



PARAGON  
*collective*

SERVICES *and*  
PRICING GUIDE



# WELCOME!

IT'S NICE TO MEET YOU

Welcome to Paragon Collective;  
Marketing Reimagined.

We're the team behind the team,  
the creative strategists that  
seamlessly integrate traditional and  
digital media to elevate your  
businesses and marketing.

As a creative studio we deliver end  
to end production. From  
photography to social media and  
administration, we are your in-  
house marketing team.

We believe that simple can be done  
beautifully and that elegant  
solutions are effective ones that will  
deliver consistent, sustained results  
for your business.

Reimagine the way you market  
your business with Paragon  
Collective.

*Rachel*

CREATIVE DIRECTOR



## About US

### WHAT WE ARE ALL ABOUT

Paragon (n) Collective;  
Something or someone at their very best.

We are exactly as our name suggests, a collection of creatives supporting clients to be their very best through simple, elegant and effective digital solutions. 3 years ago, our founder started as the go-to person in Cairns for all things marketing. The things businesses didn't have time for specialising in, admin and social media. The more we supported and elevated our clients, the more they asked us to do, so we grew. We built our team and our expertise so we could offer clients a full service, in-house marketing experience. One team, one goal, managing absolutely everything.

# MEET *the* TEAM

GET TO KNOW US



## Rachel Synnot

Creative Director & Photographer

After a career in Finance, Management and Media, Rachel saw an opportunity in 2018 to launch her own business and jumped at it.

The rest as they say, is history!

Originally from WA. Rachel has now lived in Cairns for five years and notes her greatest achievement as her son, Nix.



## Rylee Duncan

Admin & Social Media

You can find Rylee every Monday, Wednesday & Friday scheduling client content and helping out around the office. Rylee is currently completing a Diploma of Graphic Design.



## Robyn Bartlett

Graphics & Illustration

Robyn holds quite the resume! A Lawyer and CEO for an Indigenous Corporation, it was time for a creative outlet and so, Robyn's love of illustration was born.

# EXPECTATIONS

## WHAT YOU SHOULD KNOW

We aim to be as responsive as possible, but value a healthy work environment and work life balance. We will respond to all enquiries within 48 hours and currently operate in office on Monday, Wednesday & Friday.

Urgent enquiries can be directed to [rachel@paragoncollective.com.au](mailto:rachel@paragoncollective.com.au)



## RESPONSE TIMES

We respond within 48 hours



## AVAILABILITY

9am - 4pm | Monday - Wednesday - Friday



## PLEASE NOTE

Urgent enquiries to [rachel@paragoncollective.com.au](mailto:rachel@paragoncollective.com.au)



# SOCIAL MEDIA

WHAT SUITS YOUR BUSINESS

## WHAT YOU GET

- ✓ FACEBOOK
- ✓ INSTAGRAM
- ✓ SOCIAL AUDIT
- ✓ HIGHLIGHTS
- ✓ ENGAGEMENT\*

## THIS IS PERFECT FOR

Business owners who understand the importance of social media in their overall marketing strategy, but don't have time to manage accounts themselves.

## HOW IT WORKS

Each month we curate and schedule your content on your behalf. We interact with your followers and your direct leads. We can even set accounts up for you or audit your existing ones.

