

*You've done the hard part.
Now let the brand say so.*

We work with founders at pivotal moments, when the business has evolved but the brand and visibility haven't kept pace. We bring clarity first, then build the creative foundation and presence your business needs to stand out and attract the right people.

WAYS TO WORK TOGETHER

Now choose your *pace*.

Everything we do lives inside one of three ways to work together. Pick the pace that fits where your business is right now.

TIER 01 · START HERE

Start Here

For when you need one clear move, fast.

Page 1

Free – \$1,200

TIER 02 · GO DEEP

30-Day Transformation

For when the foundation needs rebuilding, not patching.

Page 2

\$3,000

TIER 03 · KEEP IT RUNNING

Ongoing Partnership

For when you want it handled, month after month.

Page 3

From \$600/mo

TIER 01 · START HERE

Clarity

Get clear on what needs to change before investing in a full transformation.

START HERE · 30 MIN

Clarity Call

You don't have to guess what to fix first. One free, 30-minute call, and you walk away knowing the real gap and the exact next step in your brand strategy.

- Brand and gap review
- The one thing to fix first
- A clear next step

Complimentary 30-minute conversation

QUICK WIN · 3 HRS

MOST FOUNDERS START HERE

Brand Visibility Intensive

Your brand isn't getting the traction it should. In one 3-hour session, we close the gap and hand you a complete 90-day plan for showing up online with intention.

- Positioning and audience clarity
- Messaging framework and voice guide
- Brand style direction
- 90-day concept plan
- Brand Visibility Deck

\$500 One-time · Deliverables within 7–10 days

VISUAL FOUNDATION

Production Session

You don't have content to post. One shoot day fixes that with a full photo and video library, ready for weeks.

- **HALF DAY** 4 hrs · 200–300 photos · 20+ videos · 20 retouched
- **FULL DAY** 8 hrs · 300–500 photos · 30+ videos · 30 retouched
- 4–12 weeks of content, assets ready to post
- Pre-production planning included

\$650 – \$1,200 Half day · Full day · Local & destination

DEEPEST WORK · VIRTUAL · 3.5 HRS

Legacy Founder Package

You know what your business does. Not what makes it last. One session, and you walk away with your core values, purpose, and vision, written down in your own words.

- Core values and purpose, named plainly
- Vivid description of where you're headed
- A written Legacy Statement, in your words
- Founder narrative brief, ready to publish

\$1,200 Delivered within 5 business days

30-Day Brand Transformation

For founders whose business has grown beyond its current brand. We work in three focused phases and deliver one cohesive outcome: strategy, creative, presence, and the systems to sustain it.

For when the foundation needs rebuilding, not patching.

INVESTMENT

\$3,000

30-day engagement · Three phases, one outcome

WHAT'S INCLUDED

- ✓ Brand and digital audit
- ✓ Audience and positioning framework
- ✓ Messaging system and founder narrative
- ✓ Visual collateral
- ✓ Brand strategy deck
- ✓ Canva content template systems
- ✓ Website build or rebuild (5 pages)
- ✓ Email system review and sequences
- ✓ 90-day content and social media plan
- ✓ Platform strategy and rollout guidance
- ✓ Digital reputation direction

WEEK 1

O1 Diagnose & Define

We audit everything: brand, digital presence, audience, competitive position. Then we build the strategic foundation everything else is built on. You leave this phase knowing exactly what your brand stands for and who it's for.

BRAND AUDIT

AUDIENCE CLARITY

POSITIONING FRAMEWORK

FOUNDER NARRATIVE

WEEKS 2-3

O2 Design & Build

Strategy becomes a system. Visual identity, brand assets, messaging guides, and content templates, all built to work together and stay consistent whether you're posting on Instagram or walking into an investor meeting.

IDENTITY

BRAND ASSETS

MESSAGING SYSTEM

CONTENT TEMPLATES

WEEK 4

O3 Deploy & Scale

The brand goes live with a plan behind it. A 90-day content roadmap, platform strategy, and performance baseline so you can measure what's working and build on it. Built to run without you managing every detail.

90-DAY CONTENT PLAN

PLATFORM READY

PERFORMANCE BASELINE

GROWTH MAP

Ready to rebuild the foundation? Let's set your start date.

RACHAEL@BAXTERANDCOMPANY.CO

Ongoing Partnership

For founders who want Baxter & Co. embedded in their brand on an ongoing basis. Two clear options, based on how involved you want to be.

MONTHLY SUPPORT

Creator Studio

You don't have to plan what to post. We handle strategy, production, and creative direction every month. You just approve and publish.

