

TPS COLLECTIVE

Services & Pricing Guide

An overview of what we offer and indicative pricing for each service.

About TPS Collective

Strategy, production, and operations — one team.

We design how your brand is experienced, continuously.

From social media and photography to web production, booking systems, and workflow automation — we cover areas that are usually fragmented, delivering with speed and consistency under one roof.

01

End-to-end team

One point of contact, from planning to operations.

02

Small, senior team

Your dedicated lead stays with you to the end.

03

Built for results

We judge by the numbers, not just the visuals.

Services at a Glance

01

P.4

Social Media Marketing

from \$1,700/mo

02

P.5

Photo & Video Production

from \$750

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Web Production

from \$2,800

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Landing Pages

from \$2,350

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Booking Systems

from \$4,700

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P.9

Maintenance & Support

from \$280/mo

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P.10

Automation & AI Ops

from \$1,900

Every service is available on its own or in combination. See our recommended packages on P.11-12.

Social Media Marketing

Monthly retainers covering everything from shoots to content production, analysis, and improvement — at three levels of depth.

Plan	What's included	Best for	Not included (quoted separately)
Light \$1,700 /mo	1 shoot per month / 4 Reels + 4 carousels / photo retouching & asset management / consistent brand tone	Shops and independent businesses that want to raise the quality of their feed first	Strategy design / paid ads / high-volume posting / weekly review meetings
Standard Recommended \$2,600 /mo	2 shoots per month / 10 Reels + 8 carousels / retouching & thumbnail design / light analytics & improvement proposals / minor revisions	Businesses that want a steady stream of customers from social media	Ad spend & campaign setup / large-scale campaign design
Premium \$4,200 /mo	2–3 shoots per month / 12–15 Reels + 10–12 carousels / ad creative production / thumbnail design / monthly improvement proposals	Businesses growing social media into a serious acquisition channel	Ad spend / ad account management / influencer fees

* Prices are indicative and exclude tax.

Photo & Video Production

From stills of your space, products, and people to video assets. Available as one-off shoots or combined with a social media retainer.

Plan	What's included	Best for	Not included (quoted separately)
Basic Shoot from \$750	~2-hour shoot / photo assets / light retouching / asset delivery	Getting your first set of venue, profile, and social media photos in place	Video editing / multiple locations / extended shoots
Standard Shoot from \$1,100	Half-day shoot / photo & video assets / retouching / assets organized for social media use	Building a full asset library for social media or a landing page in one go	Full video editing / ad-oriented creative production
Premium Shoot from \$1,900	Brand shoot / creative direction / multiple cuts & scenes / retouching with a unified brand look	Venues and services building a refined, premium brand image	Studio rental / model fees / travel / specialty equipment

* Prices are indicative and exclude tax. Final quotes depend on the scope of the shoot.

Web Production

Three plans matched to your goals and scale. Post-launch maintenance (P.9) can be added to any plan.

Plan	What's included	Best for	Not included (quoted separately)
Simple Site from \$2,800	1–3 page website / mobile-optimized / contact flow / basic SEO setup	Businesses that need a clean, essential web presence	Multilingual support / booking features / CMS / full design system
Brand Site \$4,700–\$7,500	~5-page brand site / contact forms / basic SEO / English support where needed / design tailored to your brand	Companies, venues, and services building trust and credibility	Booking systems / payments / complex admin panels
Premium Site from \$9,400	Premium web design / photo & video-led layouts / Japanese & English / CMS / booking & contact flows / foundational SEO	Brands where perceived value and premium positioning matter most	Fully custom booking systems / large-scale membership features

* Prices are indicative and exclude tax. Final quotes follow requirements definition.

Landing Pages

A single page designed around your conversion goals — the destination for your social and ad traffic.

Plan	What's included	Best for	Not included (quoted separately)
Simple LP from \$2,350	One-page LP / mobile-friendly / contact form / basic conversion flow	Creating a landing spot for social media and ad traffic	Photography / ad management / A/B testing / in-depth copywriting
Conversion LP \$3,800–\$5,600	Conversion flow design / copy strategy / forms / analytics tags / section architecture / mobile optimization	Businesses focused on measurable outcomes — inquiries, bookings, purchases	Ad delivery / ongoing optimization
Premium LP from \$7,500	Premium LP design / built around original photography / ad funnel design / A/B-test-ready structure / CVR-focused build	High-value services and brand-led campaigns	Ad spend / ongoing optimization / additional LPs

* Prices are indicative and exclude tax.

