
☐	3-video pack	**$550**	_____
☐	5-video pack	**$850**	_____
☐	Extra hook or alternate opening	**$50 each**	_____
☐	Raw footage	**$75 per video**	_____
☐	Paid ad usage rights · write number of months	**+30% per 30 days**	_____
☐	Rush delivery · within 72 hours	**+25%**	
	À LA CARTE		
☐	Content day · half-day shoot	**$900**	_____
☐	Social graphics · 10 for $400	**$50 each**	_____
☐	Email design	**$200 per template**	_____
☐	Product photos, edited · 10 for $450	**$50 each**	_____
☐	Event promo kit	**$450 per event**	_____
☐	Social audit & strategy	**$250**	
☐	Custom project · describe below	**Quote**	

NOTES OR CUSTOM REQUESTS

MONTHLY TOTAL

ONE-TIME TOTAL

CLIENT SIGNATURE & DATE

CATHERINE BURNS & DATE