

*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.

CLARITY

COMPLIMENTARY

Clarity Call

A focused 30-minute conversation to understand your goals, audience, and where the brand is falling short.

- Brand review and gap identification
- Strategic direction
- Defined next steps

Complimentary

QUICK WIN

Brand Visibility Intensive

A focused 3-hour strategy session to diagnose your brand, close the gaps, and give you a clear plan for showing up with intention.

- Positioning and audience clarity
- Messaging framework and voice guide
- 30-day content plan + SEO guidance

\$500 / One-time

VISUAL FOUNDATION

Content Production Session

A structured photo and video shoot capturing a professional content library— everything you need to show up consistently across platforms.

- **Half:** 200–300 photos · 20 retouched
Day: 20–30 clips · 10 edited videos
- **Full:** 300–500 photos · 30 retouched
Day: 30–50 clips · 20 edited videos
- 4–12 weeks of content, delivered ready

\$650 – \$1,200 / Session

BUILD

FLAGSHIP OFFER

90-Day Brand Transformation

A comprehensive brand refresh for founders whose business has grown beyond its current brand. Three stages. One cohesive outcome.

- **Diagnose:** Audit, positioning, messaging, founder narrative
- **Design:** Visual identity, brand assets, content systems
- **Deploy:** 90-day content plan, platform strategy, growth roadmap

\$3,500 / 3-month engagement

SELECTIVE PROJECTS

Custom Brand Initiatives

Campaign strategy, website branding, paid media, LinkedIn authority, email growth, video production.

For founders with a specific need outside our core frameworks.

- Defined scope/outcome-based pricing
- Available by direct inquiry only

Custom / By inquiry

PARTNER

MONTHLY SUPPORT

Brand Presence Partnership

Consistent, on-brand content creation every month. You stay in control of publishing. We handle strategy and production.

- Monthly strategy session
- 20 social-ready assets (static + reels)
- Captions and 90-day content plan
- Quarterly brand content direction

\$1,200 / month · 3-month minimum

FULL SERVICE

Full Brand Partnership

Baxter & Co. embedded in your brand, fully. We manage strategy, content, publishing, performance, and reputation so you can focus entirely on the business.

- Everything in Brand Presence, plus:
- Platform management across 4 accounts
- Performance tracking and monthly reporting
- Reputation and authority building
- Content repurposing system
- Quarterly strategy review
- Discounted Production Days (photo + video)

\$2,000 / month · 3-month minimum

90-DAY BRAND TRANSFORMATION — HOW IT WORKS

01

DIAGNOSE & DEFINE

Brand audit · Audience clarity · Positioning framework · Founder narrative. You leave knowing exactly what your brand stands for and who it's for.

02

DESIGN & BUILD

Visual identity · Messaging system · Brand strategy deck · Content templates. Everything your brand needs to show up cohesively across every platform.

03

DEPLOY & SCALE

90-day content plan · Platform rollout · Performance baseline · Growth roadmap. Built to run without you managing every detail.

START WITH A CLARITY CALL

Not sure where to begin? Book thirty minutes. We'll name what's not landing and map out what fixing it looks like.

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Charleston · Aiken · Greenville, SC · Remote welcome