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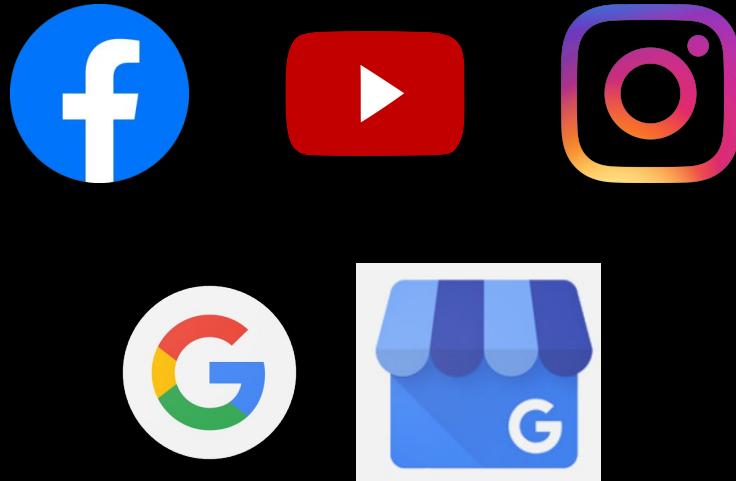
Digital Advertising Strategy

## Navigation

1. Title Page
2. Navigation
3. Information
4. Competitive Research
5. Managed Social Media
6. Paid Social - Information
7. Google My Business
8. Google Ads
9. YouTube Ads
10. Performance Max
11. Creative
12. Landing Pages
13. Tracking & Reporting
14. Paid Advertising Budget

## Information

Studio Center created this digital advertising strategy to help Couture Med Spa to increase awareness and traffic with the help of various digital advertising tactics



## Competitive Research

Other Med Spa companies in the Williamsburg Area

- [Colonial Aesthetics and Wellness](#)
- [Numa Spa](#)
- [Youthful Beginnings Medi Spa](#)
- [Advanced Medicine Modern Aesthetics - AMMA](#)



# Managed 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.

### Hands On Customer Service

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

### 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!

# Managed Social Media



## WHAT WE DO

- Eye-catching original photography
- Graphic design
- Custom social media reels, gifs and animation
- Content Creation
- Audience Building
- Competitive Research
- Profile Optimization
- Reputation Management
- Analytics Reporting

**Posts** - Up to **5** weekly (*combination posts and reels*) on all social platforms\* and **1** custom social media video (up to one minute ea.) per month

**On-site photography/video** - **1** day per month

**Monthly Investment : \$2,500**

\* Standard Social Media Platforms: Facebook, Instagram, LinkedIn. Additional Platforms available at \$100 each.

## Paid Advertising – Information

### Advertising Goals

- Increase brand awareness (location and services)
- Encourage visits to website and lead submissions
- Highlight staff & overall experience

### Target Audience

- Adults ages 25+ in the Williamsburg area (15 mi radius)
- Interests: Cosmetics, Beauty, Beauty Salons, Spas, Facial, Anti-aging, Facial care, Luxury goods or Skin Care

### Marketing Tactics

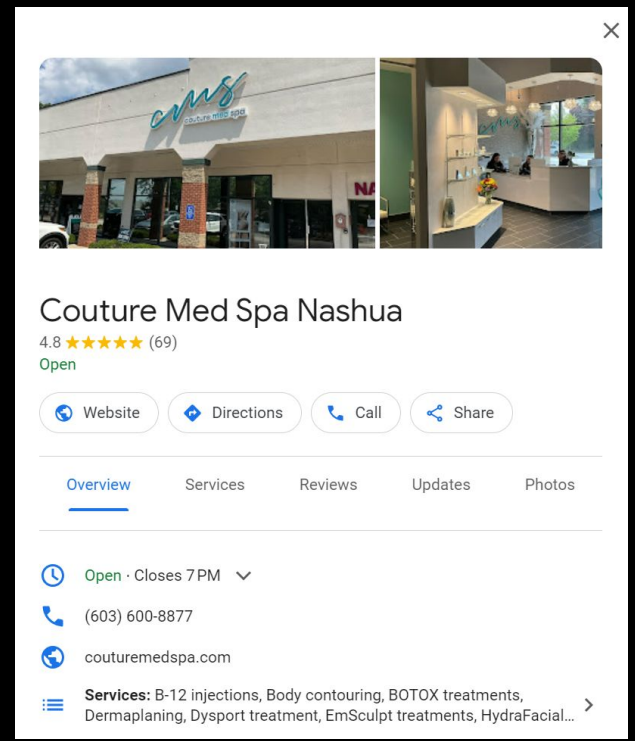
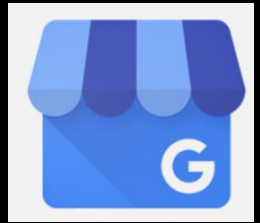
- Social Platforms: Facebook & Instagram (Meta)
- Awareness Ads (maximize reach and frequency)
- Facebook Ads optimized for new page likes/followers
- Remarketing Ads targeting people that have previously interacted with any of our ads or content, and/or visited the website. Optimized for Meta leads (in-app form fill) or website conversions (call or form fill).
- Promoted posts to engage users via a variety of content and topics



