



STUDIO CENTER®



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

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

Introduction



Studio Center has outlined a multi-platform digital strategy with a variety of tactics to help Haul Gone increase awareness and market presence to reach potential new customers and gain qualified leads.

We want Haul Gone to be the “Go To” source for residential and commercial junk removal.



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



Fullstrut

Residential and commercial junk and trash removal

Offers weekly residential trash collection in addition to large and bulk pickup

Not running ads in Meta or Google

College Hunks

Moving services in addition to junk removal

Name recognition from being a national franchise

Free online quotes

Running Google Ads, Meta Ads, and Guaranteed Listings

Junk Luggers

Moving (local and out of area) & Storage

Free online quotes

Offers same-day services

Running Google Ads and Guaranteed Listings

Not running Meta Ads

1-800-GotJunk

Junk pick up service

Same day availability

Name recognition

Running Google Ads, Guaranteed Listings, and Meta Ads at Brand Level

Strategy Overview



GOALS

- Raise in-market brand awareness
- Educate potential customers on available services and how it all works
- Drive traffic to the website + increase appointments

TARGET AUDIENCE

- Hampton Roads
- Life events: Moving soon, buying or selling a house, home renovations, retiring soon, getting married
- Renters

MARKETING TACTICS

- Optimize existing touchpoints/channels
- Regular social media posting + targeted ads
- Utilize video for more engaging content (*“show & tell” for different services, testimonials*)
- Incorporate lifestyle content that will keep users interacting with us at all stages of the customer lifecycle, i.e. organizing tips, user-generated content (UGC), offers
- Regular, engaging promotions

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.



Tactics | Paid Social Media (Ads)

Channels

- Facebook
- Instagram



Targeting

- Adults ages 25-54* in Hampton Roads
- Ex. Interests: Moving Company, Property Finder, Rent.com, Spring Cleaning
- Ex. Life Events: Expecting Parent, Recently Engaged
- Remarketing (website + social media)

Creative / Messaging

- Short-form videos
- Highlight services & resources
- Offers & promotions with a strong CTA (**Get a FREE Estimate**)

Tactics | Google Local Service Ads



Why Local Service Ads?

- Be **listed higher** within Google results
- Raise overall **brand awareness**
- Your services will be **Google Guaranteed**
- **Pay by lead**, not by clicks or impressions
- Target Norfolk, Chesapeake, Virginia Beach, Suffolk and Smithfield
- Management and employees are subject to a background check, provided for free by Google

The screenshot shows a Google search for "junk removal near me" in Virginia Beach, VA. The results are filtered to show "Sponsored" Local Service Ads. A red box highlights the top two ads:

- Sponsored · Junk removal | Virginia Beach**
 - The Junkkuggers of Southside Hampton Roads
 - GOOGLE GUARANTEED
 - 5.0 ★★★★★ (16) · Junk removal
 - 21+ years in business · Serves Virginia Beach
 - Open now · Free estimate
 - Get phone number
- Innovative Waste Junk Removal and Hauling**
 - 4.9 ★★★★★ (582) · Junk removal
 - 8+ years in business · Serves Virginia Beach
 - Open now · Family owned
 - Message
 - Get phone number

Below the highlighted ads, there is a button for "More junk removal providers" and a list of other sponsored results:

- Sponsored**
 - collegehunkhaulingjunk.com
 - Same Day Junk Removal
 - Same Day Service — Offering Same & Next-Day Appointments For Your...
 - Donation Pickups · Furniture Removal · Labor
 - 2618 Arkansas Avenue, Norfolk, Virginia · Open today · 8:00 AM – 9:00 PM
- Sponsored**
 - 1-800-GOT-JUNK?
 - Same Day Junk Removal Service | Book A No-Obligation Estimate
 - With 1-800-GOT-JUNK? You Won't Have to Lift a Finger. We'll Do All the Heavy Lifting!

The bottom of the search results shows "Businesses" with a dropdown arrow.

Tactics | Paid Search (Ads)

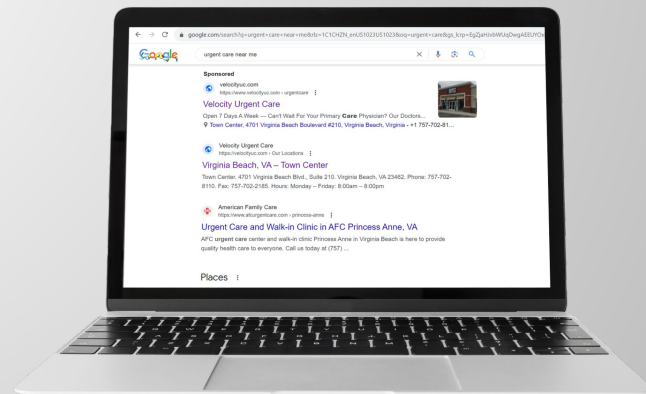


With Google Ads, Haul Gone will be able to:

- Stay on **top of the Google Search** when relative keywords are searched
- **Bring qualified high-intent traffic to the website**
- Raise overall **brand awareness**
- Highlight **additional services** other than removing junk