Booking Systems

From simple booking forms to payments, calendar sync, and admin dashboards — four tiers to match the stage you're at.

Plan	What's included	Best for	Not included (quoted separately)
Booking Lite from \$4,700	Landing page / Japanese & English / plan & staff profiles / simple booking form / lightweight payment links (e.g. Stripe)	Getting a minimum viable booking flow in place	Availability management / Google Calendar sync / admin dashboard
Booking MVP \$6,600–\$9,400	Plan selection / therapist profiles / preferred date & time input / Gmail notifications / simple payments / Japanese & English	A lightweight booking & payment flow	Real-time availability / per-staff schedule management
Booking Standard Recommended \$11,300–\$16,900	Plan, therapist & time selection / Stripe payments / Google Calendar sync / Gmail notifications & confirmation emails / Japanese & English	A practical booking site with bookings, payments, and notifications automated	Full admin dashboard / automated changes & cancellations / sales analytics
Booking Premium \$18,800–\$28,100	Admin dashboard / booking list & status management / per-therapist schedules / cancellation policy display / JP-EN UX refinement / premium booking experience	A full-scale booking management system	Reviews / coupons & points / CRM / large multi-location management

Maintenance & Support

From essential technical upkeep to ongoing revenue-focused optimization — four plans by depth of involvement.

Plan	What's included	Best for	Not included (quoted separately)
Minimum Support \$280/mo	Server checks / SSL checks / minor bug checks / first response in emergencies	Essential technical upkeep only	Content updates / improvement proposals
Standard Support Recommended \$470/mo	Copy edits / image swaps / price updates / minor page changes / booking issue checks	Handing off day-to-day site operations	Major feature additions / design overhauls
Business Support \$750/mo	Monthly improvements / light speed optimization / GA4 review / booking-flow improvements / summary reports	Improving the site while it runs	Ad management / large-scale SEO programs
Growth Support \$940–\$1,400/mo	CVR optimization / LP improvements / monthly meetings / improvement proposals / priority response	Running your site and LPs as revenue drivers	New page production / new feature development

* Prices are indicative and exclude tax.

Automation & AI Operations

Step-by-step support, from reducing manual work to fully systematizing your operations. Monthly support is available after build-out.

Plan	What's included	Best for	Not included (quoted separately)
Automation Lite from \$1,900	Google Sheets organization / Gmail notifications / simple automations / light workflow improvements	Gradually reducing manual work	Complex system integrations / AI implementation
Automation Standard from \$4,700	Booking management / customer management / automated notifications / Slack, LINE & Gmail integrations / simple dashboard	Streamlining internal operations	Large-scale CRM / fully custom system development
Automation Premium from \$9,400	Workflow design / AI adoption / CRM integration / dashboard build / multi-tool integrations / operations design	Companies systematizing operations at scale	Third-party tool & API fees / complex permission design

Monthly plans

Automation Support \$470/mo

Business Ops Support \$940/mo

AI / Ops Partner from \$1,900/mo

* Prices are indicative and exclude tax. Final quotes depend on the scope of work.

Recommended Packages ①

Retainer-led combinations, with special pricing when services are bundled together.

Package	Best for	What's inside	Standalone total	Package price	Bundle benefit
SNS Start Package An entry plan to raise your social presence and assets	Shops and independents improving feed quality first	SNS Light / optional Simple LP & extra shoots	Monthly \$1,700	Monthly \$1,600	5% OFF Save \$100/mo LPs & shoots ordered together: ~5% off
Growth Marketing Package Recommended Social, LP & ongoing improvement working together	Businesses making social a steady acquisition channel	SNS Standard / Standard Support / Conversion LP	Monthly \$3,100 Initial LP build \$3,800–\$5,600	Monthly \$2,800 Initial LP build \$3,400–\$5,000	10% OFF Save \$300/mo Save \$400–\$600 upfront
Luxury Brand Package Elevating brand value and acquisition together	High-value services — tourism, wellness, beauty, luxury	SNS Premium / Growth Support / Premium Shoot / Brand Site or Premium Site	Monthly \$5,100 Initial build from \$6,600	Monthly \$4,300 Initial build from \$5,600	15% OFF Save \$800/mo Save \$1,000+ upfront

* Prices are indicative and exclude tax. Package prices apply when multiple services are commissioned together. Final quotes are provided after reviewing requirements, scope, and operations.

