

TITA DERMS — DETAILED EXECUTION PLAYBOOK

Beginner-friendly operating manual. Assumes you have never run a paid campaign.

Companion to: `tita-derms-media-plan.md`

How to use this doc: Work top to bottom. Part 1 (Setup) is a one-time checklist — finish it before spending a peso. Parts 2–5 are your repeatable weekly/monthly operating system.

PART 1 — SETUP (one-time, do this first)

1.1 What you need to request FROM THE CLIENT (send this list verbatim)

Copy-paste this to the client. You cannot run anything without these.

For Meta (Facebook + Instagram):

1. The **Facebook Page** for Tita Derms (must already exist — confirm name/URL).
2. The **Instagram account** — and confirm it is a **Professional (Business or Creator) account**, not personal.
3. Admin invite to their **Meta Business Manager** (Business Suite) — or, if none exists, permission for me to create one and have you accept ownership.
4. A **billing method** (company credit/debit card, or GCash-linked card) to attach to the ad account.
5. Confirmation that the IG account is **linked to the Facebook Page** inside Business Settings.

For TikTok:

1. Access to the **official Tita Derms TikTok account** login OR authorization as analytics/admin manager.
2. Permission to create / be invited to a **TikTok Business Center**.
3. A **billing method** for the TikTok Ad Account.
4. Agreement that Dr. Peach (account owner) will **authorize Spark Ads** when asked (a 2-minute action in the app, repeated per video or via account-level authorization).

Shared: A signed note confirming I have authorization to run paid media on behalf of Tita Derms, plus a monthly media budget confirmation.

1.2 Meta setup — step by step

Goal: a clean Business Manager that owns the Page, the IG account, an Ad Account, a Pixel, and your access.

1. **Create / access Business Manager:** Go to business.facebook.com → if none exists, **Create Account** (business name: "Tita Derms", your name, work email). If the client has one, have them go to **Business Settings** → **People** → **Add** and invite your email as **Admin** (or Employee + full asset access).
2. **Add the Facebook Page:** Business Settings → **Accounts** → **Pages** → **Add** → **Add a Page** (if client owns it, they "Request Access" or "Add"). Assign yourself **Full control**.
3. **Connect the Instagram account:** Business Settings → **Accounts** → **Instagram accounts** → **Add** → log in with IG credentials. Then link it to the Page (Page Settings → Linked accounts → Instagram).
4. **Confirm IG is Professional:** In the IG app → Settings → Account type → **Switch to Professional** → **Creator** (Creator suits a persona better than Business).
5. **Create the Ad Account:** Business Settings → **Accounts** → **Ad accounts** → **Add** → **Create a new ad account**. Name it "Tita Derms — Main". Set **Time zone = (GMT+8) Manila** and **Currency = PHP**. Time zone & currency are permanent — get them right.
6. **Assign people to the ad account:** Business Settings → Ad accounts → select it → Add People → yourself → toggle **Manage campaigns** (full).
7. **Add billing:** Ad account → **Payment settings** → **Add payment method** → card. Set an **account spending limit** (e.g., ₱80,000) as a safety cap so a misconfigured campaign can't overspend.
8. **Pixel — do you need it?** For a *persona/follower* play with no website, the Pixel/dataset is **optional now but set it up anyway** (5 minutes) so you're ready if a landing page/newsletter/booking page appears later. Business Settings → **Data sources** → **Datasets** → **Add** → **Create dataset**. Name it "Tita Derms Pixel". You don't need to install it on a site yet. (*For pure content amplification you optimize on on-platform events — views, engagement, profile visits — which don't require the pixel.*)
9. **Permissions sanity check:** You should now see, under your access: the Page, IG account, Ad account, and Dataset. If any is missing, fix before proceeding.

1.3 TikTok setup — step by step

1. **Create / join TikTok Business Center:** Go to business.tiktok.com → **TikTok Ads Manager** → sign up. Then open **Business Center** (business.tiktok.com/bc). If client has one, have them invite your email as **Admin**.
2. **Create the Ad Account:** Business Center → **Ad Accounts** → **Add** → **Create new**. Set **Country = Philippines**, **Currency = PHP**, **Time zone = (GMT+8)**. Permanent — set correctly.
3. **Add billing:** Ad Account → **Payment** → **Add payment method** (card; TikTok PH supports major cards). Choose **Manual payment** first (you top up a balance) so you can't be surprised by auto-charges while learning; switch to Automatic later.
4. **Connect the TikTok account for Spark Ads (critical):**
 - In Business Center → **Assets** → **TikTok Accounts** → **Request access** to @titaderms, OR
 - Have Dr. Peach open the **TikTok app** → **Profile** → ☰ menu → **Settings and privacy** → **Business/Creator tools** → **Advertising settings (Spark ads)** → **Account authorization** → toggle ON to allow ads from posts. This gives **account-level Spark authorization** (best — you don't have to chase a code per video).

