

sowa studio

CONTENT MADE TO MOVE YOU



Account Management & Social Content

New Client Introduction

Prices & Offerings

SOWA
studio

CONTENT MADE TO
MOVE YOU

SOCIAL STRATEGY FOR
BRANDS IN MOTION



SOWA Studio is a boutique social media agency built for brands in motion. With a global perspective and deep roots in the fitness, health, and wellness industries, we bring strategy, storytelling, and design together to create content that moves people — and drives results.

Our team understands this space from the inside out, from performance and recovery to lifestyle and luxury wellness, allowing us to translate brand values into visuals and messaging that truly resonate. Our expertise comes from years of managing content and strategy for health and wellness-forward brands, crafting storytelling that moves beyond trends and taps into human motivation, transformation, and trust.

As an AI-forward agency, we combine human creativity with the latest digital tools to streamline workflows, uncover insights, and stay ahead of trends. The result: data-informed strategy, elevated creative direction, and content that feels as intentional as it looks.

*We're Happy
You're Here*

SAMANTHA STEVENS

YOUR DESIGNATED ACCOUNT MANAGER

Contact Information

📞 808-561-6566

✉️ samstevens95@gmail.com

Good news! If you're reading this, you're on the right step to a great business and personal decision - your job just got easier, and your online presence is about to get a lot better.

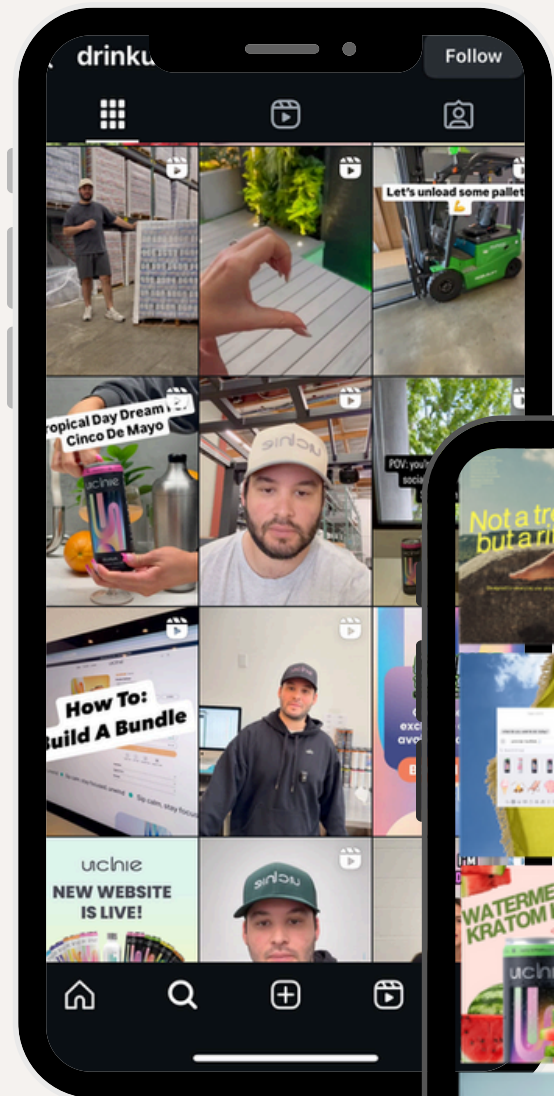
The most successful partnerships are the ones where you are involved in helping make your vision come to life. We provide tailored support for your company, align your social media presence with brand goals, and build brand authority, increase visibility, and drive engagement. Together, we can create content that resonates with your audience and supports business growth.

Now you may be wondering,
"How does this all work?"

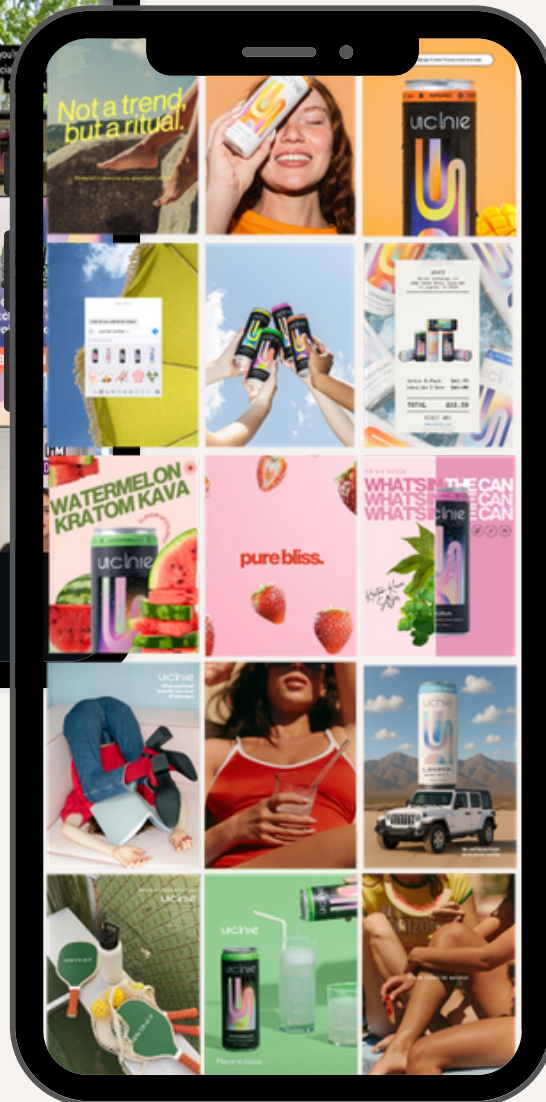
In this deck, you'll find information that will answer that question and more.



