



Williams
DeLoatch, P.C.

&

STUDIOCENTER[®]

SWOT Analysis

Strengths

Experienced attorney
with strong local
reputation

Personalized client
service and attention

Niche expertise in
personal injury,
nursing home abuse
and traffic law

Responsive
communication and
flexible scheduling

Weaknesses

Smaller firm with
limited staff and
resources

Less marketing
presence compared to
larger firms

Limited geographic
reach, mainly serving
local clients

Opportunities

Growing demand for
specialized services

Expansion into related
practice areas or
nearby markets

Leveraging digital
marketing and client
testimonials

Building partnerships
with local
organizations for
referrals

Threats

Competition from
larger, multi-practice
firms

Online legal
platforms offering
cheaper alternatives

Changing legal
regulations impacting
case volume

The Competition (Hampton Roads)



Located in Virginia Beach

Personal injury law firm specializing in car accidents, workers' compensation, and general injury claims

4.9 stars
104 Google reviews



Several locations across the Hampton Roads

Personal injury law firm handling car accidents, truck crashes, and workplace injuries

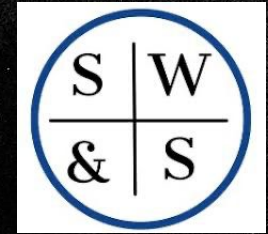
5.0 stars
341 Google reviews



Located in several Hampton Roads locations

Specializes in personal injury, car accidents, medical malpractice, and Social Security Disability

4.6 stars
1k+ Google reviews



Located in Virginia Beach

Personal injury law firm specializing in car accidents and medical malpractice

4.8 stars
69 Google reviews

The Competition (Roanoke)



Located in Roanoke

Personal injury law firm specializing in car accidents, medical malpractice, and premise liability. Also practices civil litigation and criminal defense.

4.9 stars
95 Google reviews



Located in Roanoke

Personal injury law firm handling car accidents, truck and motorcycle accidents, wrongful death, brain injuries, and product liability

4.5 stars
330 Google reviews



National firm with 4 locations in Virginia, including Roanoke

Specializes in personal injury, car accidents, wrongful death, and Amazon delivery accidents

4.9 stars
190 Google reviews



Located in Roanoke

Personal injury law firm specializing in car accidents, abuse, medical malpractice, liability, wrongful death, and workplace injuries

5.0 stars
91 Google reviews

Market Demographics

Norfolk-Portsmouth-Newport News, VA

Estimated Population: 1,454,500

Demographic Makeup:

African American 39%

Asian American 3.8%

Hispanic 11%

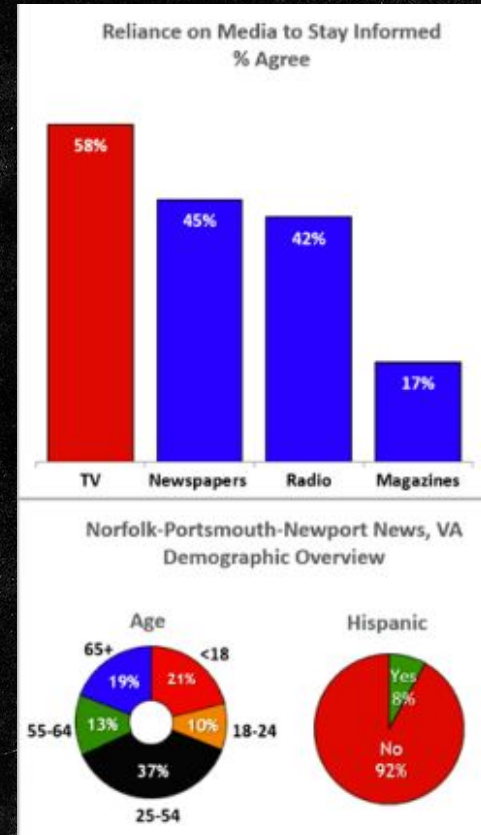
White 46%

Avg HH Income: \$56,500

Median Age: 33

Nielsen TV DMA Rank: 44 (Est 779,970 TV HHs)

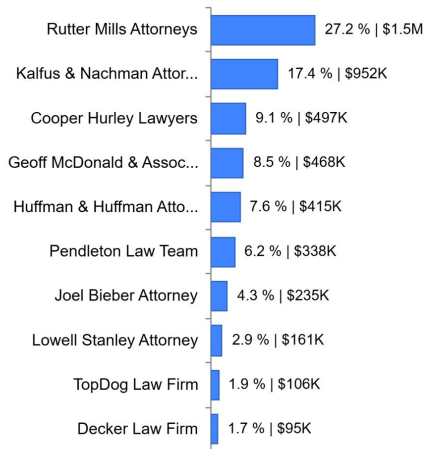
Nielsen Radio DMA Rank: 46



Legal Category Competitive (Norfolk-Portsmouth-Newport News)

Jan-Jul 2025

Advertiser Share

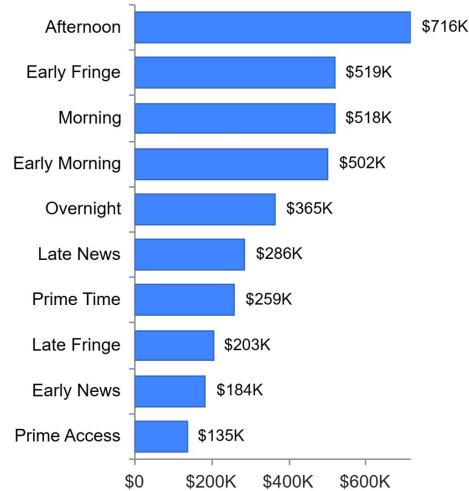


Show More (\$722K additional activity) ➔

Filtered to: NORFOLK

* Activity occurring 1/1/2025 to 7/29/2025.

