



Services Guide

Here's your guide to help you understand how we can work together to elevate your brand and solidify your marketing and content strategy.

NANCYCASANOVA.COM



Welcome! Let's make magic happen.

I'm Nancy Casanova. I'm so glad you're here!

I'm a digital content strategist with 15 years of experience working in broadcast media, public relations, corporate communications, marketing and social media with Fortune 500 companies.

I'm based in Los Angeles, California and I'm so excited to have you here!

I know the feeling that comes with launching, rebranding a business or maintaining a business and it's easy to get caught up with the never-ending items to check off from your to-do list.

I want to help bring your vision to life with creative, simple and engaging content that helps you connect with your audience.

I know you're probably eager to get things moving along with your project, so here's a guide that gives you all the information you need to help you decide if you'd like to work together.

I love efficiency and keeping a momentum going and so I've streamlined a process that makes it easy for us to collaborate and get your project up and running quickly and smoothly.

If you have any questions, please don't hesitate to ask. Thank you!

Contact Info



COMMUNICATION

One-on-one Social Media Audits and Pick my Brain sessions are conducted through Google Meet.

For graphic design or editorial projects, we will primarily use email and Dubsado to communicate. This helps me keep everything organized and streamline our process all in one place.

PHONE/ZOOM/GOOGLE MEET

If you'd like to chat via video or phone, please send me an email to schedule an appointment. I enjoy working in a state of creative flow and scheduling a call helps me stay focused and in a state of flow.

SOCIAL HANDLES



INSTAGRAM
[@nancycasanova](#)



TIK TOK
[@nancy_casanova](#)



PINTEREST
[@nancycasanova](#)



FACEBOOK
[@nancycasanova](#)



TWITTER
[@nancycasanova](#)

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WORK WITH ME

Core Services

01

SOCIAL MEDIA AUDIT

*Assessment of your social
media presence*

A review and assessment of your social media content and brand presence. Feedback on ways to optimize for your marketing and business goals.

02

PICK MY BRAIN SESSIONS

*Solutions, brainstorming
and straightforward advice*

Consultation and coaching call to help you tackle a strategy and identify solutions. Recommended if you are in need of ideas, clarity and action steps.

03

CUSTOMIZED EDITORIAL PLANNING

*Need content ideas? Get all
the ideas in one calendar*

A thoughtfully crafted editorial calendar that includes all of the elements you'll need to create memorable brand experience.

04

GRAPHIC DESIGN FOR INSTAGRAM CONTENT

*Distinguish your brand with
amazing visuals and content*

Custom social media graphics that are intentionally designed for your brand and unique content.

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60 MINUTES

Social Media Content Audit

HOW IT WORKS:

During this one hour session, we'll go through 1-2 of your main social media channels.

We will discuss your audience, content and channel strategy.

Current tools you're using (scheduling tools, content creation tools, etc.) and asses whether they're the right fit and approach.

You'll receive clear recommendations so you can take the appropriate next steps to maximize your social media efforts.

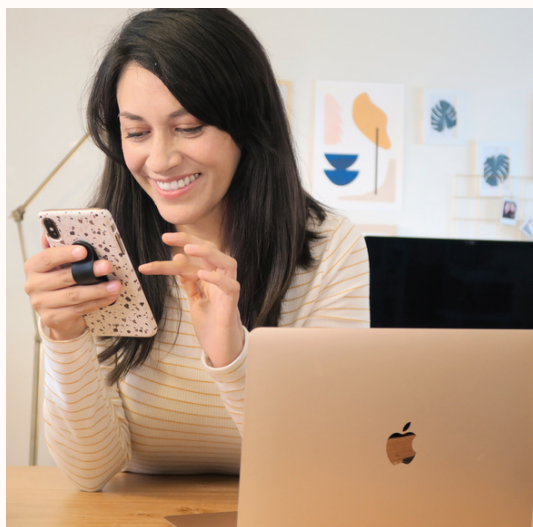
After our call, you'll receive a summary of our discussion and action items we discussed during our call.



INVESTMENT:

\$129

A short questionnaire is completed by you prior to our session.