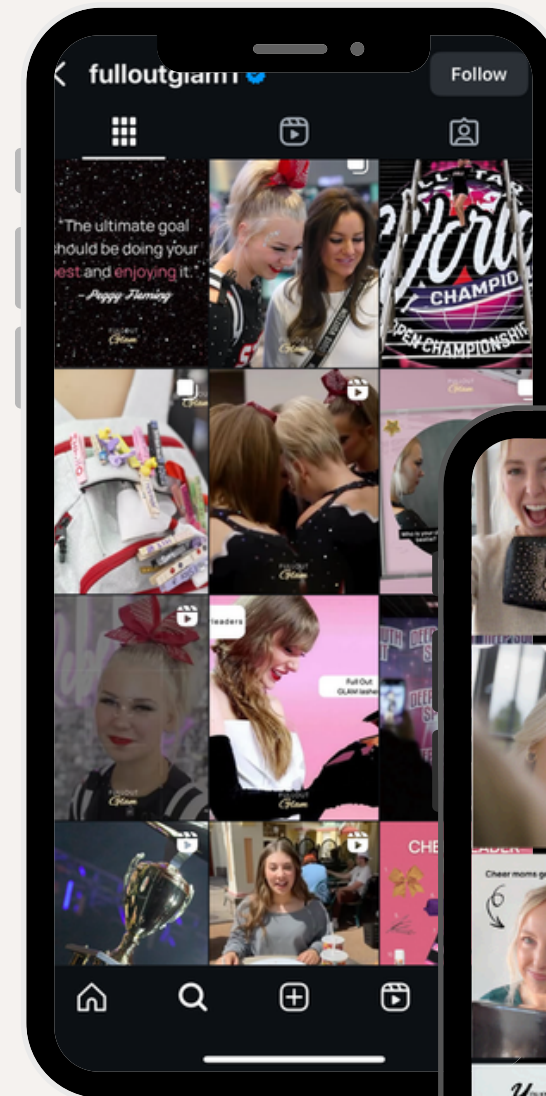
Client Portfolios: *Before and After*



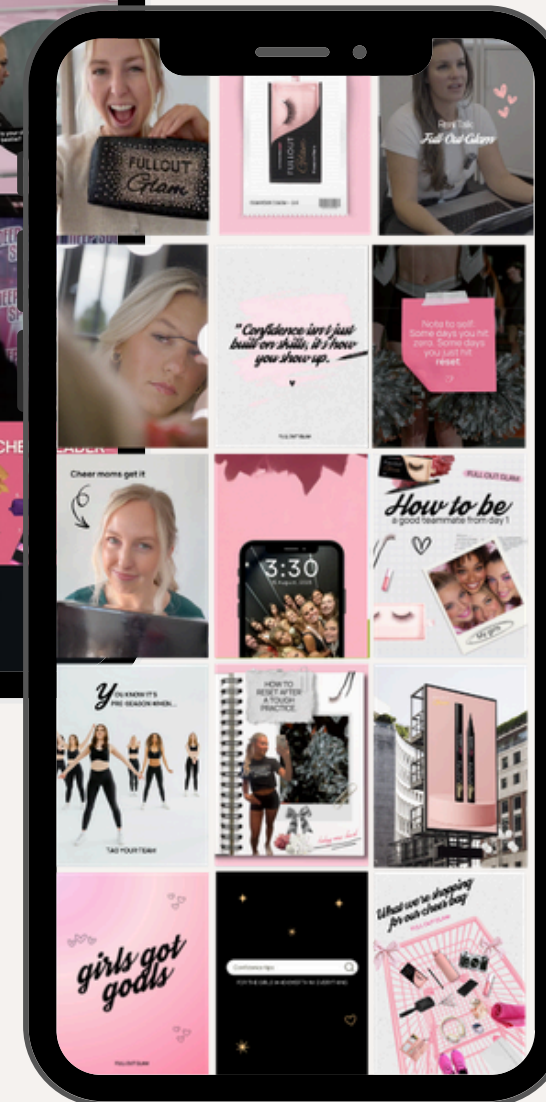
Before



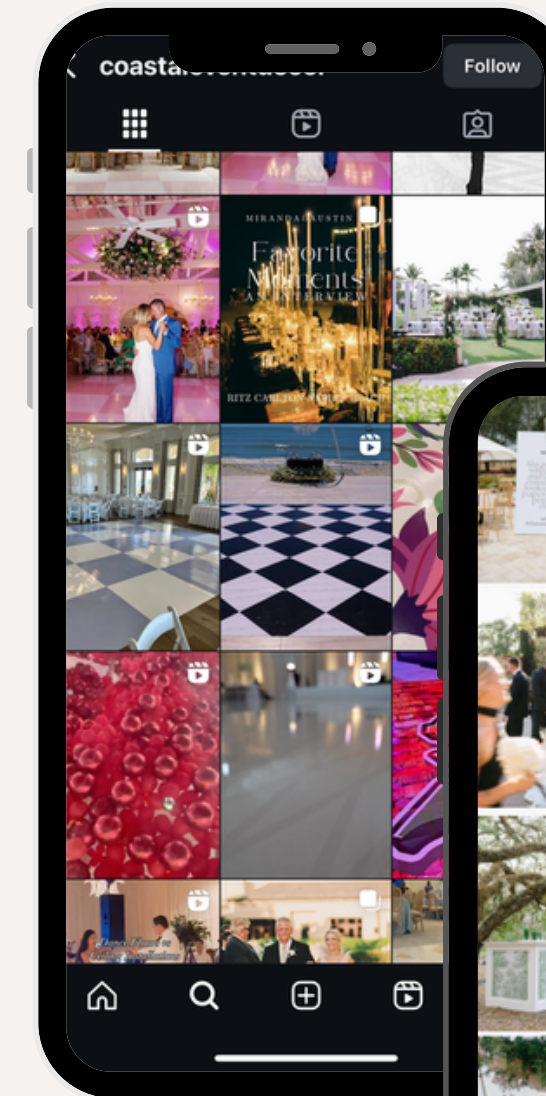
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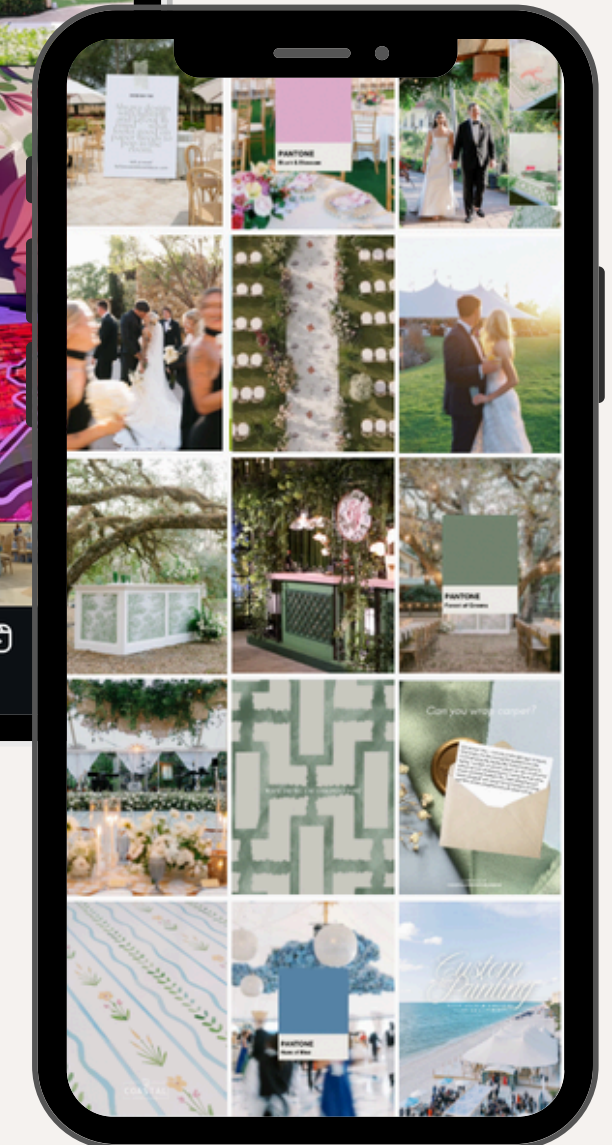
Before



