SERVICES & INVESTMENT GUIDE

Explore our offerings, packages & pricing and learn more about our story-driven approach to brand development, design, and marketing.



TABLE OF CONTENTS

Welcome.....03

The Atelier M. Effect.....04

Expectations.....05

Design Services & Investment.....06

Marketing Services & Investment.....09

Social Media Management Packages.....10

Most Adored Offerings & Packages.....11

Project Timeline.....16

Testimonials.....17

The Process.....20

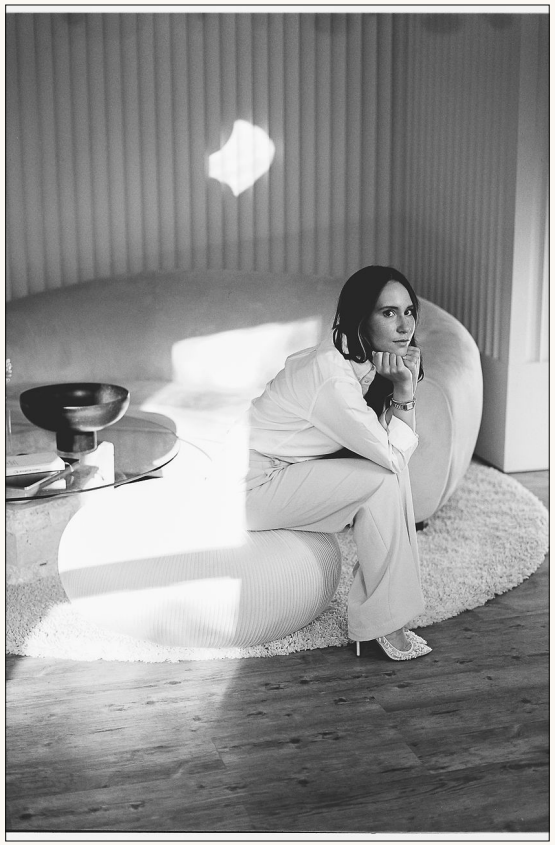
FAQs.....22

Our Brand Promise.....24

Contact Us.....25

Next Steps.....26

Thank You.....27



WELCOME

Our approach to brand design and strategy is intuitive and intentional. We work with purposeful, story-driven founders from around the world to create impactful, evocative designs that capture and define your brand and its values, breathing life and emotion into your story, and allowing you the freedom to evolve and reach new heights in your business, on your own terms.

I invite you to explore our offerings and your bespoke proposal, tailored to your needs and goals - visualizing your dream brand, and the magic that awaits.

Xhen

FOUNDER, BRAND STORYTELLER

THE ATELIER M. *EFFECT*

As we immerse ourselves in the art of expanding the horizons of your envisioned potential, you'll find your business becoming unrecognizable through purpose-driven growth.

Encased in the opulence of our role as your in-house brand storyteller, you are granted the exquisite privilege of collaborating and indulging in moments of mindful, intentional brand growth, while effortlessly realigning with your purpose.

Our unwavering dedication is built upon not only surpassing but transcending your highest imagined boundaries, sculpting a brand identity that stands as a testament to refined elegance and unrivaled distinction.





EXPECTATIONS

Throughout our collaborative journey to tell your brand's story and capture its essence, we will focus our efforts on making you feel seen, heard, and welcomed. We achieve these goals through consistent, ongoing communication tailored to your preferences and schedule.

RESPONSE TIMES

We respond to emails, texts, and DMs within 24 hours.

AVAILABILITY

We are available 9am - 5pm Monday to Saturday.

PLEASE NOTE

Phone calls are available upon request, subject to availability.

OUR *DESIGN* SERVICES

BESPOKE BRAND DESIGN

Define your brand by developing a consistent, unique brand message and identity. Brand identity is foundational to expanding your business and leveraging your skills to bolster growth.

Timeline, 3-4 weeks

Investment begins at $2,000.00, details on deliverables below.

NAME DEVELOPMENT

We will work with you to dive deep into your goals and purpose, developing a brand name that speaks to your ideal audience and is aligned with your vision and unique story.

