

TITA DERMS · GROWTH CAMPAIGN

A Simple Plan to Grow Your Following

What we'll do, why we're doing it, and what to expect — in plain language.

A 3-month, TikTok-led campaign · Prepared for Dr. Peach Paz Lao, MD

Grow your following — with the right people

One clear goal for the next three months: more followers who are genuinely interested in skincare.

THE GOAL

More followers

A bigger audience that sees every new post you make — for free. Followers are the foundation everything else is built on.

WHY FOLLOWERS FIRST

An audience you keep

A follower is yours. Once someone follows, you can reach them again and again — with no extra ad cost every time.

WHY IT MATTERS

It grows the business

A larger, engaged following builds trust in your brand and steadily turns viewers into enquiries — and patients.

Put your best videos in front of the right people

TIKTOK FIRST

Built for discovery

On TikTok, every video can reach people who don't follow you yet. It's the fastest, most natural place to grow a new audience.

A FEW KEY CITIES

Not the whole country

We focus on Metro Manila, Cebu, Davao and nearby — where your future patients actually are, instead of spreading thin nationwide.

EVERY PESO WORKS HARDER

More followers per peso

Fewer, better-matched viewers means more real follows for the same budget — and less money wasted on the wrong audience.

We only put money behind videos that are already working.

TikTok leads the growth; Facebook supports it by reaching the 35–55 “tita” audience who share posts with family.

Your budget, in plain numbers

Media Spend

Ads shown on TikTok & Facebook

₱450,000

Agency Fee (15%)

We plan, launch & optimise the campaign

₱67,500

VAT (12%)

Government tax on our service fee

₱8,100

TOTAL INVESTMENT

Everything you pay, all-in

₱525,600

About EWT (withholding tax): a 25% tax (₱16,875) is taken out of our fee and paid to the BIR on your behalf. It is already inside the Agency Fee above — not an extra charge. Most of your money (86%) goes straight to ads that reach new followers.

What we expect over 3 months

~3.9M

TIMES SHOWN

How often your videos appear on screen

~2.1M

PEOPLE REACHED

Real people who see your content

~59,000

PROFILE CLICKS

People who tap to check you out

~66,000

NEW FOLLOWERS

People who hit "Follow"

These are estimates, not guarantees.

They're based on industry benchmarks and our campaign assumptions. Actual results will vary with the quality of the videos, how the audience responds, competition, and how TikTok chooses to deliver the ads. We track real numbers weekly and adjust.

From approval to results



You approve — we handle everything else.

READY WHEN YOU ARE

Let's grow Tita Derms.

Approve the plan and we'll have your campaign live within a week.

Questions are welcome — nothing here is set in stone until you're comfortable.