



STUDIO CENTER®

DIGITAL PROPOSAL

November 2024

PREPARED FOR:



MILES
SEAMLESS GUTTER



All Copper Mfg, Inc
Wholesale Distributor of Gutter Supplies & More

Introduction



Studio Center has outlined a multi-platform digital strategy with a variety of tactics to help Miles of Seamless Gutter and All Copper Manufacturing increase awareness and market presence to reach potential new customers and gain qualified leads.

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.

Competition | Miles of Seamless Gutter



Lines Seamless Gutter

Installation, Cleaning,
Gutter Guards, Repairs

5 Star Google Rating
(47 reviews)

Free Estimates,
Financing available

Family Owned &
Operated since '04

Brothers That Just Do Gutters

Installation, Cleaning,
Gutter Guards, Repairs

4 Star Google Rating
(114 reviews)

Free Estimates

Running ads in Meta
and Google

Gutters Matter LLC

Installation, Cleaning,
Gutter Guards, Repairs

5 Star Google Rating
(107 reviews)

12 Month No Interest, No
Payments (\$4k
Minimum)

Running ads in Nextdoor,
Google Local Services,
Google Search, and
YouTube

Strategy Overview



BUSINESS GOALS

- Increase brand awareness across market (extra focus on Williamsburg & Yorktown)
- Increase commercial & residential product visibility
- Increase qualified leads (calls, form submissions)

TARGET AUDIENCE

- Hampton Roads
- Homeowners, DIYers, tradesman & contractors

MARKETING TACTICS

- Use a combination of organic & paid social media content to maximize in-market reach
- Optimize existing touchpoints/channels
- Create content to keep users interacting at all stages of the customer lifecycle, i.e. tips for home maintenance, educational walkthroughs of a service/process, offers & promotions, reviews/testimonials



Nextdoor



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)

CHANNELS

- Facebook & Instagram (Meta)
- Nextdoor

AD TARGETING

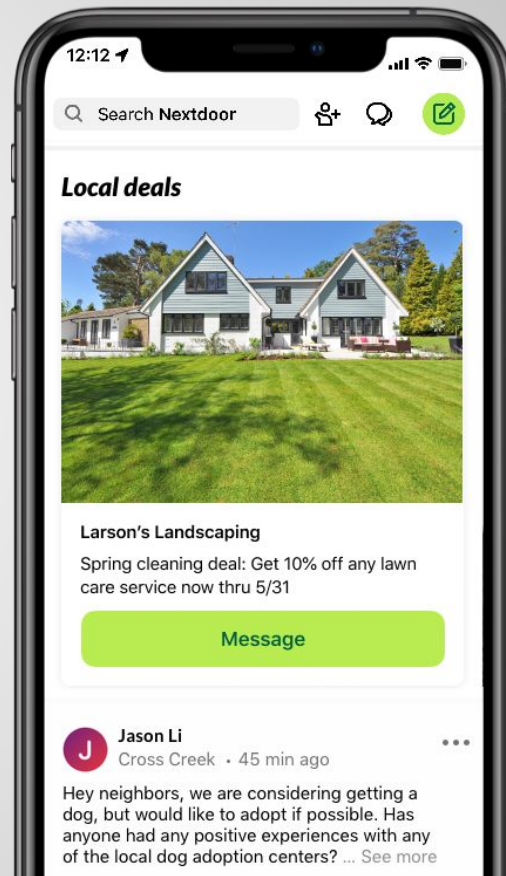
- Adults 25-64 in Hampton Roads
- Ex. Interests: Home Improvement, Home Repairs
- Remarketing (Website + Social Media)

AD GOALS & KPIs

- Reach (Impressions, CPM)
- Website Traffic (Clicks, CPC, CTR)
- Web Conversions (Leads, CPL)

CREATIVE & MESSAGING

- Short-Form Video (*explain services/products, testimonials*)
- Highlight Products, Services & Brand History
- Offers & Promotions w/ Strong CTA – Free Estimates



Sample Creative

STUDIOCENTER[®]



**Time
for new
gutters, or
weeding.**

Quality Gutter
Installation You
Can Trust.

MILES
SEAMLESS GUTTER

Call today!
(757) 363-8451

**Should
you
really
be up
here?**



Whatever gutter project you have in mind,
our decades of experience can guide you.

Call today!
(757) 363-8451

MILES
SEAMLESS GUTTER

Sample Creative

STUDIOCENTER[®]



Get a **FREE**
estimate for
your new
gutters
today!

Hampton Roads'
Trusted Source For
Custom Gutters
Since 1993

MILES
SEAMLESS GUTTER



Gutter
or Art?

Manufacturing aluminum and
copper rain gutters since 1998

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Sample Creative

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for Custom Gutters

Since 1993

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FREE

estimate for your
new gutters today!


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Manufacturing
aluminum
and copper
rain gutters
since 1998.



Whatever gutter project you have
in mind, our decades of experience
can guide you!

