sd **studio**

creativity • strategy • growth



SERVICES 2026

Branding, content and systems that *bring in clients.*

Boutique creative agency · Asunción, Paraguay



Sehia Nicole

FOUNDER & CREATIVE DIRECTOR

ABOUT US

A boutique agency with an *entrepreneur's eye.*

SD Studio is my creative agency. We work with a few brands at a time so we can do it right: branding, content and the systems that turn followers into clients.

I'm also co-founder and Chief Commercial Officer of Guaraní Capital, which manages 100+ properties on Airbnb. Everything we offer, we use first in our own businesses.

INDUSTRIES WE WORK WITH MOST

- Real estate
- Health & aesthetics
- Tourism & hospitality
- Small businesses & personal brands

SERVICES

Everything your brand needs, *in one place.*

01

Branding & visual identity

Logo, palette, typefaces and brand guidelines.

NEW

02

Funnels & automation

Landing pages, forms, ManyChat and WhatsApp that answer on their own.

03

Social media & content

Strategy, calendar, design and copy every month.

04

Photo & video production

Photos, reels and event coverage.

05

Meta advertising

Instagram and Facebook campaigns, with a monthly report.

06

Websites & landing pages

Fast, clear pages built to sell.

Also: advisory, consulting and workshops on marketing, sales and communication.

01 · BRANDING

A brand that doesn’t look *like everyone else.*

We build your full identity so your brand is recognized everywhere, from your Instagram profile to the sign on a construction site.

> Ideal for new brands, or existing ones that feel their brand doesn’t represent them.

INCLUDES

- Logo and its variations
- Color palette and typefaces
- Graphic elements and photo style
- Brand guidelines to use it right

APPLICATIONS

- Business cards
- Signage and hoardings
- Flyers and print pieces
- Digital catalogs

02 · FUNNELS & AUTOMATION

Your brand answers, captures leads and sells *while you work.*

A funnel is the path someone takes from seeing you on social media to messaging you or buying. We build the whole thing and leave it running on its own.

- A landing page with a clear message
- Contact and lead capture forms
- Automatic Instagram replies with ManyChat
- WhatsApp with ready-made replies for every inquiry
- Free guides or ebooks to attract clients
- Online payments with payment links
- An email alert for every new lead

REAL CASE

sehianicole.com

1. Instagram reel
2. They comment a keyword
3. They get the link by DM
4. They fill in a form
5. They download the free guide
6. They can buy the kits

We built it and use it for Guaraní Capital and my personal brand. Now we build it for your business.

03 · SOCIAL MEDIA

Consistent content, *with a strategy behind it.*

- Instagram and Facebook management
- Monthly content planning
- Post design and video editing
- Copywriting
- Monthly shoot in Asunción
- Everything organized in Google Drive
- Monthly metrics report

04 · META ADVERTISING

Ads that reach *people who can buy from you.*

- Audience targeting and campaign design
- Budget recommendation based on your goal
- Weekly optimization
- Monthly report: reach, clicks, leads and CTR
- Monthly results meeting
- WhatsApp support

Ad spend is paid separately, directly to Meta with your card.

05 · PHOTO & VIDEO

Photos and videos that *tell your story well.*

- Photo shoots: products, portraits and spaces
- Reel filming and editing
- Event coverage up to 4 hours, with a recap video
- Professional photo and video equipment

06 · WEBSITES & LANDING PAGES

Your online storefront, *ready to sell.*

- Landing pages for a product or campaign
- Multi-page websites
- WhatsApp, forms and payments built in
- Hosting and domain: first year free

HOW WE WORK

Simple, clear and *straight to the point.*

1

Intro chat

On WhatsApp or a call. We get to know your brand, your client and your goal.

2

Tailored proposal

We send you the services, timeline and investment for your case.

3

Kickoff

50% upfront and 50% at the end of the month. Setup takes 2 to 3 business days.

4

Follow-up

We review results every month and adjust what's needed.

BRANDS THAT TRUSTED US

Some of the brands *we've worked with.*



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LET'S TALK

Shall we build something *for your brand?*

Message me on WhatsApp and I'll send you a tailored proposal, no strings attached.

Request my proposal on WhatsApp →

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