

KIR

AN EDITORIAL SOCIAL AGENCY

STUDIO OVERVIEW — 2026

Keeping It Reel.

*The reason a luxury bride
picks you.*

KIR

NJ · NYC · PA

STUDIO OVERVIEW — 2026

THE AGENCY

800 +

Weddings covered across
NJ, NYC & PA since 2019

KIR is the editorial sister of Making It Reel.

Eight years of wedding-industry instinct,
turned into a directed Instagram engine for
premium planners, photographers, and venues.

Where Making It Reel captures the day — KIR
translates that wedding-industry instinct into content that
attracts the right clients, before the inquiry even lands.

*Six archetypes.
One standard.*

WHO WE WORK WITH

01

The Planner

Studios doing \$300k–\$1.5M annual revenue, ready for a content presence that matches their tier.

02

The Editorial Photographer

Visual-first studios whose Instagram has never reflected what they actually shoot.

03

The Venue

Multi-event properties positioning as the destination, not the vendor in someone else's wedding.

04

The South Asian Studio

Multi-day, estate-tier specialists who need content that honors the scale of the work.

05

The Floral & Design Studio

Atelier-level design houses building the case for one wedding a month at a higher tier.

06

The Photo + Cinema Studio

Combined studios scaling toward sister-brand status. The MIR archetype, codified.

THE PROMISE

"Within 90 days you have a consistent inquiry engine and a brand asset library you own forever — even if you ever leave KIR."

THE 90-DAY GUARANTEE

Five phases. One protocol.

Every KIR studio moves through the same five phases,
in the same order — because sequence is the system.

Weeks 1–2 | Month 4 onward



I.	Audit & Anchor Current grid audited cold. Three content pillars defined. Twelve-month editorial direction set.	Weeks 1–2
II.	Brand the Reel Voice guide drafted in your studio's actual register. Reel templates + 100+ hook library built.	Weeks 3–4
III.	Engine On Content engine live. 2 reels/wk, 1 carousel, story coverage. Inquiries tagged to source.	Month 2
IV.	Inquiry Loop DM scripts, story funnels, link-in-bio architecture. Inquiry triage SOP + 48-hour SLA enforced.	Month 3
V.	Compound Monthly optimization on what's pulling. Quarterly content-day refresh. Vendor referral layer activated.	Month 4 onward

*No annual contracts.
No lock-in.*

CURATIONS · MONTH-TO-MONTH

MOST SELECTED

The Signature

\$1,500 / mo

For studios stepping into a deliberate cadence for the first time.

The Director's Cut

\$2,500 / mo

For studios actively positioning above their current market. The standard engagement.

The Atelier

\$4,500 / mo

For studios where the social brand is the business — full editorial partner engagement.

ALL CURATIONS ARE MONTH-TO-MONTH · ASSET LIBRARY OWNED BY STUDIO UPON EXIT

CURRENT AVAILABILITY

2 of 6 archetype slots open.

August 2026 intake. Archetype positions
are limited by design — KIR doesn't dilute.

TO BEGIN THE CORRESPONDENCE

keepingitreelco@gmail.com

keepingitreel.co/inquire

*Reply by 9am the next business day,
named in the note.*