Dayparts



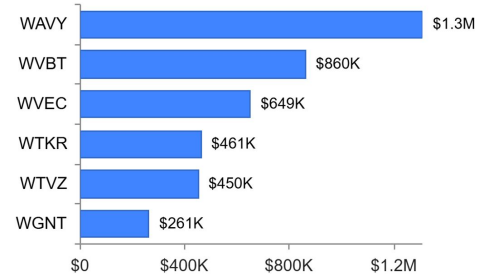
Show More (\$303K additional activity) ➔

Filtered to: NORFOLK

* Activity occurring 1/1/2025 to 7/27/2025.

TV Networks/Stations

NATIONAL LOCAL BOTH



Filtered to: NORFOLK

* Activity occurring 1/1/2025 to 7/27/2025.

Market Demographics

Roanoke-Lynchburg, VA

Estimated Population: 314,661

Demographic Makeup:

African American 20%

Asian American 2.6%

Hispanic 5.4%

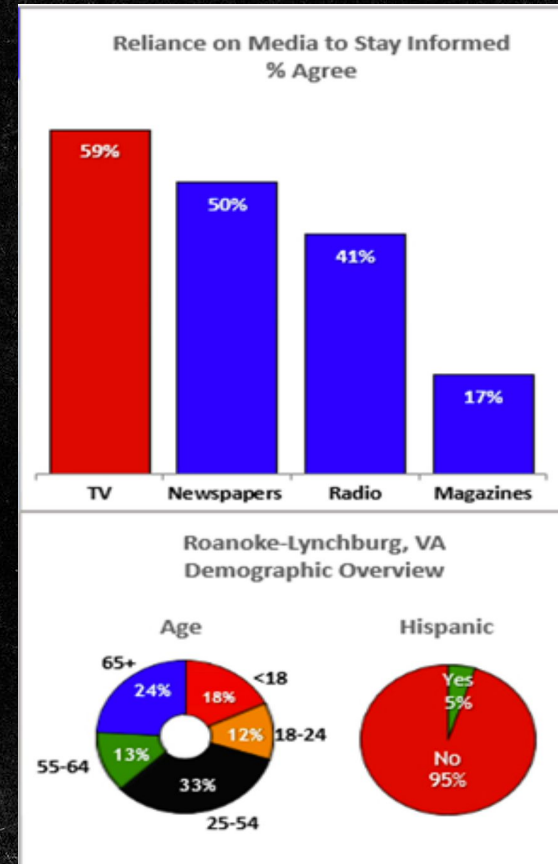
White 72%

Avg HH Income: \$63,300

Median Age: 43

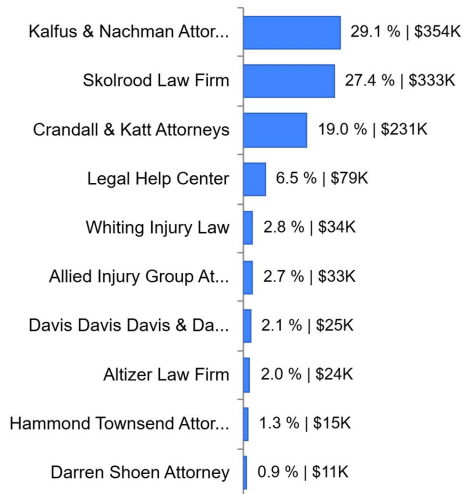
Nielsen TV DMA Rank: 70 (Est 460,00 TV HHs)

Nielsen Radio DMA Rank: 121



Legal Category Competitive (Roanoke-Lynchburg) Jan-Jul 2025

Advertiser Share

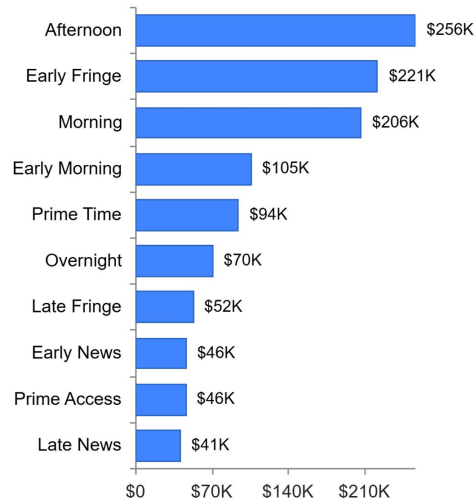


[Show More \(\\$77K additional activity\)](#)

Filtered to: ROANOKE

* Activity occurring 1/1/2025 to 7/27/2025.