After

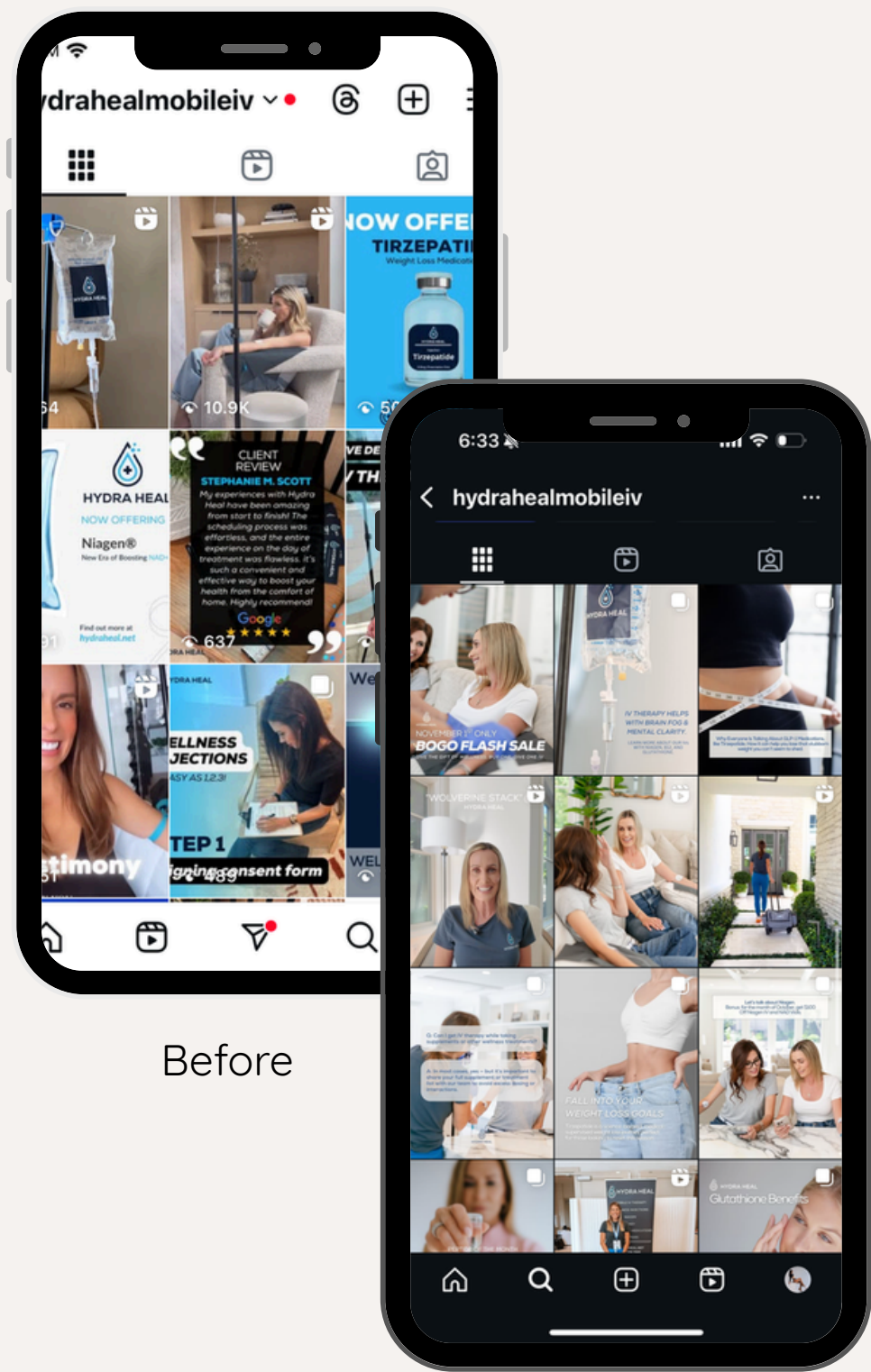


Before



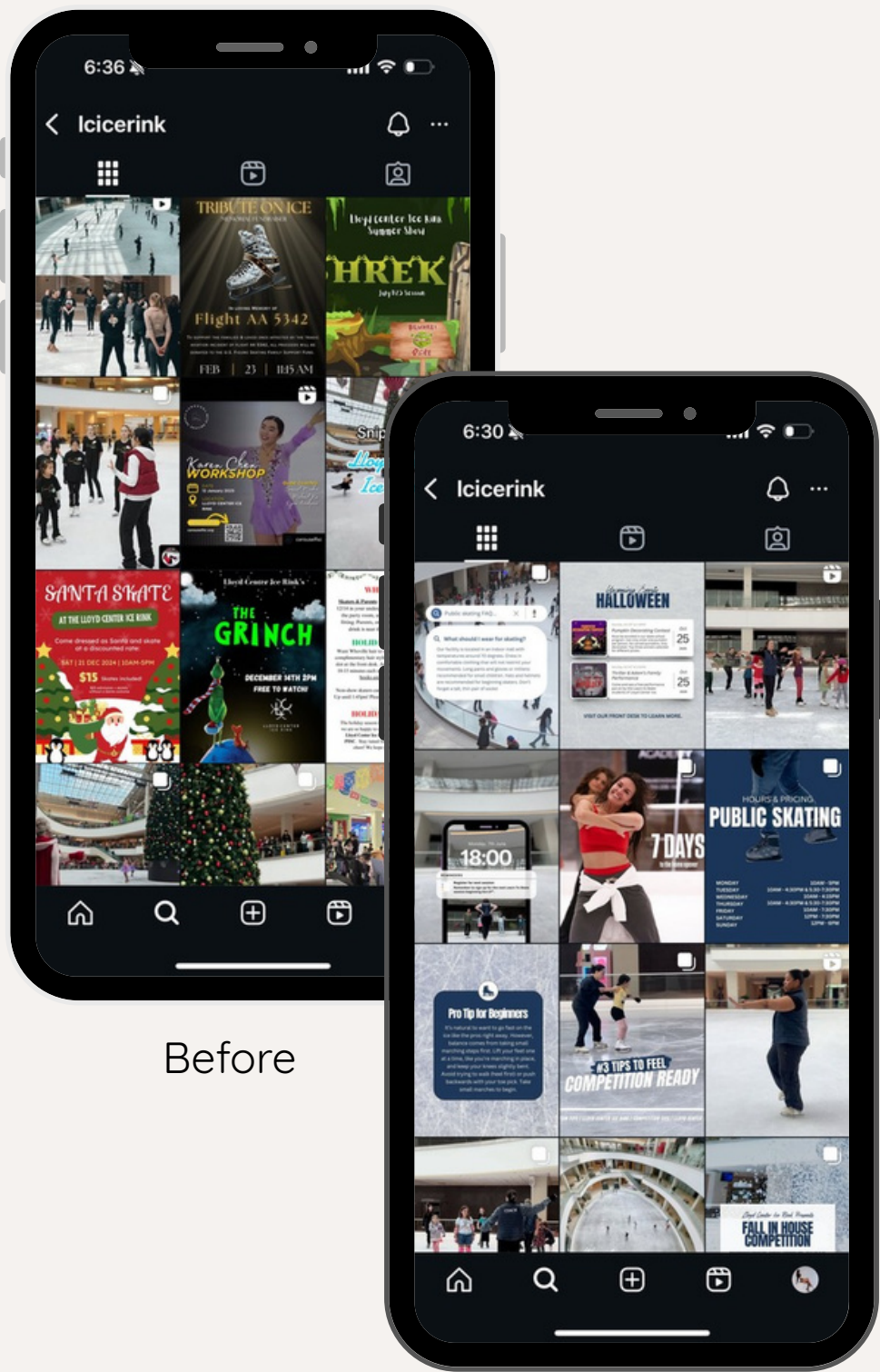
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Client Portfolios: *Before and After*



