



2022 Pricing Guide

For web and brand design

BLOOM SOCIAL STUDIO

WELCOME!

Bloom Social Studio is a full service design studio

specializing in custom branding & websites, and social media management for female entrepreneurs and beauty service providers!



MEET THE DESIGNER

Hi, I'm Morgan!

Before diving into the world of social media management, web design, and brand design, I was a lash artist for 5 years and owned my own lash studio. I know what it's like to be a busy business owner wearing all the hats, while also trying to manage your own brand and social media...and somehow have a personal life within all of that!

That's exactly why I started this studio – to serve the busy small-business workin' women out there and take their marketing off of their already-full plates.

When I'm not designing, I can be found wandering around Trader Joes with a Starbucks Pink Drink in hand, cooking, baking, and probably scrolling through Tik Tok for too long.

The Process

01

DISCOVERY + ONBOARDING

Once you submit your application, I'll take a peek! If it sounds like we'd be a great team, I'll reach out and we can chat more! We can do this via email, phone call, or zoom. If we're a perfect match I'll send over a custom proposal that includes start dates, payment plans, and our game plan. Once you're on board I'll set you up on your client portal, shoot over your invoice and contract, and get you set up with homework!

03

ITERATE & REFINE

Your design concepts and options will be added to your client portal, where you'll be able to comment, give feedback, and make requests. You have 2 rounds of revisions/changes per deliverable to make sure it's capturing your business perfectly! Just be sure you'll be available to submit your feedback within 72 hours.

02

PREP + DESIGN

While we wait for your timeline to start, you will complete questionnaires, pin inspo to a shared Pinterest board, complete other prep assignments, and schedule our strategy calls. Once your timeline is here, we'll go over all your prep work, have in depth strategy calls, and get to designing your brand and website! This is a collaborative process so be sure to have the time dedicated to the prep work.

04

LAUNCH

Once all designs are approved and you're satisfied with what we've created, you'll receive your deliverables for that project, we'll connect your site (if applicable), and get you ready to launch all this goodness! You'll complete a feedback questionnaire and we'll be all set to launch you!

Brand Design Package

Capture your business's personality and show the world who you are with a custom brand design. We'll dive deep into your goals and values, identifying your target market (aka target audience, ideal clients etc), and how you will market and speak to them, all wrapped up with amazing branding that sets you apart and attracts in the clients you want.

*price does NOT include the cost of font or purchased element licenses or any other outside expenses

What's Included?

+ BRANDING QUESTIONNAIRE

+ STRATEGY CALL

+ SHARED PINTEREST BOARD

+ CUSTOM COLOR PALETTE

+ CUSTOM FONT PALETTE

+ FULL LOGO SUITE (3-4 DESIGNS)

+ MOOD BOARD

+ BRAND STYLE & BASIC STRATEGY GUIDES

+IG STORY HIGHLIGHTS, PFP, AND LAUNCH GRAPHICS

+ OPTIONAL: BRAND KIT SET UP IN CANVA

+ 2 ROUNDS OF REVISIONS

\$1,500 THRU 2022 4-5 WEEK TIMELINE

Web Design Package

A custom website built just for you and your biz! Choose between Showit or Squarespace, and leave the rest to me! We'll create you a site that gives potential clients and customers all the info they need to know, and helps sell them on you and your offerings!

This package utilizes your established brand strategy and applies it to a killer website! If you need some new branding, consider our branding and web design combo package as that is not included with this one!

*price does NOT include site subscription fees, domain purchase, or any other additional cost related to running the website.

What's Included?