Dayparts



[Show More \(\\$79K additional activity\)](#)

Filtered to: ROANOKE

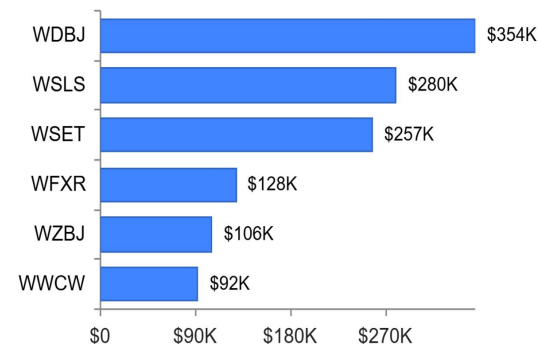
* Activity occurring 1/1/2025 to 7/27/2025.

TV Networks/Stations

NATIONAL

LOCAL

BOTH



Filtered to: ROANOKE

* Activity occurring 1/1/2025 to 7/27/2025.

Media Fragmentation

TV, Facebook, Instagram, TikTok, Youtube, CTV-OTT, etc.

Consumer Attention

- 84% Use a second screen while watching TV
- 71% Use a second screen to check or post on social media

Under Delivery of Adults 18-34

- 31% of population
- Larger % of those old enough to seek counsel
- Less likely to know an attorney



Median Age - Broadcast TV



The median age of **primetime viewers** for the largest English-language broadcast networks is **64.6**.

This is a **shift from previous years** when the viewership for TV shows was more dependent on the ages of 18–49.



67.3 primetime
62.3 total day



64.9 primetime
61.3 total day



65.5 primetime
62.2 total day *(MNF
is not included in the ABC
primetime avg)*



58.1 primetime
54.2 total day

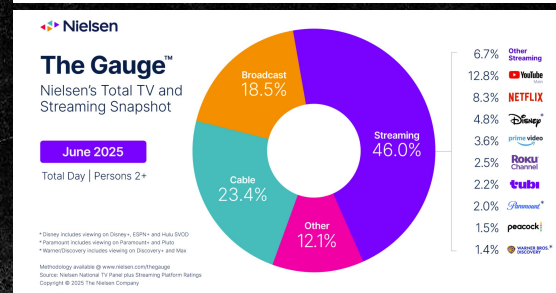
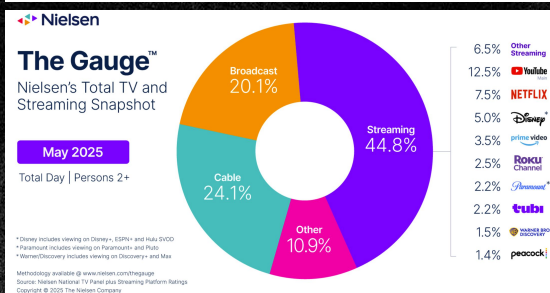
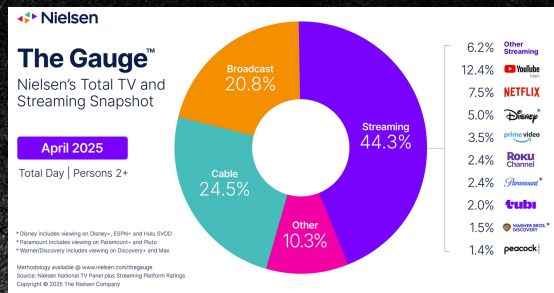
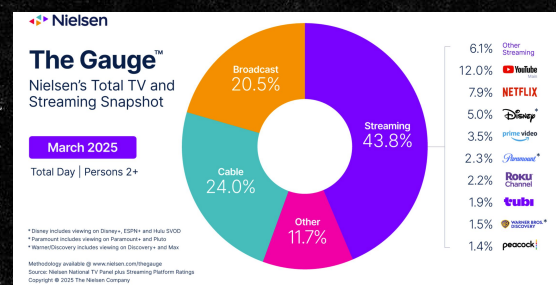
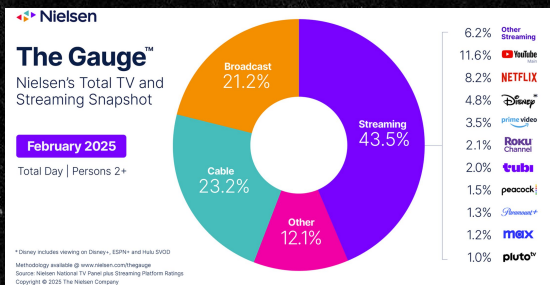
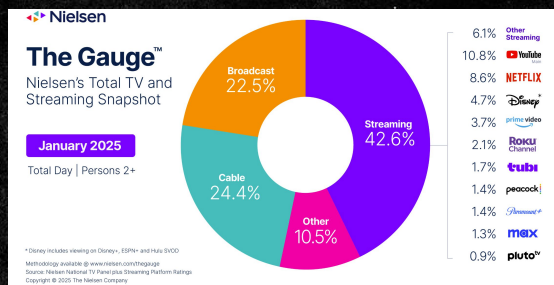
*Based off data from television's 2023–24 season.

