

The logo for FEMM AGENCY is centered on the page. It consists of two lines of text. The first line reads "FEMM" in a bold, sans-serif font. The letter "F" is orange, "E" is yellow, and the two "M"s are a light peach color. The second line reads "AGENCY" in a dark teal, bold, sans-serif font. A registered trademark symbol (®) is located at the end of the word "AGENCY".

**FEMM**  
**AGENCY**®

S E R V I C E G U I D E S

# 1

# OH, WE DOES THIS.

## CONCEPT

The most important part of the branding process is understanding how to bring our clients vision to life on all levels. We curate concepts tailored to growth and longevity.

## DESIGN

Not only are we creating and building the concept, we are pros at showcasing the vision. With over 16 years of experience in design we create beautiful spaces and content.

## STRATEGY

Now that you've got the visuals and tools, a plan has to be made. From posting schedules to marketing campaigns, we know exactly how to relay the right message to your clients.

## SPACES

There is nothing like a retail, living or office space that compliments your vision. Creating comfortable stylish physical environments is our forte and we want to create yours.

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What is the FEMM Agency? The brain child of owner, Saudia Sakari. This boutique creative studio is a full service branding agency and lifestyle community. Over the last 16 years we have established our place in the creative industry. Through brand and web design, photography and an outspoken nature, we have created an heir of design consciousness that many strive for.

Who is Saudia Sakari? She is not your average creative. She transcends a niche and has been hands on with every step of the creative process. With an eye for detail, a way with words, and a passion for the big picture aesthetic, she has curated hundreds of brand experiences. She continues to add to her portfolio and range of clients across a multitude of industries.

# 2

## **CIAO,** **IM YOUR SERVICE GUIDE.**

I am here to help you with understanding all services provided by the FEMM Agency and give you insight on who we are as a company.

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**“CURATE LIFE, CREATE ART”**

- Saudia Sakari

The magic of life and entrepreneurship is being able to create curated spaces and experiences. Without a plan and a purpose, chaos will ensue. We are here to help you bring your vision to life and establish longevity in your industry.

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# **LET'S GET STARTED.**

# 3

## \$2K

### B R A N D L O N G E V I T Y

This package is caters to start-ups and entrepreneurs, we want to help you create a cohesive brand and strategy that last.

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### PACKAGE INCLUDES

- consultation
  - brand strategy
  - color story
  - brand patterns
  - logo design + submarks
  - font selection
  - brand guide
  - brand messaging
  - brand voice
  - two marketing pieces
- 

The items in the package are selected from our years of experience and are not interchangeable with other services. Add-ons are available.

# 4

## \$5K

### B R A N D E X P E R I E N C E

Ok, you want a little more. Developing an exception user experience for your customers and clients is very necessary. Let's get it done.

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### PACKAGE INCLUDES

- everything in longevity package, plus...
  - social content strategy
  - wordpress design
  - canva brand setup
  - blog and analytics setup
  - social media templates
  - content calendar template
  - web training
  - post-launch support
  - creative copy assistance
- 

The items in the package are selected from our years of experience and are not interchangeable with other services. Add-ons are available.

# 5

## \$8K

### B R A N D M A R K E T P L A C E

You are more than a brand you are product! That needs to be showcased in a conscious and modern way to create brand awareness and longevity.

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### PACKAGE INCLUDES

- everything in longevity package, plus...
  - social content strategy
  - shopify design
  - canva brand setup
  - ten product setup + guide
  - social media templates
  - content calendar template
  - training and support
  - packaging sourcing
  - creative copy assistance
- 

The items in the package are selected from our years of experience and are not interchangeable with other services. Add-ons are available.

# 6

## ADD-ONS

### D E S I G N

Sometimes, you need the kitchen sink and a little bit more. We offer a wide range of add-on services to help you build the perfect package for you and your brand.

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## SERVICES

package design	\$600+
product photography	\$600+
instagram theme pack	\$750
canva brand setup	\$350
extra product setup	\$25 per product

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Services add-ons can not be purchase as single services and are meant to excentuate and build upon already established packages.

Need more? We also provide; naming assistance, mock-up design, newsletter seqences, pitch decks, brand sheets, e-book design, interior design, additional site pages, website audits, consultations, website maintenance, etc.

# 7

## ADD-ONS

### M A R K E T I N G

Let us help you create the perfect content calendar and social media strategy so your clients and customers have the perfect visual representation and conscious voice. It's all about creating brand awareness and visibility.

## SERVICES

ad campaign (social or email)	\$400+
brand ambassador program	\$400+
reward program	\$400+
tailored creative copy	\$400+
creative direction (photo+video)	ask for a quote

Services add-ons can not be purchase as single services and are meant to excentuate and build upon already established packages.

Need more? We also provide; naming assistance, mock-up design, newsletter sequences, pitch decks, brand sheets, e-book design, interior design, additional site pages, website audits, consultations, website maintenance, etc.



# 8

## RETAINER

### C H E A P E R T O K E E P H E R

Build a relationship with us and let us help you build your brand overtime with the proper strategy, concepts and scale-ups.  
A two month commitment is required.

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## LEVELS TO THIS SHIT

digital design, includes 15 items.	\$1000 monthly
social media marketing	\$1500 monthly
website maintenance + refresh	\$1000 monthly
content strategy	\$1000 monthly
creative direction (photo+video)	ask for a quote

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Retainers must be paid in full at the beginning of each month. Content request must be provided at least 7 days in advance to ensure it is created and finalized in a timely manner.

# 9

## F.A.Q

### ASK IN ALL DEM QUESTIONS

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#### **WHAT IF I WANT MORE THAN THE PACKAGE INCLUDES?**

These packages were crafted to tailor to brands of any industry and cater to the core needs of any brand. But let's keep it real, sometimes things aren't really that cut and dry. We have a wide range of add-on services that will help you build the perfect package for you.

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#### **WHAT PLATFORMS DO YOU USE?**

Currently all website designs are created on shopify, wordpress or showit.

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#### **HOW LONG IS THE DESIGN PROCESS?**

BRAND LONGEVITY, 2-4 weeks

BRAND EXPERIENCE, 8 weeks

BRAND MARKETPLACE, 8-10 weeks

(estimated time may vary)

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#### **WHAT ARE YOUR PAYMENT OPTIONS?**

You got moneyyyyyy, lol. Each project requires a 25-50% deposit to book your space and begin, depending on the package you choose. There will then be payment milestones created for the duration of your project based on turnaround time. The final payment is due before you receive files and launch. A more in-depth payment timeline will be available in your on-boarding packet.

Invoices are sent through square for safety and security.

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