

PREPARED FOR

Tita Derms

GROWTH STRATEGY & DISTRIBUTION SYSTEM

The Road to 1,000,000 Followers

Why an abundance of content is not converting into reach, engagement and audience growth — and the distribution-led system that will.

A 12-month growth system across
Facebook · Instagram · TikTok

The bottleneck is distribution, not content

THE SITUATION IN ONE LINE

Tita Derms publishes consistently, yet reach, engagement and follower growth have plateaued. More posts will not fix this.

- **Diagnosis:** a verified standing start of 314 followers despite high output — organic reach has collapsed (FB ~1-2% of fans; IG Reels ~0.5%) and volume cannot out-run the algorithm.
- **The unlock:** engineer distribution — creator seeding, community flywheels, cross-platform repurposing and paid amplification — so each asset travels further.
- **The reality:** from 314 followers, ~300K in 12 months is the credible target (Expected). 1M is an aggressive stretch needing viral breakouts + heavy paid — pursued, not promised.
- **The reframe:** run Tita Derms as a skincare media company. Followers are a by-product of reach, authority and community — not the goal itself.

314

CURRENT BASE · VERIFIED

FB 37 · IG 175 · TikTok 102

~300K

EXPECTED YEAR 1

Recommended credible base

1M

12-MONTH AMBITION

Aggressive: needs viral + paid

2,740

FOLLOWERS / DAY

Implied pace: 1M ÷ 365

THE ASK

A dedicated growth squad + **₱400K/mo** paid amplification + a creator engine of ~36 partners/mo. 6-month sprint, July-December.

CURRENT SITUATION

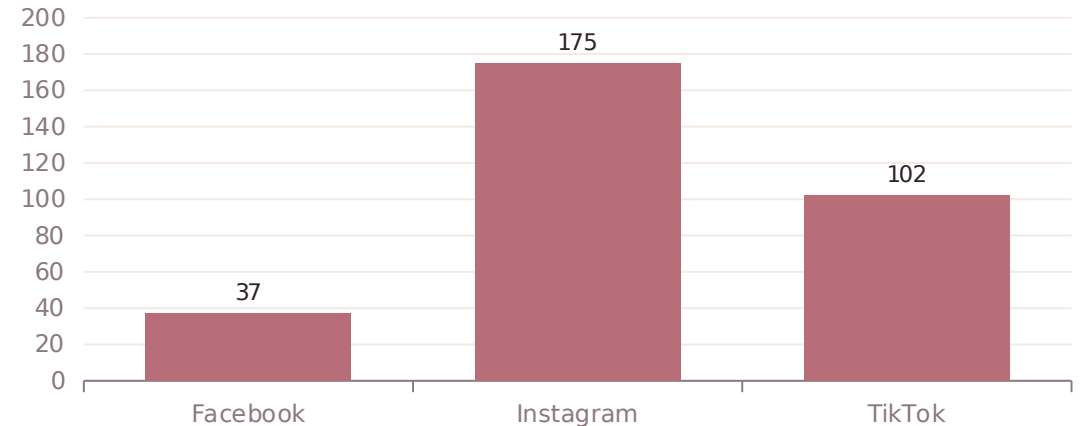
Plenty of content, plateaued growth

- **A standing start.** Just 314 combined followers (FB 37 · IG 175 · TikTok 102) despite high content output — the audience has simply not been built yet.
- **Output ≠ growth.** Plenty is being posted, but almost none of it reaches or converts new people into followers.
- **No legacy to undo.** A near-zero base is also an advantage — we build platform-native, hook-first and creator-led from day one, with nothing to unwind.
- **TikTok is the lever.** With no entrenched audience anywhere, TikTok's discovery engine is the fastest route to the first 100K.

WHY THIS MATTERS

A year of posting has produced ~314 followers because effort goes into *making* content, not *moving* it.

VERIFIED PLATFORM FOOTPRINT · JUN 2026



Platform	Followers	Organic reach*	Role in plan
Facebook	37	1-2% of fans	Trust & retention
Instagram	175	~0.5% (Reels)	Community & saves
TikTok	102	Highest discovery	Net-new reach engine

*Follower counts verified (client-provided). *Reach = published platform benchmarks.*

Three-platform scorecard

Dimension	Facebook	Instagram	TikTok
Posting frequency	High	Medium	Low
Reach vs. followers	Very low	Low	Untapped
Hook effectiveness	Weak	Weak	Critical gap
Retention / watch-time	—	Low	Critical gap
Shareability	Low	Medium	High potential
Saveability	Low	Medium	Medium
Creator presence	None	Minimal	None
Personal / founder brand	Weak	Weak	Biggest opportunity
Community engagement	Passive	Passive	None
Native format mastery	Low	Medium	Low
Virality potential	Low	Medium	Highest

HOW TO READ THIS

- Every platform under-indexes on the two levers that actually create growth: hooks/retention and shareability.
- Creator presence is effectively zero — the single biggest missed growth loop.
- TikTok shows the most 'highest/untapped' cells: largest upside, lowest current effort.