60 MINUTES

Pick my Brain Session

THIS IS FOR:

Pick My Brain Sessions are for go-getters, small biz creatives and solopreneurs who need to tackle a strategy or problem and need ideas, clarity and action steps.

This is 60 minutes of brainstorming, prioritization and straightforward advice.

My approach to these sessions are a combination of consulting and coaching and I provide you with insights, direction, and professional guidance to help you move forward and take action.

A short questionnaire is completed by you prior to our session.

INVESTMENT:

\$249

TOPICS WE CAN DISCUSS:

- + Marketing & Strategy
- + Social Media Platforms
- + Website Content
- + Email Newsletter/Marketing
- + Personal Branding
- + Digital Products
- + Tools & Apps
- + Personal Growth & Mindset
- + Productivity Tips
- + Systems and Workflows



2 WEEK PROCESS

Customized Editorial Calendar

THIS IS FOR:

A customized editorial calendar is ideal for content creators, small biz owners or solopreneurs who have a clear idea of who their audience is and have identified their business goals.

A well structured content strategy helps ensure that you publish content that helps you attract and build trust with new followers and helps you nurture your relationship with your existing audience.

This done-for-you customized editorial calendar incorporates foundational content that helps you engage with your audience, build trust, establish authority and conversions (call-to-actions).

This blueprint will help eliminate last minute content creation, help you stay organized and helps you visualize your content ahead of time.

INVESTMENT:

\$659

INCLUDES:

- + **Receive a 3 Month Editorial Calendar**
- + **Incorporates foundational content types to distinguish yourself and your brand online.**
- + Important holidays and key dates to know that align with your brand and content.
- + 100 unique social media post ideas and prompts for your brand to build trust, authority, conversion and boost user engagement.

FEATURES:

- + Calendar is shared on a Google Sheet (Excel)
- + Your calendar will incorporate your unique custom content pillars (topics) to complement your message strategy.
- + Save time and stay inspired with fresh and engaging content ideas that are unique to your brand and your audience's interests.

NOTES:

- + You are responsible for posting and scheduling content.
- + This editorial calendar is text based only. It includes a list of personalized content ideas and prompts to help you write and generate your content. No graphic or visual assets are included.



2 WEEK PROCESS

Customized Instagram Graphic Design

THIS IS FOR:

The Instagram graphic design package is perfect for growing entrepreneurs, bloggers, makers, coaches and businesses who want to promote or sell their products and services through Instagram.

These customized templates provide a consistent and professional look for your brand and elevate your online presence. If you want to take your feed to the next level, these custom Instagram templates will provide you with a cohesive look and feel for your business and brand.

A basic knowledge of Canva is needed for this package. Canva is free to use.

This is not an Instagram management plan and you will be responsible for all posting and scheduling of content.

INVESTMENT:

\$299

INCLUDES:

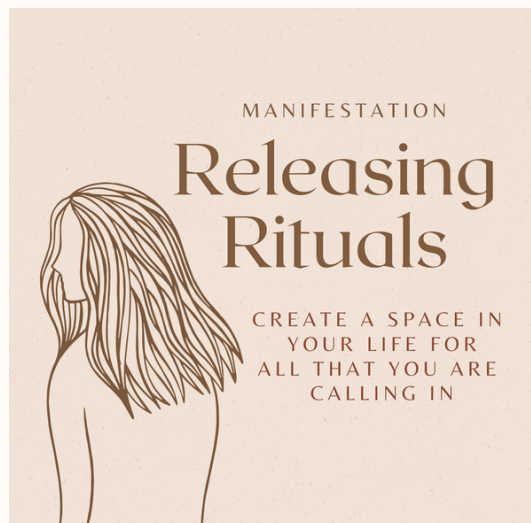
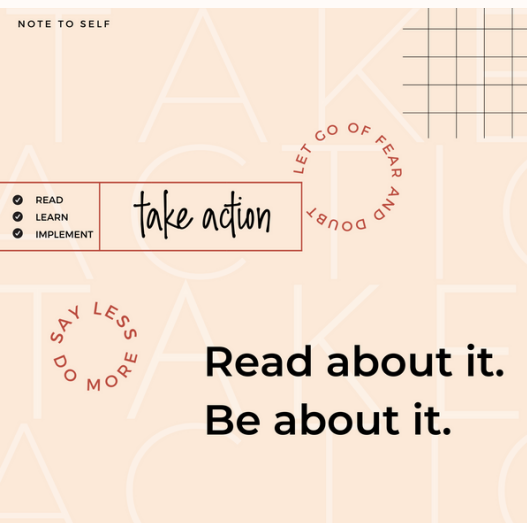
- + A pack of 12 fully customized graphics for your Instagram feed posts.
- + 2 rounds of revisions
- + 7 Custom Instagram Story Highlights

