



# STUDIO CENTER<sup>®</sup>



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 WT Anderson increase awareness and market presence to reach potential new customers and gain qualified leads.

We want WT Anderson to be the “Go To” source for roofing and siding.

# 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 Overview



## Best Choice Roofing

Focused primarily on Chesapeake + Portsmouth, but serves all Southside.

Primarily does roofing

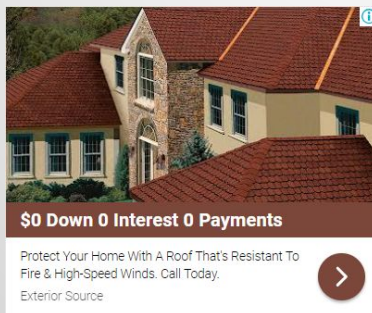
\$94.99/mo.



## Exterior Source

Roofing, siding, gutters, decks, doors + windows

Financing - 100% off labor, 12 mos no interest



## Wholesale Roofers

4 HRVA locations

Only roofs

\$79/month / \$0 Down

Poor Website Experience

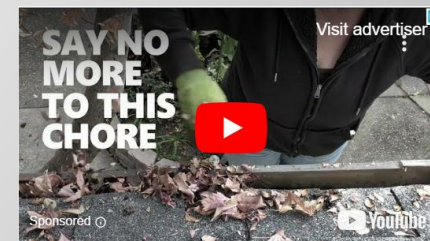


## Miles Roofing

Roofing, siding, windows, gutters. Commercial + Residential

Family-Owned since 1910

0% financing



# S.W.O.T. Analysis



## Strengths

Family owned and operated

Customer Service

Facebook Presence

4.9 Star Google Rating

## Weaknesses

Organic rankings

Repetitive CTA's

Overall social media presence

## Opportunities

More frequent social posting

A/B testing different CTA's/placement on website

New photography for website and marketing

## Threats

Major Players in the market: Exterior Source and Wholesale Roofers

Economy

Inflation

## “Video, Video and MORE Video!”

People say that content is king. VIDEO Content is KING! After your website, absolutely nothing is more important to your branding, marketing and advertising than video. Why? Nearly everyone consumes some form of video every day!

Here are some mind-blowing numbers:

- 98% of Americans watch at least one video every day!
- 96% of all Marketing Professionals think video is “very important”!
- 91% of businesses use some form of video every day!
- YouTube has 122 MILLION Active Users EVERY DAY!
- YouTube has a whopping 4.95 BILLION Active Users EVERY MONTH!
- The United States has 239 MILLION Active Users every month (second to India).

Video **increases engagement** on ALL platforms! Social media, Eblasts, and Website Analytics/KPIs all are vastly improved with the consistent use of rich video content. Your paid search and paid social performances are dramatically enhanced with video content. And video usage accounts for **26%** of your SEO Score. Remember that YouTube is owned by Google so naturally Google and its algorithms reward video content heavily!

Video Content **improves Brand Recognition** and **Reputation** while greatly enhancing your Customer Experience! Consistent use of High-Quality Video Content puts your brand on the same playing field with the world's best brands! Can you name a Top Brand that doesn't embrace video content? Your brand will stand out and provide engaging content for your customers! Remember EVERYONE is taking in some form of video content daily.

Let Studio Center make it YOUR video content.

# Strategy Overview

## GOALS

- Increase overall market awareness, with a focus on VB & Chesapeake
- Drive quality traffic to the website
- Increase qualified leads

## TARGET AUDIENCE

- Adults 25-64
- Hampton Roads
- Homeowners

## MARKETING CHANNELS

- Organic Social Media
- Paid Social Media
- Paid Search
- YouTube Pre Roll
- Google My Business





# 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 (Ads)

## Platforms:

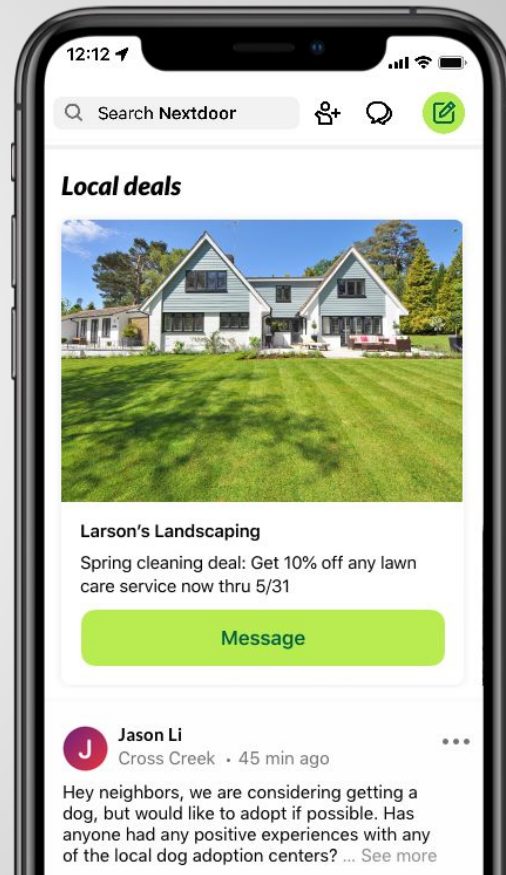
- Facebook & Instagram (Meta)
- Nextdoor

