

TITA DERMS · GROWTH PLAN

A Simple, Honest Plan to Grow

Built for where you are today — with a budget that actually makes sense,
and a clear picture of what it gets you.

WHERE YOU ARE TODAY

Great content. Almost no one sees it.

314

TOTAL FOLLOWERS TODAY

Facebook 37 · Instagram 175 · TikTok 102

After a year of posting.

HERE'S THE REAL PROBLEM

- You're already making plenty of content — that's not the issue.
- Social apps only show your posts to a tiny slice of people for free (often 1-2%).
- So your videos and tips are good — they're just not reaching new people.
- Posting more won't fix it. Getting it in front of people will.

THE ONE THING THAT CHANGES THIS

Stop hoping to be found.

Pay to put your content in front of the right
people.

That's **paid media** — running ads so your best videos reach thousands of new people who would never have found you on their own. **It's exactly what we do.**

In plain terms

1

Reach new people

We show your best content to thousands of new people who match your ideal customer — not just your 314 followers.

2

You only pay for real results

You pay for actual views, reach and follows — not guesses. Every peso is tracked.

3

You control the spend

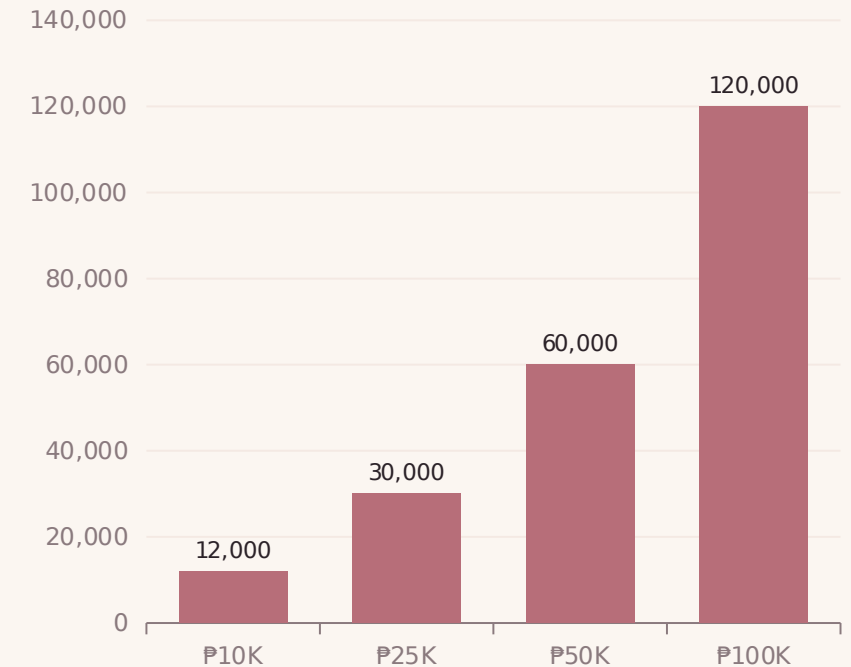
Start small. We find what works, then put more behind the winners. You decide the budget — always.

THE REAL QUESTION

What does your budget actually get you?

Monthly ad budget	People reached / month	New followers / month	Followers after 1 year
₱10,000	~120,000	~1,000	~12,000
₱25,000	~300,000	~2,500	~30,000
₱50,000	~600,000	~5,000	~60,000
₱100,000	~1,200,000	~10,000	~120,000

Rule of thumb: reaching ~1,000 new people costs about ₱60 in ads; gaining a follower costs about ₱15 on average (Philippine rates). Growth scales with spend.



Followers after 12 months, by monthly budget.

STARTING AT ₱10,000 / MONTH

Start lean. Prove it. Then scale.

MONTH 1

Set up & test

We launch your ads and test 5-10 versions to learn what people respond to.

~300-500 new followers

MONTHS 2-3

Back the winners

We keep the ads that work, cut the rest. Growth becomes steady and predictable.

~1,000 / month

MONTHS 4-12

Steady growth

Reliable, repeatable results within your ₱10K budget — and the option to scale.

~1,000 / month

End of year one: about 12,000 followers — real people who chose to follow. Spend stays at ₱10K; you only scale up when you're ready.

