



ENGAGEMENTS AND INVESTMENT

THE INVESTMENT GUIDE

Brand strategy, creative direction, styling, and Fractional CMO leadership for founders building a brand, or rebuilding one that has fallen behind the work.

LED BY

Mika-Taché St. Fleur, Founder + Brand Strategist

THE AGENCY

Black woman-owned · Richmond, Virginia

FOUNDER
BACKGROUND

A decade brand-side and agency, including seven years leading digital strategy for Virginia's statewide beverage authority

BEFORE WE TALK NUMBERS

Most founders build a brand from three or four vendors, and it shows. Saint MGMT pairs brand strategy, creative direction, styling, and Fractional CMO leadership under one roof, so your message, your visuals, and your marketing say the same thing.

This guide is the part the website leaves out: what each engagement costs, who it is built for, and how we work together. Read it, see where you fit, and come to the call already knowing the shape of the investment.

WHAT THE FOUNDER BRINGS

Mika-Taché spent a decade brand-side and agency before Saint MGMT: seven years leading digital strategy and creative for Virginia's statewide beverage authority, digital advertising at the Richmond Times-Dispatch, and creative direction across fashion, music, and media. More than \$10M in managed digital spend across that career.

HOW TO USE THIS GUIDE

- 01 Find the engagement that matches where your brand is right now.
- 02 Note the investment and who each one is built for.
- 03 Start with the Brand Audit, then book a discovery session to scope your fit.

WHO THIS IS BUILT FOR

We keep the roster small on purpose, so every brand gets the standard the work deserves. The fastest way to a yes is knowing this is for you before we meet.

THIS IS FOR YOU IF

- You hold a high standard for how your brand shows up, and you want it to match your ambition.
- You value clarity and taste, and you want a senior partner, not one more freelancer.
- You are launching, rebuilding, or growing, whether established or building from scratch.
- You are ready to invest in doing it right, once.

THIS IS NOT FOR YOU IF

- You are shopping for the lowest price.
- You want day-to-day posting with no strategy or leadership behind it.
- You are not ready to invest in building the brand right.

Starting from scratch? Good.

If you are building a brand from zero, we build the foundation from zero. That is more work, so it costs more, but you do it once, and everything you launch after stands on it.

WHICH PATH IS YOURS

Your message changes depending on the day	The Brand Blueprint
The brand is clear, but execution keeps stalling	The Creative Lead
You need photos and video that match the brand	The Shoot
Your space never looks right on camera	Set + Studio Styling
Marketing is moving, but no one senior is steering	Fractional CMO

Not sure where you land? That is what the Brand Audit is for.

WAYS TO WORK TOGETHER

Seven engagements, one clear brand at the end of it. No work begins before a signed agreement and the first payment. Final scope is confirmed in a proposal built for your goals.

THE BRAND AUDIT

THE FRONT DOOR · DIAGNOSTIC

A focused look at where your brand is clear, where it is costing you, and what to fix first. The fastest way to see whether we are a fit and which engagement is right for you.

Built for: Founders who want an honest read before committing to a build.

PRICED ON REQUEST

Start here

Credits in full toward The Brand Blueprint when you book within 60 days

THE BRAND BLUEPRINT

STRATEGY · MESSAGING · CONTENT SYSTEM

Brand strategy, messaging, a content system, and a website messaging outline. Three tracks depending on your moment: Pre-Launch, Brand Reset, or Brand Activation. You leave with a brand you can explain in thirty seconds.

Built for: A launch, a reset, or a brand that has drifted from the work.

PROJECT

From \$7,500

Four to six weeks
Onboarding from \$1,500

THE CREATIVE LEAD

MONTHLY RETAINER · CREATIVE DIRECTION

Monthly creative direction and workflow leadership, so your brand stays consistent without you art-directing every asset. We set the direction, hold the standard, and keep the work moving.

Built for: Brands with content in motion that needs a steady creative hand.

