



CREATIVE & DIGITAL SUPPORT OVERVIEW

PRESENTED BY:

VESTARA PTY LTD



SERVICE ROLE

This service exists to remove the operational burden of creative and digital execution from founders and leadership teams.

Creative and digital work — including design, websites, apps, and media — often becomes a bottleneck when execution, revisions, coordination, and updates depend on the founder. Vestara's role is to own the delivery and maintenance of these assets so progress continues without constant oversight or follow-ups.

This is ongoing execution within an operational model — not a traditional creative agency or project-based studio.



FAILURE POINTS

Businesses typically engage this service when creative and digital workflows break down in predictable ways:

- Design and digital tasks stall due to poor coordination
- Founders manage designers, developers, and revisions directly
- Websites and digital assets become outdated or inconsistent
- Creative work escalates repeatedly for feedback and direction
- One-off projects pile up without long-term ownership

These failure points slow delivery, increase founder involvement, and fragment digital output.

SCOPE OF OWNERSHIP

Vestara takes responsibility for the execution and ongoing management of creative and digital workflows, including:

- Design, video, and content asset production
- Website builds, updates, and maintenance
- Digital asset coordination and version control
- App and internal tool support
- Revision management and task tracking

Ownership means creative and digital work progresses consistently, with structure and accountability, without founders coordinating specialists or managing delivery timelines.



HOW WORK GETS HANDLED

This service is delivered as a fully managed, ongoing engagement.

Key characteristics of the execution model include:

- Work is managed within your existing tools and platforms
- Execution follows agreed priorities and standards
- Assets are delivered, updated, and maintained consistently
- Coverage and continuity are built into delivery

Vestara manages coordination, execution, and follow-through so creative and digital work remains reliable over time.

CLEAR BOUNDARIES

To maintain clarity and effectiveness, this service does not include:

- Brand strategy or creative direction ownership
- Performance-based creative outcomes
- One-off website or app projects
- Open-ended revision cycles without scope

Vestara delivers execution and operational ownership
— not subjective creative leadership.



WHO THIS IS **BUILT FOR**

This service is a strong fit for:

- Founders overseeing creative and digital work themselves
- Businesses needing consistent digital output and upkeep
- Teams tired of managing freelancers or agencies
- Organisations that want creative execution without project chaos

If creative or digital work regularly escalates back to leadership, this service is likely appropriate.

INTEGRATION

Creative & Digital Execution integrates closely with other Vestara services, including:

- Marketing and content operations
- Administration and executive support
- Customer and sales support
- Project management and reporting

This ensures creative output supports broader operational and business goals.



NEXT STEPS

This service is delivered on a **monthly retainer basis** to ensure continuity, accountability, and operational stability.

Support is allocated against a **defined baseline** of hours, agreed upfront based on scope and operational requirements. This baseline creates clarity around capacity, priorities, and ownership, while allowing Vestara to manage work proactively rather than reactively.

All work is **time tracked** for transparency and planning purposes. Time tracking is used to manage capacity and ensure accountability — not to micromanage tasks or shift responsibility back to the client. Vestara manages prioritisation within the agreed scope. The next step is a short discovery conversation to confirm fit, clarify scope, and determine the appropriate baseline before onboarding.

CONTACT US



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THANK YOU
FOR YOUR ATTENTION

VESTARA PTY LTD