- + DESIGN QUESTIONNAIRE
- + STRATEGY CALL
- + CUSTOM SHOWIT WEBSITE
- + UP TO 6 PAGE DESIGN + OPTIONAL BLOG DESIGN
- + EMAIL MARKETING AND BOOKING SYSTEM INTEGRATION
- + DOMAIN CONNECTION ASSISTANCE
- + COPY TEMPLATE / GUIDE
- + BASIC SEO
- + "LINK IN BIO", 404, AND COMING SOON PAGES
- + RECORDED WEBSITE TRAINING AND ACCESS TO MY SHOWIT TRAINING VIDEO LIBRARY
- + 2 ROUNDS OF REVISIONS

\$3,000 THRU 2022 / 4-6 WEEK TIMELINE

Web and Brand Design Package

Everything your business needs to put its best foot forward – digitally of course! This creates both your brand identity and design, and puts it all into a beautiful custom website! This is the perfect option for those who want every aspect of their business to be on-point and cohesive.

*price does NOT include site subscription fees, domain purchase, font or element licensing, or any other additional cost related to running the website or other expenses.

What's Included?

- + UP TO 6 PAGE WEBSITE DESIGNED ON SHOWIT
- + CUSTOM BRAND PACKAGE INCLUDING LAUNCH GRAPHICS
- + 404, LINK IN BIO, AND LEGAL PAGES
- + STRATEGY CALL
- + EMAIL MARKETING AND BOOKING SYSTEM INTEGRATION
- + BASIC SEO
- + OPTIONAL BLOG DESIGN
- + DOMAIN CONNECTION ASSISTANCE
- + COPYWRITING TEMPLATE / GUIDE
- + RECORDED WEBSITE TRAINING AND ACCESS TO MY SHOWIT TRAINING VIDEO LIBRARY

\$3,997 THRU 2022 / 6-8 WEEK TIMELINE

Website in a Week

Get everything your business needs to stand out in a saturated market, in just one week! We'll start with your basic branding essentials, and then apply it to a website template from the Bloom Social Shop. You get a website and brand that is completely custom to you, for less time and money!

*price does NOT include site subscription fees, domain purchase, font or element licensing, or any other additional cost related to running the website or other expenses.

What's Included?

- + TEMPLATE-BASED SHOWIT WEBSITE DESIGN (AKA FULL CUSTOMIZATION OF ONE OF MY TEMPLATES!)
- + BRAND COLOR PALETTE, FONT PALETTE, MOOD BOARD, AND PRIMARY LOGO
- + STRATEGY CALL
- + COPYWRITING TEMPLATE / GUIDE
- + EMAIL MARKETING INTEGRATION
- + BOOKING SYSTEM INTEGRATION
- + DOMAIN CONNECTION ASSISTANCE
- + RECORDED WEBSITE TRAINING AND ACCESS TO MY SHOWIT TRAINING VIDEO LIBRARY

\$1,800 THRU 2022 / 1 WEEK TIMELINE

Brand New in 72 *booking for 2023*

Your branding basics, in the blink of an eye.
Get your branding essentials in just 72 hours! I know it isn't quite as fast as Amazon Prime, but it'll give you everything you absolutely need to get your brand looking good in no time.

What's Included?

- + STRATEGY CALL
- + COLOR PALETTE
- + FONT PALETTE
- + MOOD BOARD
- + PRIMARY LOGO
- + "STAY ON BRAND" GUIDE
- + 2 ROUNDS OF REVISIONS

\$850 IF BOOKED IN 2022 / 3 DAY TIMELINE

Add-Ons

Our established packages include everything you need to get off on the right foot, but sometimes you need more than that! That's where add-on's come in! Choose from extra revisions, to collateral/print design, even Instagram designs!

Add ons are not included in original timeline estimate. Adding on extra elements will add time to your timeline and will be completed at the end of your main project

ADDITIONAL REVISION

One additional round of revisions to one deliverable (one site revision, one logo revision, or one branding revision)

\$150 PER REVISION

PRINT DESIGN

One business card, menu, thank you card, aftercare card, or appointment card design with 2 revisions. (Only available for packages that include branding)

\$50

(DOES NOT INCLUDE PRINTING COSTS. OTHER TYPES OF DESIGNS POSSIBLE)

CUSTOM IG STORY HIGHLIGHT COVERS

Custom covers for your Instagram Story Highlights! Includes 2 revisions.

