

SOCIAL MEDIA

Marketing and Strategy for















Photography |

Graphic Design | Short Form Video |

Gifs/Animation

Audience Building | Competitive Research | Profile Optimization | Analytics Reporting

Social Media



The Studio Center Way

Content Creation

Undoubtedly one of the most challenging aspects of social media. We will consistently provide ideas to help increase followers and their engagement, and keep them coming back to your pages.

Competitive Monitoring

Continuously tracking your competitors' activities and strategies is important and valuable, yet very time consuming.

We'll stay on top of it for you!

Targeting and Optimization

We apply thoughtful, strategic planning and execution of all campaigns according to your goals and budget. We watch data continually for trends and patterns and apply on-going optimization for the best results.

Hands On Customer Service

24/7 customer service means we're always ready to address any needs you may have.







Competitive Research



Business	Website	Location	In Business	Posts FB and Insta.	FB Followers	Posts LinkedIn	Posts Tikto k	Posts X	Notes
Keswick Hall	https://www.keswick.	Keswick, VA	Over 100	aver 3x per wk FB. Approx 1x reels wkly on Insta.	11k	Sporadic, approx 1x per month	UGC	Last on was in 2017	Great photos and videos but no non-prof. photos, everything feels staged and no graphics, no reviews. Garden, fresh veggies, golf, tennis, spa
Clifton Inn	https://www.the-clifto n.com/	Charlottes ville, VA	Since 2018	2-3 wkly on both	5.8k	0	UGC	0	Great photos and videos. Historic, posts include other local attractions. Very little engagement
Steeles Tavern Manor	https://steelestavern. com/	Steeles Tavern, VA	Since 1916	2-3 wkly on both	2.2k	0	UGC	Last Post 2022	Photos and videos feel organic, some graphics, handwritten thank you notes and lots of local events. Has a very personable feel.
The Inn at Little Washington	https://www.theinnatli ttlewashington.com/	Washingt on, VA	Since 1978	1-2 wkly on both	30k	Sporadic, last post 3 mos ago.	UGC	0	Good variety of photos, staged and non-staged graphics and videos. Great engagement
Oakhurst Inn	https://www.oakhursti nn.com/	Charlottes ville, VA	Since 2014	2-3 wkly on both	2.5k	0	UGC	Last Post 2019	Lots of video and photo content, both staged and non-staged. No graphics. Occasional post about the area.

Strategy & Tactics - Paid Social



GOALS & DESCRIPTION

Use targeted social media campaigns to reach potential guests interested in luxury and historical experiences.

- Grow followers and reach
- Brand Awareness: Raise overall venue awareness in key markets and encourage visits to the website to learn more
- Overall increase in stays (reservations) with new and former guests
- Increase in winter business
- Increase awareness & drive leads for weddings and corporate events

TARGETING

- Adults 30+ in the following DMAs/regions: Hampton Roads, Richmond-Petersburg, Baltimore, D.C. + NOVA
- (General) Interests: Luxury Hotels & Resorts, Vacations, Weekend Trips, Road Trips, Wine, Spas, History, Demographics: Frequent Travelers, anniversary in the next 90 days, upcoming birthday or friends of people a birthday in the next 60 days
- (Events) Interests: Weddings, Event Planning, Wedding Reception, Demographics: Recently Engaged, Parents of adults 18+

TACTICS

- Facebook & Instagram ads for maximum in-market reach
- Highlight Features: Historic charm with modern luxury, Forbes Travel Guide four-star accommodations, gourmet cuisine, spa services, and proximity to Virginia Wine Country.
- Utilize video for more experiential + engaging content

Strategy & Tactics - Managed Social



GOALS & DESCRIPTION

- Grow followers & reach
- Increase winter business
- Increase corp events and weddings
- Overall increase in stays





