

MORE **CLIENTS**

MORE **GROWTH**

MORE TATTOOS

YOUR TATTOO STUDIO TO THE
NEXT LEVEL



**TATTOOSHOP
MARKETING**
SOCIALBEARDS.EU

*"Making the tattoo world **more accessible**"*

That has always been our mission: making your tattoo business more accessible to your clients. Whether you're a solo tattoo artist or running a complete shop, we help you achieve fully booked schedules, attract higher-quality clients, and realize the growth you want for your business.

In this brochure, **you'll discover how we can give your tattoo business the image it deserves**, how we attract the right clients to your schedule, and what it will bring you.



Now Is the **Perfect Time** for Tattoo Marketing

Since 2021, we've been dedicated to tattoo marketing. Marketing for your tattoo business has never been more important than it is now.

Studios and tattoo artists are popping up like mushrooms after the rain, and social media algorithms are no longer in your favor. **Competition is increasing, and most tattoo studios aren't prepared for it.** Are you?

No matter how great your tattoos are, an outdated website, messy social media channels, and occasionally promoting a post won't cut it anymore. So what can you do? How do you make sure people choose YOUR tattoo studio?

That's exactly what we do for you. Stay ahead of the competition!



Our Team

At SocialBeardsNL, we have a passion for online marketing and a love for tattoos. Our team is full of energy and motivation to take your shop to the next level. With our expertise and skills, we deliver the best results for your studio.

As a Google Partner, we prioritize maximizing your returns and are constantly learning and evolving to offer the most effective strategies. **This way, we ensure you'll never have an empty schedule!**



Buck de Klerk

Founding beard

Buck manages client communication and is the driving force behind website development and online marketing.



Sander van Kal

Founding beard

Sander takes care of everything within the team and is responsible for the day-to-day operations at SocialBeardsNL.



Rachelle-Jean Steenberg

Social Media Coach

Rachelle handles everything for your social media strategy. She is the absolute expert in algorithms and engagement!



Lisa Herben

SEO & Copy

Lisa is our expert in copywriting and SEO. She builds your website, writes your content, and ensures that Google can't ignore you anymore.



Tom Broersen

Advertising specialist

Tom manages advertisements on Google and social media. He optimizes them and knows exactly what triggers your clients to book an appointment.



Aniek van der Plas

Social Media Coach & beheer

Aniek takes care of all your social media management and coaching needs. She ensures your content gets posted or helps you understand exactly what to do. Your goals are her top priority!



Ashley Nieuwerbrug

Acquisitie & Outreach

Did you download this brochure? Or do you simply own a tattoo studio? Then there's a good chance you'll get to speak with Ashley.

This is how we keep your schedule filled with tattoo clients:

"Our proven tattoo marketing strategy has already helped over 100 tattoo studios and artists. Not only in gaining more clients but also in achieving a more professional image and sustainable digitalization."

– Buck, Owner of SocialBeardsNL

1

Online professional image

Clients are looking for the best experience for their eternal artwork on their skin. That's why a professional image is essential. You want your clients to know that you take their wishes just as seriously as your tattoos.

2

Attract more clients to your online platforms

With our proven advertising methods, we drive clients to your online platforms. Every month, we provide you with new ads tailored to your work. This ensures people truly see what you do, helping you reach the clients you want.

3

Comprehensive Service and Accessibility

We're always here for you. We understand that your work doesn't always follow a 9-to-5 schedule or stay within weekdays. That's why we offer comprehensive service and are always ready to assist you with marketing, even if it goes beyond your package.