VERDICT

A well-run publishing operation — not yet a **growth** operation.

The trust engine running on empty reach

WHAT'S WORKING

- Largest owned audience and strongest brand familiarity.
- Reviews, comments and DMs signal real trust and purchase intent.
- Ideal home for long-form proof: testimonials, Q&A, live clinics.

WHAT'S NOT

- **Reach decay:** organic reach sits at ~1-2% of fans; most posts never leave the existing audience.
- **Link & image posts** are deprioritised vs. native video — likely suppressing reach further.
- **No groups / community** layer — engagement is passive, one-to-many broadcast.

PRIORITY MOVES

- Pivot to native Reels & vertical video; treat FB as a repurposing endpoint, not the origin.
- Launch a 'Tita Derms Skin Circle' Facebook Group as an owned community flywheel.
- Convert testimonials into shareable proof formats; prompt shares, not just likes.

Community potential, under-leveraged formats

WHAT'S WORKING

- Saves and shares on educational carousels indicate genuine value delivery.
- Strong surface for aesthetic credibility and before/after proof.
- Stories enable daily, low-cost intimacy with the core audience.

WHAT'S NOT

- **Reels under-built:** IG Reels engagement is ~0.5% nationally — only sharp hooks + trends break through.
- **Carousels under-used:** carousels out-engage Reels by ~+109% but appear infrequently.
- **Weak CTAs:** few save/share/DM prompts, so the algorithm gets weak distribution signals.

PRIORITY MOVES

- Carousel-first education (myths, mistakes, routines) engineered for SAVES and SENDS.
- Reels for discovery: trend-jacked, hook-in-1-second, founder-on-camera.
- Add explicit 'Save this' / 'Send to a friend' CTAs to convert value into distribution.

The biggest, least-developed opportunity

WHAT'S WORKING

- Platform mechanics favour net-new reach: every video can hit non-followers.
- Beauty/skincare engagement runs 2-10% with very high average view counts.
- PH skincare buying happens here — TikTok Shop is the category's growth engine.

WHAT'S NOT

- **Low native output:** few platform-native, trend-aware videos; FB/IG content reposted as-is.
- **Hook & retention gap:** weak first-second hooks cap watch-time — the #1 ranking signal.
- **No creator network:** zero seeding into the duet/stitch/UGC ecosystem that drives PH virality.

PRIORITY MOVES

- Stand up a TikTok-native engine: 10-14 short videos/wk, founder-led, hook-first.
- Trend-jack + myth-bust ('education as entertainment') — the DermoRepubliq playbook.
- Seed nano/micro creators for duets, stitches and #challenges to manufacture reach.

Why plenty of content still doesn't reach people

01 Creation ≠ distribution

Effort stops at 'publish'. No system pushes each asset to new audiences.

02 Organic reach collapsed

FB ~1-2% of fans; IG Reels ~0.5%. The platforms throttle un-amplified posts.

03 Weak hooks & retention

Watch-time is the #1 signal. Soft openings = low completion = no distribution.

04 No creator collaborations

Zero borrowed audiences. Growth is capped at the brand's own small reach.

05 No sharing behaviour

Content informs but isn't engineered to be saved or sent — so it can't travel.

06 No community flywheel

No group/ritual that turns followers into an active, self-amplifying audience.

The compounding effect: weak hooks → low watch-time → little distribution → no shares → no new audience → small base → low reach.

Adding more content into a broken loop just produces more invisible content.

Who we grow — and what they want

Segment	Core motivation	Pain point	Content they want	Lead platform
Women 18-24	Look good, fit in, save money	Acne, overwhelm, budget	Trends, dupes, myth-busting	TikTok
Women 25-34	Prevent ageing, smart routines	Conflicting advice, time	Routines, ingredient science	IG / TikTok
Women 35-50	Visible results, trusted expert	Skepticism, wasted spend	Before/after, expert proof	Facebook / IG
Beauty enthusiasts	Discovery, status, sharing	FOMO, dupe fatigue	Reviews, hauls, reactions	TikTok / IG
Working professionals	Fast, effective, low-effort	No time, decision fatigue	Quick routines, FAQs	IG
Moms	Family + self-care, value	Guilt, budget, time	Relatable 'tita' tips, value	Facebook

Strategic read: the 'Tita' (auntie) persona is the brand's super-power — warm, trusted, relatable expertise spans every segment. Lead discovery with 18-34 on TikTok/IG; monetise trust with 35-50 + moms on FB/IG.