Example keyword phrases: junk removal near me, junk hauling companies, dumpster services, trash removal near me, dumpster rentals

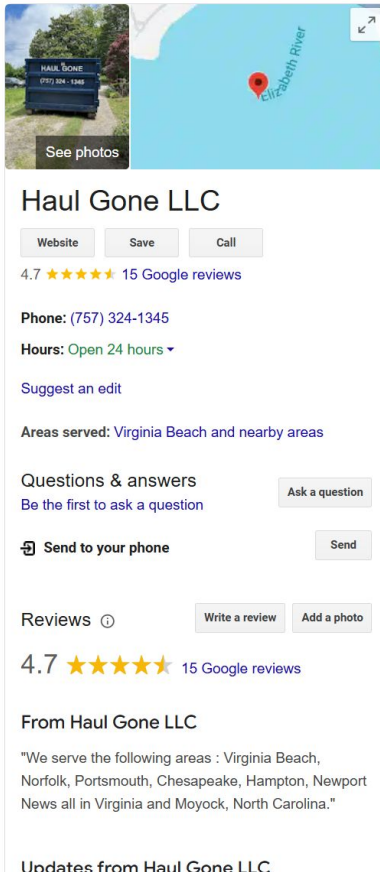
Campaigns can be organized by residential and commercial services targeting the Greater Hampton Roads area.



Tactics | Google My Business

Optimize Google My Business

1. Claim page if you have not already
2. Add more detailed information about the business
 - a. Hours
 - b. Detailed description of business
3. Add photos and videos
4. Ask for reviews
5. Add posts to keep profiles active
6. Integrate with Google Ads to show location information to users



The screenshot shows a Google My Business profile for 'Haul Gone LLC'. At the top, there is a photo of a blue sign that says 'HAUL GONE (757) 324-1345' and a map showing the location on the Elizabeth River. Below the photo and map, the business name 'Haul Gone LLC' is displayed. There are buttons for 'Website', 'Save', and 'Call'. The profile has a 4.7-star rating from 15 Google reviews. Contact information includes the phone number '(757) 324-1345' and 'Hours: Open 24 hours'. There is a 'Suggest an edit' link and a list of 'Areas served: Virginia Beach and nearby areas'. A 'Questions & answers' section is visible with an 'Ask a question' button. Below that is a 'Send to your phone' button with a 'Send' button. There are also 'Write a review' and 'Add a photo' buttons. The profile shows a 4.7-star rating from 15 Google reviews. A section titled 'From Haul Gone LLC' contains a quote: "We serve the following areas : Virginia Beach, Norfolk, Portsmouth, Chesapeake, Hampton, Newport News all in Virginia and Moyock, North Carolina." At the bottom, there is a section for 'Updates from Haul Gone LLC'.

Haul Gone LLC

Website Save Call

4.7 ★★★★★ 15 Google reviews

Phone: (757) 324-1345

Hours: Open 24 hours ▾

[Suggest an edit](#)

Areas served: [Virginia Beach and nearby areas](#)

Questions & answers [Ask a question](#)

[Be the first to ask a question](#)

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

Reviews ⓘ [Write a review](#) [Add a photo](#)

4.7 ★★★★★ 15 Google reviews

From Haul Gone LLC

"We serve the following areas : Virginia Beach, Norfolk, Portsmouth, Chesapeake, Hampton, Newport News all in Virginia and Moyock, North Carolina."

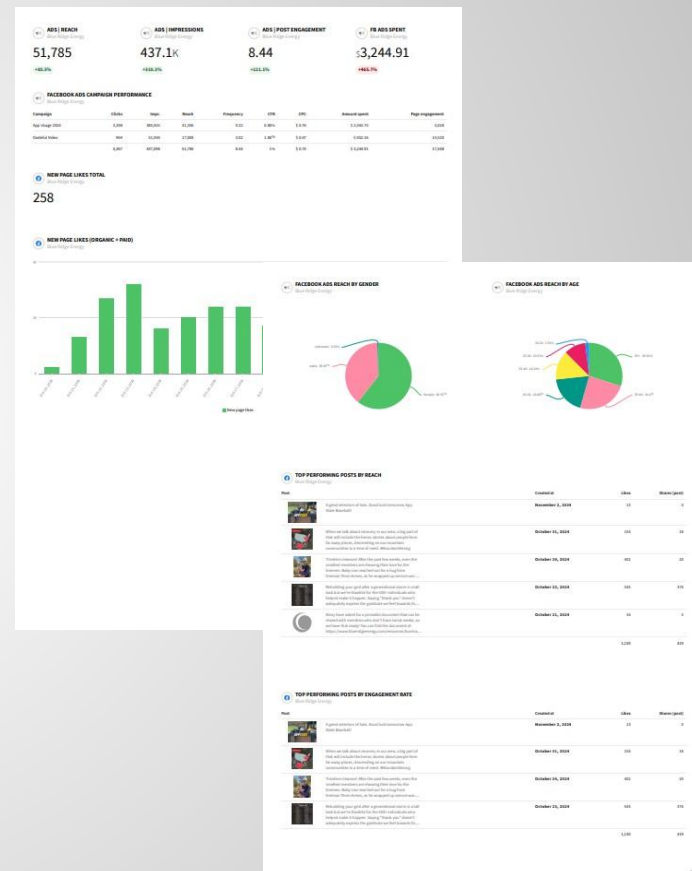
Updates from Haul Gone LLC

Tracking and 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 **A/B test landing pages**, offers, and other website features.