Adults Ages 18-34: Watching Traditional TV?

A significant percentage of 18-34 year olds don't watch traditional TV, including broadcast, cable, and satellite.

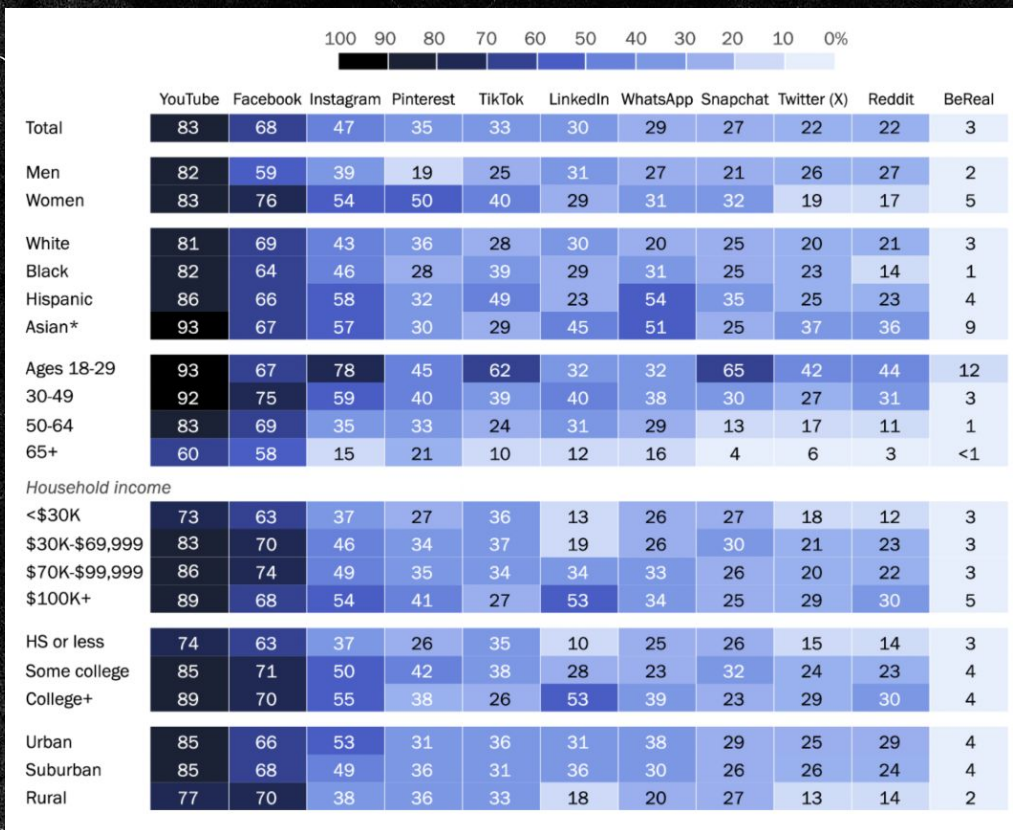
18-24 year olds | 50% don't watch traditional TV

25-34 year olds | 46% don't watch traditional TV



How are Adults 18-34 spending their time?

% of Adults who say they ever use...



Youtube is the #1 platform for Adults 18-34

Facebook is the #2 platform for Adults 30+

Instagram is the #2 platform for Adults 18-29

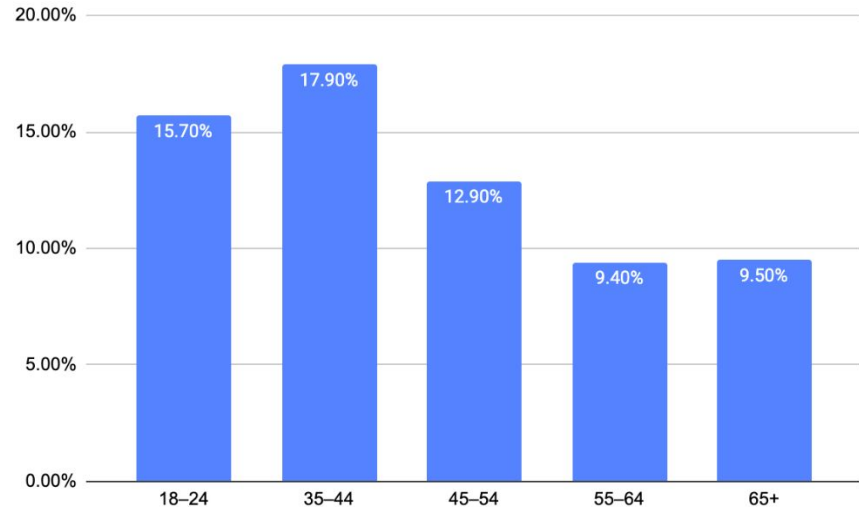
YouTube Largest User Base

Adults 25-34

make up the *largest user base* on YouTube - 21% of the platform's user base.

- 18-24: 15.7% of users
- 35-44: 17.9% of users
- 45-54: 12.9% of users
- 55-64: 9.4% of users
- 65+: 9.5% of users

Here's the age cell breakdown of other YouTube Users



What Our Clients Have to Say

A

Alexandra B

1 review

★★★★★ 3 weeks ago **NEW**

I have nothing but the best things to turn to for any of your production needs. I know I can product in a timely manner.

