



Cedar & Shore Studio

Crafted with Intention

ILLUMINATE

CRAFT

GUIDE

Photography · Branding · Web Design

GOALS

PATHWAYS

AGENCY

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www.facebook.com/cedarshorestudio



www.instagram.com/cedarshorestudio



www.youtube.com/@CedarShoreStudio



www.linkedin.com/company/cedar-shore-studio

INTRODUCTION

Hope in Action

This Social Media Marketing Action Plan is grounded in Hope Theory Goals: Pathways, and Agency. These three pillars guide the growth of Cedar & Shore Studio as a creative brand rooted in resilience, clarity, and community. This is a living document reflecting my voice, vision, and long-term aspirations. It serves as a professional road map and a demonstration of strategic thinking for clients and collaborators.

<p>GOALS</p> <p>Provide direction and meaning.</p>	<p>PATHWAYS</p> <p>Outline strategies and creative routes that move the brand forward.</p>	<p>AGENCY</p> <p>Fuel the determination to stay committed and intentional.</p>
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ILLUMINATE

CRAFT

GUIDE

BRANDING

Visual Identity

Cedar & Shore Studio's visual identity is grounded in the Pacific Northwest: its quiet coastal light, ancient forests, and mythic stillness. Every element of the brand, from typography to color palette, reflects a commitment to clarity, craft, and emotional resonance.

#173454
Northwest Blue

#1F4D3A
Forest Green

#C29C5C Golden
Driftwood

#7BB8A6
Seafoam Accent

#EAFIF4
Mist Veil

#D9DFE1
Harbor Pearl

Literata Headings · Titles · Quotes

Proxima Nova Body Text · Captions · Buttons · Links



CALLS TO ACTION

Warm, Confident, Clear

- *See yourself with clarity. Book your cinematic portrait session at cedarshorestudio.com*
- *Explore the full story. Crafted with intention, rooted in place.*
- *Join the Cedar & Shore community for tutorials, stories, and creative guidance.*
- *Build a home for your story. Partner with Cedar & Shore Studio to create a website with purpose.*
- *Grow your craft with intention. Join a Cedar & Shore Studio photography class.*

→ Start the conversation. Reach out and share what you're building.

→ Shape how the world sees you. Reserve your branding session at cedarshorestudio.com

AUDIENCE PERSONA

Who We Serve

Cedar & Shore Studio serves people who value authenticity, clarity, and craft, individuals, small businesses, and creative learners who want visuals, guidance, and experiences that feel cinematic yet grounded in the Pacific Northwest. They seek a creative partner who communicates with warmth, teaches with patience, and brings intentionality to every project.

Portrait & Head shot Clients

Individuals who want to feel seen with clarity. They value a calm, confidence-building experience and images that reflect their personality with honesty and cinematic depth.

Small Business Owners & Creatives

Makers, artists, service providers, and entrepreneurs who need cohesive brand photography, visual identity support, and website design rooted in human storytelling.

Branding & Website Design Clients

Small businesses and personal brands who need visual clarity, storytelling, and a cohesive digital presence built on intentional design and a collaborative process.

Photography Students & Hobbyists

Beginners, retirees, and curious learners who want approachable, hands-on photography classes grounded in real practice rather than technical overwhelm.

Online Learners & DIY Creators

People searching for tutorials, behind-the-scenes videos, and educational content who want to understand the craft and learn from someone who teaches with transparency.

WHAT

Needs & Solutions

Their Core Needs	My Direct Solutions
Professional visuals that communicate who they are	Cinematic photography: portraits, headshots, brand imagery, product photos, and storytelling visuals

Their Core Needs	My Direct Solutions
A cohesive, trustworthy brand identity	Complete branding systems: logos, font packs, color palettes, brand rules, messaging, and full brand books
Graphic design that elevates their presence	Packaging, brochures, posters, book design, advertisements, and digital/print marketing materials
A website that is clear, beautiful, and easy to navigate	Custom website design with clean layouts, intuitive UX, SEO structure, and integrated brand visuals
Guidance and education to grow their skills	Photography classes, online tutorials, YouTube content, behind-the-scenes teaching, and blog guides

WHY

Story & Credibility

Cedar & Shore Studio exists to bring clarity, intention, and emotional resonance to the way people and businesses present themselves. My work is shaped by the Pacific Northwest: its quiet beauty, its mythic stillness, and its sense of place. I build brands, images, and digital experiences that feel human, grounded, and trustworthy.