## Targeting:

- Hampton Roads Homeowners
- Interests: Home Improvement, Home Repairs
- Remarketing (website + social media)

## Content/Messaging:

- Short-Form Brand Videos
- Highlight Services & Brand History
- Offers & Promotions, Free Estimates
- Lifestyle content to keep users interacting at all stages of the customer lifecycle, i.e. tips for exterior home maintenance, educational walkthroughs of a service or process, offers & promotions



# Tactics | Paid Search (Ads)

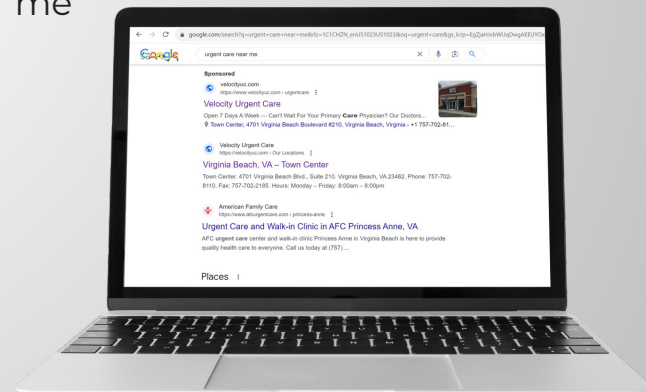


With Google Ads WT Anderson will be able to:

- 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 roofing such as; windows, siding, and gutters

Example keyword phrases: roofers near me, best roofers near me, commercial roof repair, roof contractors, local roofers, roof inspectors near me, solar roofs near me

Campaigns can be organized by residential and commercial services, then by city such as Virginia Beach, Norfolk, Chesapeake, and Portsmouth.



# Tactics | 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
- Norfolk, Chesapeake, Virginia Beach

W.T. Anderson  
4.9 ★★★★★ (542) · Roofer  
23 years in business · Serves Chesapeake  
Open until 5 PM  
Local business · BBB Accredited A+ rated


Sponsored

## W.T. Anderson


4.9 ★★★★★ (542)  
23+ years in business · Open · Serves Chesapeake  
Local business · BBB Accredited A+ rated


[Get phone number](#) [Share](#)


[Overview](#) [Services](#) [Reviews](#)


 **GOOGLE GUARANTEED** Get it done right or Google pays you back. [Details](#)

- Passed license check
- Passed background check [Details](#)

 Open · Closes 5PM ▾

 (757) 210-4922

 **Services:** Roof inspection, Roof installation, Roof repair, Skylight installation, Roof damage repair >

 Serves Chesapeake and nearby areas ▾

## YouTube

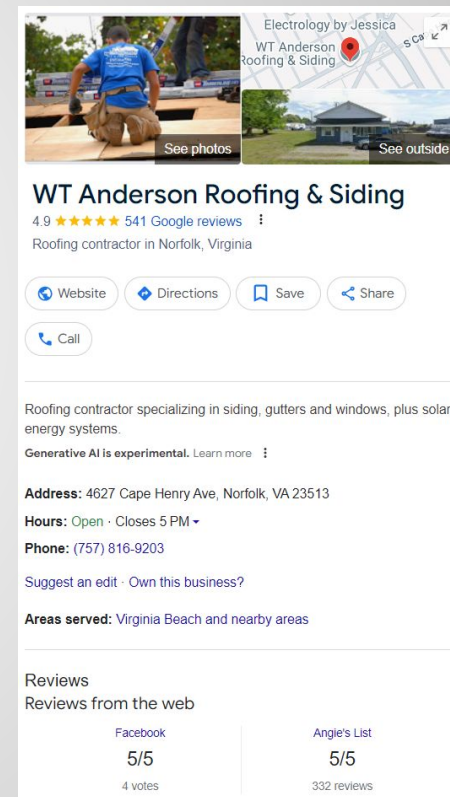
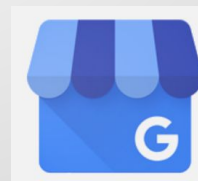
Reach new customers on the web with engaging video ads in :30 and :15 formats across YouTube and websites with embedded video content