Timeline, 1-2 weeks

Investment begins at $500.00





OUR *DESIGN* SERVICES

STATIONERY & PACKAGING DESIGN

Elevate your brand's identity with enchanting stationery design. From luxurious business cards to captivating packaging, our designs capture the essence of your brand, ensuring that every interaction, whether digital or tangible, resonates with intention.

Timeline, up to 1 week/design

Investment begins at $250.00/design

COPY WRITING

Words have the power to compel and captivate. Our copy writing services are designed to elevate your message and leave a lasting impression. From engaging website content to evocative sales copy, we transform your ideas into words that ignite and inspire.

Timeline, 2-3 weeks

Investment begins at $1,000.00

OUR *DESIGN* SERVICES

INTUITIVE WEBSITE DESIGN

Your website is your brand's digital home; it speaks for your business, breathing life into your story and work. We will build a powerful, evocative, professional website that portrays your brand message beautifully and with intention.

Timeline, 4-5 weeks

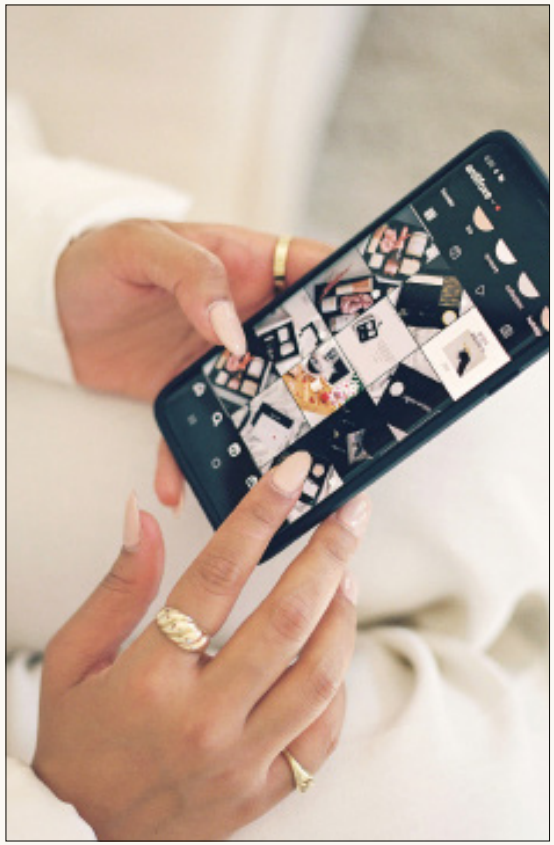
Investment begins at $4,000.00, details on deliverables below.

CONTENT CREATION

Our team of storytellers translate and transform your brand's story into captivating photo & video content that resonates with your audience, leaving a lasting impression of sophistication and purpose.

Investment begins at $500.00





MARKETING SERVICES

SEARCH ENGINE OPTIMIZATION (SEO)

From comprehensive keyword research to targeted optimization, we ensure that your brand stands out in search results. With regular monitoring and tracking, we adapt our approach to keep pace with evolving algorithms and trends. Partner with us and watch as your brand climbs the ranks.

Investment begins at $700.00/month

OR $1,200.00 for one-time on-site SEO Configuration & Support

PAID ADS (GOOGLE)

We specialize in crafting targeted campaigns designed to enhance your brand's presence on Google's search and display networks. From strategic keyword research to captivating ad creatives, we meticulously optimize every aspect of your campaigns for maximum impact and tangible results.

Investment begins at $700.00/month + ad spend

SOCIAL MEDIA (IG) MANAGEMENT PACKAGES

N° 01

Package includes caption writing, hashtag strategy, concept creative, and ongoing profile optimization.

FEED POSTS / 8 MONTHLY
STORIES / 12 MONTHLY
REELS / 1 MONTHLY
ENGAGEMENT / 4 HOURS MONTHLY

INVESTMENT:
$1,000.00/MONTH

DISCOUNT AVAILABLE WITH MULTI-MONTH COMMITMENT

N° 02

Package includes caption writing, hashtag strategy, concept creative, and ongoing profile optimization.