PER MONTH

From \$4,000

Onboarding from \$1,500

WAYS TO WORK TOGETHER

THE SHOOT

CONTENT SHOOT PLANNING · ART DIRECTION

We plan and direct the shoot: concept, shot list, styling direction, run of show, and the vendor coordination that makes content look considered. You book the photographer. We make sure every frame earns its place.

Built for: Founders who want a shoot planned and directed, not improvised.

PROJECT

From \$5,000

Onboarding from \$1,500

SET + STUDIO STYLING

CAMERA-READY ENVIRONMENT STYLING

Camera-ready environment and set styling, backed by a professional interior decorating credential. This is styling for how a space reads on camera, not full interior design or construction. Add it to a shoot, or scope it on its own.

Built for: Brands whose spaces and sets need to look the part on camera.

STANDALONE

From \$5,000

Standalone, or an add-on to a shoot
Onboarding from \$1,500

FRACTIONAL CMO

EXECUTIVE MARKETING LEADERSHIP

The marketing lead seat without the full-time overhead. Priorities, roadmap, team and agency oversight, and performance accountability. Leadership, not execution. Three-month minimum, with longer terms for ongoing leadership.

Built for: Established brands with traction and an empty marketing leadership seat.

PER MONTH

From \$5,000

Three-month minimum
Onboarding from \$1,500

WEBSITE BUILDS

SCOPED PER PROJECT

Active service, offered case by case and scoped to the build. Delivered with the messaging that goes on it rather than as a separate exercise.

Built for: Brands whose site is the gap between the strategy and the sale.

PROJECT

From \$5,000

Scoped per project

Standalone projects begin at \$5,000 and retainers at \$4,000 per month. These are starting points, not quotes. Retainers bill monthly. Project fees can be spread across the engagement so the monthly number stays predictable. Rates current as of September 2026. Final scope, timeline, and payment schedule are confirmed in a proposal built for your goals.

HOW IT WORKS

Four steps from first look to first deliverable. Every engagement runs the same way, whether it is a project or a retainer.

THE SEQUENCE

- 01 Take the Brand Audit.** A quick, honest read on where your brand stands and what to prioritize.
- 02 Book a discovery session.** We confirm the right engagement based on your goals, timeline, and what you already have in place.
- 03 Proposal and agreement.** You receive a clear scope, timeline, deliverable count, and investment. Every engagement is defined before it begins.
- 04 Onboarding, then the work.** Once the agreement is signed and the first payment is in, we start. No exceptions, so nothing is left to guesswork.

WHAT ONBOARDING BUYS

A full immersion in your brand, an audit of what you already have, access and systems setup, and the roadmap we run together. We begin from understanding rather than guesswork.

THE MATH ON LEADERSHIP

A full-time marketing leader is a six-figure salary plus benefits and ramp time. Fractional CMO gives you that seat for the season you actually need it, at a fraction of the cost and none of the overhead.

When the work calls for it, Saint MGMT engages vetted specialists for digital advertising, fashion styling, and merchandise, so scope can grow without losing a single standard.

Saint MGMT is led by founder Mika-Taché St. Fleur, a senior strategist known for turning scattered marketing into a focused plan and holding brand quality through high-stakes seasons. Before the agency she spent a decade brand-side and agency: seven years leading digital strategy and creative for Virginia's statewide beverage authority, digital advertising at the Richmond Times-Dispatch, and creative direction across fashion, music, and media, with more than \$10M in managed digital spend across that career.

Every engagement is led by Saint MGMT and backed by vetted specialists brought in as scope requires, so larger and more complex projects grow without losing the standard.

READY WHEN YOU ARE

LET'S BUILD A BRAND THAT SAYS ONE THING

Start with the Brand Audit, then book a discovery session. We will map the right path for where you are and where you are headed.

START HERE

saintmgmt.com/alignment-check

BOOK A CALL

saintmgmt.com/lets-chat-richmond-virginia

REACH US

letschat@saintmgmt.com · 804-404-5427



SCAN TO
START A CONVERSATION