

# MORE CLIENTS

# MORE GROWTH

# MORE TATTOOS

YOUR NEXT STEP TO  
A FULLY BOOKED TATTOO STUDIO



TATTOOSHOP  
MARKETING  
[SOCIALBEARDS.EU](http://SOCIALBEARDS.EU)

# Still Some Gaps in your Schedule?

*The struggles almost every tattoo studio runs into*

You're talented.

Your work is solid.

Clients love your tattoos once they're in the chair.

**So why aren't you fully booked?**

Here's the truth:

The tattoo industry is more competitive than ever. New artists and studios are popping up non-stop. Social media algorithms? Not helping. And clients have more choice—and shorter attention spans—than ever before.

Most studios make the same mistakes:

- **A website that hasn't been touched** in years (or doesn't exist at all).
- **Posting on Instagram** only when you remember.
- Boosting the occasional post and **hoping for the best**.
- **No clear strategy** to stand out from the rest.

Sound familiar?

The result? Amazing artists get overlooked, while less talented (but more visible) competitors fill their calendars.

We see it every day—and it's **fixable**.



***"Great work deserves great visibility. We make sure people find you, book you, and keep coming back."***

– The SocialBeards Team

# How we keep your Schedule Packed

## *Our no-fluff strategy that actually works*

Let's be honest: great tattoos alone aren't enough anymore. Clients scroll fast, judge even faster, and forget you even existed if your online presence doesn't catch them in 3 seconds.

That's where we come in.

At SocialBeardsNL, we combine tattoo love with razor-sharp marketing. We don't just run some ads—we build a full system around your studio that works for you, even while you're tattooing.

Here's how we do it:

- Your studio gets a **professional look** that builds instant trust (think: sleek website, smart content, consistent socials).
- We run **high-converting ads on Google, Meta, and YouTube** that actually get clicks and bookings.
- We show your unique style in a way that **attracts the right clients**, not the time-wasters.
- **We're always there.** Literally. Nights, weekends.

We've helped over 100 tattoo studios grow—not just in bookings, but in authority, image, and online visibility. **Ready to be next?**



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*“With just one or two booked tattoos, you've already earned back your investment. The rest of the month? Pure profit.”*