What the PH winners do differently

Player	Scale (verified)	Growth engine	Adopt for Tita Derms
DermoRepubliq	902.8K TikTok · 2.3M likes	TikTok-Shop native, UGC challenges, 48.3M-view campaign, billboard stunt	Native TikTok + creator challenges + earned-reach moments
The Aivee Clinic	636K Instagram	Celebrity/founder-led 'skinvestment' authority	Founder-as-face authority positioning
Belo (Dr. Vicki Belo)	595K IG · large TikTok	Doctor reacts to viral skincare, weather/skin myth-busting	Trend-reaction + myth-busting as education
Rei Germar	822.6K TikTok	Series formats ('luxury vs affordable'), consistency	Repeatable series formats that audiences return for
Nerdy Derma / dermatologists	Niche but loyal	Trend-jacked educational derm content, relatability	Relatable, credentialed 'edutainment'

THE PATTERN

- TikTok-native, not repurposed.
- Education delivered as entertainment.
- Creator & UGC networks manufacture reach.
- A human face (founder/doctor) builds trust.
- 1-2 big 'earned-reach' moments per year.

None of these brands won on content **volume**. They won on distribution mechanics — and Tita Derms can copy the mechanics, not just the output.

The gap between today and the category ceiling



Verified 314-follower base vs. single-platform category leaders. The bar is invisible — that is the point.

THE OPENING

- **Headroom is real:** category leaders prove a single platform can hold 600K-900K+ in this exact market.
- **No dominant 'tita' voice:** the warm-auntie dermatology niche is uncontested at scale.
- **TikTok Shop tailwind:** PH skincare discovery + commerce is consolidating on TikTok — timing is now.
- **Multi-platform stack:** 1M is reached by summing FB + IG + TikTok, not winning one in isolation.

Same content, two different loops

TODAY · THE LEAKY LOOP

- × Publish → reaches ~1-2% of existing fans
- × Weak hook → low watch-time → algorithm stops pushing
- × No share prompt → content doesn't travel
- × No creators → no borrowed audiences
- × Result: more posts, same ceiling

VOLUME ≠ GROWTH

WITH A DISTRIBUTION SYSTEM

- ✓ Publish → hook engineered for 1-second retention
- ✓ High watch-time → algorithm expands to non-followers
- ✓ Save/Send CTA → content travels to new audiences
- ✓ Creators + paid → reach multiplied 5-20×
- ✓ Community → audience re-shares the next post

DISTRIBUTION = COMPOUNDING

Why 1,000,000 followers may be the wrong goal

Vanity metric



Business metric

Followers count once; reach, leads & revenue compound.

Followers



Reach

You can reach 5M people with 100K followers — reach drives awareness.

Followers



Engagement

An engaged 200K out-performs a passive 1M on sales and trust.

Followers



Community

A 20K community that shares is worth more than 500K silent fans.

Followers



Leads & revenue

The clinic is paid in bookings and orders, not in follower screenshots.

Influence > audience size. We pursue 1M as a by-product of reach, authority and community — never as the scoreboard itself.

Tita Derms as a media company

FROM

“A skincare clinic that posts content”

TO

“A skincare media company that happens to provide skincare services”

The clinic monetises the audience.

The media engine builds the audience. Content, education and community become the product that earns attention — services convert it.

Content engine

Always-on, platform-native publishing at scale

Education platform

Myth-busting & ingredient science = trust

Community

Owned groups & rituals that re-amplify

Creator ecosystem

A network of voices borrowing audiences

Authority

The 'Tita' brand as the trusted PH skin voice

The Tita Derms growth flywheel



HOW IT COMPOUNDS

- TikTok manufactures reach → reach converts to followers.
- Creators lend new audiences the brand can't reach alone.
- Paid amplifies the best-performing organic, not guesses.
- Community shares the next post → free reach next cycle.
- FB & IG bank the trust that turns reach into revenue.
- Each turn lowers cost-per-follower for the next turn.

Every channel feeds the others — the system compounds the longer it runs.

What it really takes to reach 1,000,000

1,000,000

FOLLOWERS (TARGET)

÷ 365

DAYS

2,740

NET NEW FOLLOWERS / DAY

TO PRODUCE 2,740 FOLLOWERS A DAY, THE DAILY MACHINE MUST DELIVER (blended est.):

~640K

video views / day

~37K

profile visits / day

~1.1M

accounts reached / day

~36

creator posts / month

₱400K

paid amplification / mo

“Content is not the bottleneck. Distribution is the bottleneck.”

