



ENGAGEMENTS AND INVESTMENT · 2027

THE INVESTMENT GUIDE

Brand strategy, creative direction and fractional marketing leadership, principal-led from Richmond, Virginia for brands in the U.S. and abroad.

LED BY

Mika-Taché St. Fleur, Founder and Fractional CMO

SPECIALTIES

Food and beverage · interior and hospitality spaces

THE AGENCY

Black woman-owned · SWaM certified · Est. 2016

01 BEFORE THE NUMBERS

Saint MGMT is a boutique brand strategy and fractional marketing leadership agency. We set the structure a brand communicates through, then lead the work that runs on it, written so your team or any vendor can carry it without a briefing call.

This guide carries what the website leaves out: where each engagement starts, what it includes, and the starting investment, so the first call can be about your brand instead of our price list.

The roster stays small on purpose. Every engagement is led by Mika-Taché herself, with no account layer between you and the work. Our specialties are food and beverage and interior and hospitality spaces: spirits, wine, restaurants, boutique hotels and stays, and design-led home brands. Other sectors are welcome when the fit is right.

THE FOUNDER

Mika-Taché St. Fleur founded Saint MGMT in 2016 and built it alongside a decade brand-side: digital advertising at the Richmond Times-Dispatch, then seven years leading digital strategy and creative for Virginia's statewide beverage authority, with more than \$10M in managed digital spend. She holds an Interior Decorating Professional Certificate from the University of Richmond, served two years on the AMA Richmond board, and is a founding member of the African American Marketing Association.

READING THIS GUIDE

- 01 Find the path that matches where your brand is right now.
- 02 Note what that engagement includes and where its investment starts.
- 03 Book a discovery call and we will confirm the fit together.

02 YOUR PATH

Four steps, one question at each. Most clients go from a first call straight into The Brand Blueprint.

01 · FIT

IS THIS THE RIGHT RELATIONSHIP?

A 30-minute discovery call, or the free Alignment Check.

02 · STARTING POINT

WHERE ARE YOU STARTING FROM?

Ready to build.

The Brand Blueprint, diagnosis included.

One brand that needs clarity.
Brand Audit.

A personal brand across several ventures.

Ecosystem Architecture Review.

A documented brand with no one leading it.

Fractional CMO.

03 · BUILD

WHAT SHOULD THE BRAND SAY?

The Brand Blueprint, in one of three tracks: Pre-Launch, Brand Reset or Brand Activation.

04 · LEAD

WHO LEADS IT FROM HERE?

Fractional CMO, with additions only where the plan needs them.

FIT

A strong fit

Your brand carries a price point and a standard, and the marketing has not caught up.

You want one senior lead, not one more vendor to manage.

You are launching, resetting or ready to grow, and want to build it once.

Not the right fit

The lowest price is the deciding factor.

You want day-to-day posting with no strategy behind it.

The timeline needs results before a foundation exists.

03 BUILD

STRATEGY · MESSAGING · CONTENT SYSTEM

THE BRAND BLUEPRINT

Positioning, a messaging framework, a voice guide, a content system and a website messaging outline, delivered as one written system your team or any vendor can run. Every Blueprint opens with its own diagnosis, which sets the track.

Pre-Launch: the offer exists and nothing public is built yet. Brand Reset: the brand is live and the voice no longer holds. Brand Activation: an established brand bringing one new product, service or location into the line.

INVESTMENT

From \$6,000

Six to seven weeks

Onboarding fee applies

ONE BRAND THAT NEEDS CLARITY

BRAND AUDIT

For an established brand that needs a clear read before anything is rebuilt. One brand, read across every surface it owns: website, search listing, social, email, sales materials, and the venue or package. Two weeks, start to readout.

You leave with a findings table ranked by what each gap costs, a scorecard, the Blueprint track the findings point to, and a 30-minute readout.

INVESTMENT

From \$1,250

About two weeks

Credits in full toward The Brand Blueprint booked within 30 days of the readout

A PERSONAL BRAND ACROSS SEVERAL VENTURES

ECOSYSTEM ARCHITECTURE REVIEW

For the founder with a business, a book, a nonprofit or a podcast who wants one home for all of it. Which venture leads, what carries the rest, where your audiences overlap and where they collide, and where your personal brand sits across all of it.

You leave with an Ecosystem Map, a keep, cut, merge or rename call on every venture, and a 90-day sequence. Complete on its own.

