

STUDIO CENTER[®]

**SOCIAL
MEDIA**



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

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

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.

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

- Facebook & Instagram - Regular 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. tips for healthy living, motivational quotes, offers
- Regular, engaging promotions (ex: include an in-person event or prize element)

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.



Deploy ads on Meta for maximum in-market reach, at the lowest cost.



83% of all social users have a Facebook profile, and it's used most by Gen X, followed by Boomers and Millennials.



Though it's most popular with Gen Z & Millennials, 84% of social users have an Instagram profile (the most of all of the networks)—a testament to the platform's wide appeal.

Tactics | Paid Social Media (Ads)

Request Authorization to Run Meta Ads

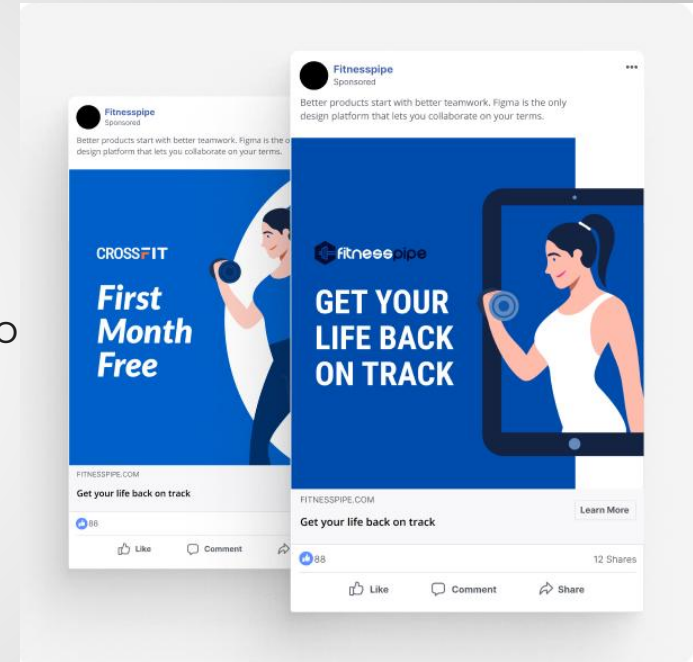
- Obtain LegitScript certification
- Submit an application with Meta

Targeting

- Household Income Top 25%
- Interests: Health & Wellness, Day Spas, Luxury Go Beauty, 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 women 40+ that want to lose up to 50lbs in 6 months!”







**SERIOUSLY
HEALTH**

How our program works

Our approach combines groundbreaking medication with coaching, support, and sustainable lifestyle adjustments to facilitate long-lasting weight loss.

- 1 Fill out our online intake form**
When booking, you'll be prompted to complete a medical history form
- 2 Meet your provider**
Get connected with one of our healthcare providers to review your medical history and review your goals of care
- 3 Receive your medication and labs**
If appropriate, your healthcare provider will prescribe you a medication which may include a GLP-1
- 4 Begin weight loss journey**
We will guide you every step of the way to ensure lifelong success with regular visits with your provider

Meet our Medical Director



-Dr. Patrick Fortes MD
Medical Director of
**SERIOUSLY
HEALTH**





"My passion for treating obesity, and the reason why I pursued additional training stems from having seen it treated all too often in medicine as a consequence of lifestyle. The science is clear and simply put, that is untrue. We must treat obesity as the chronic medical condition that it is, stop placing duty on our patients and start taking responsibility to provide the tools and medications to support their unique biologies.


Seriously Health was developed to bring affordable weight care directly to our patients: anytime, anywhere. I wanted to create an empowering environment that provides stellar care and community to meet our patients wherever they are. Your health, our support."



Program Benefits

Weight care is a process, we're here to help

Virtual or In-Person  1:1 personalized care by a licensed healthcare provider	Prescription Access  Visit includes electronic prescriptions and/or direct delivery of medications
Lifestyle Support  Weight management guided by our certified staff with experience in the GLP-1 space	No Insurance Required  Our team works with your personal budget to ensure effective medication at a fair price, without insurance



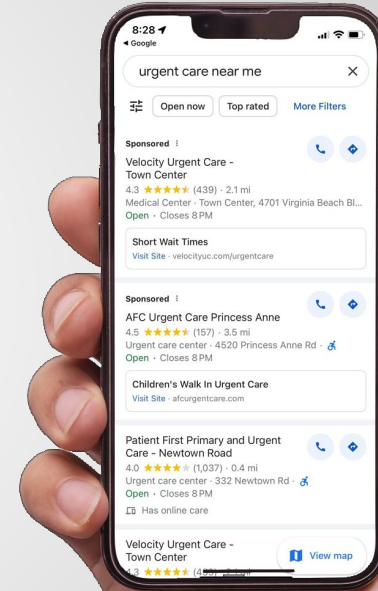
Tactics | Paid Search (Ads)