Our Rates and What It Brings You

"With our market expertise, we've structured the rate of our most popular package so that just 1 or 2 larger projects cover the costs. This way, we always ensure a return on investment for you and can build your marketing strategy over the long term." – **Sander, Owner of SocialBeards**

Google & Social Advertising

Expected bookings per month: **45**

1600 ex. per month

- Free Website and Maintenance
- 3 advertising campaigns per month
- Trend and promotion-based social media campaigns tailored to your business
- First month includes a free content shoot worth €500 on location to kickstart your marketing!
- Showcase multiple artists or services in your ads
- Always personal contact
- Google Ads on Search and Performance Max, with YouTube options available
- Monthly reports delivered to your email to keep track of everything
- Monthly live meeting to discuss and refine the strategy

Our Most Popular Package with the Highest Return on Investment

Profit calculation per month:

Average tattoo pricing : €300

Expected requests: $45 \times 300 = 13.500$

Average ads budget spent: 800

Average revenue per month: €12.700

Our service fee per month: €1600

Your profit per month:

€11.100

Get in touch



"The package with the highest return for the best price. Most of our clients choose this package. Google and social media work together with your website to learn from each other, making the ads increasingly better and more targeted. This way, we quickly exceed the expected bookings."

– **Sander**

Full Color Package

Expected bookings per month: **65**

2700ex. per month

- Free Website and Maintenance
- 3 Advertising Campaigns per Month
- Complete management of your online marketing
- Showcase multiple artists or services in your ads
- Social Media Management: 10 posts, 40 stories, and a content shoot on location
- Email Marketing: Encourage clients to return to your studio
- Automation: Keep your clients engaged and happy
- Online Consent Forms (GGD-approved)
- Available 7 Days a Week
- Always personal contact
- Google Ads on Search and Performance Max, with YouTube options available
- Monthly Reports: Delivered to your inbox to help you track progress
- Monthly Live Meeting: Discuss and refine the strategy together
- Quarterly Strategy Session: To ensure continuous growth!

Profit calculation per month:

Average tattoo pricing : €350

Expected requests: $65 \times 350 = 22.750$

Average ads budget spent: 1000

Average revenue per month: €21.750

Our service fee per month: €2700

Your profit per month:

€19.050

Get in touch



"If you want to grow your tattoo studio both organically on social media and through advertisements, this is the package for you. We create a fully customized marketing strategy tailored to your tattoo studio. You can even extend this across multiple locations and expand to develop a unified branding. We'll support you every step of the way."

— **Buck**

Social ads package

Expected bookings per month: **20**

1100 ex. per maand

- 3 Advertising Campaigns per Month
- Leverage trends and promotions with tailored social media campaigns
- Website at 50% of the regular price (€1,300 one-time fee)
- Includes website maintenance throughout our collaboration
- Monthly Reports: Delivered to your inbox to help you track progress
- Monthly Live Meeting: To discuss and refine the strategy together

Profit calculation per month:

Average tattoo pricing : €300

Expected requests: $20 \times 300 = 6.000$

Average ads budget spent: 400

Average revenue per month: €5.600

Our service fee per month: €1100

Your profit per month: **€4.500**

Get in touch



Google package

Expected bookings per month: **15**

550 ex. per maand

- Google Ads on Search and Performance Max, with YouTube options available
- Website at 50% of the regular price (€1,300 one-time fee)
- Includes website maintenance throughout our collaboration
- Monthly Reports: Delivered to your inbox to track progress
- Monthly Live Meeting: To discuss and optimize the strategy together

Profit calculation per month:

Average tattoo pricing : €300

Expected requests: $15 \times 300 = 4.500$

Average ads budget spent: 400

Average revenue per month: €4.100

Onze service per maand: €550

Your profit per month: **€3.550**

Get in touch



Separate services

Socia media management

1200 ex. per month

- 1-2 Social Media Channels
- Introductory Meeting (online or on location*)
- Strategy & Content Session (online or on location*)
- Setup of Social Media Accounts
- Tailored Layout/Brand Style
- 16 Posts per Month
- 56 to 84 Stories per Month
- 1-2 On-Location Content Creation Sessions per Month*

*Dependent on location and scheduling preferences.

