

PHOTOGRAPHY, VIDEOGRAPHY &
EDITING FOR INSTAGRAM

PALITA
CRAFTED MEDIA

S O C I A L M E D I A
MARKETING
PACKAGES



2025

About Me

Samantha holds a Bachelor of Science degree from University of Sydney majoring in both Marketing and Psychology, and a Bachelor of Advanced Studies, Marketing with first-class honours. Her academic background, combined with her practical experience, gives her a deep understanding of consumer behaviour and digital strategy.

Specialising in organic Instagram advertising, Samantha has worked extensively with tools like Adobe Lightroom, Canva, Procreate, CapCut, and Instagram Insights to create high-quality, engaging content. She has also leveraged SEMrush to drive SEO success, tripling organic traffic to a client's website through tailored recommendations.

With a focus on supporting restaurants and cafés, Samantha helps clients build strong Instagram presences through stunning visuals, curated content, and strategic posting. She also offers website creation services and logo design, ensuring a seamless digital presence for her clients.

As someone at beginning of career, Samantha is passionate about developing meaningful relationships with clients and delivering results that reduce client stress, save time, and drive growth.

Instagram Packages

Instagram has become an essential tool for cafés looking to grow their presence and stay connected with their customers. With over 2 billion active monthly users, it's one of the most effective ways to showcase your café's atmosphere, food, and personality. In today's competitive market, a visually appealing and engaging Instagram feed is crucial for attracting new customers and retaining loyal ones.

These packages are designed to help you create a strong Instagram presence with high-quality photography, curated content, and strategic posting, while freeing up your time and lowering your stress

Please select a package from 'Photography, Videography & Editing' **and** 'Weekly Instagram Packages'

Photography, Videography & Editing

HALF DAY

3 hours on location shooting
(photos & videos) + editing of
photos.

Video editing not included.

\$350

or

FULL DAY

6 hours on location shooting
(photos & videos) + editing of
photos.

Video editing not included.

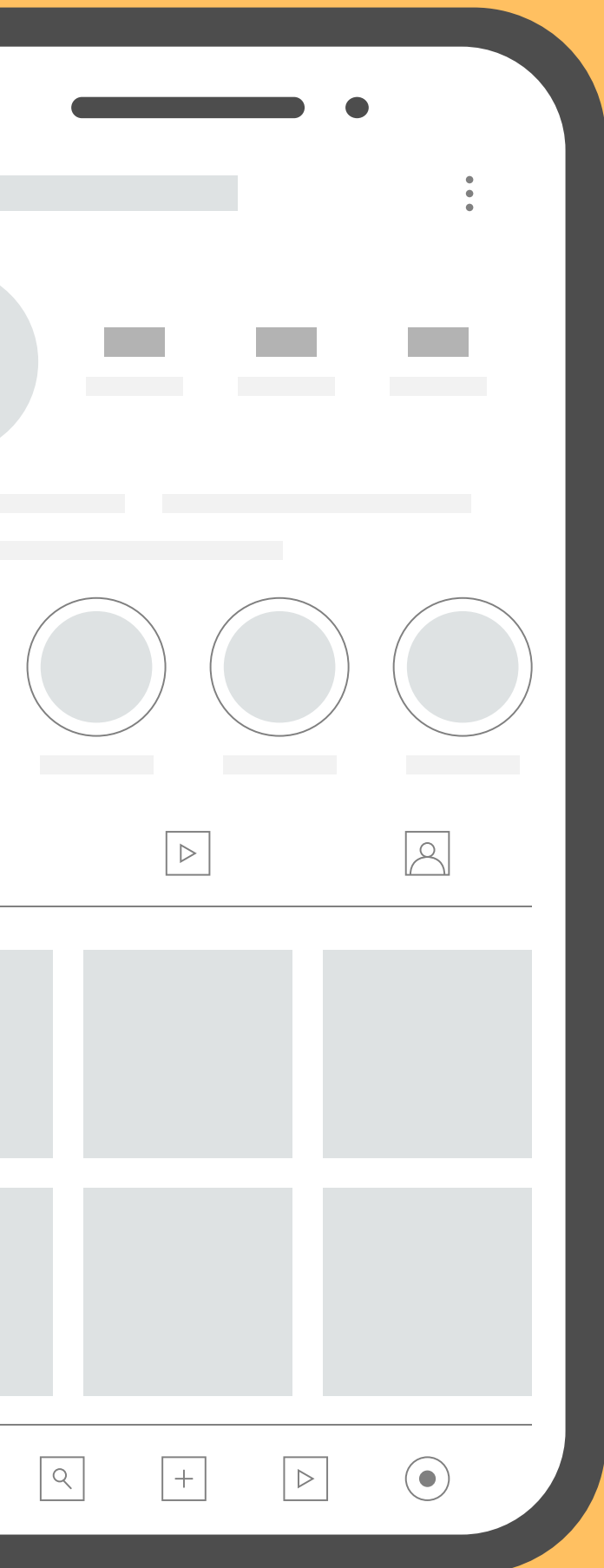
\$700

Video editing for reels is included
in the Instagram packages on the
next page.

For the 3-month package, you will receive a minimum of 24 edited photos, along with video footage captured during the period for reels and other content, within the agreed timeframe.



Instagram Packages



Each package requires a minimum engagement period of 3 months to allow sufficient time for measurable results. Payments can be made weekly or fortnightly.