With Google Ads Seriously Health will be able to:

- Stay on top of the Google Search
- Bring qualified high-intent traffic to the website
- Raise overall brand awareness
- Highlight other medical weight loss products besides the more well known drugs such as Ozempic and Wegovy

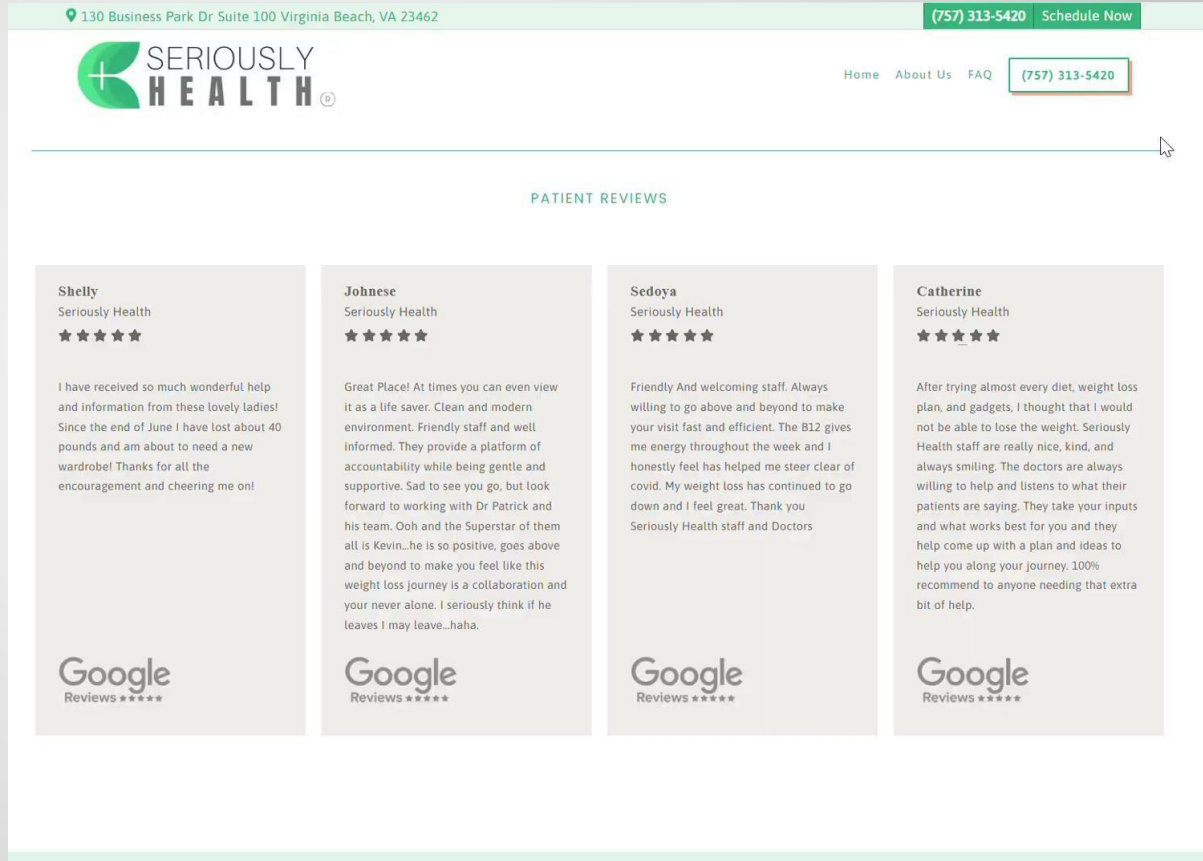
Example keyword phrases:

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



Current landing page

- No Offer
- No Pitch
- No prominent call to action



130 Business Park Dr Suite 100 Virginia Beach, VA 23462 (757) 313-5420 Schedule Now

SERIOUSLY HEALTH Home About Us FAQ (757) 313-5420

PATIENT REVIEWS

Shelly
Seriously Health
★★★★★

I have received so much wonderful help and information from these lovely ladies! Since the end of June I have lost about 40 pounds and am about to need a new wardrobe! Thanks for all the encouragement and cheering me on!