Call Today! (757) 961-8898



All Copper Mfg, Inc
Wholesale Distributor of Gutter Supplies & More



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All Copper Mfg, Inc

Wholesale Distributor of Gutter Supplies & More

Competitive Pricing & Unmatched Customer Service



All Copper Mfg, Inc

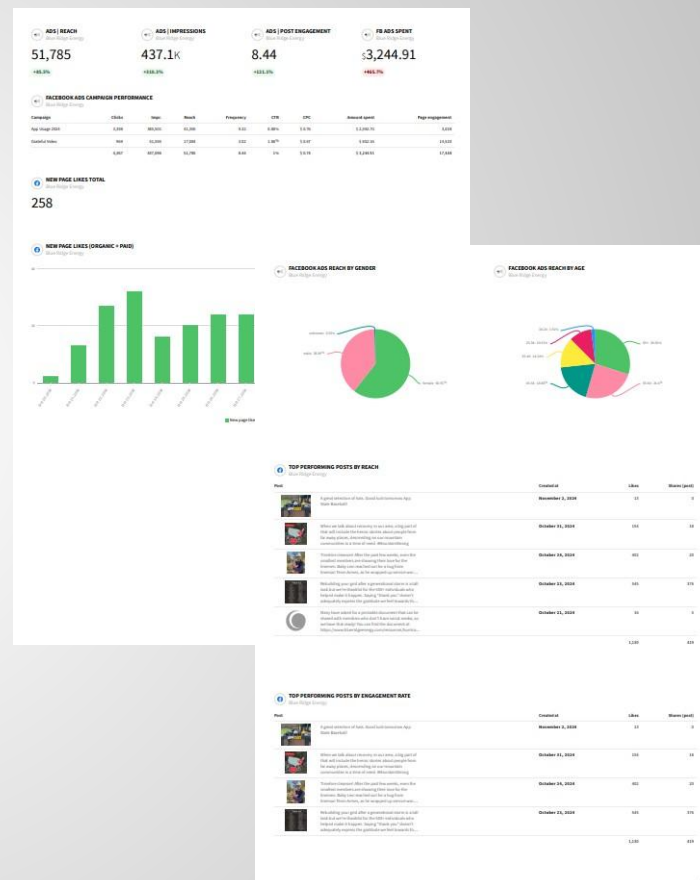
Wholesale Distributor of Gutter Supplies & More

**Whatever gutter project you have in mind, our
decades of experience can guide you.**

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 use **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.



Social Media Packages | Miles of Seamless Gutter



GOLD - \$6,250/mo.

- Competitive Research
- Planning & Strategy
- Analytics & Reporting
- Content Creation & Scheduling
- Profile Optimization
- Post Boosting
- Community Management
- **Original Photo/Video** content:
Up to **2 on-location shoots per month** (video + photos)
- **Monthly Posts:** Up to **16** including up to **5** reels*
- **Est. Ad Reach:** 450k-500k
- **Est. Ad Clicks:** 9,000-9,500

SILVER - \$5,500/mo.

- Competitive Research
- Planning & Strategy
- Analytics & Reporting
- Content Creation & Scheduling
- Profile Optimization
- Post Boosting
- Community Management
- **Original Photo/Video** content:
Up to **2 on-location shoots per quarter** (video + photos)
- **Monthly Posts:** Up to **14** including up to **3** reels*
- **Est. Ad Reach:** 300k-350k
- **Est. Ad Clicks:** 7,700-8,200

BRONZE - \$4,500/mo.

- Competitive Research
- Planning & Strategy
- Analytics & Reporting
- Content Creation & Scheduling
- Profile Optimization
- Post Boosting
- Community Management
- **Original Photo/Video** content:
Up to **2 on-location shoots per quarter** (video + photos)
- **Monthly Posts:** Up to **12** including up to **2** reels*
- **Est. Ad Reach:** 220k-270k
- **Est. Ad Clicks:** 6,500-7,000

Set up: **No Charge**

Additional Shoot Date: \$500

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

**Ads include 20% agency management fee*

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

**Photography & video includes photo editing and color correction.*



GOLD - \$3,500/mo.

- Competitive Research
- Planning & Strategy
- Analytics & Reporting
- Content Creation & Scheduling
- Profile Optimization
- Post Boosting
- Community Management
- **Original Photo/Video** content:
Up to **1 on-location shoot per month** (video + photos)
- **Monthly Posts:** Up to **14** including up to **4** reels*
- **Est. Ad Reach:** 90k-120k
- **Est. Ad Clicks:** 3,000-3,400

SILVER - \$2,950/mo.

- Competitive Research
- Planning & Strategy
- Analytics & Reporting
- Content Creation & Scheduling
- Profile Optimization
- Post Boosting
- Community Management
- **Original Photo/Video** content:
Up to **2 on-location shoots per quarter** (video + photos)
- **Monthly Posts:** Up to **12** including up to **3** reels*
- **Est. Ad Reach:** 80k-88k
- **Est. Ad Clicks:** 2,200-2,400

BRONZE - \$2,275/mo.

- Competitive Research
- Planning & Strategy
- Analytics & Reporting
- Content Creation & Scheduling
- Profile Optimization
- Post Boosting
- Community Management
- **Original Photo/Video** content:
Up to **1 on-location shoot per quarter** (video + photos)
- **Monthly Posts:** Up to **10** including up to **2** reels*
- **Est. Ad Reach:** 45k-50k
- **Est. Ad Clicks:** 1,300-1,600

Set up: **No Charge**

Additional Shoot Date: \$500

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

**Ads include 20% agency management fee*

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

**Photography & video includes photo editing and color correction.*



Next Steps



1. Package Selections
2. Kick Off Call - Access to Existing Social Media Accounts & Analytics
3. Content Calendar Development
4. Ad Design and Creative Approvals
5. Paid Campaign Setup and Launch
6. Reporting & Ongoing Campaign Optimization

Package Options | Miles of Seamless Gutter



GOLD: \$6,250 / month

SILVER: \$5,500 / month

BRONZE: \$4,500 / 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.

Package Options | All Copper Manufacturing Inc.



GOLD: \$ 3,500 / month

SILVER: \$ 2,950 / month

BRONZE: \$ 2,275 / 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
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Let's Get Started!