

TITA DERMS — GROWTH PLAN (Client Summary)

Building Dr. Peach Paz Lao, MD into the trusted "Tita" of Philippine dermatology

One page. The full strategy lives in the Media Plan + Playbook.

THE GOAL

Turn Tita Derms into a **trusted expert influencer** — the "Atty. Tony Roman of derma." We're building a *person people trust*, not a clinic page. Followers are the scoreboard; **trust and affinity are the win**.

THE PHILOSOPHY (one line)

Content is the engine. Media is the accelerator.

Great content earns followers organically. Paid media finds what's already working and pours fuel on it. We never ask ad spend to buy growth on its own.

HOW WE GROW

- **TikTok = the hero.** It shows your videos to *strangers*, so a new account can be discovered fast and cheaply. This is where we win new followers.
- **Instagram = the brand home.** Where curious people check that Tita Derms is legit and premium.
- **Facebook = the Tita heartland.** Where the 35–55 audience shares her into family group chats.
- We shoot **once**, post on TikTok first, then distribute the winners everywhere.

THE TARGET (honest version)

Goal	Our read
Client aspiration: 300K in 3 months	Possible only with viral luck. We build to <i>capture</i> it if it happens.
Realistic engineered plan: 300K in ~12 months	Achievable on the recommended budget with consistent on-camera content.

WHAT WE NEED FROM THE BUSINESS

1. **More Dr. Peach on camera.** Today only ~1 in 4 posts features her. People follow *people*. Target: **7 in 10** videos.
2. **Consistent volume:** ~25–30 short videos per month (we'll tell you which topics are winning).
3. **Access + budget** to run ads (account access list provided separately).

THE MONEY (recommended: start at Medium, scale on proof)

Monthly budget	3-month followers	12-month followers
Low — ₱30K	25K–40K	90K–150K
Medium — ₱75K (recommended start)	65K–110K	230K–380K
High — ₱150K	150K–230K	450K–700K+

Figures are realistic PH estimates and include organic growth (the larger share). We start Medium while we find what works, then scale into proven winners.

THE 12-MONTH ARC

- **Months 0–3 — Establish the persona.** Get Tita on camera, find her voice, identify winning content formulas.
- **Months 3–6 — Build authority & community.** Signature series, answering the growing audience, first Lives.
- **Months 6–12 — Influence.** Recognized category authority, collabs, inbound PR — and the trust foundation for *future* products/services, sold from affinity rather than ads.

WHAT YOU'LL GET FROM US EACH MONTH

A clear report: follower growth, reach, views, cost-per-follower, top videos, what we learned, and what we'll do next.

Bottom line: we don't buy a number. We build a beloved expert, and use media to make sure the right content reaches the most people.