– Buck, Founder SocialBeards NL

# Your Studio. Your Strategy. Your Package.

*No vague pricing. Just real numbers and real results*

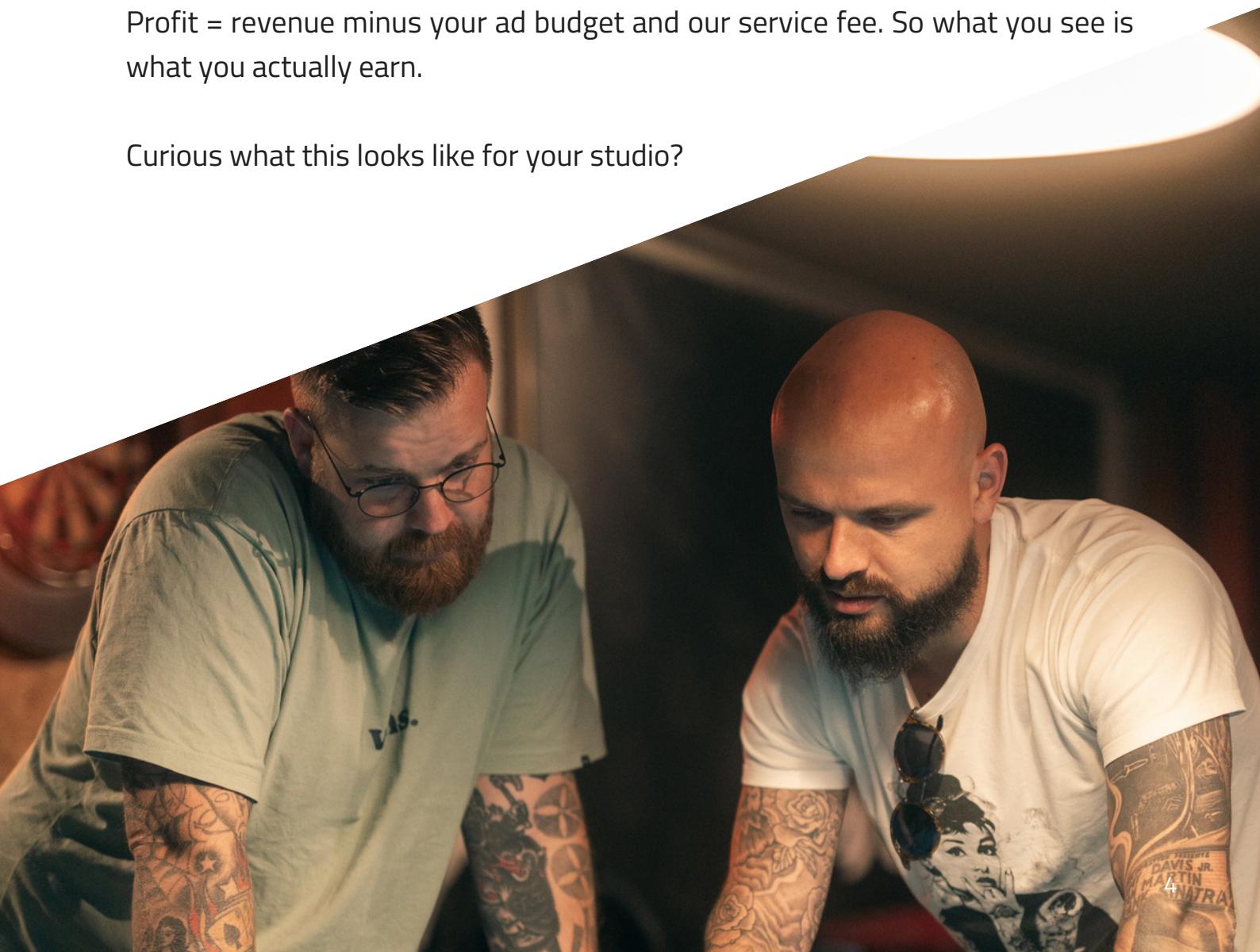
Whether you're just starting out or already running a buzzing studio, we've got a package that fits your goals (and your budget). And the best part? With just 1 or 2 bookings, you've already earned it back.

On the next page, you'll find a clear side-by-side comparison of all our packages—complete with pricing, expected bookings, and average profit per month.

The booking estimates you'll see are based on real data from over 100 studios we've worked with. We calculate this using an average tattoo price of €300 to €350 per session.

Profit = revenue minus your ad budget and our service fee. So what you see is what you actually earn.

Curious what this looks like for your studio?



Package	Monthly Price (excl vat)	Expected Bookings Per Month	Average profit per Month	Includes
<b>Local hero package</b>	€450	5-10	<b>€1350</b>	<ul style="list-style-type: none"> <li>• Google ads</li> <li>• Website built of you</li> <li>• Monthly call</li> <li>• Monthly stats report</li> <li>• Basic support &amp; service</li> </ul>
<b>Single artist package</b>	€900	15	<b>€2950</b>	<ul style="list-style-type: none"> <li>• Google ads Basic,</li> <li>• Social ads,</li> <li>• Website built for you.</li> <li>• Custom landingpages.</li> <li>• Monthly call</li> <li>• Monthly report in mail</li> <li>• Basic support &amp; service</li> </ul>
<b>Studio Package</b>	€1600	45	<b>€11100</b>	<ul style="list-style-type: none"> <li>• Google ads Pro</li> <li>• Social ads Pro</li> <li>• Website built for you</li> <li>• Custom landingpages</li> <li>• Monthly call</li> <li>• Monthly report in mail</li> <li>• Strategic planning &amp; service</li> </ul>
<b>Full Color Package</b>	€5000	65	<b>€19.050</b>	<ul style="list-style-type: none"> <li>• Everything from both packages</li> <li>• Social media management <ul style="list-style-type: none"> <li>◦ Basic: 10 posts, 40 stories per month</li> </ul> </li> <li>• Social media strategy</li> <li>• Social media content</li> <li>• Quarterly growth sessions</li> <li>• Pro support</li> </ul>