Deliverable can be a finished downloaded design or a Canva template link so you can make future edits!

\$30

LAUNCH GRAPHICS FOR SOCIAL MEDIA

Posts, reels, stories (or templates) created to let your audience know about your new brand, website launch, new logos, etc!

Includes captions and prompts to get your audience excited for launch day!

\$50

*WE CAN ALSO DISCUSS SOCIAL MEDIA TEMPLATE OPTIONS!

Payments

OPTION 1: PAY IN FULL

Pay in full for any project at date of contract signing

OPTION 2: 50/50

All Packages: 50% deposit at contract signing, 50% due before final delivery

OPTION 3: PAYMENT PLANS

Custom Brand + Web Projects: can split balance into 4-6 payments. First payment due at contract signing as deposit, remaining balance evenly spaced out until design completion*

Website in a Week: can be split into 4-6 payments. First payment due at contract signing as deposit, last payment due by start date.

Brand New in 72: can be split into 2 payments. First payment due at signing as deposit, last payment due by start date.

*No final deliverables will be provided until final payment is complete. Final payment will be 2 weeks prior to estimated completion date. Deposits are non-refundable



Kind Words

FROM PAST PROJECTS

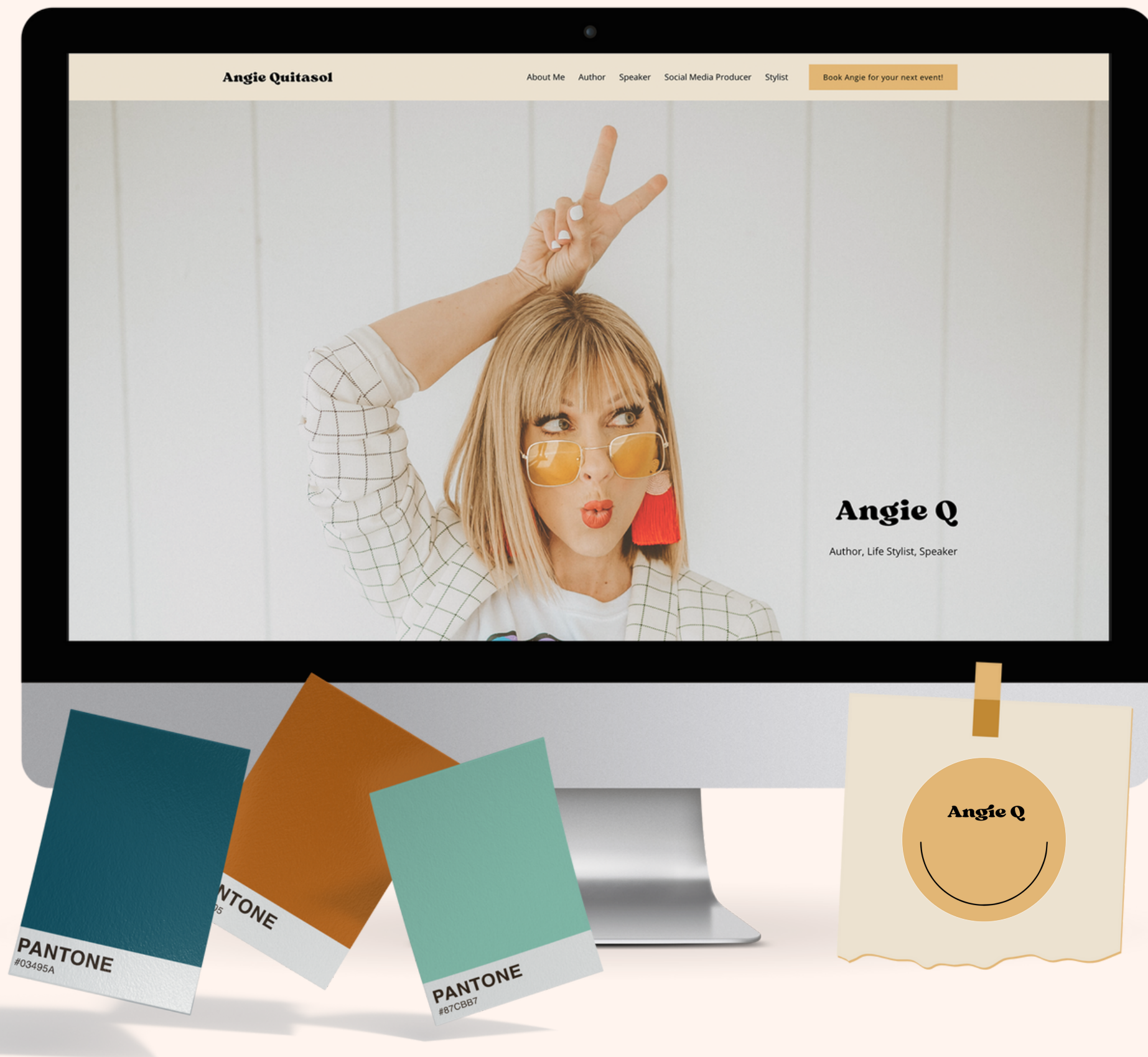


"A NEW BRANDING IDEA CAME TO ME IN A DREAM ONE NIGHT, AND I KNEW MORGAN COULD BRING IT TO LIFE. SHE TURNED MY DREAM INTO A REALITY AND GAVE ME EVERYTHING I HOPED FOR! SHE BROKE THR PROCESS DOWN INTO A WAY THAT WAS EASY TO FOLLOW, AND LESS INTIMIDATING SINCE THIS WAS MY FIRST TIME WORKING WITH A DESIGNER. I'M SO HAPPY WITH MY EXPERIENCE AND WITH ALL OF HER WORK"

