



STUDIO CENTER®

**SOCIAL
MEDIA**



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

Audience Building | Competitive Research | Profile Optimization | Analytics & Reporting

What Our Clients Say About Us




C **Chris Long**
2 reviews
★★★★★ a week ago **NEW**

Great group of people that do wonderful work. Reels, portraits, still shots, they have done an amazing job of capturing the energy, personality and warmth of the restaurant. They have also been instrumental in growing our social media footprint.

K **Ken Wacker**
1 review
★★★★★ 10 months ago

Studio Center is such a wonderful business partner! In addition to being a gracious host, we had another genuine collaborative work session with them today. Studio Center's design and development team is great to work with and really brings out the best in creative thinking to get the ball rolling! Thank you Studio Center and look forward to our next productive session!

 **Renee Walker**
5 reviews · 1 photo
★★★★★ 2 months ago

We have been blown away by the work Studio Center has created for us here at Blue Ridge Energy! Video, digital, print as well as assisting with strategic planning and placement—Studio Center is the best. We have loved working with Nathan Fyffe as Creative Design Director and every other staff member. They all have the highest level of customer service and professionalism and are extremely talented at all they do. We feel like a true team with Studio Center and could not ask for more!

S **Shelby Taylor**
16 reviews · 17 photos
★★★★★ 5 months 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.

Competitive Landscape



Hampton Roads Weight Loss

Williamsburg &
Chesapeake

Weight Loss Clinic,
Affiliated with Secret
for Weight Loss™

Free Consultations -
In Person & Virtual

Fountain of You MD

Virginia Beach

Specializes in hormone &
anti-aging innovation

Offers weight loss
treatments & injectables,
hormone replacement,
fillers & botox, sexual
health and skin
treatments

Virginia Healthy Weight

Virginia Beach

Located on
Independence Blvd,
providing weight loss
services.

Free Consultations

VB Salt Spa

Virginia Beach

Spa & Wellness
Center

Offers Semaglutide
weight loss injections,
IV infusion therapy,
med spa services
(injectables) and
waxing & massages

S.W.O.T. Analysis



Strengths

Free Consultations
Online Booking
Availability
Pricing
Centralized Location

Weaknesses

Organic Rankings
Absence of Online
Customer Reviews
Generic Branding,
Lacking Personality
Brand Only Paid Search
Campaign

Opportunities

Referral Program (\$100
Win-Win Club)
Virtual Appointment
Availability
Social Media Content &
Photography
Unclaimed Google My
Business Listing

Threats

Industry is growing
and competition
with it
Multiple resources for
weight loss drugs
Growing concerns
over long term safety
of weight loss drugs

Strategy Overview



GOALS

- Raise in-market brand awareness
- Educate potential patients on weight loss options and how it all works
- Drive traffic to the website + increase appointments

TARGET AUDIENCE

- Women ages 45+
- Hampton Roads' Southside

MARKETING TACTICS

- Focus on Meta (Facebook and Instagram) for max in-market reach, at the lowest cost
 - Use a combination of regular posting + targeted ads
- Utilize video for more engaging content (*“show & tell” for different services, testimonials*)
- Incorporate lifestyle content that will keep users interacting at all stages of the customer lifecycle, i.e. tips for healthy living, motivational quotes, retail offers
- Regular, engaging promotions (ex: include an in-person event or prize element)

Social Media Management



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.



Paid Social Media (Ads)

Request Authorization to Run Meta Ads

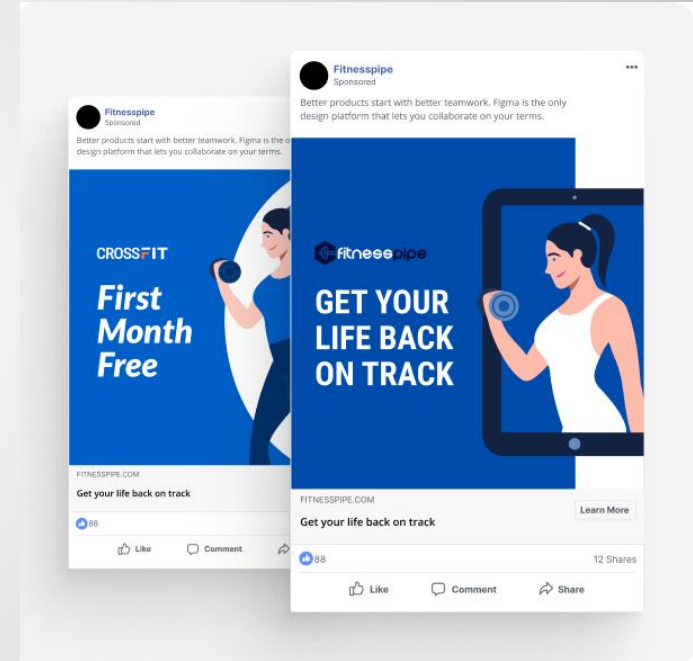
- Obtain LegitScript certification
- Submit an application with Meta