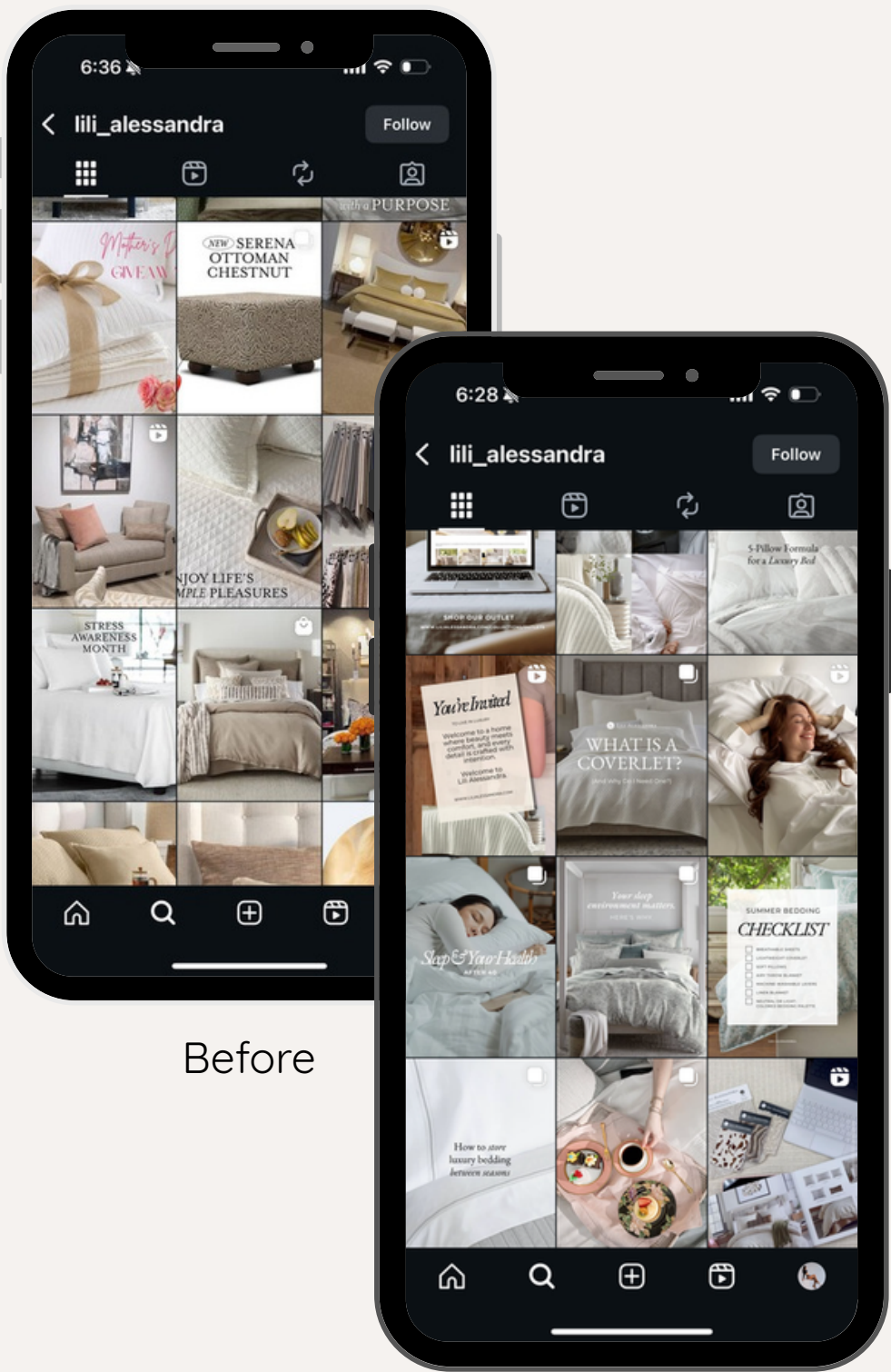
Before

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Before

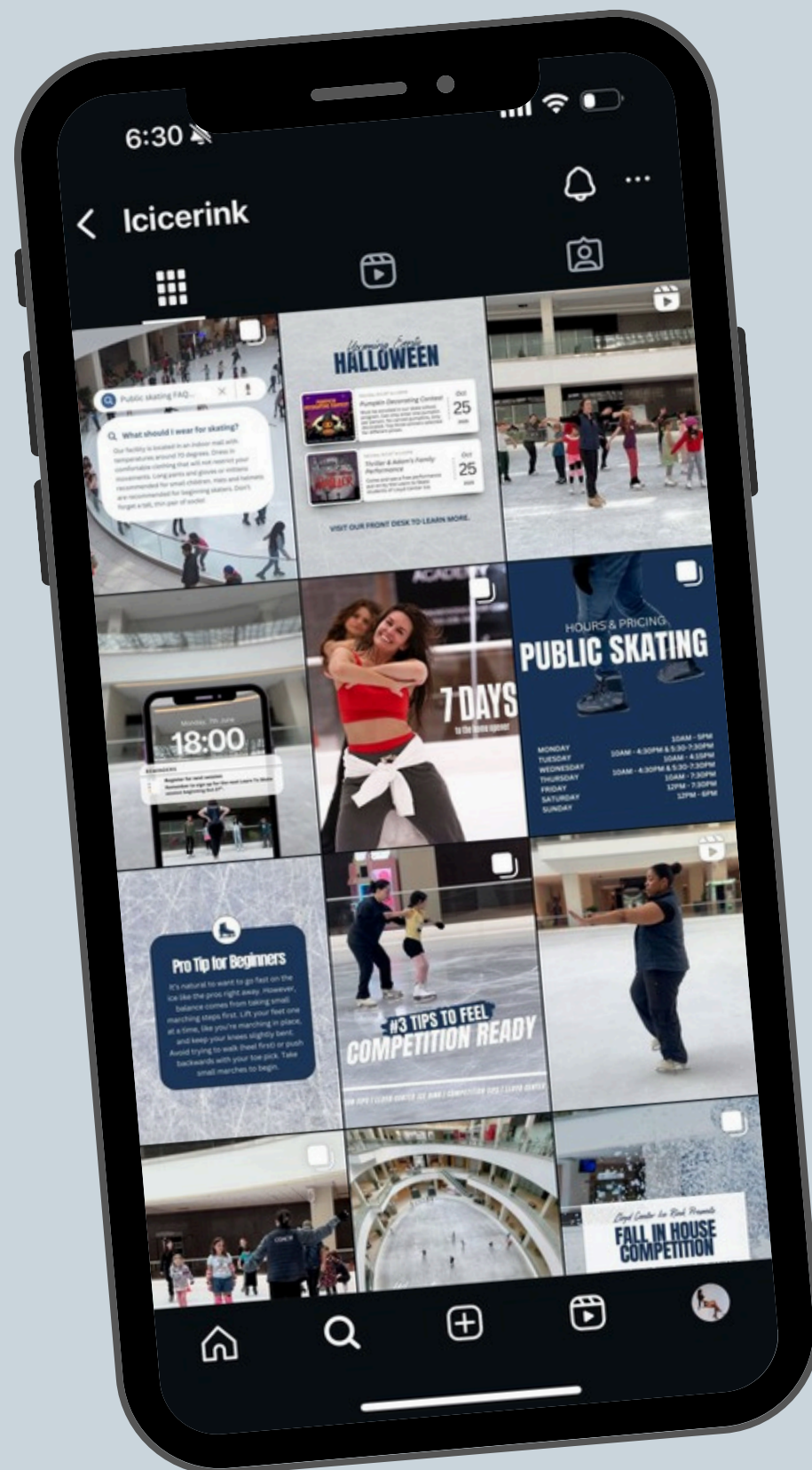
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Before