Google
Reviews ★★★★★

Johnese
Seriously Health
★★★★★

Great Place! At times you can even view it as a life saver. Clean and modern environment. Friendly staff and well informed. They provide a platform of accountability while being gentle and supportive. Sad to see you go, but look forward to working with Dr Patrick and his team. Ooh and the Superstar of them all is Kevin...he is so positive, goes above and beyond to make you feel like this weight loss journey is a collaboration and your never alone. I seriously think if he leaves I may leave...haha.

Google
Reviews ★★★★★

Sedoya
Seriously Health
★★★★★

Friendly And welcoming staff. Always willing to go above and beyond to make your visit fast and efficient. The B12 gives me energy throughout the week and I honestly feel has helped me steer clear of covid. My weight loss has continued to go down and I feel great. Thank you Seriously Health staff and Doctors

Google
Reviews ★★★★★

Catherine
Seriously Health
★★★★★

After trying almost every diet, weight loss plan, and gadgets, I thought that I would not be able to lose the weight. Seriously Health staff are really nice, kind, and always smiling. The doctors are always willing to help and listens to what their patients are saying. They take your inputs and what works best for you and they help come up with a plan and ideas to help you along your journey. 100% recommend to anyone needing that extra bit of help.

Google
Reviews ★★★★★

Tactics | Paid Search (Ads)



Current Google Ads

12 ads All formats ▾ Sorting by most recent

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Seriously Health
www.seriouslyhealth.com/
Tirzepatide in Virginia Beach - Medical Weight Management
Accessible & Same Day Telehealth Appointments Available. We're Open on Weekends. Book Now! We Specialize in Weight-Related Illnesses Like Hypertension, Diabetes, and Heart Issues. Customized Program. Convenient Location. Family Environment....
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GLP-1's Weight Loss - Seriously Health Weight Loss
Seriously Health offers a wide variety of weight loss medications and treatments.

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Seriously Health Weight Loss - Virginia Beach Weight Loss
Seriously Health offers a wide variety of weight loss medications and treatments.

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www.seriouslyhealth.com/
Weight Counseling in Virginia - No Subscription Required
Accessible & Same Day Telehealth Appointments Available. We're Open on Weekends. Book Now!
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Seriously Health

FDA-Approved Weight Loss
Take control of your

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Seriously Health Weight Loss - Virginia Beach Weight Loss
Seriously Health offers a wide variety of weight loss medications and treatments. Lose weight with medications designed to help you reach your goals. Convenient...

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Weight Loss, Fat Burning Meds - Your Weight Loss Solution
Accessible & Same Day Telehealth Appointments Available. We're Open on Weekends. Book Now!

Seriously Health

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Seriously Health
www.seriouslyhealth.com/
Weight Management Clinic in VA
We Specialize in Weight-Related Illnesses Like Hypertension, Diabetes, and Heart Issues.

Seriously Health

Social Media Management Package Options

OPTIMUM - \$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*

ESSENTIALS PLUS - \$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 **16** with up to **5** reels*

ESSENTIALS - \$1,500/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 **12** with up to **3** 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 & type of deverable.



Paid Social Media Options

Gold- \$4,000/mo.

High Reach, High Frequency

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

Silver - \$3,000/mo.

High Reach, Average Frequency

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

Bronze - \$2,000/mo.

Low Reach, Low Frequency

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

Notes and Add Ons:

Set up: **No Charge**

Cost includes 20% agency management fee

Paid Search Options

Gold- \$7,000/mo.

- 21K - 22K Impressions
- 1,200 - 1,400 Clicks
- \$4.64 Cost per Click
- 45 - 50 conversions

Silver - \$5,000/mo.

- 19K - 21K Impressions
- 1,000 - 1,200 Clicks
- \$3.73 Cost per Click
- 35 - 45 conversions

Bronze - \$3,000/mo.

- 14K - 17K Impressions
- 800 - 1,000 Clicks
- \$2.65 Cost per Click
- 25 - 35 conversions

Notes and Add Ons:

Set up: **No Charge**

Cost includes 20% agency management fee

Conversion rates based on Health and Medical industry averages by Wordstream.com

Social Media Management Options



OPTIMUM: \$ 2,500 / month

ESSENTIALS PLUS: \$ 2,000 / month

ESSENTIALS: \$ 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 Options

- 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

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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
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Quote.

Paid Search Options

Paid Search Gold: \$ 7,000 / month

Paid Search Silver: \$ 5,000 / month

Paid Search Bronze: \$ 3,000 / month



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STUDIOCENTER®

Let's Get Started!