WHAT WE'LL BUY EACH MONTH

Where your ₱10,000 goes — and what it brings back

WHERE IT GOES



- TikTok — reach & video views**
Find brand-new audiences **₱4,000**
- Instagram — Reels + follow ads**
Turn viewers into followers **₱3,000**
- Facebook — reach + re-show to viewers**
Stay in front of warm people **₱2,000**
- Testing new ideas**
Try fresh hooks every week **₱1,000**

WHAT YOU GET EACH MONTH

~120,000 PEOPLE REACHED

~60,000 VIDEO VIEWS

~1,000 NEW FOLLOWERS

Plus the follows your everyday posts earn — on top of this.

Everything is tracked. Each month we move more budget to whatever's working best — so your results improve over time.

Who we'll reach — and how you'll know it's working

WHO WE'LL REACH

● TO GET DISCOVERED

Skincare-curious Filipinas, 18-34

On TikTok & Instagram Reels

● TO BUILD TRUST & SALES

Women 35-50 and busy moms

On Facebook & Instagram

● TO CONVERT CHEAPLY

People who already watched your videos

We re-show ads — they follow & buy for the least cost

Focused on Metro Manila, Cebu, Davao + other urban centres.

HOW YOU'LL KNOW IT'S WORKING

1

People reached

How many new people saw your brand

2

New followers

How many chose to follow

3

Cost per follower

How efficiently we're spending

A plain-language report every month —
and we scale only what's working.

OUR NORTH STAR

1,000,000 — the destination, not the deadline

1M

followers — where we're
headed over 2-3 years,
one funded step at a time.

THE HONEST PATH THERE

YEAR 1

12,000–30,000

Build a real, engaged base — and paying customers.

YEAR 2

150,000–300,000

Momentum: scale paid, add creators, content compounds.

YEAR 3

approaching 1,000,000

The flywheel: your audience shares, growth feeds itself.

1M in 12 months would need ~₱800K every month + a viral hit. We keep 1M as the goal — we just get there the honest way.

One essential. The rest is nice to have.

START HERE

Paid Media Manager

(this is us)

- Sets up and runs your ads
- Finds what works and cuts what doesn't
- Reports results in plain language
- Scales spend only when you're ready

NICE TO HAVE — ADD AS YOU GROW

- **Content & video help**
Better videos make ads cheaper and more effective.
- **A few small creators**
Borrow their audiences for extra reach and trust.
- **Community / replies**
Someone to answer comments and DMs.
- **Designer, editor, etc.**
Polish — only once the basics are working.

First 90 days



DAYS 1-30

Get set up

Connect your accounts, build your first ads, and start testing.



DAYS 31-60

Find the winners

Keep the ads people love, drop the ones they ignore.



DAYS 61-90

Scale what works

Put your budget behind the winners — and see your first clear results.

WHAT WE RECOMMEND

A small, smart first step

- Start with ₱10,000 / month in paid media — run by us.
- Add a little content help so the ads have good videos to work with.
- Review together after 60 days. Scale only what's working.
- Realistic year-one target: ~12,000–15,000 engaged followers + real customers.

Next step: approve the ₱10K starter and we go live within 2 weeks.

APPENDIX

FOR THE “HOW EXACTLY” CONVERSATION

Your monthly media plan at a glance

Platform	₱/mo	What we run	Goal	Who	What we watch
TikTok	₱4,000	Video ads + boosting your best posts (Spark Ads)	Reach & views	Women 18-34	Cost/view, profile visits
Instagram	₱3,000	Reels ads + boosted Reels; carousels for saves	New followers	Women 25-34	Follows, saves
Facebook	₱2,000	Video + re-showing ads to people who watched	Follows & trust	35-50 + warm	Cost per follower
Testing	₱1,000	A/B new hooks & audiences every week	Find winners	Rotating	Win-rate → scale
Total / month	₱10,000	Blended monthly result →	≈120K reached	≈60K views	≈1,000 follows

Rule of thumb (Philippines): ~₱60 to reach 1,000 people · ~₱15 per new follower. Mostly video; Facebook is the retargeting layer. Full editable media plan, audience setup & pacing model available on request.