After

Current Client Spotlight:



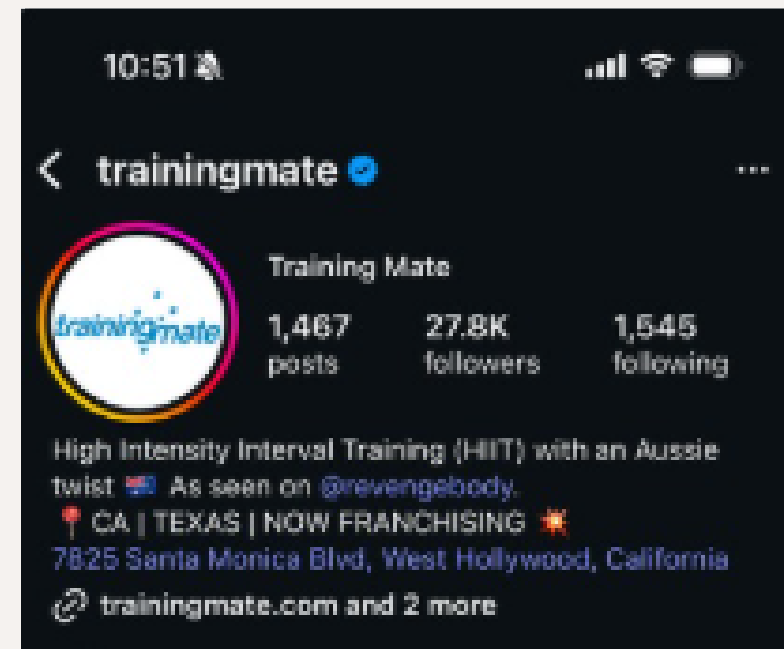
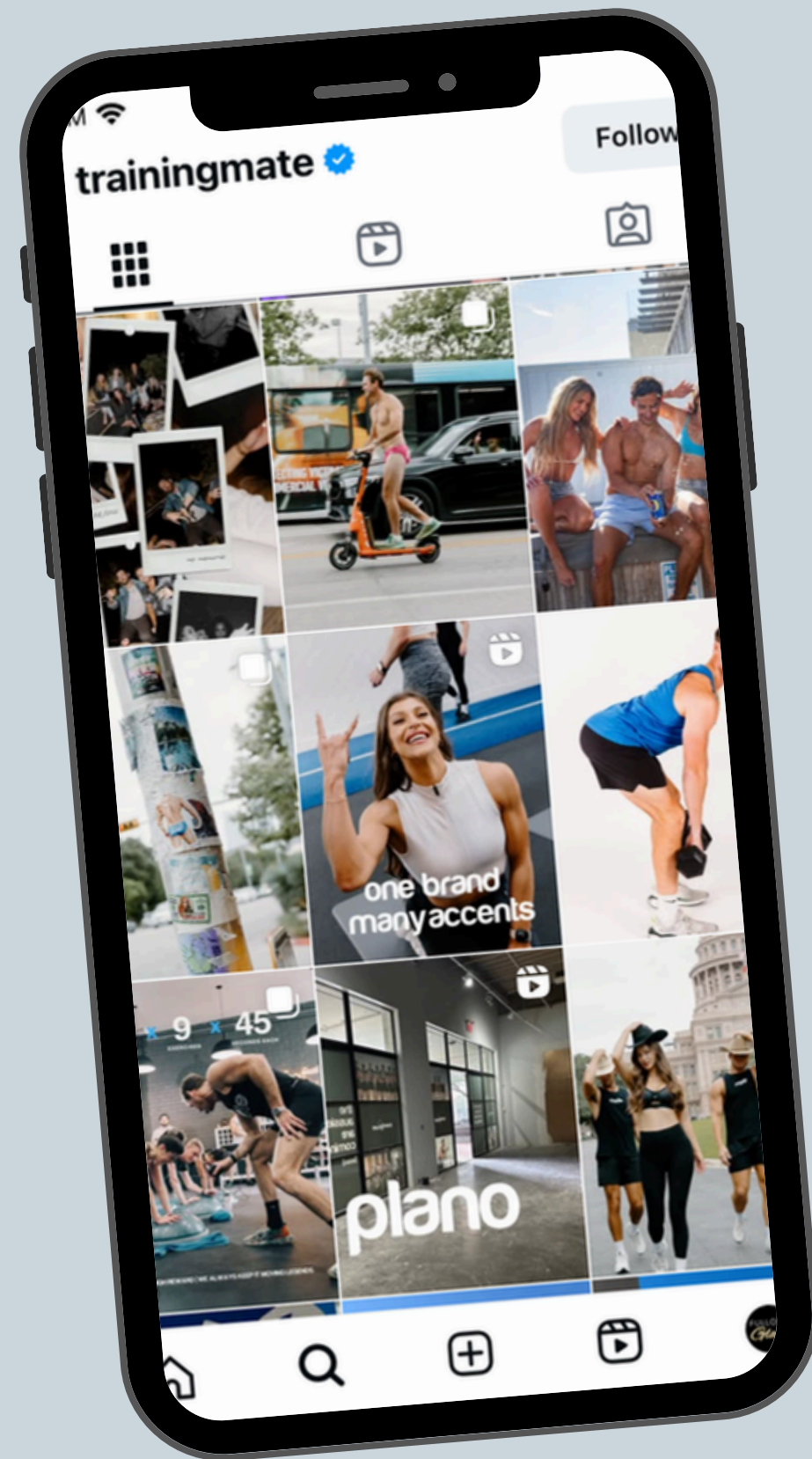
Views	193.7K
Interactions	2.3K
New followers	287
Content you shared	63

@lloydice

Account Manager for Lili Alessandra, a luxury bedding brand celebrated for its timeless design, craftsmanship, and modern elegance. I lead social strategy, content creation, and client communication to ensure the brand's digital presence reflects its sophisticated yet approachable style. From developing strategic content calendars and managing photo direction to optimizing engagement and assisting in email marketing campaigns, I translate Lili Alessandra's product stories into visually compelling, emotionally resonant content. I achieved measurable growth in engagement and reach, including the recent collaboration with MaragrittaVille, reinforcing the brand's position in the luxury home and interior design space.