51% discount on webdesign

The perfect website for just €1300

Webdesign

€2600 ex one time payment

- Homepage, About, Contact, Portfolio for All Your Artists, and 3 Extra Service Pages
- Blogs to improve your Google ranking
- Fully optimized website for Google
- Easy-to-use software for making your own updates
- Booking System integrated into your website
- Email marketing linked to your contact form and booking system
- Automations set up within the email marketing system
- Fire and Forget! We build it, and it keeps working seamlessly!

Online courses

Are you the type who wants to do everything yourself?

You can do that with us too! We offer online training programs that guide you through 8 steps to set up our proven marketing strategy for your own studio. You'll learn things like creating your own social media strategy, developing content for your socials, and crafting your digital marketing plan.

Explore our online course



Social Growth package

€350 ex. per month

- Gain More Followers using AI techniques
- Online Kickoff Meeting with Buck
- Receive More Bookings through Instagram
- Assistance in optimizing your social media account for maximum performance
- After 3 months, the plan can be paused or canceled on a monthly basis.

Client results

TATTOOSHOP A - 5 CHAIRS + PIERCING

Package: Full Color

Client lifetime period: 2 years

Case study: 2024

This is what we did for them:

- social media management (included in Full Color)
- social media advertising 3 ads per month
- google ads (search and Pmax)
- Webdesign

Advertising numbers:

- Total website visitors per month: 12.600
- Visitors: 33% Google, 27% META
- 10% online (google business/meta organic)
- 30% direct visitors to website

This is what they say:

- Great service
- Always available
- Helped me set up my franchise with whitelabel marketing
- Went out of their way to help me set up the tattoo convention

average profit calculation per month

Calculating with an average tattoo price of €300,- & piercing price of €45 (not including jewelry)

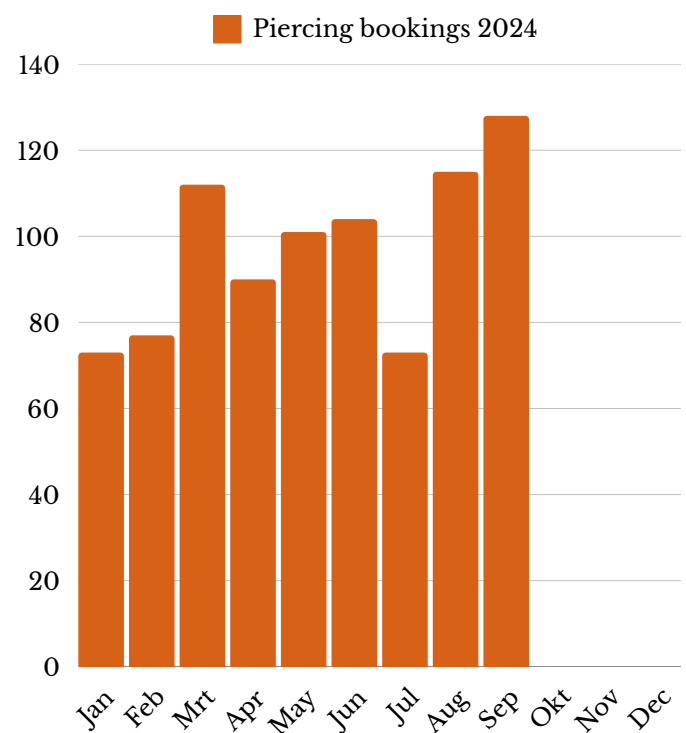
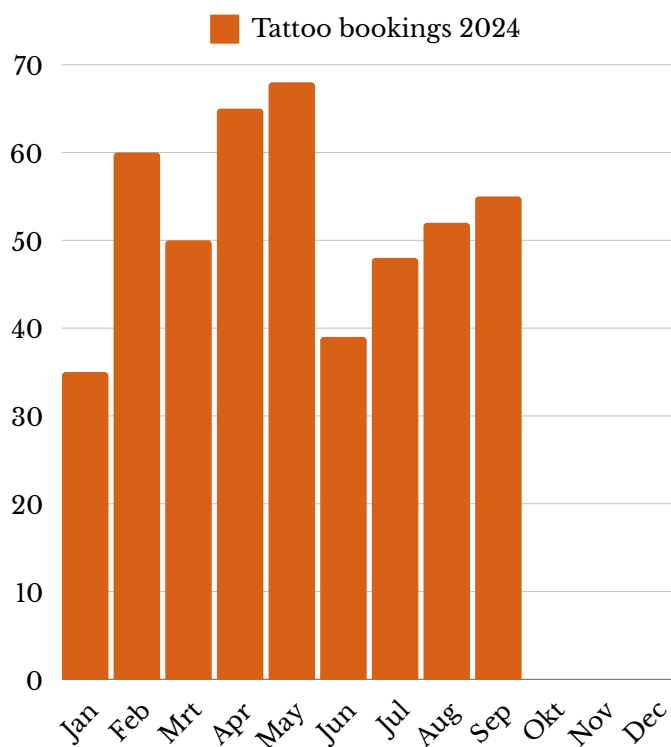
Piercing bookings: $97 \times 45 = 4.365$
Tattoo bookings: $53 \times 300 = 15.900$