- Alternative per-video: creator generates an **authorization code** on a specific video (Share → Ad settings/ Ad authorization → generate code) and sends it to you; you paste it into Spark Ads.

5. **Verify access:** In Ads Manager, when you create a Spark Ad you should be able to **search and select @titaderms posts**. If you can, authorization worked.

6. **Set an account spending cap** in Ads Manager settings as a safety net.

Setup is done when: you can (a) build a Meta campaign that targets PH and bills in ₱, and (b) build a TikTok Spark Ad that pulls in an existing @titaderms video. Do not spend until both are true.

PART 2 — CONTENT PLAYBOOK

Reminder: **content is the engine**. You don't produce content (the client does), but you *direct* it — you tell them what to make based on what the data says wins. This section is your brief-to-the-content-team toolkit.

2.1 The 5 Content Pillars for Tita Derms

Current state: 42 posts, only 11 feature Dr. Peach, mostly AI-generated, mostly myth-busting. **Biggest problem: the persona is barely on screen**. People follow *people*. The #1 content fix is **Dr. Peach's face/ voice in the majority of videos**. Target: **≥ 70% of videos feature her** (vs 26% today).

#	Pillar	% of output	Purpose
1	Authority	25%	Establish she's the real, credentialed expert (ex-President, PDS). Builds trust.
2	Relatable Tita	25%	The warm, funny, scolding-but-loving aunt. Builds affinity & memorability. This is the differentiator.
3	Educational	25%	Teach something useful & save-able. Builds value & shares.
4	Community	15%	Answer followers, react to comments, duets/stitches. Builds loyalty.
5	Aspirational	10%	Healthy skin = confidence; the "glow-up" feeling. Builds desire & brand.

Pillar 1 — AUTHORITY

- **Ideas:** "What dermatologists actually do all day," "I was President of the PH Dermatological Society — here's the #1 myth even my colleagues hate," credential reveals, reacting to bad derma advice on TikTok, "products I'd never recommend as an MD."
- **Hooks:** "As a board-certified dermatologist, this video might make some brands angry..." / "You've been lied to about [X], and I have 20 years of patients to prove it."
- **Formats:** Talking-head (her, clean background), green-screen reacting to a screenshot, "stitch" debunking a viral claim.
- **Frequency:** ~1–2/week.

Pillar 2 — RELATABLE TITA (*your secret weapon — lean in*)

- **Ideas:** "Tita reacts to your skincare routine," scolding you lovingly ("Anak, bakit ang mahal ng binili mo?"), Taglish one-liners, "Tita's unsolicited advice," relatable PH skin struggles (humidity, sunburn, "maputi obsession" reframed healthily).
- **Hooks:** "Anak, halika muna — kailangan nating pag-usapan ang mukha mo." / "Your Tita derma is about to save you ₱5,000."
- **Formats:** Direct-to-camera, casual, phone-shot OK (authenticity > polish here), trending audio with a Tita twist.
- **Frequency:** ~2–3/week. This pillar is the personality flywheel.

Pillar 3 — EDUCATIONAL

- **Ideas:** "3 ingredients that actually work," sunscreen 101 for PH weather, how to read a label, acne vs fungal acne, "₱100 vs ₱5,000 product — same active?"
- **Hooks:** "Save this before you buy another serum." / "The only 3 skincare steps you actually need."
- **Formats:** Listicle with on-screen text, before/after explainers, voiceover B-roll (but cut her face in at start & end).
- **Frequency:** ~2/week.

Pillar 4 — COMMUNITY

- **Ideas:** Reply-to-comment videos, Q&A roundups, "you asked, Tita answers," duet/stitch a follower's question, shout-outs.
- **Hooks:** "@user asked the question 10,000 of you also have..."
- **Formats:** Comment-reply sticker video, green-screen of a DM/comment.
- **Frequency:** ~1–2/week (scales as community grows).

Pillar 5 — ASPIRATIONAL

- **Ideas:** "Healthy skin at every age," confidence over perfection, gentle reframes of beauty pressure, "your skin in 5 years if you start today."
- **Hooks:** "Glowing skin isn't about being maputi — it's about being healthy. Let Tita explain."
- **Formats:** Cinematic B-roll + her voiceover, softer music, testimonial-style.
- **Frequency:** ~1/week.

2.2 Posting Cadence

Cadence	Target	Notes
Daily	1 TikTok/day (min 5–6/week)	Discovery rewards consistency. Each post is a lottery ticket; more tickets = more chances to hit.
Weekly	7 TikToks → cross-post all 7 to IG Reels + FB Reels. Plus 3–5 IG Stories, 2–3 FB posts.	Stories keep warm audience engaged; don't need original content.
Monthly	~30 TikTok videos (→ ~90 cross-platform placements).	Plus 1 monthly "anchor" piece (longer, higher production — a signature explainer).