\*Engagement not included on min Investment



## DURATION

MIN 4 MONTHS



## INVESTMENT

From \$1200pm

# PRODUCT & CONTENT PHOTOGRAPHY

WHAT SUITS YOUR BUSINESS

## WHAT YOU GET

- ✓ SELECTED IMAGES
- ✓ ONLINE ACCESS
- ✓ TO BRIEF FOR YOUR BRAND
- ✓ PROFESSIONAL EDITING
- ✓ ONGOING CONTENT



## DURATION

10 - 12 WORKING DAYS



## INVESTMENT

From \$440pm

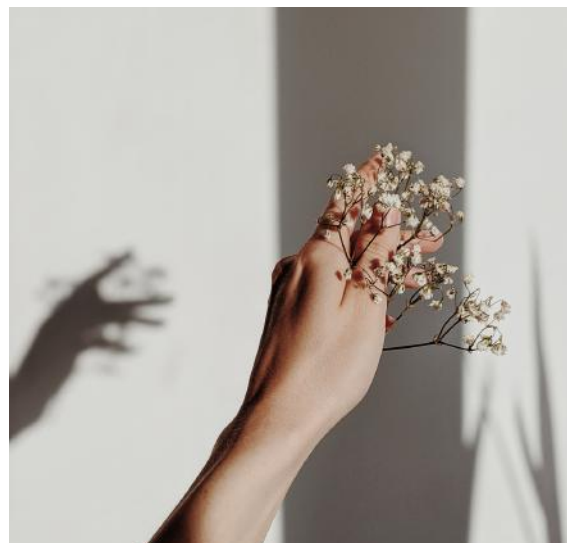
## THIS IS PERFECT FOR

Small Business or Product Owners who need modern, up-to-date images for their brand to use online.

Never be stuck for content again.

## HOW IT WORKS

Pick your package, post your products (if needed) and complete the easy to fill online brief. Once your products arrive we will book you in, shoot, edit and deliver within 10 business days. It's that simple! If you are Cairns based and would like branding images or headshots for your business please let us know.



# WEBSITES

WHAT SUITS YOUR BUSINESS

## THIS IS PERFECT FOR

Start up and small business owners who require a clear, simple and professional website that will fit their brand like a glove. We specialise in clean, professional sites that have user experience front of mind.

## HOW IT WORKS

We make the process as easy as possible, an initial meeting to discuss the brief, access to your logos and images and overall brand goals. Then we start building. 2 revision rounds are included to rest assured you love your new site.

## WHAT YOU GET

- ✓ 1 YEAR HOSTING
- ✓ 4 -5 PAGES
- ✓ MOBILE OPTIMISED
- ✓ WEBSITE COPY
- ✓ CONTACT FORM
- ✓ E-COMMERCE\*
- ✓ BLOG

From \$2200



# ADD ONS

WHAT SUITS YOUR BUSINESS

## WHAT YOU GET

- ✓ Virtual Admin
- ✓ Marketing
- ✓ Google Ads
- ✓ Illustrations
- ✓ Graphic Design
- ✓ Consulting/Training

POA

# PARAGON PACKAGE OPTIONS

WHAT SUITS YOUR BUSINESS

## OPTION *one* PRODUCT PHOTOGRAPHY

- ✓ PHOTOGRAPHY
- ✓ 8 IMAGES PER MONTH
- ✓ 4 MONTHS\*
- ✓ TO BRIEF

*Never be stuck for content on your social media or website again.*

*\*Min 4 Month Commitment\**

**\$440p/m**

## OPTION *two* SOCIAL & PHOTO

- ✓ PHOTOGRAPHY
- ✓ 8 IMAGES
- ✓ 2 ILLUSTRATIONS
- ✓ 2 QUOTE TILES
- ✓ SOCIAL MEDIA MANAGEMENT
- ✓ FACEBOOK & INSTAGRAM
- ✓ 2 HASHTAG SETS
- ✓ 4 MONTHS\*

*Need to go ALL IN*

*We handle the lot for you!*

*\*Engagement not included\**

*\*Min 4Month Commitment\**

**\$1650p/m**

## OPTION *three* CONTENT KING

- ✓ PHOTOGRAPHY
- ✓ 8 IMAGES
- ✓ 2 ILLUSTRATIONS
- ✓ 2 QUOTE TILES
- ✓ 4 MONTHS\*
- ✓ TO BRIEF

*Want to DIY?*

*Let us provide the content for you so you can handle the rest yourself.*

*\*Min 4 Month Commitment\**

**\$550p/m**

# TESTIMONIALS

WHAT OUR CLIENTS SAY ABOUT US



I have just received my photos done by Rachel from Paragon Collective and I am blown away! They are absolutely stunning and promote my brand and product beautifully.

**Kate Boyd**

SWIMSKIN SPRAY



I can not recommend this business enough, They exceeded my vision! Will def work with them again, awesome service and results, the best images we have received for our business!