# Tactics – Google My Business

## Optimize Google My Business

1. Claim pages if you have not already
2. Add more detailed information about the business
  - a. Hours
  - b. Detailed description of business
3. Get Reviews - the more the better!
4. Add photos and videos
5. Add posts to keep profiles active



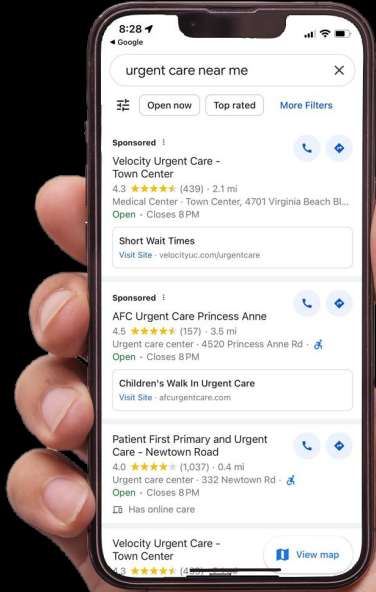
Nashua location as example




# Google Paid Search Ads

**Paid Search** allows you to run your ads through search engines, only paying if your ad is clicked on.

While incredibly effective, the world of paid search is also incredibly complex, changing by the minute.



**Sponsored**


 [www.velocityuc.com/urgentcare](https://www.velocityuc.com/urgentcare)

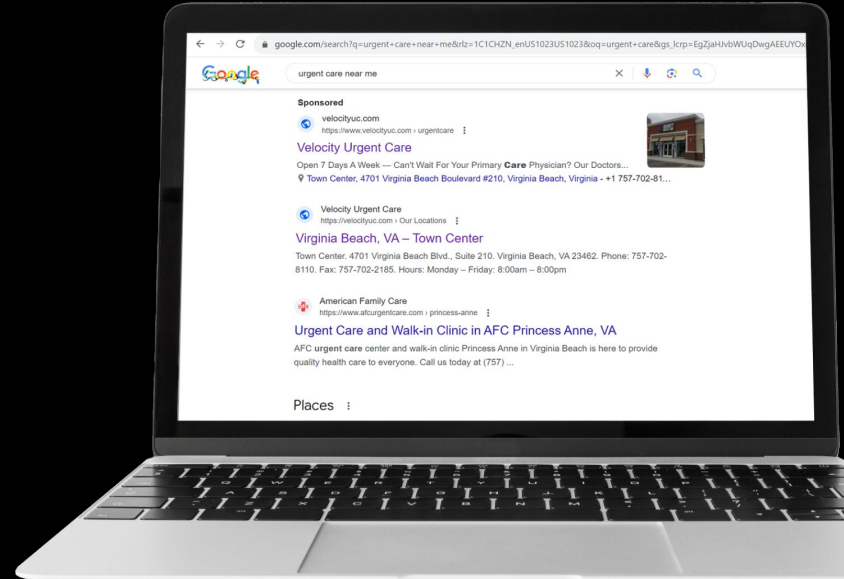
### Help For Minor Injuries - Velocity Urgent Care

Can't Wait For Your Primary Care Physician? Our Doctors Can See You Today. Find A Location. The Personal Attention of Primary Care, With The Convenience of Urgent Care. Service catalog: Minor Injuries, Minor Sickneses, Drug Testing, Veterans...

[See Our Services](#) [Reserve Now](#) [About Us](#)

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 Norfolk · 1326 E Little Creek Rd



## Tactics – Google Ads

With Google Ads Couture Med Spa will be able to:

- ✓ Stay on **top of the Google Search** above organic listings
- ✓ **Bring qualified high-intent traffic to the website**
- ✓ Raise overall **brand awareness**
- ✓ Highlight cosmetic and medspa services to potential clients who might not know about you yet

Example keyword phrases:

Botox near me, best med spas williamsburg, lip fillers near me, botox treatments, juvederm lip filler, medspa near me, med spa facial treatments