All package pricings are excluding VAT and Ads budget spent on the corresponding platforms

# Client Results - Tattoooshop A

## 5 Chairs + Piercing | Package: Full Color | 2 Years Working Together

### 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

Based on an **average tattoo price of €300** and a **piercing price of €45** (excluding jewelry), this studio achieves impressive monthly results.

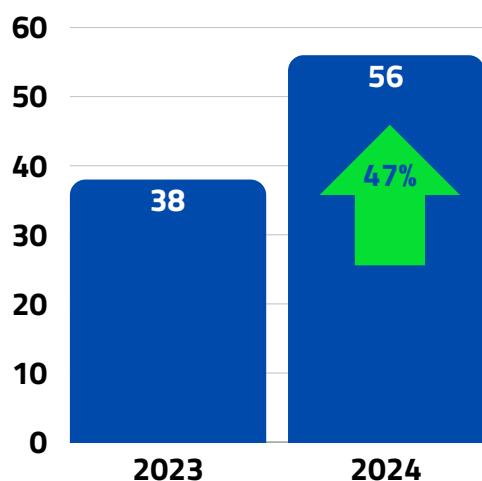
With **56 tattoo bookings per month**, the tattoo revenue alone adds up to €16.800.

On top of that, **97 piercing bookings** bring in an additional €4.500.

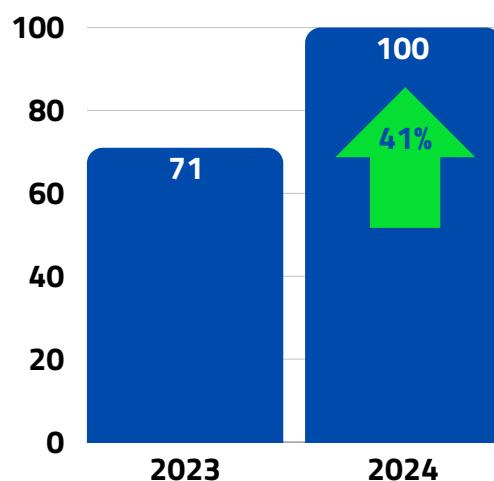
That brings the total average monthly revenue to €21.300.

After subtracting the monthly service fee of €2.700, the studio ends up with an **average profit of €18.600 per month**.

### Average bookings per month – Tattoos



### Average bookings per month – Piercing



*From day one, the team at SocialBeards delivered nothing but great service. They were always available, quick to respond, and truly involved in the growth of my business. They didn't just support me with marketing—they helped me set up my entire franchise using a white-label strategy that made scaling feel effortless. And when I needed help organizing a tattoo convention, they went above and beyond to make it happen. With them, it's not just about marketing. It's about having a team that genuinely wants to see you succeed.*

# Client Results - Tattoooshop B

## 5 Chairs + Piercing | Package: Full Color | 2 Years Working Together

### 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

Based on an **average tattoo price of €300** and a **piercing price of €45** (excluding jewelry), this studio achieves impressive monthly results.