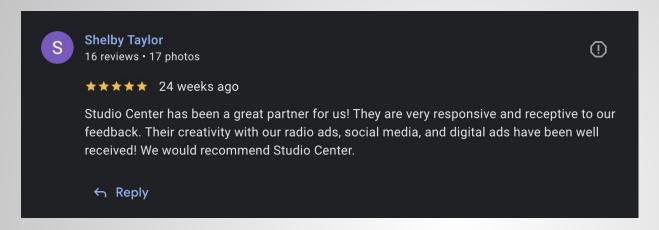


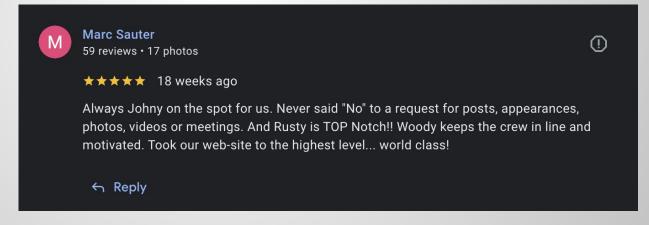
TACTICS

- Creating a balance of relevant lifestyle content that will keep people coming back to your page more often than they would to check for specials and events. *I.e. The head chef shares a recipe or sommelier shares some of their best tips or pairings*.
- Regular, engaging promotions that feature a prize element (dinner for two, a spa treatment, or even a night's stay)
- In the winter months, posting specials that include dinner or spa treatment or bottle of wine
- Inclusion of happenings and other things to do nearby (especially in the winter)
- Encouraging visitors to post their own pics for a chance to win something
- Posts that include reviews and/or handwritten notes
- Regular posts on LinkedIn that include keywords and hashtags relevant to corporate events so you show up in search results

Google Reviews

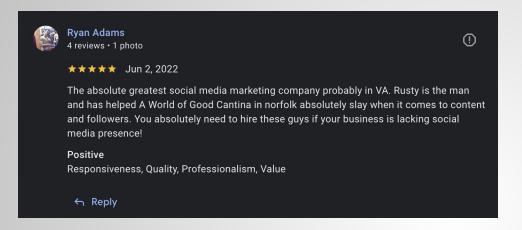


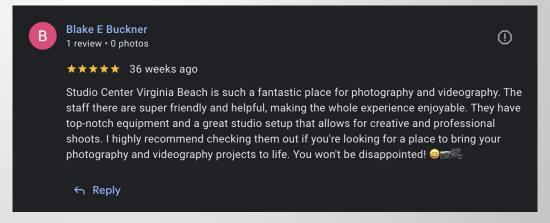




Google Reviews







Mock Ups

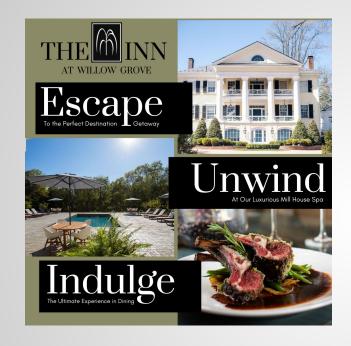






Mock Ups







Mock Ups





We want to hear your **#engagement story**. If you share it as a comment below you might win dinner for two. We'll choose one of the stories via a random drawing and message the winner on Monday.





Social Media Package Options



Gold - \$4,750/mo.

- Competitive Research
- Audience & Engagement Building
- Analytics Reports
- Reputation Management
- Original Photo/Video content:
 Up to 1 on-location shoots per Month (video and photos) includes editing and color correction.
- Monthly Posts: Up to 16 with up to 6 reels*
- Paid Ads on Facebook & Instagram (Est. Reach: 600,000)

Silver - \$3,875/mo.

- Competitive Research
- Audience & Engagement Building
- Analytics Reports
- Reputation Management
- Original Photo/Video content:
 Up to 2 on-location shoot per quarter (video and photos) includes editing and color correction.
- Monthly Posts: Up to 14 with up to 5 reels*
- Paid Ads on Facebook & Instagram (Est. Reach: 475,000)

Bronze - \$3,000/mo.

- Competitive Research
- Audience & Engagement Building
- Analytics Reports
- Reputation Management
- Original Photo/Video content:
 Up to 1 on-location shoot per quarter (video and photos) includes editing and color correction.
- Monthly Posts: Up to 12 with up to 5 reels*
- Paid Ads on Facebook & Instagram (Est. Reach: 300,000)

Notes and Add Ons:

*Length of videos/reels may vary; will be between :05 and :60 seconds

Set up: *No Charge* | Additional Shoot Date: \$500

Additional Social Media Channels: Available at \$150 per each additional channel



Options



	Gold:	\$ 4,750 / month		
	Silver:	\$ 3,875 / month		
	Bronze:	\$ 3,000 / month		
Thank	you for the opportunity to sub	mit a proposal. We look forwa	ard to working with you!	
Accep	oted by:			
 Client	:	Date		
Studi	o Center	Date		

Payment in full due monthly. Estimate valid for 10 days from Quote.



STUDICECENTER

Let's Get Started!