WORK

Previous Portfolio Client



Account Manager for Training Mate, a high-energy fitness brand known for its Australian-inspired group workouts. I oversee social strategy, content creation, and community engagement, ensuring consistent brand voice and growth across multiple platforms. From developing monthly content calendars and producing engaging visuals to managing client relations, I deliver strategies that strengthen Training Mate's digital presence and foster meaningful connections with its audience.

WORK



Previous Portfolio Client

Views	↗ 101.6K >
Interactions	↗ 1.4K >
New followers	↗ 585 >
Content you shared	45 >

Account Manager for Lili Alessandra, a luxury bedding brand celebrated for its timeless design, craftsmanship, and modern elegance. I lead social strategy, content creation, and client communication to ensure the brand’s digital presence reflects its sophisticated yet approachable style. From developing strategic content calendars and managing photo direction to optimizing engagement and assisting in email marketing campaigns, I translate Lili Alessandra’s product stories into visually compelling, emotionally resonant content. I achieved measurable growth in engagement and reach, including the recent collaboration with MaragrittaVille, reinforcing the brand’s position in the luxury home and interior design space.

Social Media Management: *What that actually means*

- **Content Creation:** Capture original content and create new content and graphics through captured content from others. We will designate a specific Google Drive folder for all raw content that is captured. For example, images from a competition that was taken can be placed in the drop box for me to pull from and create content.
- **Plan and Post:** Once we decide on deliverables, we will create content for your accounts monthly. We will create content 1 month in advance so that you know what is being posted ahead of time! Each month, you will receive a concept list, grid view, content, and captions, as well as post dates. Your involvement can be as little or as much as you want. If you'd like to approve everything ahead of time, that will be in our schedule; if not, we can skip that step.
- **Posting:** I will schedule and manually post content and high-converting hashtags to your social media channels throughout the week at the times of optimal engagement so it's seen by the most people. We can crosspost across multiple channels, as we discuss.
- **Build Strong Connections and Engagement + Inbound Messaging:** The Instagram algorithm rewards accounts with a lot of engagement by giving them more exposure in other people's feeds, so building strong relationships through interactive content and community management is a must if you want to win on social.
- **Boosting:** Boosting is a paid social media strategy that amplifies the reach of a post beyond your organic audience. It helps ensure your best content is seen by more of the right people—driving visibility, engagement, and conversions. We will allocate a monthly boosting budget that fits your needs.
- **Increase Website Traffic and Sales:** Increasing your social media exposure will directly influence traffic to your site and, in turn, leads and sales. We focus on developing social media funnel that drives high volumes of traffic to your website.

Our Process



STRATEGY DECK



Outlines Content Strategy and Brand Goals

Once we discuss your goals and content deliverables aligned with a budget, you will receive a strategy deck with your monthly scope of work, brand goals and pillars, and creative ideas for in-house content through curated links and a mood board.

By adapting successful campaigns to your brand identity and audience preferences, we will streamline content creation and make it easier to provide content to us by having less to plan yourself.

MONTHLY PLANNING

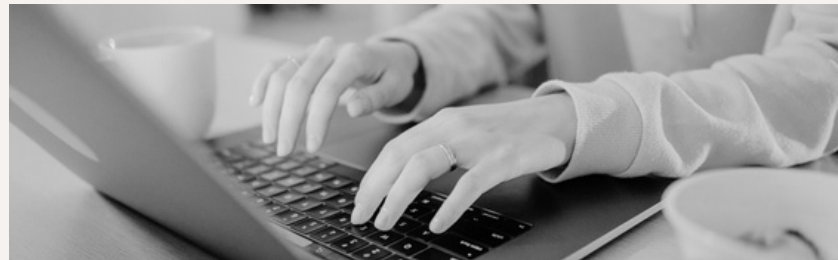


Monthly Concept List
(Example)

You will receive a concept list with the month's planned out concepts and ideas for each post. This is where we can align and make sure we have all important events and dates listed out to be sure we aren't missing anything.

This will be sent out to you at the beginning of each month (for the following month).

CONTENT CREATION & CAPTIONS



Monthly Content: Grid & Captions
(Example)

You will receive an email with a link to view your content through Canva. The link will show the overall content gridview, weekly posts planning (dates, times, platforms), content type, and content preview. The folder will also show the original designs and completed reels and carousels for your viewing.

If you'd like to approve the posts beforehand, we will impliment a proper system, if not, this will be sent for record and viewing regardless.

The captions will be included in this link, and able to be previewed in the content calendar for your ease.

ONGOING MANAGEMENT



Schedule, Post, Engage, Maintain, and Report Analytics

Posts will get scheduled and posted at high performance times.

Brand aligned tagged posts and mentions will be reposted in stories.

We engage when posting and in the afternoons - replying to comments, DMs, and comments on tagged posts.

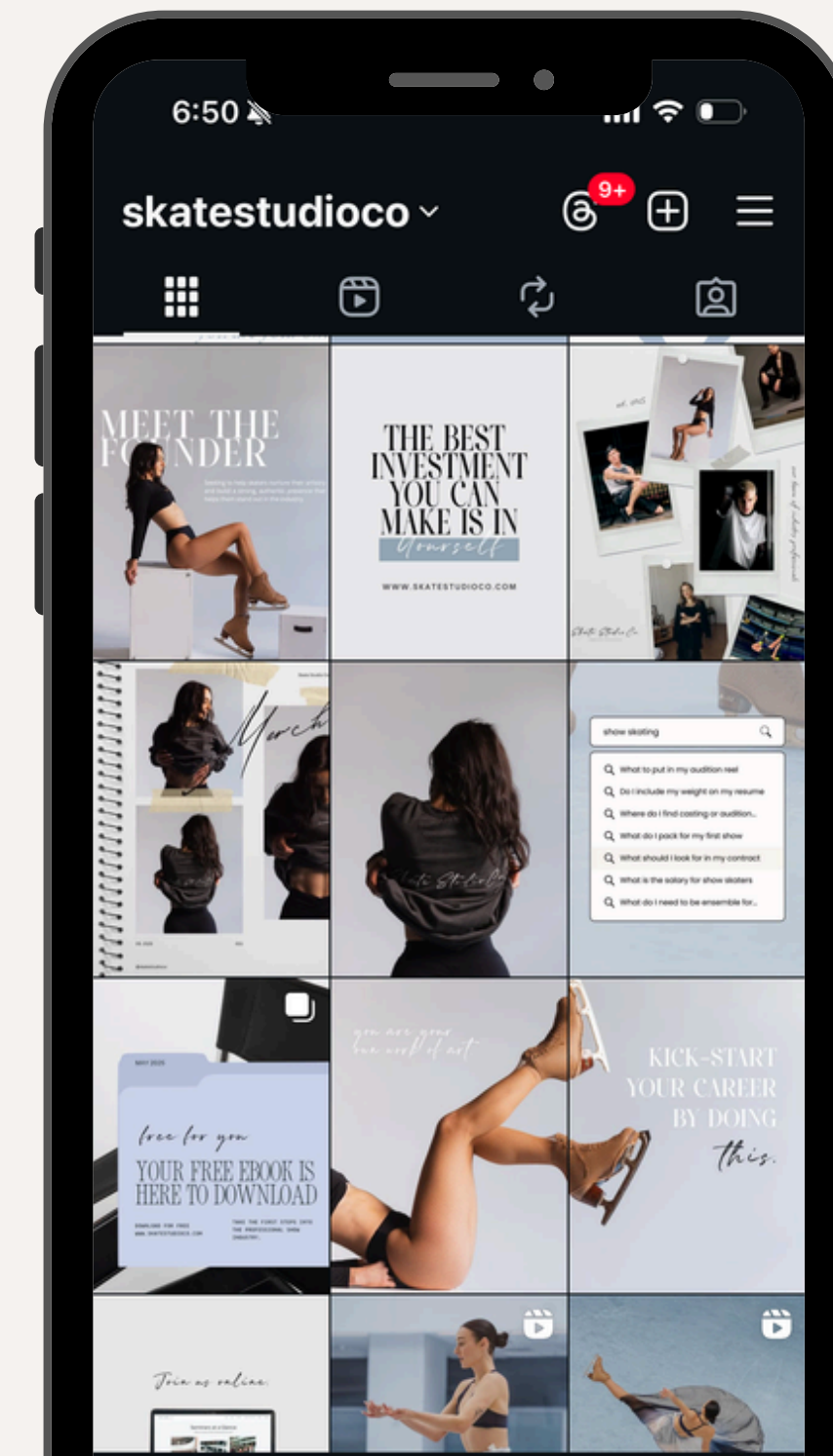
We will also boost according to the budget each month to maximize views.