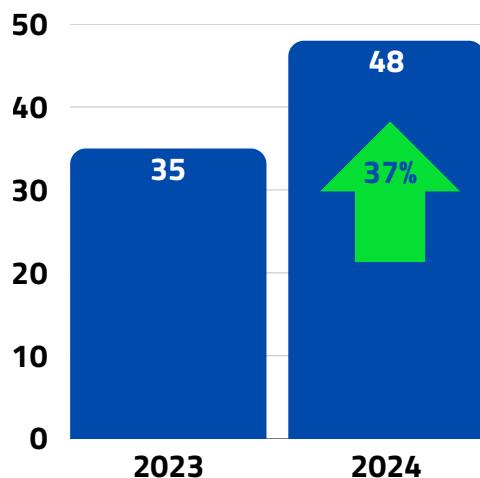
With **48 tattoo bookings per month**, the tattoo revenue alone adds up to €14.400.

On top of that, **113 piercing bookings** bring in an additional €5.085.

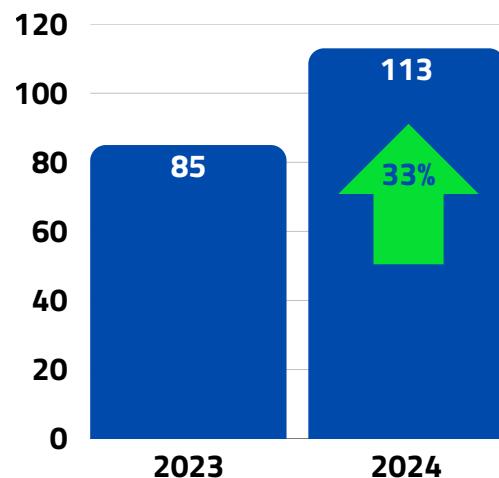
That brings the total average monthly revenue to €19.485.

After subtracting the monthly service fee of €2.700, the studio ends up with an **average profit of €16.785 per month**.

### Average bookings per month - Tattoos



### Average bookings per month - Piercing



*The team at SocialBeards offered truly great service from the start. They were always available, responsive, and eager to help—no matter the time or request. They played a key role in helping me set up my franchise using a white-label marketing system that made scaling smooth and professional. And when I needed support organizing a tattoo convention, they went above and beyond to help make it a success.*

– Tattoooshop B

# Client Results - Tattoooshop C

**2 Chairs | Package: Google + Social | 23 Days Working Together**

## This is what we did for them

- Social media advertising 3 ads per month
- Google ads (search and Pmax)
- Webdesign

## Advertising numbers

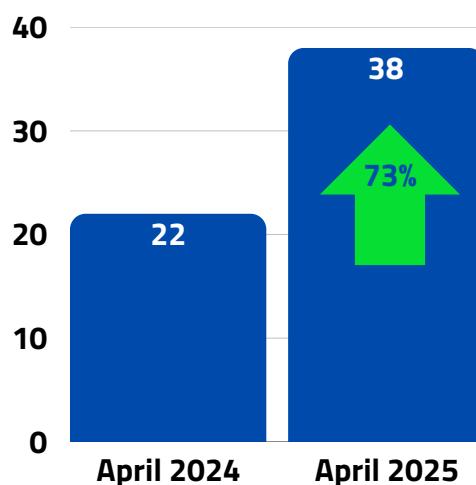
- Total website visitors per month: 2900
- Visitors: 23% Google, 49% META
- 3% Instagram
- 23% direct visitors to website

With an **average tattoo price of €300**, this studio consistently delivers strong monthly results.

At **38 bookings per month**, tattoo revenue reaches €11.400.

After deducting the monthly service fee of €1.600, the studio secures an impressive **average profit of €9.800 per month**.