FEED POSTS / 12 MONTHLY
STORIES / 24 MONTHLY
REELS / 4 MONTHLY
ENGAGEMENT / 10 HOURS MONTHLY

INVESTMENT:
$2,000.00/MONTH

DISCOUNT AVAILABLE WITH MULTI-MONTH COMMITMENT

N° 03

Package includes caption writing, hashtag strategy, concept creative, and ongoing profile optimization.

FEED POSTS / 16 MONTHLY
STORIES / 36 MONTHLY
REELS / 8 MONTHLY
ENGAGEMENT / 18 HOURS MONTHLY

INVESTMENT:
$3,000.00/MONTH

DISCOUNT AVAILABLE WITH MULTI-MONTH COMMITMENT



OFFERING N° 01

BESPOKE BRAND DESIGN

Whether you're launching a new brand and in need of an identity that inspires your audience or are seeking to refresh your existing brand to better reflect your evolution, our Bespoke Brand Design fuses beauty and function to provide you with the invaluable assets you need to begin, or continue on your brand's journey.

THE DELIVERABLES:

BRAND DISCOVERY QUESTIONNAIRES
CUSTOM COLOR & FONT PALETTES
PRIMARY LOGO DESIGN
SECONDARY LOGO DESIGN
BRAND MARK/FAVICON LOGO DESIGN
HIGH RES DIGITAL LOGO FILES
30-PAGE BRAND BIBLE & GUIDELINES
UP TO 2 ROUNDS OF REVISIONS/DESIGN

INVESTMENT: $2,000.00

Additional a la carte services can include: name development, content creation, social media post templates, digital & printed stationery designs, packaging design, personalized IG audit, and strategy consultation.



OFFERING N° 02

INTUITIVE WEBSITE DESIGN

We craft immersive online experiences that connect with and engage your audience. Our designs transcend the ordinary, seamlessly blending aesthetics with functionality to create a digital home that reflects the magic of your brand.

THE DELIVERABLES:

5 PAGE SQUARESPACE SITE
2 ROUNDS OF REVISIONS
SITE LAUNCH + SUPPORT

COMPLIMENTARY FAQ & LEGAL PAGES
COMPLETE COPY WRITING
MINI BRANDING PACKAGE: COLOR & FONT PALETTE
OFF BOARDING VIRTUAL TUTORIAL

INVESTMENT: $4,000.00
+ $380.00/ADDITIONAL PAGE
+ $1,000.00 FOR SHOPIFY OR WORDPRESS

OFFERING N° 03

ON-SITE SEO CONFIGURATION & SUPPORT

For those who have made the investment and established their brand identity and digital home, and are now seeking to lay the foundations to ensure their website can rank on Google, and appear when their dream clients are searching for them.

SITE AUDIT & SEO SCORE + ROAD MAP FOR GROWTH

COMPLETE ON-SITE SEO SET UP & INDEXING: SITE OPTIMIZING, ALT TEXT, KEYWORD & IMAGE OPTIMIZATION

1:1 SUPPORT & NEXT STEPS VIA GOOGLE MEET

INVESTMENT: $1,200.00, UP TO 6 PAGES

+$300 PER ADDITIONAL PAGE



OFFERING N° 04

COMPLETE INSTAGRAM AUDIT & STRATEGY GUIDE

We will provide you with the tools you need to develop and maintain a strong social presence and message that will help you engage with your loyal tribe and attract your ideal clients, and ensure your brand becomes and remains relevant.

20+ PAGES OF INSIGHTS: CONTENT PILLARS, PROFILE + METRICS ANALYSIS, MOOD BOARDS, 20 RE-USABLE CONTENT CONCEPTS, HASHTAG VAULT, CONTENT STRATEGY GUIDELINES, PROFILE OPTIMIZATION, COMPETITOR ANALYSIS, 60 MINUTES OF 1:1 CONSULTATION VIA GOOGLE MEET.

INVESTMENT: $1,500.00



THE ESSENTIAL PACKAGES

N° 01

Bespoke Brand Design and Intuitive Web Design

BRANDING
5-PAGE SITE
COPY WRITING
1:1 SUPPORT & TUTORIALS

INVESTMENT:
$5,800.00,
$6,000.00 VALUE

N° 02

Bespoke Brand Design, Web Design, and SEO Configuration and Support.