Michele/Craft Beaute

Kind Words

FROM PAST PROJECTS

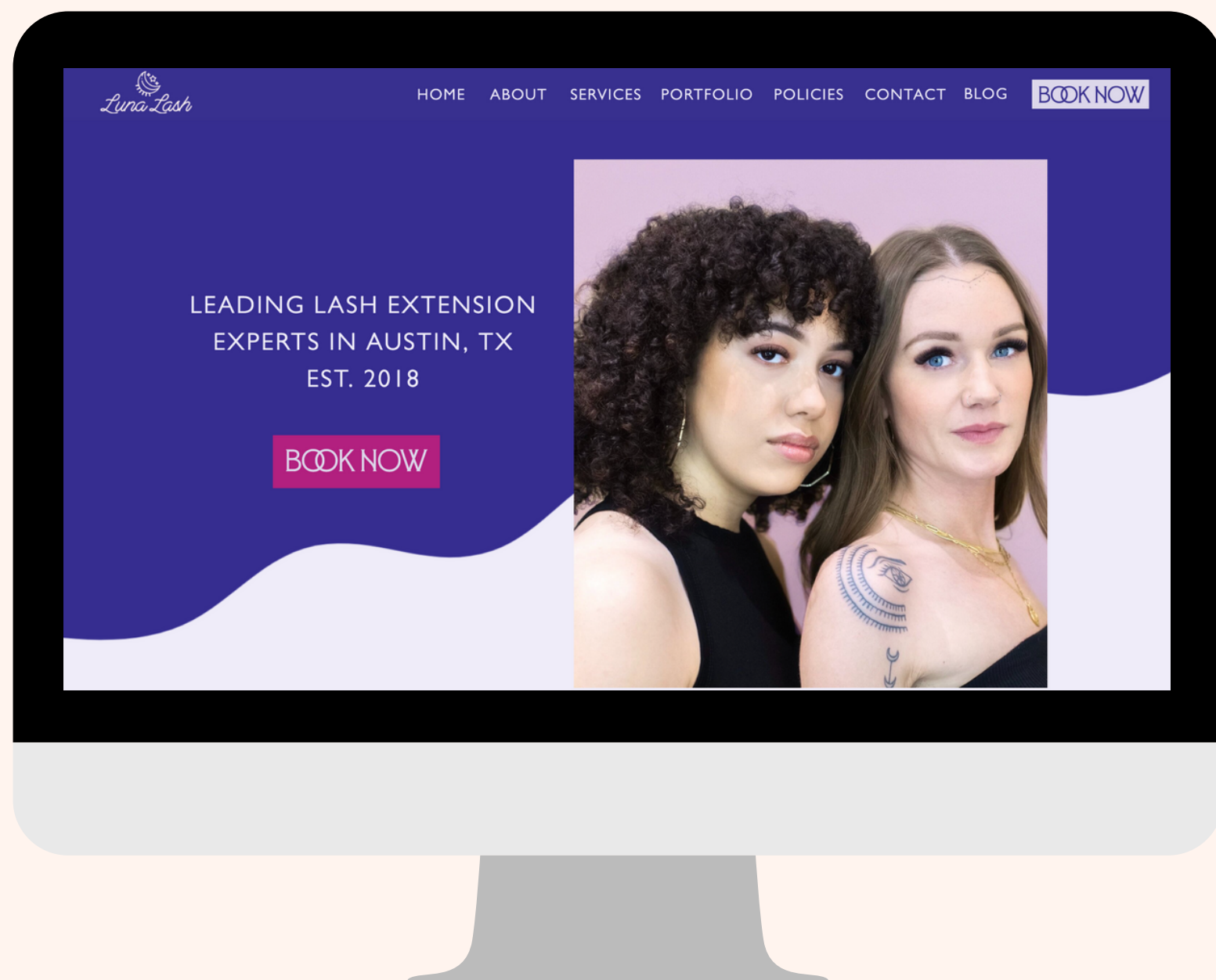


"WORKING WITH MORGAN WAS EASY! AS A BUSY ENTREPRENEUR I DID NOT HAVE THE TIME OR KNOWLEDGE ON HOW TO CREATE A WEBSITE & LOGO. MORGAN TOOK MY VIBE AND VISION AND CREATED PERFECTION!! SHE GETS ME! FINDING SOMEONE WHO TAKES YOUR IDEAS AND PUTS THEM INTO ACTION IS ESSENTIAL. "

Angie / Style by Angie Q

Kind Words

FROM PAST PROJECTS



WORKING WITH MORGAN WAS THE BEST EXPERIENCE. I HAD WORKED WITH FREELANCERS PREVIOUSLY WHO HAD DECEPTIVE PRICING, UNCLEAR DELIVERABLES, AND WHO DIDN'T EXPLAIN THINGS IN A WAY THAT WAS EASY TO UNDERSTAND.