## Tactics – YouTube Ads

### YouTube

1. Reach customers with engaging video ads
2. Create excitement around grand opening and med spa services

### **:30 and :15 formats ideal**

:15 or less have better visibility in YouTube TV

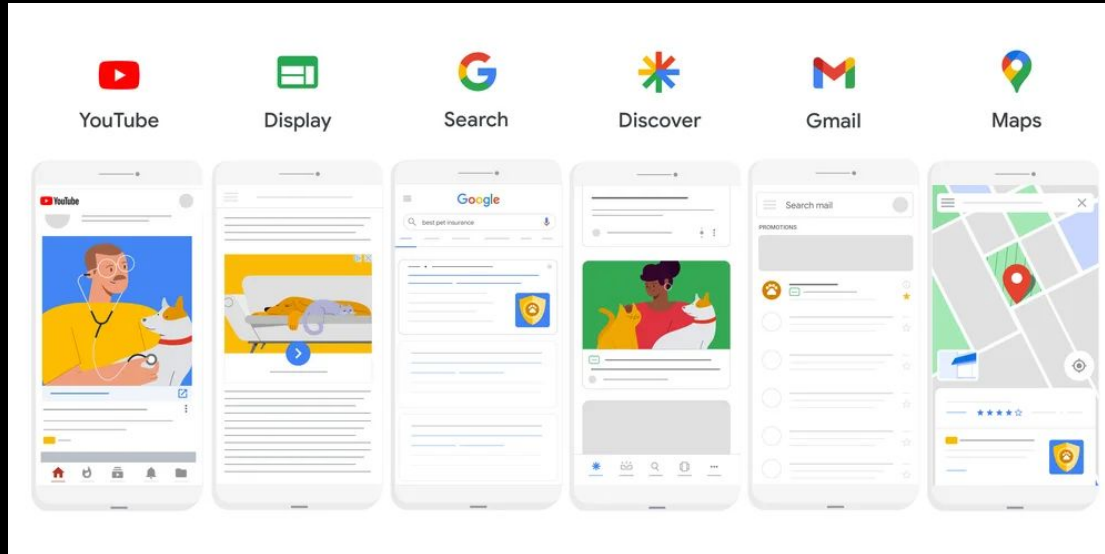
### Targeting methods:

- Beauty mavens
- Fashionistas
- Luxury shoppers



## Performance Max Campaigns

Performance Max campaigns focus on conversion actions. We will run a 5 mile radius around your location to supplement the search and YouTube targeting, but also focus on visibility in Google Maps and Waze when people search for the nearest med spa.



## Creative

The Studio Center team will work with Couture Med Spa to create display and social media ads that will highlight current promotions, special events, and overall awareness and excitement for your brand.

Image Display ads can be used in conjunction with video ads on all platforms to help increase visibility.

## Display Creative Concepts

Coming Soon  
to  
Williamsburg

*cms*  
couture med spa®  
WHERE LUXURY MEETS AFFORDABILITY

Botox Injections

Coming Soon  
to  
Williamsburg

*cms*  
couture med spa®  
WHERE LUXURY MEETS AFFORDABILITY

Botox Treatments

Coming Soon  
to  
Williamsburg

*cms*  
couture med spa®  
WHERE LUXURY MEETS AFFORDABILITY

Med Spa Treatments

# Display Creative Concepts



COMING  
SOON  
TO MONTICELLO  
MARKETPLACE  
IN WILLIAMSBURG,  
VIRGINIA!

*cms*  
couture med spa™



*cms*  
couture med spa™

COMING  
SOON  
TO MONTICELLO  
MARKETPLACE  
IN WILLIAMSBURG,  
VIRGINIA!



*cms*  
couture med spa™

COMING  
SOON  
TO MONTICELLO  
MARKETPLACE  
IN WILLIAMSBURG,  
VIRGINIA!



## Website and Landing Pages

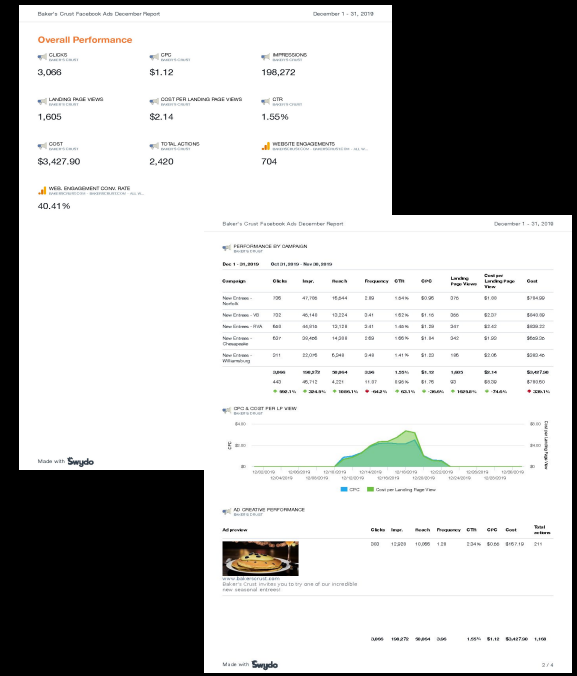
Landing Pages - If corporate will allow access to their website, Studio Center can work together with the Couture Med Spa team to determine the best landing pages for our campaigns. Here's what we could potentially use as our landing pages:

- Williamsburg location page
- Corporate pages of respective services advertised
- Custom landing pages created by Studio Center



# Tracking & Reporting

- Studio Center will provide **15-day** and **30-day reports** with the paid advertising performance overview, campaign updates, and our recommendations.
- We can also provide recurring **bi-weekly reports** and/or an **online live dashboard** with the campaign performance that **can be accessed 24/7**.
- We will implement **heat mapping** to optimize any landing pages that we'll be using.
- We will use Google Optimize to **A/B test our landing pages**, offers, and other website features.



## Tracking & Reporting

We'll be tracking such metrics as:

- Reach & Impressions
- Engagements & Engagement Rate
- New page likes/followers
- Clicks
- Landing Page Views
- Cost (CPC, CPM, Cost/Engagement, Cost/Conv., etc.)
- CTR
- Conversions & Conversion Rate
- Bounce Rate and other metrics that can help us optimize our campaign performance



# Google Paid Advertising – Budget

## GOLD

**\$10,000/month**

Includes management fee + ad budget

### Google Search Ads

- Impr: 9,000 - 10,000
- Clicks: 800 - 900

### YouTube

- Reach: 20K - 25K users
- Views: 20K - 24K

### Performance Max

- Impr: 100K - 130K
- Clicks: 1,500 - 2,000

## SILVER

**\$7,500/month**

Includes management fee + ad budget

### Google Search Ads

- Impr: 7,000 - 9,000
- Clicks: 700 - 800

### YouTube

- Reach: 20K - 25K users
- Views: 20K - 24K

## BRONZE

**\$5,000/month**

Includes management fee + ad budget

### Google Search Ads

- Impr: 4,000 - 6,000
- Clicks: 400 - 600

## Social Paid Advertising – Budget

### GOLD

**\$7,500/month**

Includes management fee + ad budget

#### Meta Ads

- Clicks : 2,000 - 2,900
- Reach : 225,000 - 300,000

### SILVER

**\$6,000/month**

Includes management fee + ad budget

#### Meta Ads

- Clicks : 1,500 - 2,000
- Reach : 150,000 - 225,000

### BRONZE

**\$5,000/month**

Includes management fee + ad budget

#### Meta Ads

- Clicks : 1,000 - 1,500
- Reach : 75,000 - 150,000

## Next Steps

1. Budget Selection
2. Market Research and Target Audience Configuration
3. Ad Design and creative approvals
4. Social Media account administrative access
5. Analytics Setup
6. Paid Digital Campaign Setup and Launch
7. Reporting & Ongoing Campaign Optimization

# Project Summary & Selections

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

- Paid Social Gold Option: \$7,500/month
  - o Campaign Launch and Management
  - o Creative
  - o Tracking and Reporting

Managed Social Media Package: \$2,500/Month

- Paid Social Silver Option: \$6,000/month
  - o Campaign Launch and Management
  - o Creative
  - o Tracking and Reporting

- Paid Social Bronze Option: \$5,000/month
  - o Campaign Launch and Management
  - o Creative
  - o Tracking and Reporting

Accepted by: \_\_\_\_\_

\_\_\_\_\_  
Client

\_\_\_\_\_  
Date

\_\_\_\_\_  
Studio Center

\_\_\_\_\_  
Date

100% deposit is due at the beginning of each month in order to place media. Estimate valid for 10 days from 08/01/2024.

# Project Summary & Selections

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

- Google Paid Gold Option: \$10,000/month
  - o Campaign Launch and Management
  - o Creative
  - o Tracking and Reporting

- Google Paid Silver Option: \$7,500/month
  - o Campaign Launch and Management
  - o Creative
  - o Tracking and Reporting

- Google Paid Bronze Option: \$5,000/month
  - o Campaign Launch and Management
  - o Creative
  - o Tracking and Reporting

Accepted by: \_\_\_\_\_

\_\_\_\_\_  
Client

\_\_\_\_\_  
Date

\_\_\_\_\_  
Studio Center

\_\_\_\_\_  
Date

100% deposit is due at the beginning of each month in order to place media. Estimate valid for 10 days from 08/01/2024.

Thank You.