BRANDING
5-PAGE SITE
COPY WRITING
ON-SITE SEO SETUP
1:1 SUPPORT & TUTORIALS

INVESTMENT:
$6,900.00
$7,200.00 VALUE

N° 03

Bespoke Brand Design & Complete Instagram Audit and Strategy Guide

BRANDING
IG AUDIT AND PDF GUIDES
1:1 STRATEGY CONSULTA-
TION VIA GOOGLE MEET

INVESTMENT:
$3,300.00
$3,500.00 VALUE

TIMELINE

We believe in the art of unhurried refinement, where each design is imbued with the essence of your story. Our services are experiences of collaboration and artistry, conducted with the utmost love, care, and dedication.

From the outset, open communication ensures that your desires and timelines are fully understood and embraced.

Whether your project calls for a slowed, calm exploration of creative possibilities or a swift execution to meet pressing deadlines, we adapt to the pace that makes you feel most comfortable and understood, while ensuring our work reflects the luxury and sophistication synonymous with Atelier M.

We are here to support and guide you each step of the way, ensuring that your brand's journey with us is nothing short of exceptional. Welcome to a world where your dreams are realized with care and dedication.

- WELCOME & ON-BOARDING
  1 - 2 business days.
- BRAND DISCOVERY
  4 - 7 business days.
- BRAND DEVELOPMENT & DESIGN
  14 - 30 business days.
- WEBSITE DESIGN
  14 - 30 business days.
- WEBSITE LAUNCH + SUPPORT
  1 - 2 business days.
- GOODBYE GUIDE & GRATITUDE
  1 business day.
- ONGOING COLLABORATION

TESTIMONIALS

Working with Atelier M. was a dream! They understood our vision and executed it beyond our expectations! Our website and branding are truly a work of art! Every step of the process felt easy and was met with meticulous attention to detail, unwavering support and love. We highly recommend Atelier M!

From start to finish, my experience with Atelier M. was nothing short of fabulous. They took the time to truly understand my vision and translated both my branding and website into a stunning reality. Communicative, professional, and fun to work with. Thank you, Atelier M!





TESTIMONIALS

Oh, how do I begin to express what a delightful treat it was to have co-created with Atelier M.? It was the most aligned collaboration and fairest energy exchange I have experienced as a client. The level of creativity, energy, and excellence in the end result was genuinely exceptional. It was a dream... I highly recommend working with them.

Very talented team who really cared about our branding and the way we wanted our site to appear. We now have a beautiful website for our fashion brand where visitors will feel at home. Atelier created a website that captured who we are as a brand. Would highly recommend.

THE PROCESS



Step One

EXPRESSION OF INTEREST & WELCOME

If you'd like to work with us, please notify us and we will begin your on-boarding process. This includes your initial payment and a detailed breakdown of next steps, checklists, and timelines.

Step Two

BRAND DISCOVERY

All projects begin with our unique Brand Discovery Process. You will have access to our Branding Questionnaires, and we will explore your story, your goals, and your vision to develop a deeper understanding of your brand identity that will inform the design process.

THE PROCESS

Step Three

BRAND DESIGN

We will collaborate to develop your brand identity and strategy, working together to design your branding assets and tell your story.

Step Four

WEBSITE DESIGN

Upon finalizing your branding essentials, we will begin designing the first draft of your website, working at your desired pace and within our agreed upon timeline. Once you receive the first draft, we will go through two rounds of revisions before making your site live.



THE PROCESS



Step Five

GOODBYE PACKAGE & SUPPORT

Once your website is launched. We will provide a series of recorded and 1:1 support videos and webinar links to guide you in making future website adjustments. We will also provide you with an SEO guide to inform your future work, in addition to a personalized Goodbye Guide as a token of our gratitude.

Step Six

MARKETING, CONSULTATION, & MORE...

It is at this juncture that we will make use of the identity and digital home we have created for your brand and help you achieve your goals. Whether through marketing & SEO services, social media management, stationery & packaging design, site maintenance, or consultation.

FREQUENTLY ASKED QUESTIONS

WHAT IS YOUR PAYMENT STRUCTURE?