PACKAGE 1

- 3 posts per week, including 1 Reel.
- A tailored schedule with captions and hashtags.
- A custom-designed Instagram feed grid for a cohesive visual aesthetic.
- Story highlight designs and bio optimisation recommendations for the first week.
- Ongoing email support for any questions or updates.

Weekly \$140 3 Months \$1680

PACKAGE 2

- 4 posts per week, including 2 Reels.
- A tailored schedule with captions and hashtags.
- A custom-designed Instagram feed grid for a cohesive visual aesthetic.
- Story highlight designs and bio optimisation recommendations for the first week.
- Ongoing email support for any questions or updates.

Weekly \$200 3 Months \$2400

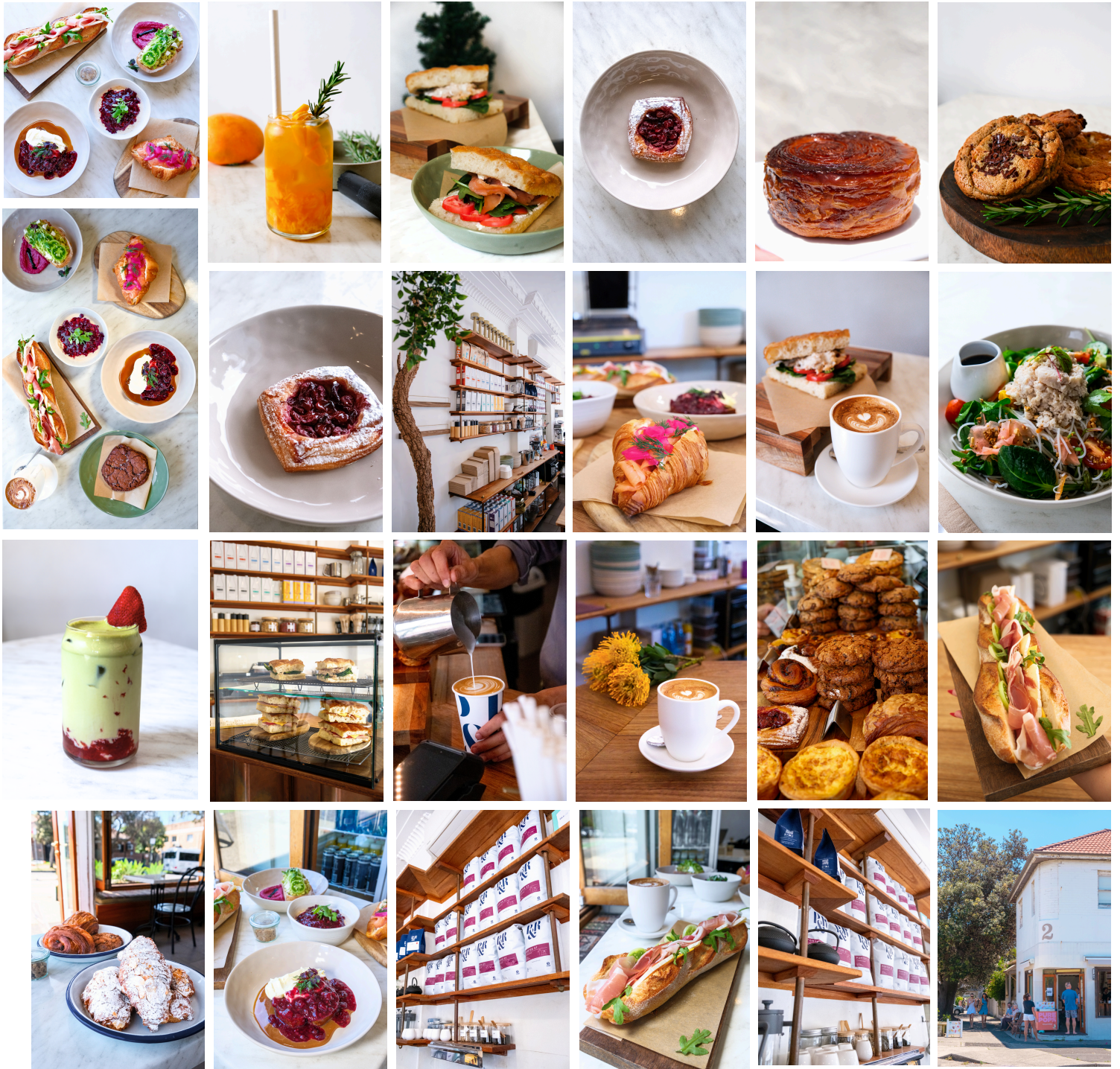
Add ons

Story posting involves you providing the photos, while I handle the editing & design branded templates to ensure a cohesive and professional aesthetic.

2-3 stories + \$30 a week

Portfolio

Photography



Logos



Reels

- <https://www.instagram.com/reel/DC8EEmyfFW/>
- <https://www.instagram.com/reel/DCzplcmTBO4/>
- <https://www.instagram.com/reel/DCnsdjmyuAl/>
- <https://www.instagram.com/reel/DCbFAQpR9Qv/>
- https://www.instagram.com/reel/DCQv_jy44h/
- https://www.instagram.com/garden_with_sam/
- <https://www.instagram.com/reel/C1GfitbLL1F/>



THANK YOU

I LOOK FORWARD TO
HEARING FROM YOU!

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