Analytics reports and check-ins will happen at the end of every content calendar (or as requested).

Scope of Work

Scope of work outlines the specific services and deliverables included in your social media management plan. It varies by package—ranging from basic content creation and scheduling in lower tiers to full-scale strategy, engagement, analytics, and ad management in premium plans—so you can choose the level of support that fits your goals.

- Low-touch account collaboration and management
- Monthly content calendars planned and delivered in advance:
 - Trending audio + expert editing with transitions, subtitles, overlays
 - Caption copywriting
 - Manual, optimized posting at high-traffic times
- Content calendar including: reels, carousels, images, graphics
 - Posting amount as agreed upon
- Story Posts
 - Original story posts (as agreed upon).
 - Includes reposting feed post to grid
 - Includes story reshares
- Platforms: Instagram + Tiktok crossposting
- Inbound community management:
 - DM Management
 - Once daily on weekdays only
- Monthly Meetings
 - Review monthly analytics and discuss the upcoming month's concept list
- Daily follower growth using in-app boosted posts
 - \$200-\$500 Boosting Budget recommended, ad spend not included



- **Positive Feedback:**

- User Comment: "We loved our IV drip that we had today, it made us feel so energetic!"
 - Reply: "We love to hear that! We are so happy to be a positive part of your day."
- User Comment: "I absolutely love IV Therapy after a long trip"
 - Reply: "We agree! We are happy to be a part of your recovery after an amazing vacation!"

- **Negative Feedback:**

- User Comment: "I didn't feel the effects of the IV"
 - Reply: "Thanks for the feedback — we hear you! Our IVs are customized to fit your personal needs. Send us a DM and we'd love to learn more about you and see how we can help make this right!"

- **Inquiry about Product/Service:**

- User Comment: "Are you open this weekend?"
 - Reply: "You bet! Check out our latest schedule on our website or send us a DM and we'll send you the hours 💙"

- **Request for Assistance/Feedback:**

- User Comment: "@client thanks for getting back to me so quickly!"
 - Reply: "Anytime! So glad we could help — we're here whenever you need us 😊"
- User Comment: "@client, I didn't get a response back from email and I also tried to call"
 - Reply: "Thanks so much for letting us know! That's definitely not how we want things to go — DM us and we'll get back to you right away and answer any questions you may have."

Social Media Packages

Customizable and Made for You

FOR SMALL BRANDS WHO WANT A CONSISTENT BRANDED PRESENCE.	FOR SMALL BRANDS OR ENTREPRENEURS WHO WANT GROWTH AND CONSISTENCY.	FOR GROWING BRANDS THAT WANT TO INCREASE VISIBILITY AND BUILD COMMUNITY ACROSS PLATFORMS.	FOR ESTABLISHED BRANDS READY TO SCALE WITH HIGH-TOUCH STRATEGY AND OPTIMIZATION.
WHAT'S INCLUDED: Strategy & Planning • Monthly content strategy & concept list • Content calendar (visual & caption planning) Content Creation • 10 custom feed posts/month ◦ (2x/week) ◦ (carousels, reels, static) • No original stories: ◦ Story reposts from feed and mentions • Caption writing with basic hashtag sets • 1 platform (Instagram or TikTok) Engagement & Support • Low touch collaboration and management • 2 hours of audience engagement/week • End-of-month check-in via email • Boosting: \$200/month ad budget recommended (not included) • Dedicated Account Manager	WHAT'S INCLUDED: Strategy & Planning • Monthly content strategy & concept list • Trend integration suggestions for Reels/stories Content Creation • 15 custom feed posts/month ◦ (3x/week) ◦ (carousels, reels, static) • 4 original Instagram Stories/month ◦ Story reposts from feed and mentions • Trending audio + reel editing with transitions, subtitles, overlays • Captions, hashtag sets, & posting time optimization • 1 Platform (Instagram + auto FB Crossposting) • Daily follower growth via boosted posts Engagement & Support • 3 hours of engagement/ week (comments, DMs) • End-of-month analytics report • 30-min strategy call • Boosting: \$200-\$300/month ad budget recommended (not included) • Dedicated Account Manager	WHAT'S INCLUDED: Strategy & Planning • Monthly content strategy & concept list • Trend integration suggestions for Reels/stories Content Creation • 21 custom feed posts/month ◦ (4x/week) ◦ (carousels, reels, static) • 12 original Instagram Stories/month ◦ Story reposts from feed and mentions • Trending audio + reel editing with transitions, subtitles, overlays • Captions, hashtag sets, & posting time optimization • 2 Platforms (Instagram + Crossposting to Tiktok) • Daily follower growth via boosted posts • Monthly content inspiration decks • Planned giveaways (optional) Engagement & Support • 5 hours of engagement/week (comments, DMs) • End-of-month analytics report • 30-min strategy call • Boosting: \$200-\$300/month ad budget recommended (not included) • Dedicated Account Manager	WHAT'S INCLUDED: Strategy & Planning • Monthly content strategy & concept list • Trend integration suggestions for Reels/stories Content Creation • 30 custom feed posts/month ◦ (5-7x/week) ◦ (carousels, reels, static) • 20 original Instagram Stories/month ◦ Story reposts from feed and mentions • Trending audio + reel editing with transitions, subtitles, overlays • Captions, hashtag sets, & posting time optimization • 2 Platforms (Instagram + Crossposting to Tiktok) • Daily follower growth via boosted posts • Monthly content inspiration decks • Planned giveaways (optional) • Targeted hashtag clusters Engagement & Support • 7 hours of engagement/week (comments, DMs) • End-of-month analytics report • 30-min strategy call • Boosting: \$300-\$500/month ad budget recommended (not included) • Dedicated Account Manager