B

Betsy J

8 reviews

★★★★★ 3 months ago

I have had such amazing experiences with them. They are flexible, fast, and operate as they should. I carried out a final audio mix with them and they have also worked with them on VO casting. It's always such a smooth and efficient process. Thank you!

D

★★★

I work

for my organization - primarily for VO talent services. Every encounter with their staff is professional and friendly. Above all, Studio Center understands deadlines and will do what it takes to get the job done. I've worked with them for a long time and they are always professional and friendly. Above all, Studio Center understands deadlines and will do what it takes to get the job done.

L

C

Chris

2 reviews

★★★★★

a week ago **NEW**

I've been working with Studio Center for a couple of years, in both TV and Radio, and they deliver every time. Great staff, engineers, directors, editors, producers ... always collaborative, and up for anything.

★★★★★ 2 months ago

I have worked with Studio Center for 10+ years and everyone there is super professional and does great work. Plus, they always help us when we have tight audio turnarounds.

👍 2



👍 2

We had an outstanding experience with Studio Center. We needed a quick turnaround on a video for a client, and they came through with time to spare. Their project management and communication throughout the process were exceptional. I'll definitely work with them again.

★★★★★ 2 months ago

I had a great time with Studio Center making the creativity for our social media was just what we needed.

C

Conor L

1 review

★★★★★ 2 months ago

Studio Center is my go to when I need help with a commercial message for my clients. The staff is top notch and they provide multiple options for me to choose. The voice over talent they employ has a wide range and the production team really makes the project stand out among the stop set. Big fan here.

👍 1

🔗 Share

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new
enter. Every

★★★★★ 4 weeks ago

I loved working with Studio Center and will definitely be back for future projects! The team is super friendly, easy to work with. They did a good job of understanding my vision and delivered excellent results.

🔗 Share

★★★★★ 12 minutes ago **NEW**

We love the ease of service from quick VO auditions and estimates to the professional wide range of talent as well as experienced and helpful engineers. They all make sure every aspect of our projects runs smooth start to finish.

👍 Like

Strategy Overview



GOALS & OBJECTIVES

- Boost brand awareness in Hampton Roads, Eastern Shore, and Roanoke
- Generate more market share and more qualified leads through digital channels, TV, radio and Billboards

TARGET AUDIENCE

- Adults in Hampton Roads who've been in recent car accidents
- Families seeking legal help for wrongful death or serious injury cases
- Blue Collar workers

MARKETING CHANNELS

- Broadcast TV and OTT
- Broadcast and Streaming Radio
- Out of Home/Billboards
- Google Ads
 - YouTube
 - Local Service Ads
 - Search
- Facebook & Instagram (video and carousel ads)

CREATIVE / MESSAGING

- Emphasize trusted, experienced representation with personalized attention
- Highlight success stories and client testimonials
- Clear call-to-action: free consultation and 24/7 availability

For Branding and Market Share Growth:

- Broadcast TV
- CTV/OTT
- Outdoor/Out of Home
- Broadcast Radio/Streaming Audio
- YouTube
- Google Ads (Paid Search)
- Google Local Service Ads
- Social Media: FB/Insta

Billboard Design _Creative Mockups

Billboards

STUDIOCENTER



Billboards

Defending your community, one case at a time.

wd-law.com

WD Williams
DeLoatche, P.C.



Billboards

STUDIOCENTER



Billboards

STUDIO CENTER

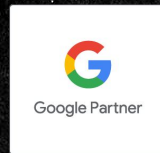


Billboards

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Digital Marketing __Tactics



YouTube Pre-Roll Ads

YouTube

Reach new customers on the web with engaging video ads in :30 and :15 formats across YouTube and websites with embedded video content

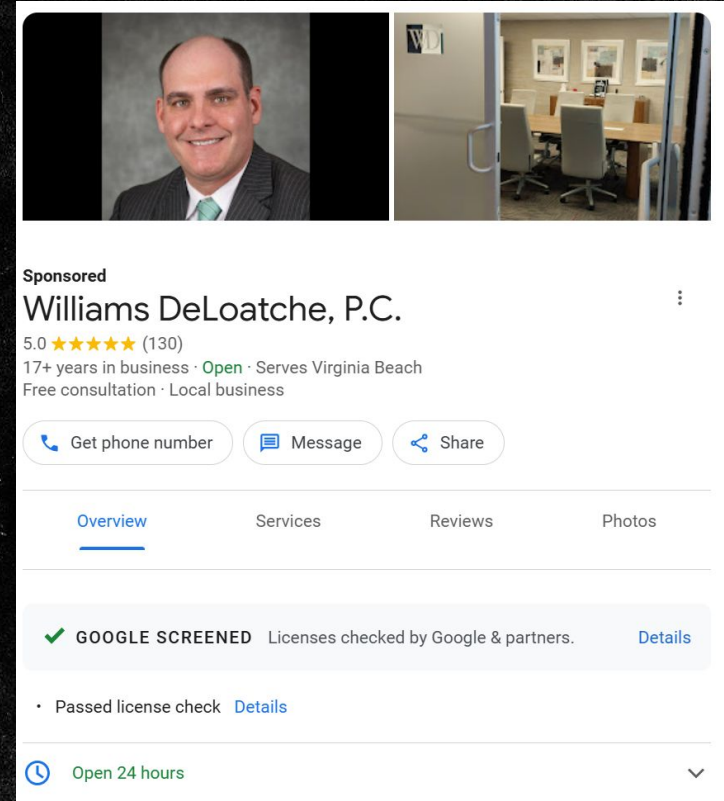
1. Create branding and awareness for Williams DeLoatche
2. Engaging content to encourage action:
3. Targeting users 25+, lower-income and blue collar workers