FEATURES:

- + Choose template options for your brand (i.e. quote, tips, podcast, event, discount/offer, product feature, etc)
- + Fully customizable and easy-to-edit
- + Personalized for your business, content and offerings
- + Reusable format

NOTES:

- + You will need to provide all branding for this package (logos, fonts, color palette, imagery)



WHAT I NEED FROM YOU

Editorial or Graphic Design Projects

01 ACKNOWLEDGEMENT

For editorial calendar or graphic design projects, once we finalize the project details, you will receive a quote. A digital acknowledgement and acceptance of the terms and conditions will be required to kick off our work.

Timeframe: The quote is valid for 30 days and my services may book quickly, so if you are committed, make sure to accept the quote so we can take action and make progress on your project.

02 DEPOSIT

A payment of 50% non-refundable deposit will be required. This is your way of securing your spot in the queue. Scheduling your project ensures that I give your project the time and attention it deserves. In doing so, I turn away clients for your reserved time slot. If you back out of the project, you may leave an empty spot that could have been given to another project. The deposit ensures that you are serious about moving forward with the project.

Timeframe: Deposit is required within 7 business days of acceptance of the quote.

03 BRAND IDENTITY QUESTIONNAIRE

An online, easy-to-use questionnaire gives me a solid foundation needed to kick off your project. This allows me to learn about your business, values, goals and audience.

Timeframe: Within 7 business days of the project start date.

04 VISUALS

Before we get started, I'll need some extra details that will help me see what inspires you! If we agree to work together, you'll make a Pinterest board that will be the framework for your branding and solidify the style direction. In this board, you'll show me the aesthetic and look and feel you want for your project.

Timeframe: Within 5 days of completing Brand Identity Questionnaire.

05 ESSENTIAL DETAILS

It will be important for you to have these details finalized and available to share with me before we get started on a branding project:

- Business name and purpose
- Knowledge of your target audience or ideal client

Timeframe: Before signing off on the quote and paying invoice.

Payments & Cancellations

I value over-communication and I think managing expectations is SO important for you and I as we move forward in working together.

This guide helps you understand my workflow and how payments are processed and how cancellations are managed.

Receiving a timely payment is important to me.

I've outlined my process and payment schedule below so that we are both on the same page. If you believe this schedule is problematic for you, please let me know as soon as possible before a contract is signed so that we can discuss possible alternatives.

PAYMENT SCHEDULE

- A 50% non-refundable project deposit is due before any editorial or graphic design work begins and it's required to secure your spot on my schedule.
- The remaining 50% balance of payment will be due in full upon project completion and before any final files are sent. Unless otherwise agreed in writing, all invoices are due within seven days of any invoice date.
- 100% of additional charges (fonts, images, licenses) and anything that we've added to the project are due before final files are sent.

The price of editorial or graphic design work is based on the scope of work at the beginning of the project, as well as the timeline outlined.

If you wish to add or change the scope of work, and if the timeline changes due to these changes or additions (or lack of response on your part), these costs will be billed as additional fees and will be due before any final files are sent.



CANCELLATIONS

If we decide our working relationship is not panning out the way we expected, then we can submit the desire to part ways in writing and process the payment for all work that has been completed up to this point.

If the project is cancelled by either of us before completion, you will owe a payment based on the amount of work that has been completed.

For example, if the work is 75% complete, you will owe 75% of the projected cost, as well as 100% of any additional costs for licenses or work completed.

You will own any completed or partially completed files (not base or working files), and may use them in any way you choose. I retain the right to use anything I created in my portfolio.