Three phases over 12 months

FOUNDATION

Jul - Aug

- Stand up growth squad & TikTok-native engine
- Rebuild hooks, formats, founder-on-camera
- Launch FB Group + IG carousel-first education
- Recruit first 20 nano/micro creators

FIX THE LOOP

ACCELERATION

Sep - Dec

- Scale to 36+ creator posts/month
- Turn on paid amplification (₱400K/mo)
- First earned-reach moment (challenge/stunt)
- Cross-platform repurposing at full tilt

COMPOUND REACH

FLYWHEEL

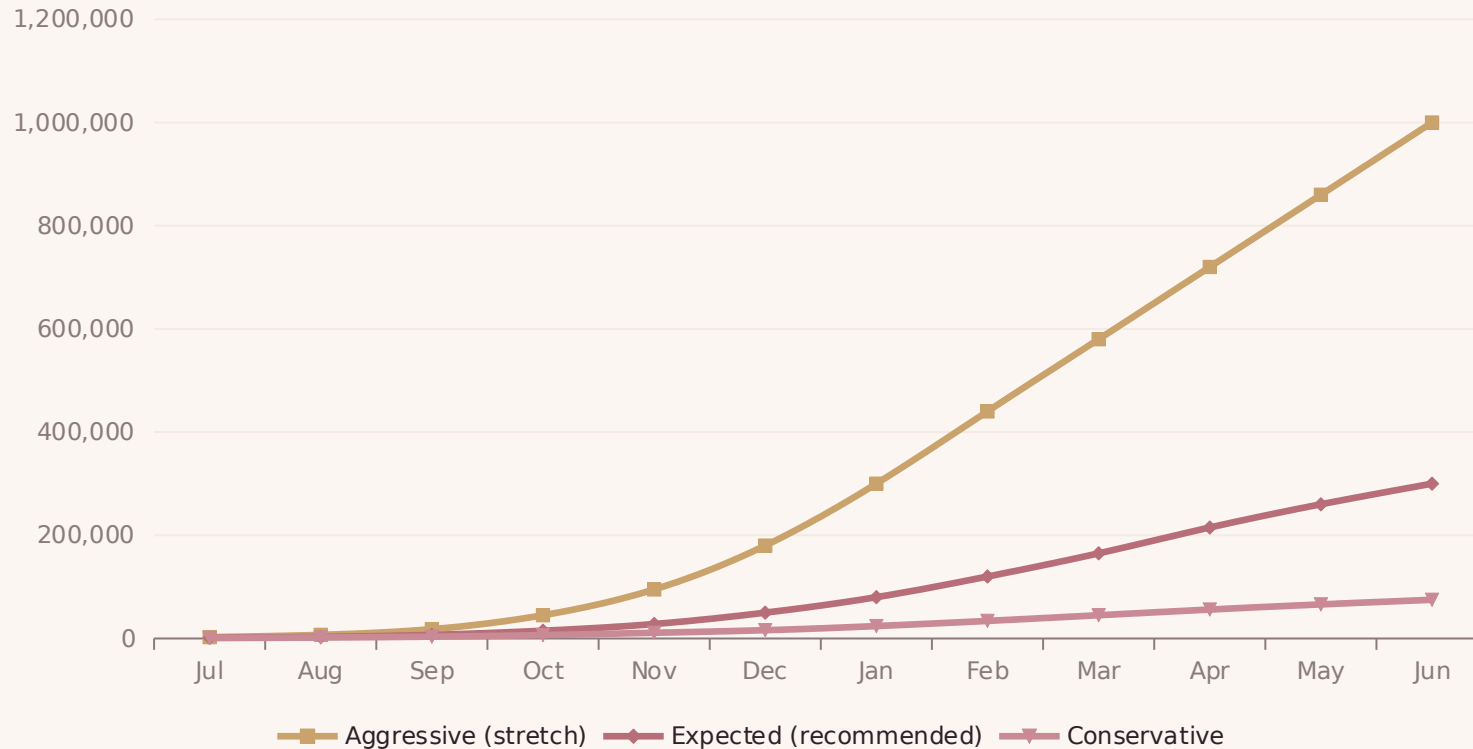
Jan - Jun

- Community-led, self-amplifying growth
- Optimise CPF; double down on winners
- Always-on creator network + UGC
- Reach ~300K (Expected); 1M = stretch

SELF-SUSTAINING

GROWTH FORECAST

Three scenarios · combined followers



Combined FB+IG+TikTok followers, rebased from a verified 314-follower start. 1M = aggressive stretch only.