Our payment structure is 50/50: a 50% initial payment of your total is required to begin work and secure your space on our schedule, the remaining is due upon receipt of deliverables and/or website launch. Marketing & social media management services follow a different structure.

WHAT PAYMENT METHODS DO YOU ACCEPT?

We accept cash, check, or e-transfer. We also accept all major credit cards. Credit payment can be made via a secure payment link we provide to you. You will always receive an invoice and receipt.

DO YOU PROVIDE WEBSITE COPY WRITING (WRITTEN CONTENT) SERVICES?

Yes. All of our 5-page website packages include copy writing. This service can also be added a la carte to any design or marketing project.

WILL YOUR SOURCE STOCK IMAGERY FOR MY BRAND?

Yes. All of our design services include stock photo gallery curation. While stock imagery can serve as an invaluable resource, we always emphasize the importance of having brand photography that is aligned and unique to your brand, and can assist you in creating such imagery.

FREQUENTLY ASKED QUESTIONS

CAN I PURCHASE ADDITIONAL ROUNDS OF REVISIONS?

Of course! While our packages are designed to reflect our process and the general flow of our projects, and our clients rarely feel the need to purchase additional rounds of revisions, they are available at $100/round.

DO YOU OFFER SUPPORT AFTER MY WEBSITE IS LAUNCHED & LIVE?

Of course! In addition to custom screen recordings and webinar links we will send to you to walk you through the process of updating your site, once your site is live, we will invite you to a 1:1 Google Meet where we will share our screen with you and guide you through the process of making site adjustments and answer any questions you may have.

CAN I INVEST IN THE ON-SITE SEO SERVICE ON ITS OWN/FOR MY EXISTING SITE?

Yes. While we offer a package that includes this service, it can also be added a la carte. Generally, we find that website updates and design changes are necessary to improving your on-site SEO, but if you choose to opt for this service on its own, you will have access to a special discount on our branding or website design services to use in the future.

CAN YOU JUST DESIGN MY LOGO? I CAN'T AFFORD BRANDING.

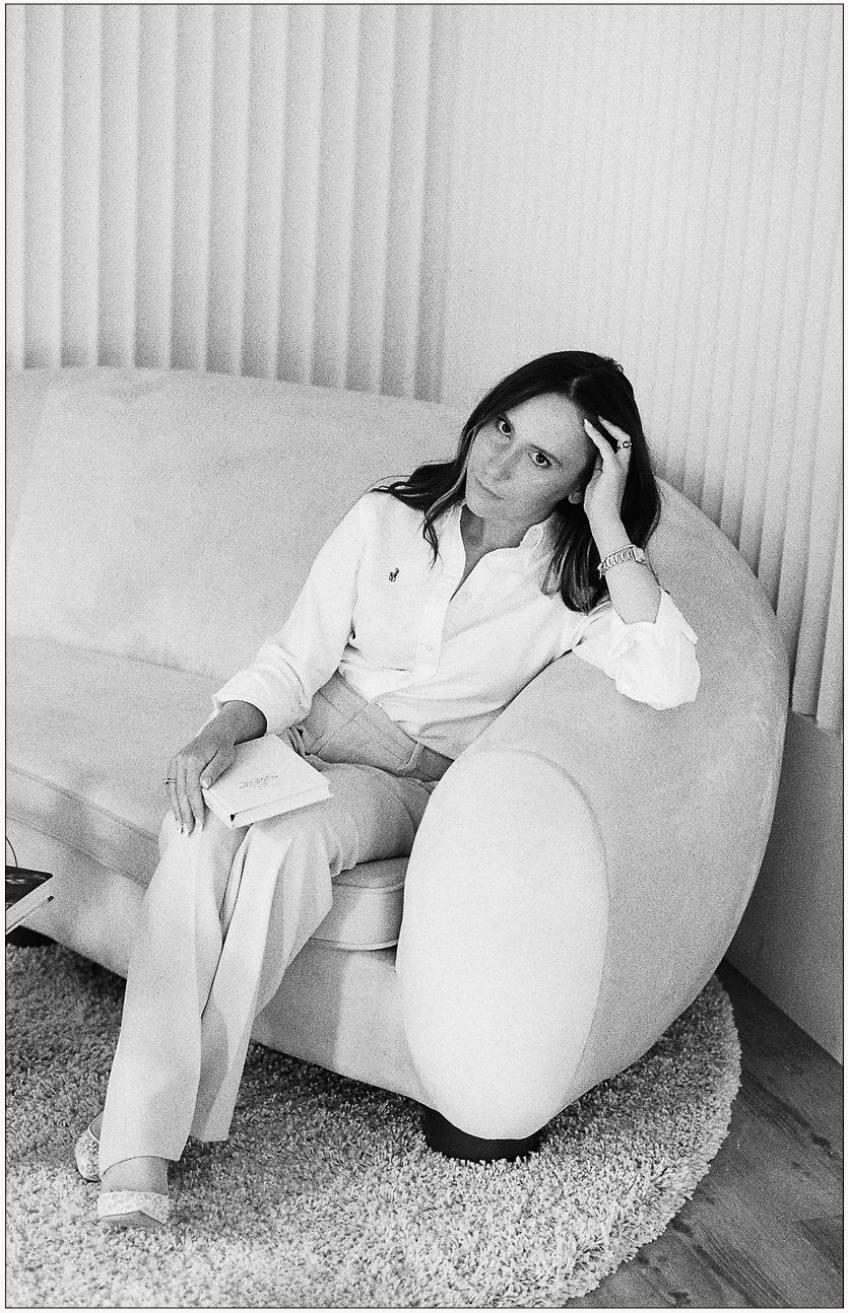
No. While we make it our mission to understand your needs and values, we strive to provide you with solutions to help grow and define your brand. As much as a logo may seem like all you need, our branding packages provide knowledge, insights, and tools you can use to establish your brand voice and identity to help you thrive.