Target video library: Front-load. Have the client build a **bank of 20–30 videos before launch month** so cadence never stalls while you optimize. Sustained: **25–30 new videos/month**.

2.3 Boosting: how many, how to pick, when, and when to stop

How many videos to boost per week?

- **Boost 1–3 winners per week**, not everything. Concentrate spend. Out of ~7 weekly videos, typically only 1–2 will be worth real money.

How to identify a WINNER (organic signals, first 48–72h on TikTok)

A video is a winner if it beats your account's *own* median on **2+ of these**:

- **Completion / watch:** avg watch $\geq 40\%$ OR strong rewatches.
- **Engagement rate** (likes+comments+shares+saves $\div$ views) $\geq 6\%$.
- **Saves + shares** are the strongest signals — shares = "I'm spreading your persona." Prioritize share-heavy videos.
- **Velocity:** hit ~3–5 $\times$ your typical 48h view count organically.
- **Follower conversion:** the video drove a visible bump in follows.

The single best signal for a *persona* brand is **shares + new follows per 1,000 views**. That means the content is recruiting fans, which is exactly what media should amplify.

How long to wait before boosting?

- **Wait 48–72 hours** of pure organic life. Let TikTok's free distribution show you the truth. Boosting too early = paying for reach the algorithm would have given free, and you won't yet know if it's a winner.
- Exception: a video *exploding* in the first 12–24h (rare) — add a small Video-Views boost to pour fuel while it's hot, then convert to Spark.

When to KILL a post (don't boost / stop boosting)

- Organic: below-median engagement after 72h $\rightarrow$ **don't boost**. Note *why* (hook? topic? length?) and move on. Never delete — it can resurface; just don't spend.
- Boosted: if after 72h of spend CPF/CPV is **2 $\times$ your target** and not improving $\rightarrow$ **kill the ad**.
- Boosted winner going stale: frequency climbing, CPV up **30%+** from start, comments drying up $\rightarrow$ **stop, bank the learning, move budget to the next winner**.

When to SCALE a post

- Boosted winner holding target CPF/CPV after 72h $\rightarrow$ **scale budget +20–30% every 2–3 days**. Keep scaling until CPF degrades. Also expand audiences (add a Lookalike of its engagers). A true breakout can absorb most of the month's TikTok budget — let it.

PART 3 — MEDIA PLAYBOOK (month-by-month + weekly operating system)

3.1 The Weekly Operating Rhythm (every week, all months)

Day	Action
Mon	Pull last week's data. Identify winners (\$2.3). Decide what to boost.
Tue	Launch/adjust Spark Ads on winners. Set budgets. Brief content team on what's working (so next week's content leans into winners).
Wed	Light check — confirm spend pacing, no errors, no rejected ads. <i>Don't fiddle (learning phase).</i>
Thu	Read 72h performance on the week's boosts. Kill losers.
Fri	Scale winners (+20–30%). Plan next week's test budget. Quick note to client.
Sat/ Sun	Hands-off (organic posting continues). Glance at any explosive post for emergency fuel only.

Optimization frequency: Make changes **at most every 2–3 days per campaign**. Daily fiddling resets learning and is the #1 beginner mistake.

3.2 Month-by-Month

MONTH 1 — FOUNDATION & SIGNAL-FINDING (budget: Medium, lean test)

Theme: Learn what works. Spend small. Get the persona on camera.

- Finish all setup (Part 1). Verify tracking & Spark authorization.
- Push content team to **flip the ratio: ≥70% of new videos feature Dr. Peach**.
- Run mostly **organic** + a **small Video-Views test budget** (₱300–500/day TikTok) to probe which *topics/hooks* the broad PH audience responds to.
- Run the small **Follower seed campaign** (Scenario A, ~₱9K) for *social proof only* so the account doesn't look empty to new visitors.
- Begin **light Spark Ads** on the first 2–3 organic winners.
- **Goal:** identify 3–5 winning content angles + establish baselines (your median engagement, CPV, CPF).

MONTH 2 — AMPLIFY WINNERS (budget: Medium → High)

Theme: Double down on proven angles.

- Kill the follower-buy campaign (social proof now exists).
- Shift to **80–90% Spark Ads on winners**.
- Begin systematic **cross-posting + Meta boosting** of TikTok winners that also resonate on FB/IG.
- Build first **Lookalike audiences** from engagers.
- Brief content team to produce *more of the winning pillars/angles*.
- **Goal:** establish repeatable CPF ≤ ₱8, find your first potential breakout.

MONTH 3 — SCALE (budget: High, if winners are proven)

Theme: Pour fuel on what's working.