Custom Strategy + Ad Ons

Custom Content Strategy (One-Time)

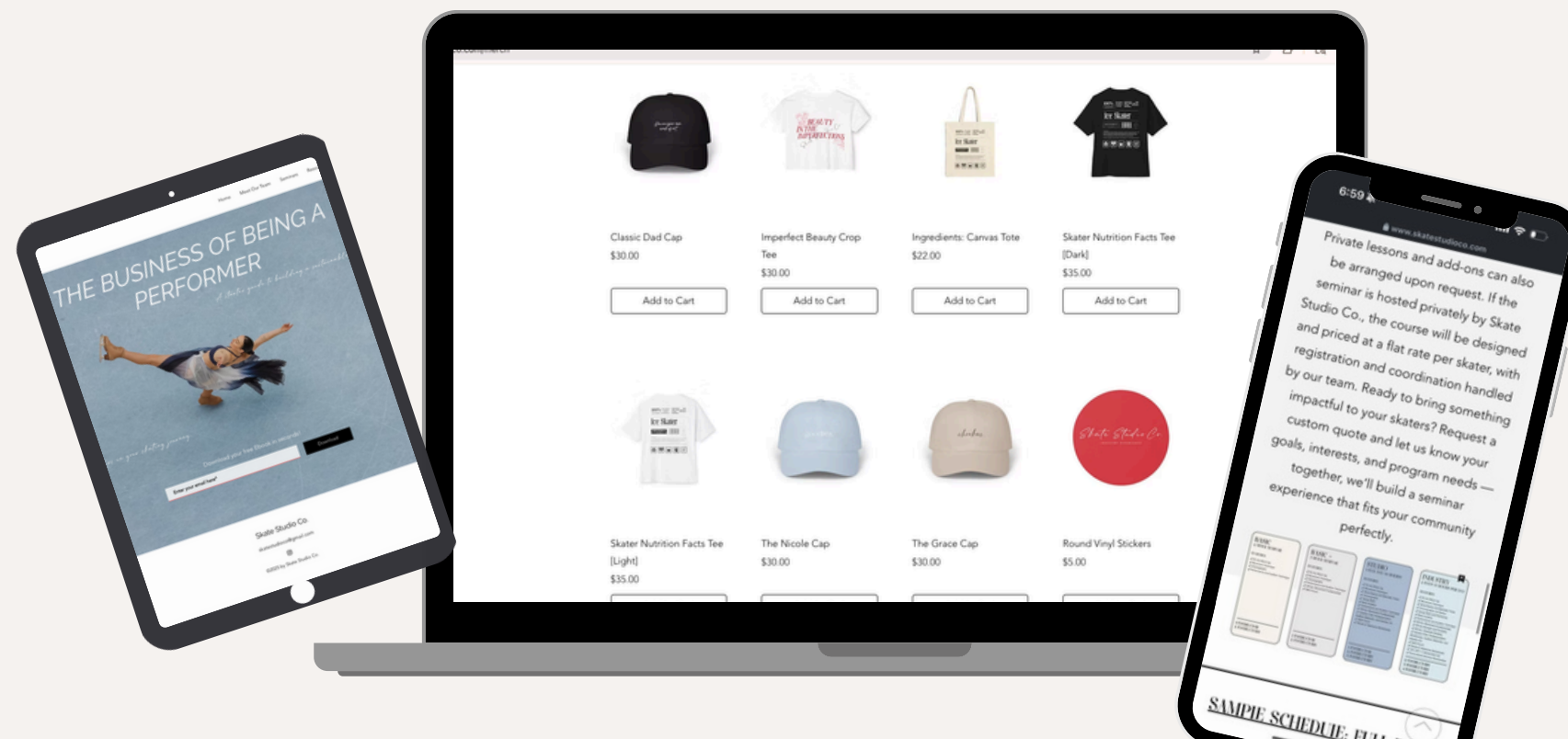
Required for all new clients to align on brand voice, goals, and a scalable strategy — ensuring the content is not only creative, but intentional. Includes:

- Social Media Brand Audit & Competitor Review
- Audience Deep Dive & Visual Brand Development
- Pillar + Content Theme Alignment
- Hashtag Strategy & Content Types Guide
- Strategic Direction Deck (delivered live or via Loom)

Individual: \$650 one-time fee

- Discounted to **\$300 with the sign-up of a monthly package**

This foundational step is essential to build clarity, cohesion, and momentum from the start — and gets applied directly to your first month of content planning.



Ad-On Servies

These optional services are designed to enhance your monthly social media package and expand your digital presence:

◦ Content Batch Shoots

- Monthly or quarterly photo/video shoots to capture fresh, on-brand content (product, lifestyle, team, and BTS).
- Pricing based on location, duration, and team needs.

◦ Influencer Outreach & Partnership Management

- From sourcing and pitching to briefing and tracking — we handle end-to-end influencer collaborations with creators aligned to your brand.
- Tiers offered based on the scope of work.

◦ Instagram Profile Revamp (One-time)

- One-time optimization of your bio, link setup, pinned posts, highlights, and aesthetic flow to ensure your first impression is aligned and high-converting.

Content Collection:

- Unlike many freelancers and agencies who manage content remotely, we offer the added value of on-site content capture (and taking well-captured, dynamic video footage) on coordinated content batch shoots, if requested.
- We repurpose existing assets and crowd-sourced content
- We handle all edits: photo edits, videos into reels, and create content from that without having to be there.
- This hybrid approach ensures your feed feels fresh, local, and personal.
- As a former professional figure athlete and wellness professional, I understand the culture, the market, and your audience — bringing insider insight that most social media managers simply can't replicate.

When You do Film:

- Reminder, we will do all the editing for you!
- We can also add on batch content shoots for those who need the extra assistance or don't have the time.
- If not, your job is just to capture your product/service in as many videos and photos as possible.
- We provide dedicated inspiration decks, shot lists, and trending content samples to capture and produce.
- You can capture raw photos and videos, upload to Dropbox, and we will access and turn them into something incredible that converts!

What Happens Now?

Well... That's Up to You.

Whether you're ready to get started or still weighing your options, I'm here to make social media simple, impactful, and aligned with your goals. Content packages are negotiable and customized based on what is right for you. Please let me know if you have any further questions. Book your discovery call to learn more:

Preview of our onboarding process:

Discovery Call

Client Questionnaire

Onboarding Call

Account Audit & Strategy Session

Share Your Assets + Access To Accounts

Strategy Deck (Brand Pillars, Moodboard, Competitor Analysis, and more!)

Month-to-Month content created for you, approved by you.

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