



**STUDIO CENTER<sup>®</sup>**

# **SOCIAL MEDIA**

**Marketing and Strategy**

for

**THE  INN**  
AT WILLOW GROVE



Photography | Graphic Design | Short Form Video | Gifs/Animation

Audience Building | Competitive Research | Profile Optimization | Analytics Reporting

## 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 TikTok	Posts X	Notes
<b>Keswick Hall</b>	<a href="https://www.keswick.com/">https://www.keswick.com/</a>	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
<b>Clifton Inn</b>	<a href="https://www.the-clifton.com/">https://www.the-clifton.com/</a>	Charlottesville, 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
<b>Steeles Tavern Manor</b>	<a href="https://stelestavern.com/">https://stelestavern.com/</a>	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.
<b>The Inn at Little Washington</b>	<a href="https://www.theinnatlittlewashington.com/">https://www.theinnatlittlewashington.com/</a>	Washington, 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
<b>Oakhurst Inn</b>	<a href="https://www.oakhurstinn.com/">https://www.oakhurstinn.com/</a>	Charlottesville, 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



**Shelby Taylor**

16 reviews · 17 photos



★★★★★ 24 weeks ago

Studio Center has been a great partner for us! They are very responsive and receptive to our feedback. Their creativity with our radio ads, social media, and digital ads have been well received! We would recommend Studio Center.

← Reply



**Marc Sauter**

59 reviews · 17 photos



★★★★★ 18 weeks ago

Always Johnny on the spot for us. Never said "No" to a request for posts, appearances, photos, videos or meetings. And Rusty is TOP Notch!! Woody keeps the crew in line and motivated. Took our web-site to the highest level... world class!

← Reply

# Google Reviews



**Ryan Adams**

4 reviews · 1 photo



★★★★★ Jun 2, 2022

The absolute greatest social media marketing company probably in VA. Rusty is the man and has helped A World of Good Cantina in norfolk absolutely slay when it comes to content and followers. You absolutely need to hire these guys if your business is lacking social media presence!

**Positive**

Responsiveness, Quality, Professionalism, Value

← Reply



**Blake E Buckner**

1 review · 0 photos



★★★★★ 36 weeks ago

Studio Center Virginia Beach is such a fantastic place for photography and videography. The staff there are super friendly and helpful, making the whole experience enjoyable. They have top-notch equipment and a great studio setup that allows for creative and professional shoots. I highly recommend checking them out if you're looking for a place to bring your photography and videography projects to life. You won't be disappointed! 🤗📷🎥

← Reply

# Mock Ups





**THE INN**  
AT WILLOW GROVE

**Escape**  
To the Perfect Destination Getaway

**Unwind**  
At Our Luxurious Mill House Spa


**Indulge**  
The Ultimate Experience in Dining

**THE INN**  
AT WILLOW GROVE

**Indulge**  
The Ultimate Experience in Dining

Our Forbes Travel Guide four star-rated restaurant Vintage features regional American cuisine "with a twist" from menus that change regularly to showcase the freshest flavors of the seasons sourced locally from Central Virginia's farmland.

# Mock Ups



 **The Inn at Willow Grove**  
August 16 at 11:03 AM · 🌐




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.

**THE INN**  
AT WILLOW GROVE




Share your  
Engagement  
Story with us

**AND BE ENTERED TO WIN  
A ROMANTIC  
DINNER FOR 2  
AT OUR VINTAGE  
RESTAURANT**



   87

200 comments 2 shares

 Like  Comment  Copy  Share



**THE INN**  
AT WILLOW GROVE

YOUR DREAM

# Wedding Is Waiting

WE CAN EASILY ACCOMMODATE ALL OF YOUR EVENTS WITH OUR WIDE RANGE OF VENUES, INCLUDING THE CEREMONY, REHEARSAL DINNER, COCKTAIL HOUR, RECEPTION, AFTER-PARTY AND FAREWELL BRUNCH, ALL WITHOUT EVER LEAVING OUR BEAUTIFUL PIEDMONT ESTATE.

# 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



- |                |                         |                          |
|----------------|-------------------------|--------------------------|
| <b>Gold:</b>   | <b>\$ 4,750 / month</b> | <input type="checkbox"/> |
| <b>Silver:</b> | <b>\$ 3,875 / month</b> | <input type="checkbox"/> |
| <b>Bronze:</b> | <b>\$ 3,000 / month</b> | <input type="checkbox"/> |

Thank you for the opportunity to submit a proposal. We look forward to working with you!

Accepted by:

\_\_\_\_\_

Client

\_\_\_\_\_

Date

\_\_\_\_\_

Studio Center

\_\_\_\_\_

Date

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





# STUDIOCENTER<sup>®</sup>

Let's Get Started!