We'll be tracking such metrics as: Reach & Impressions, Engagements, Page Likes/Followers, Clicks, Landing Page Views, Costs, CTR, Conversions, and Conversion Rate.



Website Development



Design

Our team of graphic designers will create a minimum of three mockups for the website to include the home page. Designers will make any and all requested revisions.

Development

Once you approve the mockup, our project developer will take all of the individual graphic elements from the mockups and use them to create the actual, functional site. Elements such as the CMS, interactive contact forms, and Search features are implemented and made functional during this phase, as well.

Copywriting

Our copywriter will work with you to write compelling SEO friendly copy for the pages of the website.

Page Styling Modifications:

We will use existing content and any other text or imagery content that you can provide. We'll style each page to be consistent in look and feel.



Website Development



Initial SEO:

To get site noticed and ranking on all major Search Engines like GOOGLE, BING, and YAHOO. Basic package includes: Google Analytics Integration, Keyword Research & Meta Tags, Robots.txt file integration, XML Site Map Creation, Verification of your site with Google Webmaster Tools. **NO CHARGE**

Testing/Delivery/Training:

The site will be thoroughly tested - viewing differences between different web browsers, ensuring that the website is optimized to be viewed properly in the most recent browser versions/mobile devices – referred to as responsive design. **NO CHARGE**

Hosting:

Studio Center can host your site on our Google Cloud-Based Server at **NO CHARGE** to you.

Ongoing Support and Site Maintenance:

Content management system updates, javascript updates, server maintenance and upgrades, secure certificate renewals, LAMP stack updates and upgrades. *(Does not include actual content additions or change in the original scope of work.)* **NO CHARGE**



Digital Marketing Package Options



Gold - \$5,325/mo.

Managed Social

- Competitive Research
- Analytics & Reporting
- Audience Building & Engagement Tactics
- Profile Optimization
- Post Boosting
- Community Management
- **Original Photo/Video** content: Up to **2** on-location shoots per month. *Includes photo editing and color correction.*
- **Monthly Posts:** Up to **15** with up to **5** reels*

Paid Social Media

- 457k - 538k Est. Audience Size
- 135k - 390k Est. Reach
- 4k - 7k Est. Clicks

Google Search Ads

- 10 - 12K Est. Impressions
- 500 - 600 Est. Clicks
- \$0.95 Est. Cost per Click

Local Service Ads

- Est. 12 - 15 Leads

Set up: *No Charge*

Additional Shoot Date: \$500

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

Influencer Partnerships: Cost range is between \$600 and \$1500 depending on the influencer and type of deliverable(s).

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

Digital Marketing Package Options



Silver - \$4,250/mo.

Managed Social

- Competitive Research
- Analytics & Reporting
- Audience Building & Engagement Tactics
- Profile Optimization
- Post Boosting
- Community Management
- **Original Photo/Video** content: Up to **1** on-location shoot per month (video and photos) *includes photo editing and color correction.*
- **Monthly Posts:** Up to **12** with up to **3** reels*

Paid Social Media

- 457k - 538k Est. Audience Size
- 72k - 207k Est. Reach
- 2k - 4k Est. Clicks

Local Service Ads

- Est. 12 - 15 Leads/month

Set up: *No Charge*

Additional Shoot Date: \$500

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

Influencer Partnerships: Cost range is between \$600 and \$1500 depending on the influencer and type of deliverable(s).

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

Digital Marketing Package Options



Bronze - \$2,750/mo.

Managed Social

- Competitive Research
- Analytics & Reporting
- Audience Building & Engagement Tactics
- Profile Optimization
- Post Boosting
- Community Management
- **Original Photo/Video** content:
Up to **1** on-location shoot per quarter (video and photos)
includes photo editing and color correction.
- **Monthly Posts:** Up to **9** with up to **2** reels*

Paid Social Media

- 457k - 538k Est. Audience Size
- 60k - 171k Est. Reach
- 1.5k - 3.5k Est. Clicks

Local Service Ads

- Est. 10 - 12 Leads/month

Set up: *No Charge*

Additional Shoot Date: \$500

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

Influencer Partnerships: Cost range is between \$600 and \$1500 depending on the influencer and type of deliverable(s).

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

Package Options | Digital Marketing



GOLD: \$ 5,325 / month

SILVER: \$ 4,250 / month

BRONZE: \$ 2,750 / month

Website Design & Development: \$ 11,000
Includes up to 10 pages, built in Concrete CMS

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.

Next Steps



1. Budget Selection
2. Market Research and Target Audience Configuration
3. Ad Design and Creative Approvals
4. Access to Existing Social Media Profiles
5. Analytics Setup
6. Paid Digital Campaign Setup and Launch
7. Reporting & Ongoing Campaign Optimization





STUDIOCENTER[®]

Let's Get Started!