Average ads budget: 1000

Average revenue per month: €20.265

Our service per month: €2600

Average profit per month: **€17.665**



Client results

TATTOOSHOP B - 5 CHAIRS + PIERCING

Package: Full Color

Client lifetime period: 2 years

Case study: 2024

This is what we did for them:

- social media management (included in Full Color)
- social media advertising 3 ads per month
- google ads (search and Pmax)
- webdesign

Advertising numbers:

- Total website visitors per month: 12.600
- Visitors: 33% Google, 27% META
- 10% online (google business/meta organic)
- 30% direct visitors to website

This is what they say:

- Great service
- Always available
- Helped me set up my franchise with whitelabel marketing
- Went out of their way to help me set up the tattoo convention

Average profit calculation per month

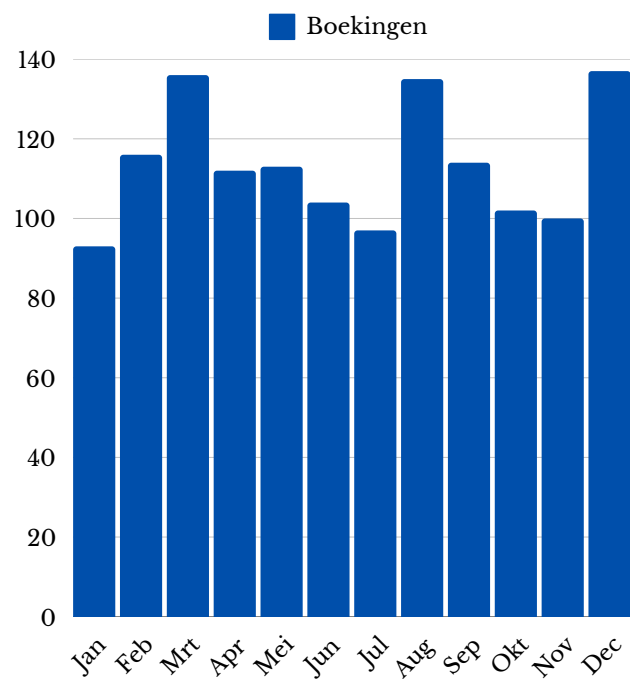
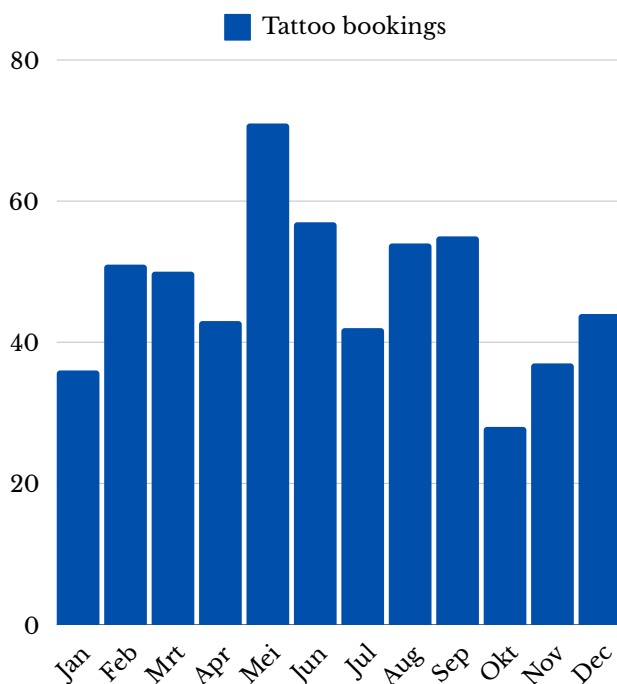
Calculating with an average tattoo price of €300,- & piercing price of €45 (not including jewelry)