CONSERVATIVE

75K

Organic-led / under-resourced

EXPECTED ★

300K

Full plan · ₱400K/mo paid

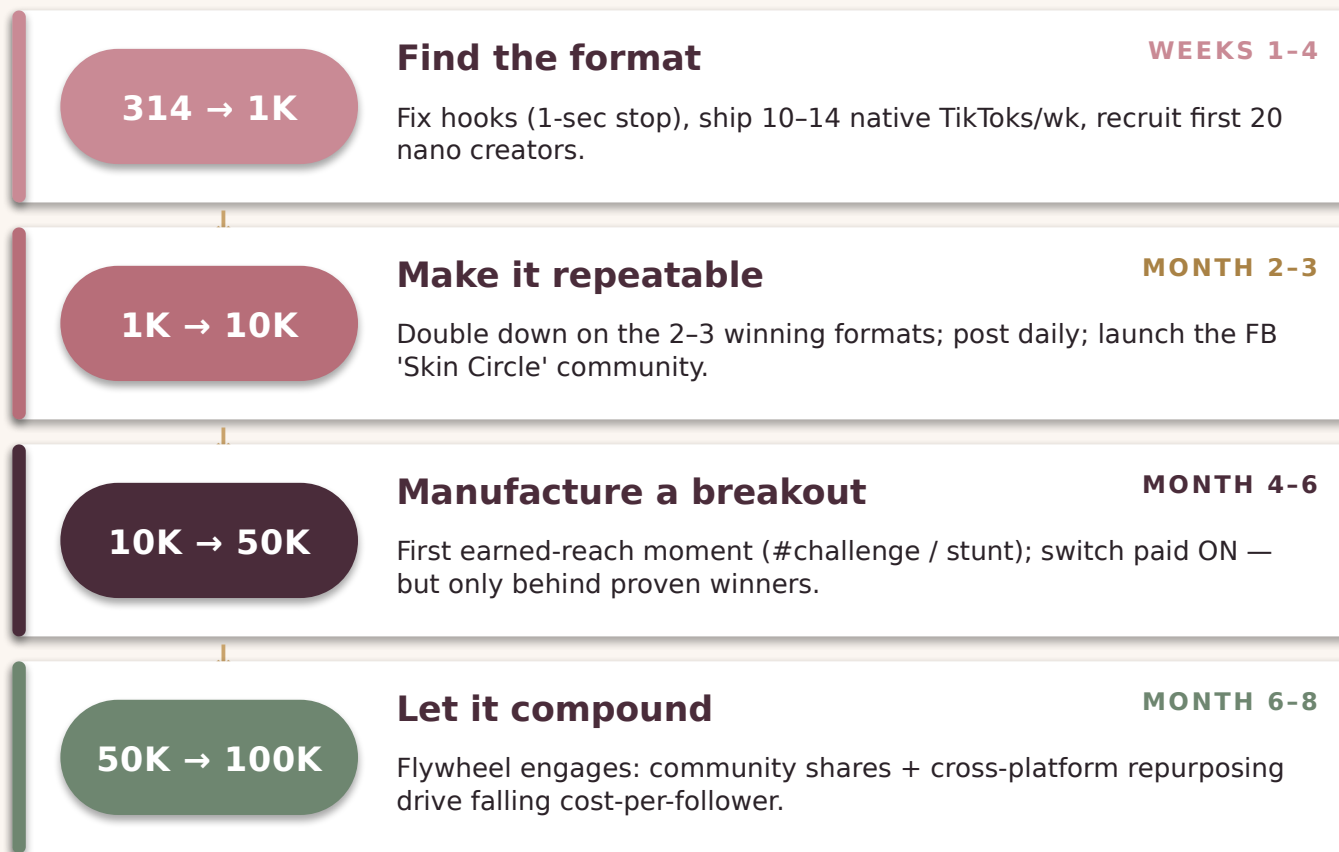
AGGRESSIVE

1.0M

Viral breakouts · ₱800K/mo

From 314 to 100,000 — the hard part

There is no flywheel yet. The first 100K is *manufactured*, not grown — then the system takes over.



RULES OF THE FIRST 100K

- **Win ONE platform first.** TikTok. Concentration beats spreading thin across three.
- **Volume matters — here only.** Post hard to find format-market fit, then double down.
- **Hooks are everything.** Test 5 openings per idea; a weak first second kills reach.
- **Seed creators from Day 1.** Borrowed audiences beat owned reach at a zero base.
- **Don't pay to scale the unproven.** Amplify only what already works organically.
- **Capture every viewer.** Funnel reach into a community you own.