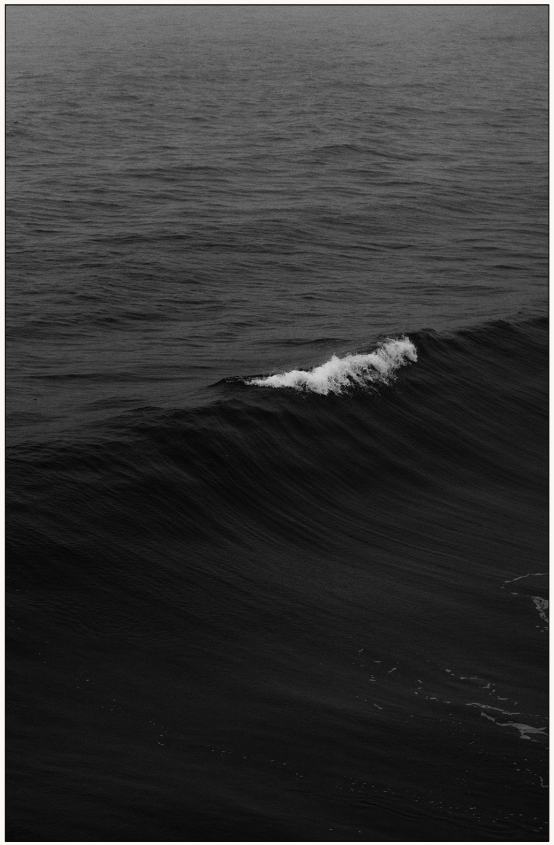
OUR BRAND PROMISE

We don't just design brands; we sculpt narratives that resonate. I promise to infuse your project with elegance, creativity, and a deep commitment to authenticity. Together, let's create magic that leaves a lasting legacy in the hearts and minds of your audience.

Xhen

FOUNDER, CREATIVE DIRECTOR





CONTACT US

Email Address

CONTACT@MARBLTORONTO.CA

Social Media

@ATELIERMARBL

Website

WWW.MARBLTORONTO.CA

WHAT ARE THE NEXT STEPS?

Now that you have had the opportunity to learn more about our approach and offerings, we would be honored to learn more about you and your brand. Contact us to book your Complimentary 30-Minute Discovery call to discuss your needs and vision, and how we can best assist you. If you are ready to move forward and work with us, email us to begin your journey

CONTACT@MARBLTORONTO.CA



THANK YOU.

Feel free to email or message us with any questions you may have. We look forward to creating with you.