Google Local Service Ads

Continue Running Local Services Ads:

- Be listed higher within Google Local Services results
- Raise overall brand awareness
- Give new clients peace of mind when hiring you for services
- Pay by lead, not clicks or impressions
- Hampton Roads, Eastern Shore, Roanoke



A screenshot of a Google Local Service Ad for Williams DeLoatche, P.C. The ad features a profile picture of a man in a suit and a photo of an office interior. Below the images, the text 'Sponsored' is followed by the business name 'Williams DeLoatche, P.C.' and a 5.0 star rating from 130 reviews. Additional details include '17+ years in business', 'Open', 'Serves Virginia Beach', and 'Free consultation · Local business'. There are three buttons: 'Get phone number', 'Message', and 'Share'. Below these are tabs for 'Overview', 'Services', 'Reviews', and 'Photos'. A 'GOOGLE SCREENED' badge is displayed, indicating that licenses have been checked by Google and partners. Below this, it states 'Passed license check' with a 'Details' link. At the bottom, it says 'Open 24 hours' with a clock icon and a dropdown arrow.

Sponsored
Williams DeLoatche, P.C.
5.0 ★★★★★ (130)
17+ years in business · **Open** · Serves Virginia Beach
Free consultation · Local business

Get phone number Message Share

Overview Services Reviews Photos

✓ **GOOGLE SCREENED** Licenses checked by Google & partners. [Details](#)

• Passed license check [Details](#)

🕒 **Open 24 hours**

Paid Google Ads (Search)

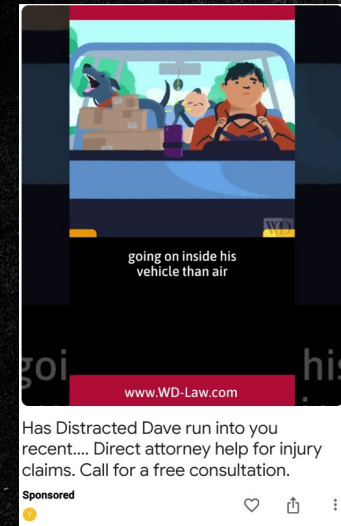
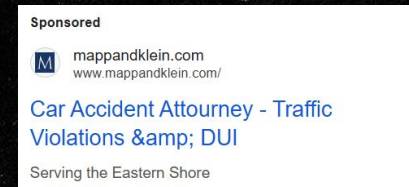
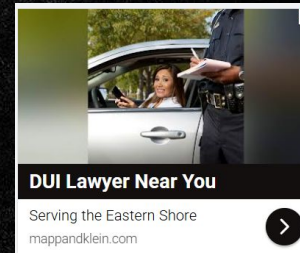
With Google Ads Williams DeLoatch will be able to:

- 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 practice areas such as traffic violations, DUI charges, and nursing home abuse

Example keyword phrases: accident injury attorneys near me, accident lawyer near me, personal injury law firms near me, auto injury lawyers near me.

Campaigns can be organized by metro such as **Virginia Beach**, **Eastern Shore**, and **Roanoke**.

Current WD Law Google Ads



Paid Social (Ads)

Platforms:

- Facebook
- Instagram

Ad Campaigns:

Awareness Campaigns:

- Promote William DeLoatche Law's story and values.
- Use video ads featuring T. Wayne Williams and Jonathan R. DeLoatche discussing their approach to personal injury.

Lead Generation Campaigns:

- Offer free resources like "5 Things to Know After A Car Accident" in exchange for contact information.

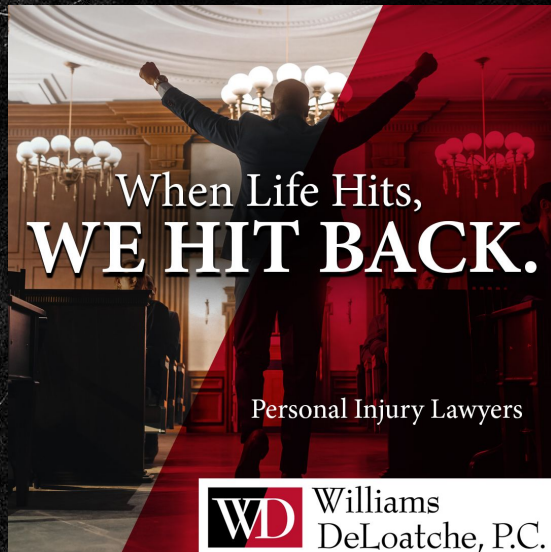
Retargeting Campaigns:

- Target users who visited the website but didn't schedule a consultation.