Survive the first 100K and the flywheel does the rest.

Built for distribution, not just output

Content type	Weekly target	Reach	Share	Save	Convert	Growth role
Educational / ingredient science	4	Med	Med	High	Med	Authority
Skincare myths	3	High	High	Med	Low	Reach + shares
Skincare mistakes	3	High	High	High	Med	Reach + saves
Expert reactions / trend-jacks	4	High	Med	Low	Low	Discovery
Patient stories / before-after	2	Med	Med	Med	High	Trust + leads
Trending / native short video	6	High	Med	Low	Low	Discovery
Community / UGC reposts	4	Med	High	Med	Med	Flywheel
Collaboration / creator	3	High	High	Low	Med	New audiences
Live sessions / Q&A	1	Med	Low	Med	High	Trust + leads
FAQ / objection-handling	2	Low	Med	High	High	Conversion
Case studies	1	Low	Med	High	High	Authority + leads

THE 70/20/10

- **70% reach:** myths, mistakes, trends, native short video.
- **20% community:** UGC, lives, creator collabs.
- **10% convert:** FAQs, case studies, before/after.

~33 assets/week

mostly repurposed from a small, efficient shoot base.

Borrowed audiences = manufactured reach

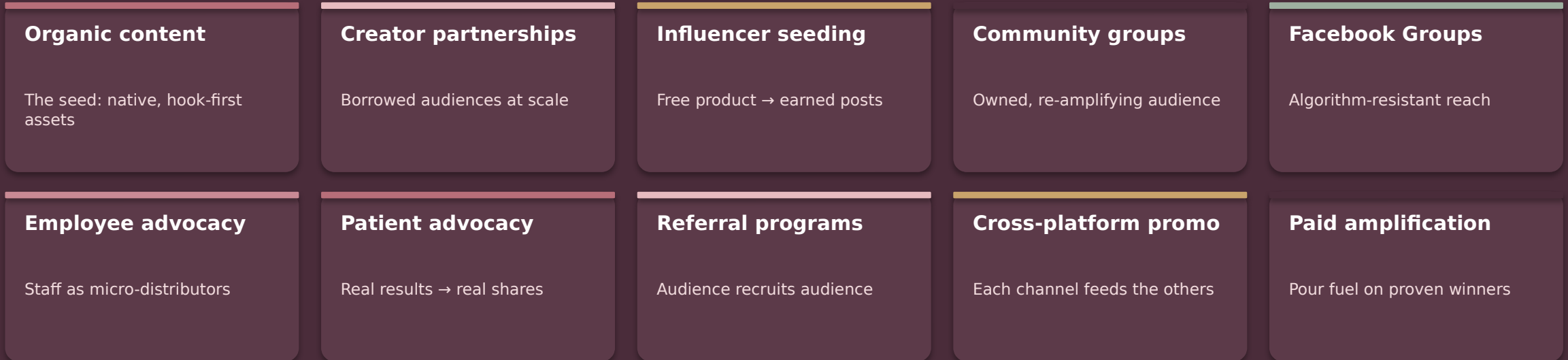
Tier	Per month	Posts	Est. reach/mo	Rate each (PHP)	Role
Nano (1-10K)	20	40	0.8-1.5M	₱500-5K	UGC volume, authenticity
Micro (10-50K)	8	16	1.5-3M	₱5K-20K	Trusted niche reach
Beauty creators (50-250K)	3	6	2-4M	₱15K-50K	Aspiration + discovery
Derm / health creators	2	4	0.5-1.5M	₱15K-50K	Credibility + authority
Mom / lifestyle creators	3	6	1-2M	₱10K-40K	Relatability, 35+ trust
TOTAL	36	72	~6-12M	~₱350K-500K	Net-new audience engine

WHY CREATORS ACCELERATE

- They lend audiences the brand cannot reach organically.
- UGC out-performs studio ads — and cuts CPM by avoiding 'ad-look'.
- Duets/stitches/challenges manufacture algorithmic reach.
- Nano-creator trust converts to follows at low cost.

PH rate cards make this efficient: a 36-partner/month engine delivers an estimated 6-12M incremental reach for roughly ₱350K-500K — far cheaper per new follower than paid alone.