I offer a complete creative ecosystem. Clients don't have to piece together photographers, designers, and web developers. They can work with one studio that understands their story from every angle.

Full Branding Systems

Logos, font packs, color palettes, brand rules, messaging, and complete identity guides that give businesses a cohesive visual foundation.

Cinematic Photography

Portraits, head shots, group photos, brand imagery, and product photography that communicate authenticity and emotional depth.

Graphic Design for Print & Digital

Packaging, brochures, posters, book design, advertisements, and marketing materials that elevate a brand's presence.

Intentional Website Design

Clean, cinematic websites with intuitive navigation, strong storytelling, and integrated brand visuals.

Creative Education

Photography classes, online tutorials, and behind-the-scenes content that teach with clarity, patience, and real-world practice.

Why Clients Trust Me

My work is intentional, poetic, and human-centered. I bring a calm, grounded presence to every project, helping people feel seen, supported, and confident. Whether designing a logo, building a website, or photographing a portrait, I approach each step with care, clarity, and a deep respect for the story behind the work.

“I’ve had the pleasure of collaborating with Tom Buscher on several projects, and I’m continually impressed by his dedication and talent. Tom is a skilled photographer and multimedia artist whose portfolio reflects a wide range of work in both photography and film, demonstrating a genuine passion for visual storytelling. His style is creative and thoughtful, combining still images and motion with a strong technical foundation. Tom consistently produces clean, polished work and has a remarkable ability to capture authentic moments and emotions.”

— Marina Shipova — marinashipova.myportfolio.com

“Tom is a good photographer who I see often looking for new perspectives and always willing to try out a cool shot. He is meticulous in both culling and editing, and has mastered quality over quantity. This is shown every time he delivers images. Tom brings a peaceful energy to every shoot. I’ve modeled for him many times and always feel confident and comfortable in front of his lens. I trust his ability and skill as well as him as a human.”

— Sadie Miller — [@sadie.Grace.gallery](https://www.instagram.com/sadie.grace.gallery)

“You rock, and your talent is legit.”

— Scotland Noonan — [Kavar Portfolio](#)

AUDIENCE LOCATIONS

Where We Connect

Online: Facebook · YouTube · Instagram · Pinterest · WordPress

In-Person: Sequim, Port Angeles, Port Townsend, local markets, creative events, and small businesses across the Olympic Peninsula.

Who They Trust: Local creators, word-of-mouth recommendations, businesses with consistent branding.

Where I Engage: Instagram comments and stories, Facebook groups, YouTube tutorials, blog posts, and in-person sessions.

HOW

Content Strategy

Teach what I know, share resonant stories, offer clarity and encouragement, and show the process, not just the product.

- Cinematic portraits
- Behind-the-scenes videos
- Tutorials and educational content [Page 6](#)
- Branding and storytelling blog posts
- Client stories
- Calls to action

Platforms: WordPress · Instagram · Facebook · YouTube · Pinterest · Email Newsletters

WAY

Searchability & SEO

Google Ads Keywords

PNW Brand Photographer	Professional Headshots Near Me	Professional Website Designer	Professional Brand Designer
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Blog Categories

Behind the Scenes Stories	Creative Inspiration	Learning Photography	Local Features
Stories for the Hours	Tips for Clients	Learn Graphic Design	Learn Web Design

Keywords & Tags

Cinematic Photography	PNW Photography	Sequim Photographer	Port Angeles Headshots
Brand Photography	Storytelling Photographer	Creative Branding	Professional Web Design
Cinematic Portraits	Brand Identity	Tutorials	Behind the Scenes
Creative Business	Intuitive Web Design		