1. Create branding and awareness for WT Anderson
2. Engaging content to encourage action:
  - a. Highlight Services & Brand History
  - b. Offers & Promotions, Free Estimates
3. Targeting homeowners interested in renovations, home equity loans, mortgage refinancing, and home improvement



## 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. Add posts to keep profiles active
5. Integrate with Google Ads to show nearest location to user



The screenshot shows a Google My Business profile for 'WT Anderson Roofing & Siding'. At the top, there are two photos: one of a worker on a roof and one of a building. Below the photos is the business name, a 4.9-star rating with 541 Google reviews, and the location 'Roofing contractor in Norfolk, Virginia'. There are buttons for 'Website', 'Directions', 'Save', 'Share', and 'Call'. The description reads: 'Roofing contractor specializing in siding, gutters and windows, plus solar energy systems.' Below this is the address '4627 Cape Henry Ave, Norfolk, VA 23513', hours 'Open · Closes 5 PM', and phone number '(757) 816-9203'. There is also a link to 'Suggest an edit · Own this business?' and 'Areas served: Virginia Beach and nearby areas'. At the bottom, there is a 'Reviews' section with 'Reviews from the web' showing a 5/5 rating from 4 votes on Facebook, and 'Angle's List' showing a 5/5 rating from 332 reviews.



Get an Instant Roof Estimate

# FREE!

SCHEDULE ESTIMATE



W.T. ANDERSON CORPORATION  
CLASS A CONTRACTOR  
FULLY LICENSED & INSURED

This advertisement features a man in a grey polo shirt kneeling on a dark asphalt roof, using a tablet. Another man in a blue shirt stands behind him. The background shows a residential neighborhood with houses and trees under a clear blue sky. A dark blue banner at the bottom contains the text 'SCHEDULE ESTIMATE'. The W.T. Anderson Corporation logo is in the bottom left corner.



# RELIABLE

Roofing, Siding, and Home Exteriors in  
Norfolk, Chesapeake, Virginia Beach,  
and Greater Hampton Roads Area

LEARN MORE



W.T. ANDERSON CORPORATION  
CLASS A CONTRACTOR  
FULLY LICENSED & INSURED

This advertisement shows a family in a backyard. A man in a white jacket is petting a large white dog. A young boy in a yellow shirt stands to the left, and an older man in a red jacket is on the right. A bicycle is parked in the background. The background is a blue house. A dark blue banner at the bottom contains the text 'LEARN MORE'. The W.T. Anderson Corporation logo is in the bottom left corner.



Get Your  
**FREE ESTIMATE**

Roofing  
Siding  
Solar  
Gutters  
Windows



**W.T. ANDERSON CORPORATION**  
CLASS A CONTRACTOR  
FULLY LICENSED & INSURED

SCHEDULE ESTIMATE



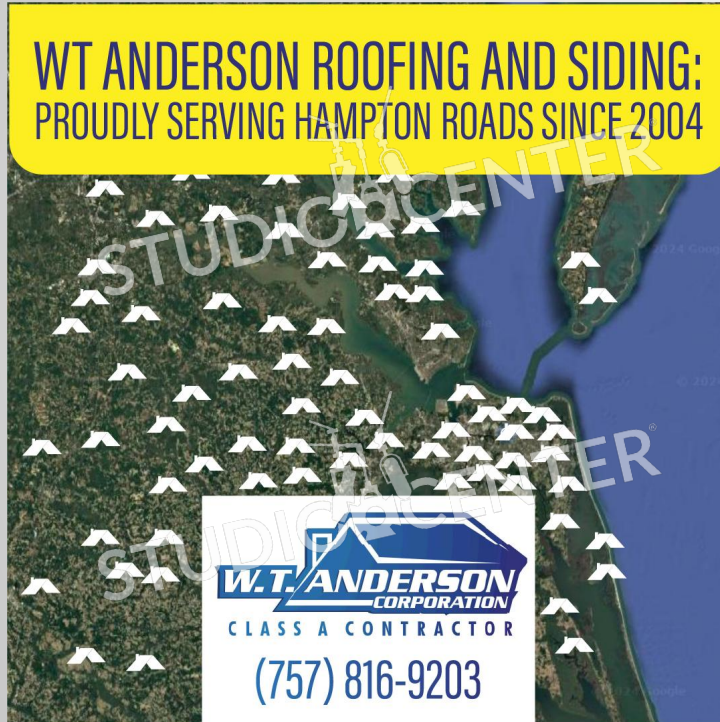
**W.T. ANDERSON CORPORATION**  
CLASS A CONTRACTOR  
FULLY LICENSED & INSURED

**The WT Anderson  
Good Neighbor Promise:**  
No Gimmicks. Never Pushy. No Hidden Costs.  
*Integrity Always!*

LEARN MORE



**WT ANDERSON ROOFING AND SIDING:  
PROUDLY SERVING HAMPTON ROADS SINCE 2004**



**W.T. ANDERSON CORPORATION**  
CLASS A CONTRACTOR  
(757) 816-9203

**THE WT ANDERSON  
GOOD NEIGHBOR  
PROMISE:**

NO GIMMICKS.  
NEVER PUSHY.  
NO HIDDEN COST.  
INTEGRITY ALWAYS!