INVESTMENT

From \$2,500

About three weeks

Two to four ventures; five or more scoped separately

Brand and marketing recommendations only. Not legal, tax, accounting or financial advice, and names are recommendations, not trademark clearance.

04 LEAD

EXECUTIVE MARKETING LEADERSHIP

FRACTIONAL CMO

The marketing leadership seat without the full-time hire. Priorities and a 90-day roadmap, budget and channel calls, vendor and agency oversight, creative direction at two review gates, and a monthly read on what the numbers say. Founder calls weekly or every two weeks, your choice.

Leadership, not execution. Your team and vendors make the work; Saint MGMT sets the direction and holds it to the standard. Paid media strategy and oversight are included. Clients can add PR, a monthly newsletter and shoot days, styling included, when the plan calls for them.

INVESTMENT

From \$6,000 a month

Six-month minimum

Onboarding fee applies

Specialties: food and beverage, hospitality

THE FIRST 90 DAYS

M1 Onboarding and assessment.

Access set up inside accounts you own, a current-state assessment, a KPI baseline, and the 90-day roadmap.

M2 The roadmap runs.

Founder calls on your cadence, vendor and agency reviews every two weeks, creative direction on what ships, and the first monthly report.

M3 Read and adjust.

Budget and channel calls made against what the numbers say, then a quarterly planning session and an updated roadmap.

WHAT ONBOARDING COVERS

A full immersion in your brand, an audit of what already exists, access set up inside accounts you own, and the roadmap we run together. It takes three to four weeks to get fully up to speed.

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 need it, with none of the overhead.

05 SPACES | PHYSICAL AND DIGITAL

Two services sold on their own, from the same credential: Mika-Taché is a certified interior decorator, with an Interior Decorating Professional Certificate from the University of Richmond, who styles rooms and websites.

WEBSITE DESIGN AND BUILD ON WIX

THE DIGITAL STOREFRONT

Website design and build on Wix, led by Mika-Taché as Digital Stylist: the interior decorator for your digital storefront. Every page written before it is laid out, wireframes before design, five core pages, search setup, your domain moved over, and recorded training on a Wix account you own.

Built on Wix only, after a Brand Audit or Blueprint. Shops, bookings and member areas are scoped per project.

INVESTMENT

From \$7,500

About eight weeks

Onboarding fee applies

STUDIOS, VENUES AND HOME OFFICES

SET + STUDIO STYLING

A marketer's approach to interior decorating for podcast and content studios, venues, showrooms and home offices that have to work on camera and in person. A space assessment, a layout plan, a styling plan with sourcing, an install day and a reset guide to keep it ready.

Styling, not interior design or construction. You buy the furniture and decor directly, and the space and its insurance stay yours.

INVESTMENT

From \$5,000

About five weeks

No onboarding fee

Every figure in this guide is a 2027 starting point, not a quote. Final scope, deliverable count, timeline and payment schedule are confirmed in a proposal built for your brand.

06 HOW IT WORKS

One sequence for every engagement, project or monthly, so nothing is left to guesswork.

01 Take the Alignment Check or book a discovery call.

The free check gives a quick read on where your brand stands. The 30-minute call confirms which door fits.

02 Choose where to start.

Most clients go straight into a Blueprint, which opens with its own diagnosis. Not sure yet? A Brand Audit is a smaller first step, and its fee credits in full.

03 Proposal and agreement.

A clear scope, deliverable count, timeline and investment, within ten business days of the call.

04 Onboarding, then the work.

Work begins once the agreement is signed and the first payment is in. No exceptions.

SPECIALISTS

Saint MGMT engages vetted specialists as project scope requires, including photographers, developers and media buyers, and holds the contract and the quality standard in one place.

PAYMENT

Monthly engagements bill on the first of each month. Project fees are split across milestones so the spend tracks the work. Your proposal lists every payment and its due date.



START WITH A CLEAR READ

START HERE

saintmgmt.com/alignment-check

BOOK A CALL

www.saintmgmt.com

REACH US

letschat@saintmgmt.com · 804-404-5427

Saint MGMT is led by founder Mika-Taché St. Fleur, a strategist known for turning scattered marketing into a focused plan and holding brand quality through high-stakes seasons. Every engagement is led by Saint MGMT and backed by vetted specialists as scope requires.