Targeting

- Household Income Top 25%
- Interests: Health & Wellness, Diet & Exercise
- Remarketing: Website + Social Media

Creative / Messaging

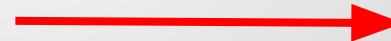
- :15 and :30 Testimonial Videos
- Highlight Services & Resources
- Offers & Promotions, Free Consultations
- Clever Copy - ex. “We need 10 women ages 40+ that want to lose up to 50lbs in 6 months!”



Google My Business

- **Optimize Google My Business**
- Claim page if you have not already
- Add more detailed information about the business
 - Hours
 - Detailed description of business
- Add photos and videos
- Add posts to keep profiles active
- Integrates with Google Ads to show location information to user

Need reviews to help improve searchability as well as build confidence for new clients



Why Weight Trim Clinic
Weight loss service in Virginia Beach, Virginia

Website Directions Save Share
Call

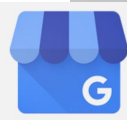
Located in: Lynnhaven North Shopping Center
Address: 2720 N Mall Dr #152, Virginia Beach, VA 23452
Hours: Closed · Opens 10 AM Wed · More hours
Phone: (757) 937-6602
Suggest an edit · Own this business?

Questions & answers
Be the first to ask a question [Ask a question](#)

Reviews
Google reviews [Write a review](#) [Add a photo](#)
Be the first to review

[Send to your phone](#) [Send](#)

From Why Weight Trim Clinic
"Hampton Roads premier location for weight loss services."



Paid Search (Ads)

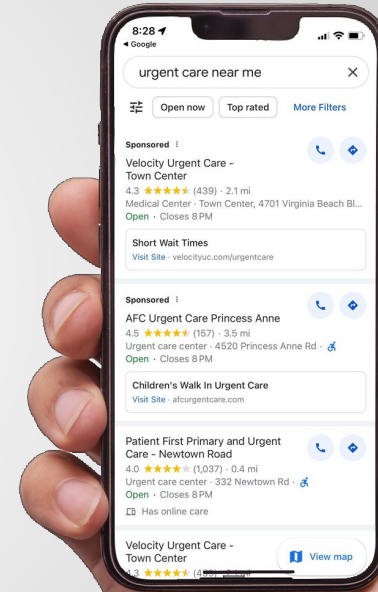
With Google Ads Why Weight Trim Clinic will be able to:

- Stay on top of the Google Search
- Bring qualified high-intent traffic to the website
- Raise overall brand awareness
- Highlight medical weight loss products such as Semaglutide

Example keyword phrases:

Medical weight loss, weight loss services, weightloss clinics, weight loss injections, medical weightloss near me, weightloss clinics near me, best weight loss clinics near me, skinny shots near me

Geotargeting Southside Hampton Roads



Paid Search (Ads)



Current Google Ad

Google's transparency reports are reporting only one ad for your website.

We were only able to find your ad for your brand name.

A better solution would be to have multiple ads running for multiple keywords related to your services and products.

The screenshot shows a Google Ads transparency report for the advertiser 'WHY WEIGHT TRIM CLINIC LLC'. At the top, there are filters for 'Any time', 'Shown in the United States', and 'All platforms'. Below these is a search bar with 'All topics' selected and the text 'Search by advertiser or website name'. The main header of the report is 'WHY WEIGHT TRIM CLINIC LLC'. Below this, it lists 'Legal name: WHY WEIGHT TRIM CLINIC LLC' and 'Based in: the United States'. A badge indicates 'Advertiser has verified their identity'. Underneath, it shows '1 ad' and 'All formats' and 'Sorting by most recent'. The ad itself is a sponsored link from 'whyweight.online' with the URL 'www.whyweight.online/lose/weight'. The ad text reads: 'Virginia Beach Skinny Shot - See Before/Afters' followed by 'Schedule your free consultation with Why Weight Trim Clinic, click to lose weight for good'. The advertiser name 'WHY WEIGHT TRIM CLINIC LLC' is displayed at the bottom of the ad card.