- Monthly 30-minute strategy session
- 15 social-ready assets per month (static + reels)
- 90-day rolling content plan
- Brand style page and creative direction
- Quarterly brand content direction session
- 1 round of revisions included

\$600 per month • 3-month minimum • \$150 one-time setup

ALL IN

YOUR ONGOING TEAM

Brand Partner

You don't have to manage the brand day to day. We handle strategy, content, publishing, performance, and reputation, fully embedded, so you can focus on the business.

- Everything in Creator Studio, plus 5 bonus posts
- Platform management across 3 accounts
- Light caption copy
- Reputation and authority building
- Content repurposing system
- Performance tracking and monthly reporting
- Discounted production days (photo + video)

\$1,500 per month • 3-month minimum • \$350 one-time setup

ON DEMAND • SELECTIVE PROJECTS

Custom Initiatives

Not every founder needs a full engagement. Sometimes the gap is specific: a single deliverable, a one-time session, a targeted project.

CAMPAIGN STRATEGY

WEBSITE BRANDING

PAID MEDIA

LINKEDIN AUTHORITY

EMAIL GROWTH

WEBINAR BUILDER

BRAND KIT

PRINT & COLLATERAL

DIGITAL DESIGN

- Defined scope, outcome-based pricing
- Available by direct inquiry only
- No minimum commitment

Custom By inquiry

YOUR NEXT STEP

Thanks for the conversation.
Let's pick your *pace*.

- 01 Choose the option that fits where your business is right now.
- 02 Reply to your Clarity Call recap, or email Rachael directly.
- 03 We confirm scope, send your agreement, and set your start date.

baxterandcompany.co

rachael@baxterandcompany.co

[@baxterandcompany](https://twitter.com/baxterandcompany)

Charleston • Aiken • Greenville, SC

Remote welcome

FAQs

The questions founders ask most before we start, about how we work and what to expect.

GENERAL

Is Baxter & Co. just a content agency?

No. We are a strategy-first brand and marketing partner. Content supports a larger system of positioning, storytelling, and visibility, not the other way around. Strategy drives every decision we make.

Do I need a full rebrand to start?

Not always. Some clients begin with strategy and content development while others move into deeper brand work. The Clarity Call determines the right entry point based on exactly where you are right now.

What if I'm not ready for a full engagement?

We offer on-demand services for founders with a specific, defined need: a single deliverable, a campaign, a targeted project. Available by direct inquiry with no minimum commitment. The Brand Visibility Intensive is also a strong starting point.

What is the typical investment?

Investment varies by scope. Start Here offers range from complimentary to \$1,200, the 30-Day Transformation is \$3,000, and ongoing partnerships start at \$600 per month. Custom Initiatives are priced by project.

How do I know Baxter & Co. is the right fit?

Our clients value thoughtful strategy, professional execution, and long-term brand growth. They are not looking for a vendor to manage. They are looking for a partner who shows up, follows through, and delivers work worth putting a name on.

Who is Baxter & Co. built for?

Founders and businesses who are scaling, repositioning, or entering a new phase of growth where the business has moved forward but the brand has not caught up. The work they do is good. The brand just is not reflecting it yet.

Why a 3-month minimum?

Brand clarity is not a one-session outcome. Three months is what it takes to build the system, activate it across platforms, and establish the consistency that earns trust. Results require time to take root.

How involved will I need to be?

We collaborate closely during the strategy phase, then Baxter & Co. leads execution with structured checkpoints and approvals. You stay informed and in control without managing every detail or coordinating vendors.

How long does an engagement last?

Brand transformation projects follow a 30-day timeline. Ongoing partnerships, Creator Studio and Brand Partner, continue with a 3-month minimum, supporting long-term visibility, consistency, and growth.

How do I get started?

Book a complimentary 30-minute Clarity Call at baxterandcompany.co. From there we confirm the right package and onboarding timeline. No pitch, just an honest conversation about where you are and where you need to go.

SOCIAL MEDIA

What's your role in our social media?

We're the front door and the host. We invite people in, show them around, and give them a reason to stay.

How involved will we be?

As involved as you want. Your voice and instincts shape every post. This is a partnership, not a black box.

Are you a lead generation service?

No. We build presence and trust, not lead-count promises. Leads follow trust, and trust is what we build.

What if I have an idea?

Bring it. Some of our best client content started as "what if we tried this."

Will you run our account full time?

No. We work in focused, strategic cycles, not around-the-clock posting. Consistency beats volume.

What should I actually expect?

A host. We open the door. What happens next is the relationship you build.