Piercing bookings: $113 \times 45 = 5.085$
Tattoo bookings: $47 \times 300 = 14.100$

Average revenue per month: €19.185

Average ads budget: €1000
Our service per month: €2600

Average profit per month: €15.585



Client results

TATTOOSHOP C - 2 CHAIRS

Package: Google Social

Client lifetime period: 23 days

Case study: 2025

This is what we did for them:

- social media advertising 3 ads per month
- google ads (search and Pmax)
- webdesign

Advertising numbers:

- Total website visitors per month: 2900
- Visitors: 23% Google, 49% META
- 3% Instagram
- 23% direct visitors to website

This is what they say:

- Professional approach
- High tempo
- Fast results
- Always available

Average profit calculation per month

Calculating with an average tattoo price of €300,-

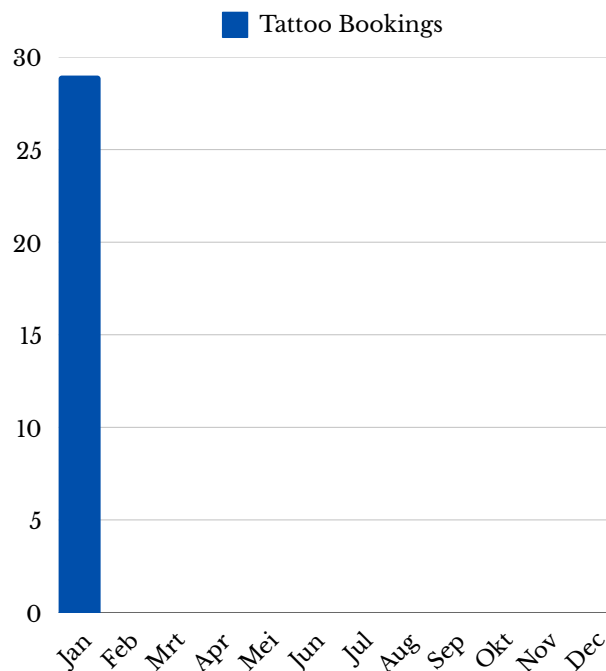
Tattoo bookings: $29 \times 300 = 8700$

Average revenue per month: **€8700**

Average ads budget: **€800**

Our service per month: **€1400**

Average profit untill now : **€6500**



Client results

TATTOOSHOP D - 1 CHAIR

Package: Google

Client lifetime period: 9 months

Case study: 2024

This is what we did for them:

- google ads (search and Pmax)
- webdesign

Advertising numbers:

- Total website visitors per month: 1200
- Visitors: 70% Google, 0% META
- 3% Instagram
- 28% direct visitors to website

This is what they say:

- Good communication
- Ongoing flow of new customers
- Low costs for revenue

Average profit calculation per month

Calculating with an average tattoo price of €300,-

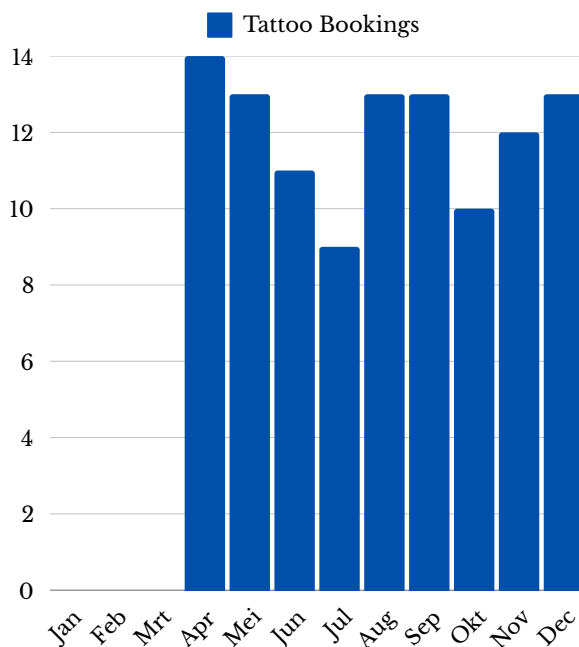
Tattoo bookings: $12 \times 300 = 3600$

Average revenue per month: **€3600**

Average ads budget: **€400**

Our service per month: **€500**

Average profit untill now : **€2700**





Full colour package – 3 shops

After considering working with these people for a while, I finally took the step—and I'm so glad I did. From the very beginning, I had a great feeling. They consistently think along with you to help your business grow every month. Everything is well-structured, and you can turn to them with any questions. Rachelle, who leads the social media lessons, has also helped the shops make significant progress with her valuable tips and tricks.



Full colour package – 1 shop

What a team!

Thank you, guys, for getting everything up and running so quickly. Whenever I have a question, you jump into action right away and actively think along with me.

The coaching sessions are also fantastic!



Full colour package – 1 shop

I've been working hard with Sander and Buck to improve the marketing for my shop. They polished my website beautifully, based on my wishes. This strategy ensures that clients can book their own appointments through the website, saving both me and my clients a lot of time!

Then there's the social media coaching from Rachelle! These sessions are incredibly insightful and help you grow your presence on social media channels.

All in all, a fantastic company with a great collaboration!





Google package – 1 shop

A fantastic collaboration! I'm very satisfied with my website and the inquiries it's generating. This boost was exactly what I needed. The investment is absolutely worth it!

Best regards,
Mick Tattoos



Google + social package – 1 shop

A strong team with excellent communication and a highly personal approach. SocialBeards goes above and beyond to help you and your business move forward.





Why choose Socialbeards?

We make the difference for you

You have a goal for your tattoo shop or piercing studio. To achieve that goal, you need more clients, greater brand awareness, and more authority so people can easily find you.

That's where we make the difference. With our years of experience in online marketing and the tattoo industry, we know exactly how to reach your clients. We understand what works on social media and how to build the authority you need.

Who Is Online Marketing Suitable For?

Our services are for anyone who wants to grow. Do you have a tattoo shop, piercing studio, or are you an independent artist? No problem, we're here to help.

What we ask from you is a willingness to learn and a motivation to grow. We'll take care of the rest!

Why not hire a regular marketing agency?

A marketing agency venturing into new territory needs months to understand how the market works.

SocialBeards is the only marketing agency that focuses exclusively on the tattoo industry in the unique way we do. This gives you the advantage.

Book a free Tattoo Marketing Scan with Buck and discover the possibilities of online marketing!

Get in touch



Are you ready to turn you tattoo studio into a tattoo business?

Book a free Tattoo Marketing Scan!

Ready to kickstart your online marketing? Don't wait any longer—schedule a Tattoo Marketing Scan with Buck. Here, you can ask all your questions, and we'll dive straight into your online marketing opportunities.

Apply by e-mail

Reach us at: info@socialbeards.nl

Apply through phone

Reach Buck at: [0611356486](tel:0611356486)

Book online straight into our schedule

Get in touch

