B. Holder Union

STRATEGY · CREATIVITY · UNIFIED

FAMILY OWNED · COLUMBUS, GEORGIA

Services and Pricing

Strategy first. Then everything it takes to look the part.

We help owner led businesses sharpen what they stand for, tighten how they run, and put out work that matches the company they are actually building. Five disciplines under one roof, so the work does not fall apart between vendors.

01 Business and Brand Strategy

Positioning, naming, messaging, and full identity systems. The foundation everything else is built on.

Brand Clarity Session	Half day workshop and summary	**$500**
Brand Foundation	Positioning, audience, messaging, tagline	from **$1,500**
Full Brand Identity	Logo, color, type, guidelines	from **$3,000**

02 Marketing and Operational Consultation

Marketing plans you can actually staff, plus the documents that make execution repeatable.

90 Day Marketing Plan	Staffed to your team	from **$1,200**
Operations Package	Role docs, scorecards, workflows	from **$1,800**
Client Kit	Proposal, service agreement, onboarding	from **$600**

03 Content Creation

Social copy, captions, video plans, and scripts, produced against a calendar instead of in a panic.

Content Essentials	12 posts and calendar	**$950**/mo
Content Growth	20 posts, 2 platforms, video plans	**$1,800**/mo
FAQ and Video Script Pack	Up to 10 scripts	from **$350**

04 Photography

Brand, product, team, and location photography shot to match your identity, not a stock library.

Mini Session	1 hour, 1 location, 20 edited images	**$250**
Half Day	3 hours, shot list, 50 edited images	**$550**
Full Day	8 hours, multiple locations, 100+ images	**$1,100**

05 Graphic Design and Print Production

Websites, brochures, business cards, proposals, and presentation decks, prepared to real print and press standards.

Business Cards or One Pager	Print ready files	from **$250**
Brochure or Trifold	Copy layout, press ready	from **$500**
Proposal or Pitch Deck	Up to 15 slides, editable	from **$800**
Website	Up to 5 pages, built on your brand	from **$1,800**

FIXED SCOPE · FIXED FEE

Project

A defined scope with a start and a finish. Milestone based, files delivered at the end.

50% to start, balance at milestones

MONTHLY · CONTINUOUS OUTPUT

Retainer

A standing monthly block for content, design, and production once the strategy is settled.

From $950/mo, 3 month minimum

SESSIONS · WRITTEN GUIDANCE

Advisory

Strategy and operations counsel without the production. Working sessions and review of your team's work.

$175 per session, or $750/mo

Four stages, every time.

01 Listen
What you sell, who buys it, and what is breaking.

02 Define
Positioning and priorities in plain language.

03 Build
Produced in the order that unblocks you fastest.

04 Hand off
Source files and guidelines you own outright.

Tell us what you are building.

Start with a free 30 minute discovery call. We will tell you honestly whether we are the right fit, and recommend the smallest engagement that actually solves it.

Prices are starting rates. Final quotes are confirmed in writing after scoping. Print, travel, and third party costs billed at cost.

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