

MONTHLY MEDIA RETAINERS

ONYX MEDIA

STRATEGIC SOCIAL CONTENT FOR SERVICE BUSINESSES

PRODUCTION LEVEL & EXPECTATIONS

These retainers focus on efficient, professional social content designed for ongoing brand presence, proof of work, and authority building. They are not commercial-level production packages.

RETAINERS INCLUDE:

- ✓ Single camera workflow
- ✓ Natural light or minimal lighting
- ✓ Short form vertical reels
- ✓ Clean edits with professional color grading
- ✓ On-location capture during normal operations

NOT INCLUDED:

- ✗ Multi-camera interviews
- ✗ Scripted commercial shoots
- ✗ Full day production crews
- ✗ Advanced cinematic lighting setups
- ✗ Dedicated comment or DM management

CONTENT PACKAGES

<p>STARTER CONSISTENCY & STRUCTURE FOR BRAND PRESENCE</p> <p>\$895/mo</p>	<p>DELIVERABLES (8 POSTS)</p> <ul style="list-style-type: none">• 2 posts per week• 5 photo posts• 3 short form reels• Editing and grading• Content delivered ready to post <p><i>Note: Posting is not included in this tier.</i></p>	<p>MEDIA STRATEGY</p> <ul style="list-style-type: none">• Defined content pillars• Quarterly content direction plan• Basic audience positioning guidance• Monthly performance summary
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<p>MOST POPULAR</p> <p>GROWTH VISIBILITY & LEAD GENERATION</p> <p>\$1,450/mo</p>	<p>DELIVERABLES (12 POSTS)</p> <ul style="list-style-type: none">• 3 posts per week• 7 photo posts• 5 short form reels• Editing and grading• Caption writing• Post scheduling and publishing <p><i>Does not include comment or inbox management.</i></p>	<p>MEDIA STRATEGY</p> <ul style="list-style-type: none">• Monthly content roadmap• CTA structure integrated into posts• Offer and campaign alignment• Monthly insights and recommendations• Monthly performance review call
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<p>FULL COVERAGE COMPLETE CONTENT OUTSOURCING</p> <p>\$2,250/mo</p>	<p>DELIVERABLES (20-22 POSTS)</p> <ul style="list-style-type: none">• 5 posts per week• 10 photo posts• 10 to 12 short form reels• Full editing and grading• Full post scheduling and publishing <p><i>Does not include comment or inbox management.</i></p>	<p>STRATEGY & ANALYTICS</p> <ul style="list-style-type: none">• Monthly campaign level content planning• Content calendar planning• Promotional sequencing• Alignment with paid ads (if applicable)• Monthly strategy and review call• Monthly analytics breakdown
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AVAILABLE ADD-ONS

G GOOGLE BUSINESS PROFILE
\$100 / mo

Consistent posting to your Google Business Profile to boost local SEO, keep your profile active, and capture search intent.

🎬 COMMERCIAL / CINEMATIC SHOOT
Custom Quote

Project-based commercial production. Includes multi-camera interviews, advanced lighting, or scripted brand anthems. Quoted separately.