**W.T. ANDERSON CORPORATION**  
CLASS A CONTRACTOR  
(757) 816-9203



GET AN  
INSTANT  
**ROOF**  
ESTIMATE  
**FREE!**

**W.T. ANDERSON**  
CORPORATION  
CLASS A CONTRACTOR  
(757) 816-9203



GET YOUR FREE ESTIMATE!

Roofing - Siding - Solar  
Gutters - Windows

**W.T. ANDERSON**  
CORPORATION  
CLASS A CONTRACTOR  
(757) 816-9203

# Social Media Package Options



## Gold - \$10,000/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\*
- **Est. Ad Reach:** 510,000
- **Est. Ad Clicks:** 10,000

## Silver - \$7,500/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 **16** with up to **5** reels\*
- **Est. Ad Reach:** 390,000
- **Est. Ad Clicks:** 8,500

## Bronze - \$5,000/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 **13** with up to **4** reels\*
- **Est. Ad Reach:** 270,000
- **Est. Ad Clicks:** 6,000

\*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

# Paid Search Package Options

## GOLD- \$30,000/mo.

- **Google Search**
  - 20K -25K Impressions
  - 700 - 750 Clicks
  - 15 - 20 Conversions
    - Calls
    - Form submissions
- **YouTube Ads**
  - 475K - 525K Impressions
  - 30K - 40K views
  - Avg. \$8.00 CPM
- **Google Local Service Ads**
  - 50 - 60 leads

## SILVER - \$25,000/mo.

- **Google Search**
  - 20K -25K Impressions
  - 700 - 750 Clicks
  - 15 - 20 Conversions
    - Calls
    - Form submissions
- **Google Local Service Ads**
  - 50 - 60 leads

## BRONZE - \$20,000/mo.

- **Google Search**
  - 20K -25K Impressions
  - 700 - 750 Clicks
  - 15 - 20 Conversions
    - Calls
    - Form submissions

**Includes Agency 20% management fee**

**Set up: *\*No Charge\****

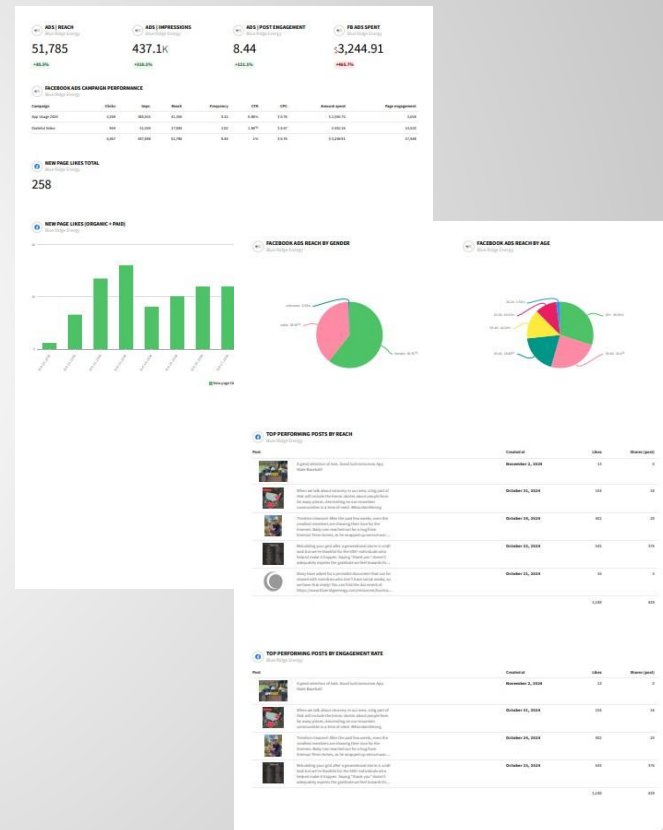


# Tracking and Reporting



- 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 testing for 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.



# 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

# Social Media Package Options



Gold: \$ 10,000 / month

Silver: \$ 7,500 / month

Bronze: \$ 5,000 / 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

**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 Search Package Options



|                |                          |                          |
|----------------|--------------------------|--------------------------|
| <b>Gold:</b>   | <b>\$ 30,000 / month</b> | <input type="checkbox"/> |
| <b>Silver:</b> | <b>\$ 25,000 / month</b> | <input type="checkbox"/> |
| <b>Bronze:</b> | <b>\$ 20,000 / month</b> | <input type="checkbox"/> |

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!