## Average bookings per month – Tattoos



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*SocialBeards takes a truly professional approach. From the very beginning, they worked at a high pace and delivered results faster than expected. Their team is always available, quick to respond, and fully committed to helping your studio grow.*

– Tattoooshop C

# Client Results - Tattoooshop D

## 1 Chair | Package: Google | 9 Months Working Together

### This is what we did for them

- Google ads (search and Pmax)
- Webdesign

### Advertising numbers

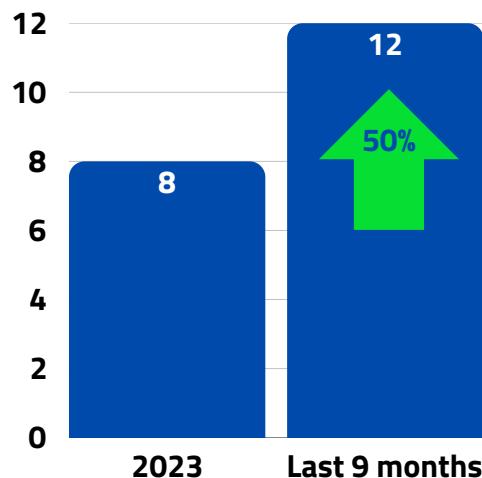
- *Total website visitors per month: 1200*
- *Visitors: 70% Google, 0% META*
- *3% Instagram*
- *28% direct visitors to website*

With an **average tattoo price of €300**, this studio consistently delivers strong monthly results.

At **12 bookings per month**, tattoo revenue reaches €3.600.

After deducting the monthly service fee of €550, the studio secures an impressive **average profit of €3.050 per month**.

### Average bookings per month – Tattoos



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*Working with SocialBeards has been a great experience. Communication is always clear and smooth — I never have to wait long for an answer. Since we started, there's been a steady flow of new customers coming in, and the best part is: it doesn't take huge budgets to see real results. The return on investment has been more than worth it.*

– Tattoooshop D

# Meet the Minds Behind SocialBeardsNL

*Real people. Real results. Real passion for ink and impact.*

We're not just marketers. We're tattoo lovers, growth nerds, and strategy geeks. Together, we form the SocialBeardsNL crew—a tight team with one mission: to keep your tattoo studio thriving, every single month.

Here's who's got your back:



## 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.



*"We're easy to reach, fast to act, and obsessed with results. Think of us as your extended crew—minus the tattoo ink, plus the marketing fire."*

– Sander, Founder SocialBeards NL



★★★★★  
**Google & Social package**  
**1 Shop**

*As the owner of an old-school tattoo studio, I was always skeptical about marketing — I used to think, "good tattoos sell themselves."*

*But since working with Social Beards, my opinion has completely changed. No slick talk, just an approach that actually works!*

“



★★★★★  
**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!*

”



★★★★★  
**Google & Social package**  
**1 Shop**

*Clear, honest, and straightforward communication. Questions, ideas, or issues are handled quickly. Everything you ask or suggest is taken seriously, without ever making you feel like a burden. In short, everything good client relationships are built on.*

*We've only been in the process for a few months, and I already started seeing results quite quickly. So I'm very optimistic about what's to come!*

”



**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**

*After a long time of doubting, we finally decided to hand over the marketing part. It wasn't an easy step, but we haven't regretted it for a second. Very professional and clear approach, with a highly skilled team. We were pleasantly surprised by the pace at which they work. The results became visible fairly quickly, even though we knew this wouldn't be an overnight change. Thanks in advance for all your work!*

*Cheers, Cindy & Steve  
Tattoosgent*

”



**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.*

*Greets, Kenny  
Hannon Tattoo Studio*

”



# We Know Tattoos. We Know Marketing.

*The only agency that lives and breathes both worlds.*

## 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!**

[Let's Talk Growth](#)



# More bookings. Better clients. Stronger brand.

*It all starts with one free call.*

## **Book Your Free Tattoo Marketing Scan Today!**

Let's find out exactly how we can grow your studio. No strings, no pressure—just honest advice and a custom strategy that fits your goals.

### **Prefer e-mail?**

Reach us at: [info@socialbeards.nl](mailto:info@socialbeards.nl)

### **Rather call or WhatsApp?**

Contact Buck directly at: [+31611356486](tel:+31611356486)

### **Want to skip the wait?**

Click below to instantly book a time in our calendar.

[Get my free scan](#)