**Jo Lawrence**

OLI WOOD



Highly recommend Rachel from Paragon Collective. From start to finish she made the entire process of updating our website seamless and easy. Great communication the whole way through and delivery of the end result before expected.

**Carlie Noakes**

MADSON PLUMBING



Rachel recently took on me as a client for my first ever product launch. I can honestly say that without her professionalism, talent and eye for perfection our launch would not have looked so fantastic! I highly recommend Paragon Collective for all your photography needs. Rachel is phenomenal at identifying the vision within your product and conveying this visually to aid your brand. The experience working with Paragon has been fantastic and one of the easiest parts of launching my products!

**Jasmine Carroll**

HEAVENLY LASHES



Rachel has an incredible eye for professional branding - the products that she photographed for me were very close to my heart and I just LOVED them when I saw them. Will definitely use her services again.

**Amie Joseph**

MIND MATTERS QLD

# PHOTOGRAPHY PORTFOLIO

SOME OF OUR WORK  
VIEW MORE ON OUR WEBSITE



# THE PROCESS

## WHAT TO EXPECT

01

### GET IN TOUCH

- Email: [hello@paragoncollective.com.au](mailto:hello@paragoncollective.com.au)
- Phone: 0488 133 133
- Facebook: Paragon Collective
- Instagram: [paragoncollective\\_](#)
- Website: [www.paragoncollective.com.au](http://www.paragoncollective.com.au)

02

### SELECT YOUR SERVICES

- We'll schedule a catch up and discuss what service/s will suit your business needs
- If we are a fit, we then discuss payment options
- We start work on a strategy for your business

03

### GET STARTED

- Access to your social media accounts and any resources you may be able to provide e.g. logos, photos, etc.
- We Start Work!
- SEE RESULTS! It's That Simple.

READY TO GET STARTED?

# WORKING WITH US

## HOW WE CAN HELP YOU



### EFFICIENT

Our team will aim to provide you their very best through simple, elegant and effective digital solutions



### ONE-STOP SHOP

From Product Photography to Social Media Management and more, we are your one-stop shop when it comes to marketing your business



### READY

Just like it says in the dictionary!  
"In a suitable state for an action or situation; fully prepared."  
Paragon Collective will be there ready to provide you with the best strategy



### RELIABLE

By providing consistent and quality content, we can assure you that you can trust us with the social side of your business

# FAQ's

## HAVE ANY QUESTIONS?

### I DON'T KNOW WHERE TO START!

01

That's ok, we're here to help! A great place to start is by booking in one of our FREE 30 Min consults. There is no obligation to buy or use our services and it will help answer any questions you have that you can't find the answers to here in FAQs. It also allows us to get to know each other a little better and see if we are a great biz fit before any outlay or commitment.

### CONTRACTS – AM I LOCKED IN?

02

For services such as Social Management we do request clients sign up for a minimum of three months. This allows us to get to know you and your brand inside out and deliver accurate data and analytics to you for how everything is going – However; we do offer a number of other products and resources within our online store you may prefer if a three-month commitment isn't for you.

### WHAT PAYMENT METHODS ARE AVAILABLE?

03

At the moment, we only accept Credit/Debit cards and PayPal payments for our online store. Services are invoiced directly to you as the client and for ongoing services such as social media management, they can be invoiced weekly, fortnightly or monthly. However you wish!

# LET'S CONNECT

GET IN TOUCH



[WWW.PARAGONCOLLECTIVE.COM.AU](http://WWW.PARAGONCOLLECTIVE.COM.AU)



PARAGON COLLECTIVE



PARAGONCOLLECTIVE\_



[HELLO@PARAGONCOLLECTIVE.COM.AU](mailto:HELLO@PARAGONCOLLECTIVE.COM.AU)



0488 133 133

WE LOOK FORWARD TO HEARING FROM YOU!



READY *to get* STARTED?

LET'S WORK TOGETHER

PARAGON  
*collective*

[SEND AN ENQUIRY](#)