Recommended Packages ②

Build-led combinations, with the one-time build cost and monthly operations shown separately.

Package	Best for	What's inside	Standalone total	Package price	Bundle benefit
<p>Booking Business Package</p> <p>Automating bookings, payments & notifications</p>	<p>Venues automating bookings, payments & customer contact</p>	<p>Booking Standard / Standard Support / optional SNS Standard</p>	<p>Initial build \$11,300–\$16,900</p> <p>Maintenance \$470/mo</p>	<p>Initial build \$10,700–\$16,100</p> <p>Maintenance \$450/mo</p>	<p>5% OFF</p> <p>Save \$600–\$800 upfront</p> <p>Save \$20/mo on maintenance</p> <p>Adding SNS Standard: ~5% off</p>
<p>AI Operations Package</p> <p>Cutting manual work and systematizing operations</p>	<p>Companies and venues streamlining internal work</p>	<p>Automation Standard / Business Ops Support / optional AI / Ops Partner</p>	<p>Initial build from \$4,700</p> <p>Monthly ops \$940/mo</p>	<p>Initial build from \$4,200</p> <p>Monthly ops \$850/mo</p>	<p>10% OFF</p> <p>Save \$500+ upfront</p> <p>Save \$90/mo on ops</p> <p>Adding AI / Ops Partner: ~10% off</p>

* Prices are indicative and exclude tax. Monthly fees cover ongoing operations; initial build costs are one-time fees at the start of production. Final quotes are provided after reviewing requirements, scope, and operations.

Terms & Additional Costs

General notes

Listed prices are indicative. Formal quotes are provided after requirements are confirmed.

Pricing varies with specifications, page count, number of shoots and posts, revision rounds, and integrations.

Major specification changes and additional features are quoted separately.

Third-party costs — domains, hosting, Google Workspace, Stripe fees, ad spend, studio rental, model fees, travel — are billed separately.

Shoots at distant locations may incur travel and accommodation costs.

Delivery timelines depend on the scope of work and the speed of feedback.

Cancellations after work has begun are charged according to progress.

Engagement terms

We recommend a minimum term of 3–6 months for monthly retainer plans.

Production projects begin once the initial payment is confirmed.

Deliverables, revision rounds, and support periods follow what is agreed in advance.

Final costs and timelines are quoted individually after an initial consultation.

Service-specific Notes

Social Media Marketing

Posts go live after your review and approval.

Major changes in direction or reshoots may be quoted separately.

Ad management, influencer partnerships, and campaigns are available as separate quotes.

Unused posts and shoots carry over to the next month up to a set limit.

Web / Landing Pages

Production costs vary with the availability of copy, photos, logos, and brand assets.

Multilingual, CMS, booking, payment, and membership features are available in higher plans or as separate quotes.

SEO covers foundational setup; ongoing programs are handled under operations plans.

Post-launch updates and edits are handled under maintenance plans.

Booking Systems

Development costs vary significantly with booking, payment, and calendar requirements.

Booking Lite centers on a simple booking flow; full booking management is available in higher plans.

Admin dashboards and automated changes & cancellations are available in higher plans or as additional quotes.

Changes to third-party services (Stripe, Google, etc.) may require additional work, which we will discuss with you.

Maintenance & Support

Monthly plans include a set number of support hours.

Work beyond the included hours is available at \$75–\$140 per hour.

Major feature additions, new pages, and full redesigns are quoted separately.

Night and weekend emergency response is available at additional cost or within higher plans.

Next Steps

01

Discovery call

A ~30-minute conversation about where you are and what you're aiming for.
Online is fine.

02

Proposal & quote

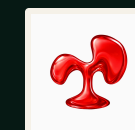
We present the best-fit combination of services with a formal quote.

03

Agreement & kickoff

After kickoff, we can be up and running in as little as two weeks.

We'd love to hear from you.



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