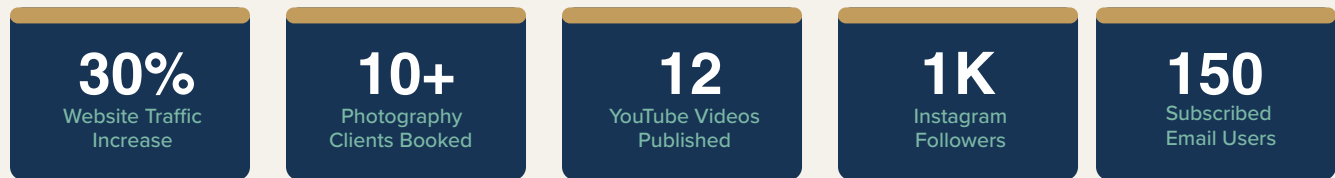
WHEN

Timeline

<p>01 This Week</p> <p>Draft the action plan, finalize the branding book, and write CTA copy.</p>	<p>02 This Month</p> <p>Publish the first blog post, launch the first YouTube video, and update website landing pages.</p>	<p>03 This Quarter</p> <p>Build a consistent posting rhythm, complete 3–5 client sessions, and grow social engagement.</p>
<p>04 This Summer</p> <p>Build a consistent video creation rhythm, complete 3–5 YouTube videos, and grow social engagement.</p>	<p>05 This Year</p> <p>Establish Cedar & Shore Studio as a trusted PNW creative brand, launch digital products, and build an email list.</p>	<p>06 Future Ongoing</p> <p>Continue to improve website and social media structure. Always find more ways to offer premium value to clients.</p>

OUTCOMES

Measurable Goals



Short Term Actions

Outline content pillars, draft blog post + YouTube script, publish 3–4 pieces of content next month.

EVENT OPPORTUNITIES

Connect in Place

April 4: Friendship Garden Open House

The Friendship Garden Open House at Carrie Blake Park is a key opportunity to connect with the community in a meaningful, place-rooted way. As the lead photographer for the event, I will be present throughout the afternoon capturing portraits, candid moments, and the cultural atmosphere of the garden. This event strengthens visibility, builds trust, and creates natural opportunities for conversation with families, local residents, and small businesses.

Purpose of Connection

- Build trust through genuine presence

- Strengthen recognition of Cedar & Shore Studio as a full creative brand
- Support local community spaces and cultural events
- Create opportunities for future collaborations, classes, and client work
- Share knowledge and encourage creative growth

TEAMMATES & PARTNERS

Olympic Peninsula Creative Collab

Cedar & Shore Studio collaborates with creatives whose values align with clarity, storytelling, and community. These partnerships strengthen the studio's ability to produce cinematic visuals, educational content, and brand-aligned media. Together, we create work that highlights local stories, supports small businesses, and strengthens the creative community in the Pacific Northwest.

<p>Jaz Nuez Mediaz</p> <p>Social Media Strategy & Creative Direction</p> <p>Expertise in social media strategy, advertising graphics, and product photography. Shapes content that resonates across platforms with a strong sense of visual storytelling for digital spaces.</p> <p>https://linktr.ee/JazNuez</p>	<p>Time Catcher Photography</p> <p>Portraits, Creative Photography & Event Coverage</p> <p>Expressive portraiture, creative concepts, and community-oriented photography. Captures authentic moments and dynamic scenes, adding depth and variety to collaborative work.</p> <p>owlember77.myportfolio.com</p>	<p>Cedar & Shore Studio</p> <p>Lead Photography, Branding & Production</p> <p>Lead photographer and brand designer guiding visual direction, cinematography, editing, and production style. Shapes narrative, ensures brand cohesion, and integrates photography, design, and storytelling.</p> <p>cedarshorestudio.com</p>
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COMMUNITY

Unity and Purpose

Community is a place where people feel seen, supported, and encouraged to grow. I build community through Instagram, Facebook, YouTube, my blog, and local creative spaces, communicating with clarity, warmth, and encouragement.

- My blog serves as an authority resource for creatives and small businesses.
- I bring people together through collaborations, educational content, storytelling, and events.

Who I Reach and How

Creators	Tutorials, BTS videos, and educational posts that fuel inspiration and peer learning.
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Conversationalists	Prompts, questions, and discussion-based posts that invite real dialogue.
Critics	Thoughtful reviews, breakdowns, and opinion pieces that reward discerning readers.
Collectors	Pinnable graphics, photography series, and resource lists worth saving.
Joiners	Welcoming, community-oriented content that makes the door feel open.
Spectators	Cinematic visuals and quiet storytelling for those who prefer to absorb.

WORDPRESS WEBSITE

The Central Hub

The website is the central hub for storytelling, education, and client conversion.

- Clean, cinematic layout with clear navigation
- Strong service landing pages optimized for conversion
- SEO-friendly blog categories and internal linking
- WooCommerce integration for digital products

Like what you see here? I'm available for hire.

Book a session, commission a project, or browse the shop. Every booking, purchase, like, share, and follow makes a real difference in keeping me in school and growing Cedar & Shore Studio from the ground up.

cedarshorestudio.com · gooddesign8.com · @cedarshorestudio



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