SHE ADDED IN SO MANY EXTRA TOUCHES THAT MADE IT SO OBVIOUS THAT SHE LEFT NO STONE UNTURNED. SHE IS A CREATIVE PROBLEM SOLVER WHO WILL TAKE YOUR BRAND AND IMAGE TO THE NEXT LEVEL. SHE ALSO INCLUDED A WALKTHROUGH VIDEO ON HOW TO USE THE BACK END OF THE NEW WEBSITE WHICH MADE IT CLEAR THAT SHE WANTS YOU TO HAVE ALL THE TOOLS YOU NEED TO SUCCEED!

IF YOU'RE WORRIED ABOUT THE FINANCIAL INVESTMENT OF WORKING WITH HER THEN YOU'RE ONLY HOLDING YOU AND YOUR BUSINESS BACK! SHE IS TRUSTWORTHY, TRANSPARENT, AND SKILLED IN THE WORLD OF BRANDING AND SOCIAL MEDIA MARKETING. I LOOK FORWARD TO WORKING WITH HER FOR MANY YEARS TO COME!

Jaymee / Luna Lash



**Thank you for your
interest!**

[CLICK HERE TO APPLY](#)

OR EMAIL MORGAN@BLOOMSOCIALSTUDIO.COM WITH ANY QUESTIONS