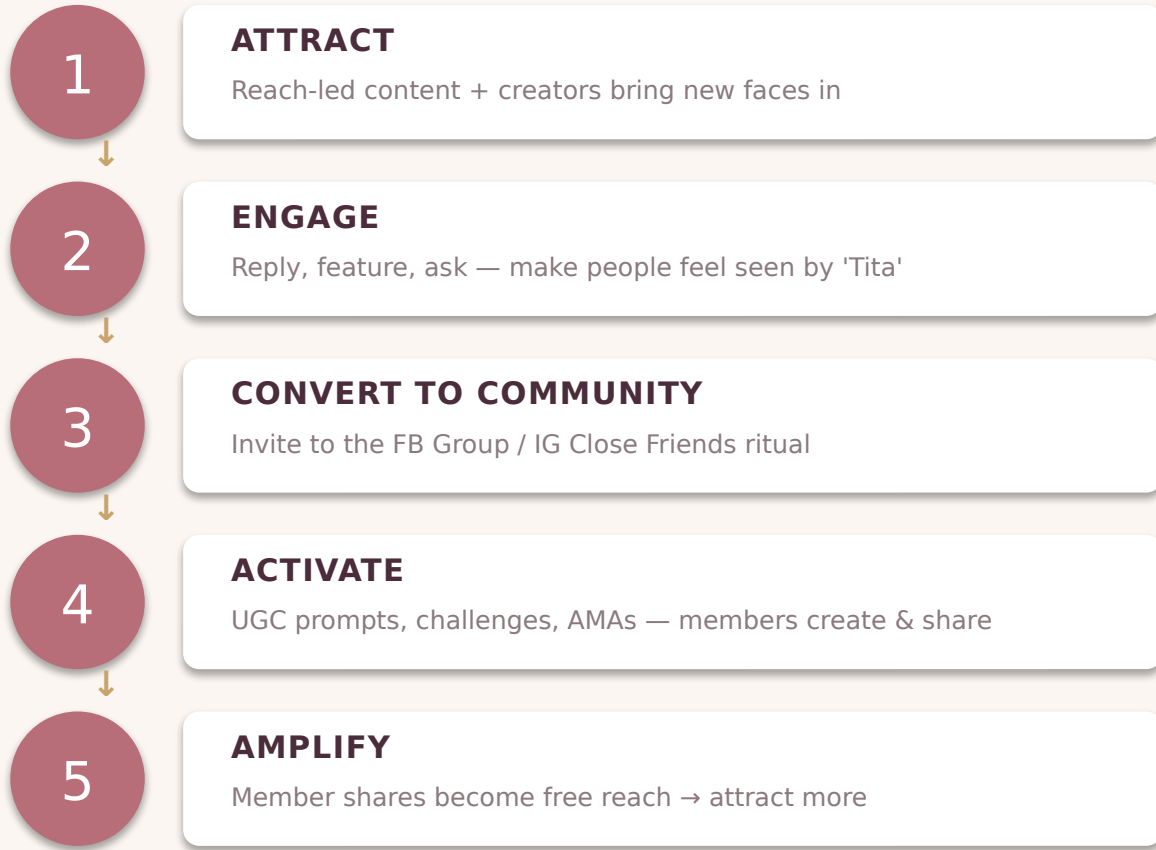
Ten channels, one compounding system



The multiplier: one strong asset, pushed through all ten channels, can out-reach ten average posts on one channel. Amplification beats volume — every time.

Sequencing principle: prove an asset organically → seed to creators & community → only then amplify with paid. Never pay to boost something the algorithm has already rejected.

Turning followers into a sales force



WHY COMMUNITY IS THE MOAT

- Owned community is algorithm-resistant — you reach them every time.
- Members share content for free — reach you don't pay for.
- A 'Skin Circle' ritual creates belonging competitors can't copy.
- Community feedback fuels content ideas and product trust.
- Highest-LTV customers come from the most engaged members.

A 20K active community can out-perform 500K passive followers on shares, trust and revenue.

Three models · efficiency over vanity

Metric (monthly, est.)	A · Minimal	B · Growth	C · Aggressive
Ad spend	₱150,000	₱400,000	₱800,000
Blended CPM	₱55	₱50	₱48
Impressions	~2.7M	~8.0M	~16.7M
Video views	~1.6M	~5.0M	~10.4M
Profile visits	~95K	~290K	~600K
Followers acquired	~9K	~28K	~58K
Cost per follower	~₱16.7	~₱14.3	~₱13.8

CPM/CPF modelled on PH benchmarks (FB CPM ₱75-120, TikTok CPM lower); blended across platforms.

DON'T BUY VANITY

- Optimising purely for followers buys cheap, low-intent accounts that crush engagement rate.
- It inflates audience size while reach-per-post falls — the exact trap we're fixing.
- Paid works best amplifying proven organic, not chasing follow-count.

BALANCE THE SPEND

Reach · engagement · community · leads · revenue — not followers alone.