Digital Marketing _ Creative Mockups

Digital Marketing

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When Life Hits,
WE HIT BACK.

Personal Injury Lawyers

WD Williams
DeLoatch, P.C.



When it All Goes Wrong,
**WE MAKE IT
RIGHT.**

Personal Injury Lawyers

WD Williams
DeLoatch, P.C.



**WE GET
RESULTS**
for Injured People.

Personal Injury Lawyers

WD Williams
DeLoatch, P.C.

Digital Marketing

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**When it All Goes Wrong,
We Make it Right.**

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We Get Results for Injured People.



WD Williams
DeLoatch, P.C.

**We Stand With YOU
After an Accident.**

Personal Injury Lawyers

HURT?
HIT
BACK!

WD Williams
DeLoatche, P.C. wd-law.com

WE MAKE IT RIGHT.

WD Williams
DeLoatche, P.C. wd-law.com

TENACIOUS
PERSONAL
INJURY
REPRESENTATION

WD Williams
DeLoatche, P.C. wd-law.com

Digital Marketing

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Monthly Breakdown

Gold

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Broadcast TV

- Norfolk \$8K (Jan-May); (Sept-Dec); \$6K(Jul-Aug)
- Roanoke \$4K (Jan-May); (Sept-Dec); \$2K(Jul-Aug)

CTV/OTT

- Norfolk \$5K / Roanoke \$3K

Outdoor/Out of Home

- Norfolk \$5K / Roanoke \$4K

Broadcast Radio/Streaming Audio

- Norfolk \$6k (Jan-May); (Sept-Dec); \$7k (Jun- Aug)
- Roanoke \$1,500

YouTube Ads (\$8K)

- Est. Reach: 840K -850K
- Est. Impressions: 1.6M - 1.7M
- Est. Views: 150K - 160K
- Est. Cost per Thousand: \$3.33

Google Ads (\$7K)

- Est. Impressions: 21K - 24K
- Est. Clicks: 400 - 500
- Est. Click Through Rate: 2%
- Est. Cost Per Click: \$14

Local Service Ads (\$6K)

- Est. Leads: 30 - 35

Meta Ads (\$6K)

- Social Ad Creative & Copywriting
- Ad Strategy & Placement
- Audience Size: 346K - 407K
- Est. Reach: 220K-250K
- Est. Frequency: 4.3

Monthly Breakdown

Gold

	JAN-MAY	JUN	JUL-AUG	SEP-DEC
Broadcast TV (Norfolk/Roanoke)	\$8K/\$4K	_____	\$6K/\$2K	\$8K/\$4K
CTV/OTT (Norfolk/Roanoke)	\$5K/\$3K	\$5K/\$3K	\$5K/\$3K	\$5K/\$3K
OOH (Norfolk/Roanoke)	\$5K/\$4K	\$5K/\$4K	\$5K/\$4K	\$5K/\$4K
Brdcst/Streaming Radio (Norfolk/Roanoke)	\$6K/\$1.5K	\$7K/\$1.5K	\$7K/\$1.5K	\$6K/\$1.5K
YouTube	\$8K (btw both markets)	\$8K (btw both markets)	\$8K (btw both markets)	\$8K (btw both markets)
Google & Local Service Ads / Meta	\$13K/\$6K	\$13K/\$6K	\$13K/\$6K	\$13K/\$6K
Monthly	\$63.5K	\$52.5K	\$60.5K	\$63.5K

Monthly Breakdown

Silver

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Broadcast TV

- Norfolk \$7K (Jan-May); (Sept-Dec); \$5K(Jul-Aug)

CTV/OTT

- Norfolk \$3K / Roanoke \$3K

Outdoor/Out of Home

- Norfolk \$8K / Roanoke \$5K

Broadcast Radio/Streaming Audio

- Norfolk \$5k (Jan-May); (Sept-Dec); \$6k (Jun- Aug)
- Roanoke \$1,500

YouTube Ads (\$6K)

- Est. Reach: 715K - 725K
- Est. Impressions: 1.2M - 1.3M
- Est. Views: 110K - 120K
- Est. Cost per Thousand: \$3.33

Google Ads (\$5K)

- Est. Impressions: 19K - 22K
- Est. Clicks: 300 - 400
- Est. Click Through Rate: 1.7%
- Est. Cost Per Click: \$11

Local Service Ads (\$4K)

- Est. Leads: 20 -25

Meta Ads (\$4K)

- Social Ad Creative & Copywriting
- Ad Strategy & Placement
- Audience Size: 346K - 407K
- Est. Reach: 200K - 220K
- Est. Frequency: 3.8