Paid Search (Ads)



Current landing page

- Different than primary website
- Landing page within the main website may be better

A screenshot of a web browser displaying a landing page for "WHY WEIGHT TRIM CLINIC". The browser's address bar shows the URL "whyweight.online/semaglutide/". The page has a white header with the clinic's logo on the left, navigation links "Start Your Journey", "How It Works", "Before/After", and "Contact" in the center, and a phone number "757-937-6602" with "Virginia Beach, VA" below it on the right. The main content area has a teal background. On the left, it features the headline "NO MORE EXERCISE, DIETS & RISKY SURGERIES." followed by a paragraph: "Experience effortless weight loss with our revolutionary injection program, enabling you to shed an impressive average of 1-3 pounds per week. No more restrictive diets, grueling exercise routines, or invasive surgeries required." Below this is an orange button that says "Get Started Today". On the right side of the teal area is a photograph of a smiling woman with long brown hair, wearing a white t-shirt, with her arms crossed. At the bottom of the page is a dark blue footer with the text "Semaglutide Weight Loss Injections" and a smaller line below it: "On average, patients see a 15 to 20 percent overall reduction in body weight."

Social Media Management Package Options

GOLD - \$2,500/mo.

- Competitive Research
- Audience Building
- Analytics & Reporting
- Profile Optimization
- Content Creation & Strategy
- Promoted/Boosted Posts
- Reputation Management
- **Original Photo/Video content:** Up to **1** on-location shoots/mo.
- **Monthly Posts:** Up to **20** static images or graphics, including up to **4** reels*

SILVER - \$2,000/mo.

- Competitive Research
- Audience Building
- Analytics & Reporting
- Profile Optimization
- Content Creation & Strategy
- Promoted/Boosted Posts
- Reputation Management
- **Original Photo/Video content:** Up to **1** on-location shoot/quarterly.
- **Monthly Posts:** Up to **15** static images or graphics, including up to **3** reels*

BRONZE - \$1,500/mo.

- Competitive Research
- Audience Building
- Analytics & Reporting
- Profile Optimization
- Content Creation & Strategy
- Promoted/Boosted Posts
- Reputation Management
- **Original Photo/Video content:** Up to **1** on-location shoot/quarterly.
- **Monthly Posts:** Up to **12** static images or graphics, including up to **2** reels*

Set up: No Charge

Additional On-Location Shoot Date: \$500

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

Influencer Posts & Partnerships: Costs typically range between \$250 and \$2500

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



Paid Social Media Package Options

GOLD - \$4,000/mo.

High Reach, High Frequency

- Facebook & Instagram
- 70-80k Est. Reach
- 2500-3300 Est. Clicks
- 7-9 Est. Frequency

SILVER - \$3,000/mo.

High Reach, Average Frequency

- Facebook & Instagram
- 55-65k Est. Reach
- 1500-2000 Est. Clicks
- 3-4 Est. Frequency

BRONZE - \$2,000/mo.

Low Reach, Low Frequency

- Facebook & Instagram
- 25-30k Est. Reach
- 1000-1200 Est. Clicks
- 1-2 Est. Frequency

Set up: No Charge

Cost includes 20% agency management fee

Paid Search Package Options

GOLD - \$6,000/mo.

- 11K - 13K Impressions
- 750 - 1,000 Clicks
- \$5.20 Cost per Click
- 35 - 45 conversions

SILVER - \$4,000/mo.

- 9K - 10K Impressions
- 700 - 800 Clicks
- \$4.01 Cost per Click
- 25 - 35 conversions

BRONZE - \$2,000/mo.

- 7K - 9K Impressions
- 500 - 600 Clicks
- \$2.75 Cost per Click
- 15 - 20 conversions

Set up: No Charge

Cost includes 20% agency management fee

Social Media Management Packages



Social Media Management Gold: \$ 2,500 / month

Social Media Management Silver: \$ 2,000 / month

Social Media Management Bronze: \$ 1,500 / month

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

Accepted by Client

Date

Accepted by Studio Center

Date

Posting will typically begin 1-2 weeks after your signing date. In that time our team will:

- Schedule a kickoff meeting
- Gather all necessary assets and logos
- Obtain login information
- Collaborate with you to ensure approval of the first round of posts

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

Paid Social Media Packages



Paid Social Gold: \$ 4,000 / month

Paid Social Silver: \$ 3,000 / month

Paid Social Bronze: \$ 2,000 / month



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

Accepted by Client

Date

Accepted by Studio Center

Date

Campaigns will typically begin 1-2 weeks after your signing date. In that time our team will:

- Schedule a kickoff meeting
- Gather all necessary assets and logos
- Obtain login information
- Collaborate with you to ensure approval of the first round of ads

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

Paid Search Packages

Paid Search Gold: \$ 6,000 / month

Paid Search Silver: \$ 4,000 / month

Paid Search Bronze: \$ 2,000 / month



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

Accepted by Client

Date

Accepted by Studio Center

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Campaigns will typically begin 1-2 weeks after your signing date. In that time our team will:

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STUDIOCENTER[®]

Let's Get Started!