RESOURCE REQUIREMENTS

The growth squad · July–December

Role	Type	Hrs/wk	Core responsibility	Est. P/mo
Social Media Manager	Full-time	40	Owens strategy, calendar, performance	45,000
Content Strategist	Part-time	20	Formats, hooks, editorial direction	25,000
Community Manager	Full-time	40	Groups, replies, the 'Tita' voice	30,000
Graphic Designer	Part-time	20	Carousels, thumbnails, brand system	20,000
Video Editor	Full-time	40	Short-form editing, repurposing engine	35,000
Videographer	Part-time	16	Shoot days, founder content	20,000
Photographer	Project	8	Before/after, product, brand stills	12,000
Media Buyer	Part-time	16	Paid setup, optimisation, reporting	30,000
Influencer Manager	Full-time	40	Recruit & run 36 creators/mo	32,000
Project Manager	Part-time	16	Cadence, QA, client reporting	28,000
TOTAL TEAM	—	—	Integrated growth squad	~277,000

AGENCY STRUCTURE

- **Pod model:** one accountable lead (SMM) over a shared creative + paid pod.
- **Lean core, flexible edges:** FT on the daily engine; PT/project on craft.
- **Scale the engine, not headcount:** repurposing + creators do the heavy lifting.

~₱277K/mo

team + ₱400K paid + ~₱400K creators ≈ ₱1.08M/mo

BUDGET SCENARIOS

Total investment · 6-month sprint (Jul-Dec)

Cost line (monthly)	A · Minimal	B · Growth ★	C · Aggressive
Growth squad	₱180,000	₱277,000	₱340,000
Paid amplification	₱150,000	₱400,000	₱800,000
Creator ecosystem	₱150,000	₱400,000	₱650,000
Production / tools	₱40,000	₱70,000	₱110,000
Monthly total	₱520,000	₱1,147,000	₱1,900,000
6-month total	₱3.12M	₱6.88M	₱11.40M

RECOMMENDED · SCENARIO B

₱6.88M

over 6 months

- Balances reach, community & efficiency.
- Targets the Expected forecast (~300K).
- Creator-led, so cost-per-follower stays low.
- Scales up to C to chase the 1M stretch.

Read alongside the forecast: Minimal ≈ 75K, Growth ≈ 300K, Aggressive ≈ 1.0M combined followers. Budget and outcome scale together — from a 314 base, 1M needs the Aggressive model plus viral breakouts.

What we actually manage to

REACH & DISCOVERY

- Monthly accounts reached (non-followers %)
- Avg. views/video & watch-time / retention
- Reach-to-follower ratio (efficiency)

ENGAGEMENT & COMMUNITY

- Saves + sends per post (distribution signal)
- Community size & active-member %
- UGC volume & creator posts live

GROWTH

- Net new followers / day vs. 2,740 target
- Follower growth by platform
- Cost per follower (blended)

BUSINESS IMPACT

- Profile visits → link clicks → leads
- Bookings / orders attributed to social
- Revenue & ROAS on paid

RISKS & ASSUMPTIONS

What must be true — and what we'll verify

Risk / assumption	Impact	Mitigation
Follower base verified (314); reach & views still estimated	Forecast calibration	Pull native reach/retention in week 1; tune the model to live data
1M in 12 months from a 314 base needs viral breakouts	Goal realism	Commit to Expected ~300K; pursue 1M via the Aggressive model + earned-reach stunts
Creator output quality varies	Reach shortfall	Nano-heavy portfolio, performance briefs, replace underperformers
Algorithm / platform changes	Reach volatility	Multi-platform + owned community reduce single-platform risk
Founder/face availability for on-camera	Authority content	Batch shoot days; build a small creator bench as backup voices
Paid efficiency vs. PH seasonality (Ber/peak CPMs)	Higher CPF in peaks	Front-load creators; shift paid weight to low-CPM windows
Medical-claims & endorsement compliance	Reputational	Legal review of claims; clear #ad disclosure; PDS-aligned messaging

Honesty note: follower counts are verified (314). Reach, views and cost figures remain modelled on PH benchmarks. The strategy holds regardless — only the calibration tightens as live data lands.

RECOMMENDED NEXT STEPS

Turn the strategy on in 30 days

WEEK 1

Connect analytics & rebase the model; approve Scenario B; brief the squad.

WEEK 2

Stand up TikTok-native engine; rebuild hooks/formats; launch FB 'Skin Circle' Group.

WEEK 3

Recruit first 20 nano/micro creators; ship carousel-first IG education.

WEEK 4

Switch on paid amplification on proven organic; first performance review.

Content is not the bottleneck. Distribution is. Let's build the engine.