Monthly Breakdown

Silver


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	JAN-MAY	JUN	JUL-AUG	SEP-DEC
Broadcast TV (Norfolk)	\$7K	_____	\$5K	\$7K
CTV/OTT (Norfolk/Roanoke)	\$3K/\$3K	\$3K/\$3K	\$3K/\$3K	\$3K/\$3K
OOH (Norfolk/Roanoke)	\$4K/\$3K	\$4K/\$3K	\$4K/\$3K	\$4K/\$3K
Brdcst/Streaming Radio (Norfolk/Roanoke)	\$5K/\$1.5K	\$6K/\$1.5K	\$6K/\$1.5K	\$5K/\$1.5K
YouTube	\$6K (btw both markets)	\$6K (btw both markets)	\$6K (btw both markets)	\$6K (btw both markets)
Google & Local Service Ads / Meta	\$9K/\$4K (btw both markets)	\$9K/\$4K (btw both markets)	\$9K/\$4K (btw both markets)	\$9K/\$4K (btw both markets)
Monthly	\$45.5K	\$39.5K	\$44.5K	\$45.5K

Monthly Breakdown

Bronze

Broadcast TV

- Norfolk \$5K (Jan-May); (Sept-Dec)

CTV/OTT

- Norfolk \$2K
- Roanoke \$3K (Jan-May); (Sept-Dec); \$2K(Jun-Aug)

Outdoor/Out of Home

- Norfolk \$4K / Roanoke \$2.5K

Broadcast Radio/Streaming Audio

- Norfolk \$3.5K (Jan-May); \$4K (Jun-Dec)

YouTube Ads (\$4K)

- Est. Reach: 550K - 560K
- Est. Impressions: 600K - 650K
- Est. Views: 70K - 80K
- Est. Cost per Thousand: \$3.33

Google Ads (\$3K)

- Est. Impressions: 16K - 19K
- Est. Clicks: 200-300
- Est. Click Through Rate: 1.5%
- Est. Cost Per Click: \$8.50

Local Service Ads (\$2K)

- Est. Leads: 10 - 15

Meta Ads (\$2K)

- Social Ad Creative & Copywriting
- Ad Strategy & Placement
- Audience Size: 346K - 407K
- Est. Reach: 175K - 200K
- Est. Frequency: 3.4

Monthly Breakdown

Bronze

	JAN-MAY	JUN	JUL-AUG	SEP-DEC
Broadcast TV (Norfolk)	\$5K	_____	_____	\$5K
CTV/OTT Norfolk/Roanoke	\$2K/\$3K	\$2K/\$2K	\$2K/\$2K	\$2K/\$3K
OOH Norfolk/Roanoke	\$4K/\$2.5K	\$4K/\$2.5K	\$4K/\$2.5K	\$4K/\$2.5K
Brdcst/Streaming Radio (Norfolk)	\$3.5K	\$4K	\$4K	\$4K
YouTube	\$4K (btw both markets)	\$4K (btw both markets)	\$4K (btw both markets)	\$4K (btw both markets)
Google & Local Service Ads / Meta	\$5K/\$2K	\$5K/\$2K	\$5K/\$2K	\$5K/\$2K
Monthly	\$31K	\$25.5K	\$25.5K	\$31.5K

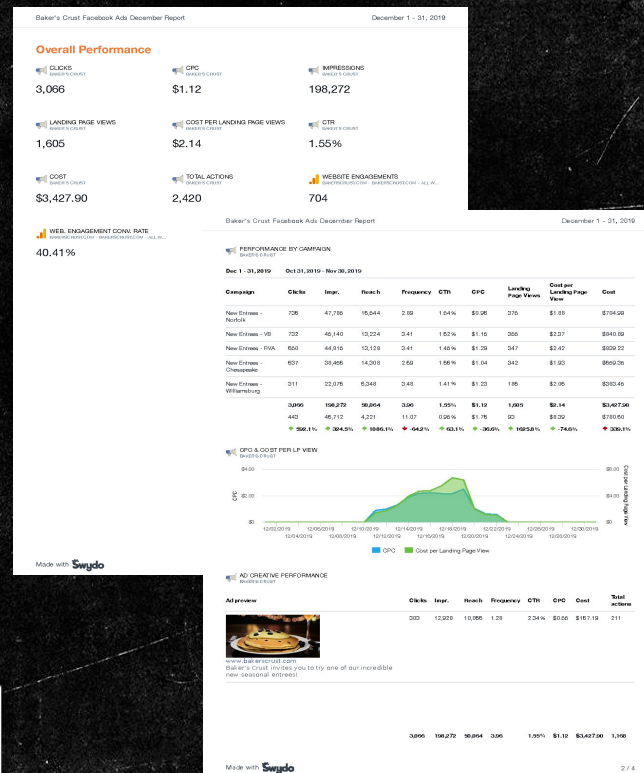
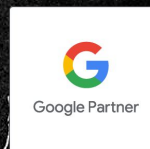
Tracking and Reporting



For digital campaigns we track such metrics as: Reach & Impressions Engagements, page likes/followers, Clicks, Landing Page Views, Costs, CTR, Conversions, and Conversion Rate.

- 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 can implement **heat mapping** to optimize any landing pages that we'll be using. We can **A/B test our landing pages**, offers, and other website features.

For campaigns on broadcast and streaming tv, radio and OOH we track reach, frequency and impressions. We request post reports, in between invoicing, to ensure ad delivery and that the audience reach and frequency is being delivered as ordered.





STUDIOCENTER®

Let's Get Started!