



# STUDIO CENTER®



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.





# 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.

## GOALS

- Raise in-market awareness of services offered
- Drive traffic to the website + increase pool of qualified candidates

## TARGET AUDIENCE

- Hampton Roads / Norfolk DMA
- Job Seekers
- Employers
- Industries: Human Resources, Accounting/Finance, IT, Customer Service, General Office, Legal, Retail, Education

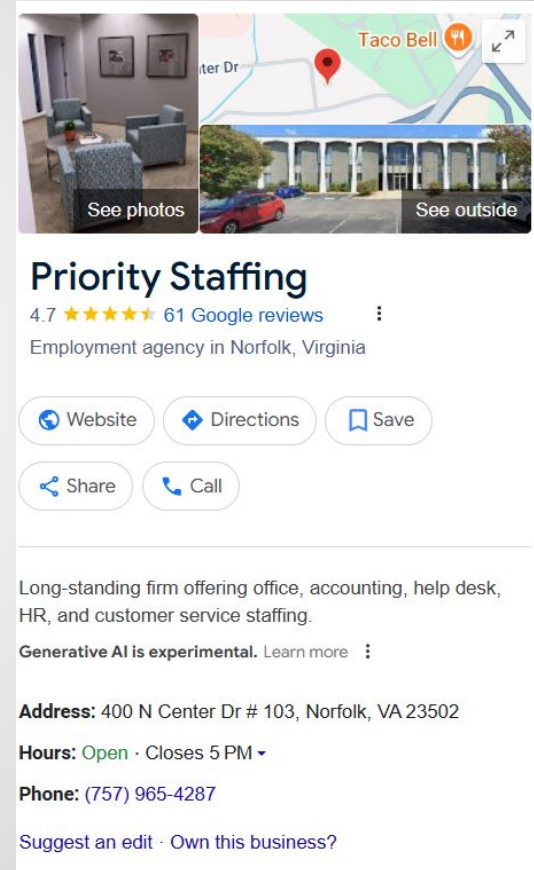
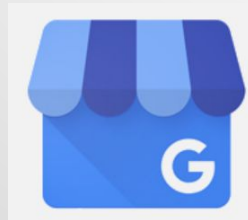
## MARKETING TACTICS

- Facebook & Instagram - Regular posting schedule
- Utilize video for more engaging content (*explainers, testimonials*)
- Incorporate lifestyle content that will keep users interacting at all stages of their employment journey, i.e. interview tips, motivational quotes, new positions

# 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



The screenshot shows a Google My Business profile for 'Priority Staffing'. At the top, there are two photo thumbnails: one of an office interior with a 'See photos' button, and one of the building exterior with a 'See outside' button. To the right is a map snippet showing the location on Center Dr, with a red pin and a Taco Bell nearby. Below the photos, the business name 'Priority Staffing' is displayed in large blue text, followed by a 4.7-star rating and '61 Google reviews'. The category 'Employment agency in Norfolk, Virginia' is listed below. Action buttons for 'Website', 'Directions', 'Save', 'Share', and 'Call' are arranged in two rows. The business description reads: 'Long-standing firm offering office, accounting, help desk, HR, and customer service staffing.' Below this, it says 'Generative AI is experimental. Learn more'. The address is '400 N Center Dr # 103, Norfolk, VA 23502', hours are 'Open · Closes 5 PM', and the phone number is '(757) 965-4287'. At the bottom, there are links for 'Suggest an edit' and 'Own this business?'.

# Organic Search Engine Optimization

## Content:

- Additional content highlighting services, workers, and industries served
- Content can be in the form of News, Blogs, and FAQ pages

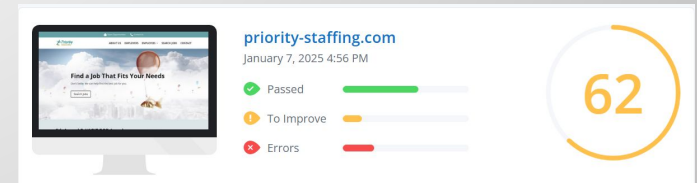
## On-site optimization methods:

- Update meta and title tags with keywords
- Add H1 and H2 tags to content
- Link new content with relevant pages to help indexing of new pages
- Advanced markup to improve crawlability

## Content Sharing:

- New content can be shared as social media posts to help gain visibility, inbound links, and page views

Website audit score of 62 indicates room for improvement



# Paid Search (Pay per click)



With Google Ads, Priority Staffing will be able to:

- Stay on **top of the Google Search results**
- **Bring qualified, high-intent traffic to the website**
- Raise overall **brand awareness**
- **Highlight areas of expertise** in staffing such as Human Resources, Customer Service/Call Center, Accounting, Administrative, and Help Desk/IT

**Example keyword phrases:** staffing agencies near me, staffing agencies hampton roads, staffing agencies norfolk, it staffing agencies, customer service staffing agencies, accounting staffing agencies

Since organic optimization takes time to see results, *paid search offers quicker results* while organic optimization results are being implemented.



# Social Media Package Options

## GOLD - \$2,500/mo.

- Competitive Research
- Audience Building
- Analytics & Reports
- Engagement Tactics
- Profile Optimization
- Post Boosting
- Reputation Management
- **Original Photo/Video** content:  
Up to **2** on-location shoots per month (video and photos)  
*includes photo editing and color correction.*
- **Monthly Posts:** Up to **20** with up to **7** reels\*

### 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

**Influencer Visits/Posts:** Cost range is between \$600 and \$900 depending on the influencer, number of and type of posts.

## SILVER- \$2,000/mo.

- Competitive Research
- Audience Building
- Analytics & Reports
- Engagement Tactics
- Profile Optimization
- Post Boosting
- Reputation 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 **15** with up to **5** reels\*

## BRONZE - \$1,750/mo.

- Competitive Research
- Audience Building
- Analytics & Reports
- Engagement Tactics
- Profile Optimization
- Post Boosting
- Reputation 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 **12** with up to **3** reels\*





# Social Media Options



Gold: \$ 2,500 / month

Silver: \$ 2,000 / month

Bronze: \$ 1,750 / 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.

# Monthly Design Hours Package:



**Design Hours Package Per Month - (7 hours)**

**\$2,000 / month**

Hours can be used for design of print or digital materials.

Optimized Final files to be sent to client for print production or digital use by client.

Note: Design Hours will not roll over to next month, if not utilized.

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

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



**STUDIOCENTER<sup>®</sup>**

Let's Get Started!