- Increase budget toward HIGH, but **only into proven winners**.
- Run concurrent Spark Ads on top 3–5 all-time videos.
- Expand audiences (broaden + more Lookalikes).
- Push Meta profile-visit campaigns to convert TikTok-driven awareness into IG/FB follows.
- **Goal:** hit a steep growth curve; review whether 3-month moonshot or 12-month path is tracking.

MONTH 4 ONWARDS — SUSTAIN & COMPOUND

Theme: Always-on amplification + creative refresh.

- Steady state: continuously boost each week's winners, retire fatigued creative.
- Maintain a **rolling "Hall of Fame"** of evergreen winners you can re-amplify to new audiences.
- Introduce retargeting (engagers → follow; later, if products launch, engagers → offer).
- Test new formats (Lives, series, collabs) and amplify the ones that land.
- Quarterly: reassess pillars based on data; sunset weak ones.

3.3 Which metrics matter (in priority order)

1. **Net new followers** (the scoreboard).
2. **CPF — blended** (efficiency).
3. **Shares + saves per 1,000 views** (persona/trust health & viral potential).
4. **Avg watch / completion** (content quality).
5. **Engagement rate** (audience health).
6. **Reach & video views** (top of funnel).
7. **Profile-visit → follow rate** (conversion of attention).

3.4 Does a post deserve media support? (decision rule)

Boost it only if, after 72h organic, it beats your account median on engagement rate **AND** has above-median shares **OR** saves. If it didn't earn attention for free, paying won't fix it. If it did — amplify hard.

3.5 Scaling, Budget-Allocation & CPF rules (quick reference)

- **Scaling:** +20–30% per step, every 2–3 days, while CPF holds. Never double overnight.
- **Allocation:** 65% TikTok / 20% IG / 15% FB (from Media Plan §4.3). Within TikTok: ~45% Spark winners / ~35% testing / ~20% (m1–2 only) seed.
- **CPF targets:** TikTok ≤ ₱8 (quality amplification), Meta ≤ ₱7. Direct-follower seed ≤ ₱5. If a winner's CPF stays under ₱5 — scale aggressively, you found gold.
- **Concentration rule:** at any time, ~70% of paid budget should sit on your top 2–3 winners.

PART 4 — REPORTING PLAYBOOK

Cadence: A 1-page weekly pulse to the client (Friday) + a full monthly report (first week of next month).

4.1 Monthly Report — sections & template

A. Executive Summary (3 bullets)

- Total followers now vs last month (+ growth %).
- Blended CPF + total spend + total followers gained from paid.
- The single biggest win + single biggest learning.

B. Follower Growth

Platform	Start	End	Net new	% growth	Organic	Paid
TikTok						
Instagram						
Facebook						
TOTAL						

C. Reach & Views

Platform	Reach	Video views	Avg watch %	Spend	CPM
TikTok					
Instagram					
Facebook					

D. Cost & Efficiency (CPF)

Campaign type	Spend	Followers attributed	CPF	vs target
TikTok Spark				(≤P8)
TikTok Video Views				
Meta Engagement				(≤P7)
Meta Profile Visits				
Blended				

E. Engagement

Platform	Eng. rate	Likes	Comments	Shares	Saves

F. Top-Performing Videos (Top 5)

Rank	Video / hook	Pillar	Views	Eng %	Shares	Follows driven	Boosted?	CPF
1								

G. Insights (the "so what")

- Which **pillar** is winning? Which is dead weight?
- Which **hooks/formats** convert strangers to followers?
- What does the data say about audience (age/gender/region/time)?
- What's the relationship between organic performance and boosted ROI?

H. Recommendations (the "now what")

- Content team: make more of , **stop making** .
- Media: scale , **kill** , test ____ next month.
- Budget: keep / increase / reallocate, with rationale.

4.2 Weekly Pulse (5 lines, Friday)

Followers +_ **this week (TT/IG/FB)**. Spend ₱, blended CPF ₱_. **Top video:** "" (K views, ____ shares).
Boosting next week: _. Watch-out: ____.

PART 5 — LONG-TERM ROADMAP

How Tita Derms evolves from "AI-content page" into a trusted expert influencer — and how content + media stay locked together at each stage.

Phase 1 — MONTHS 0–3: ESTABLISH THE PERSONA

- **Content job:** Get Dr. Peach on camera (≥70%), nail the "Tita" voice, find winning pillars/hooks. Stop relying on AI-generated faceless content — it builds no persona.
- **Media job:** Small test budget to find signal, then amplify first winners. Seed social proof.
- **Milestone:** 65K–110K followers (Medium budget); a recognizable voice & 3–5 proven content formulas.
- **Hand-in-hand:** Media *tells content* what's working weekly; content *feeds media* a steady supply of winners to boost.

Phase 2 — MONTHS 3–6: BUILD AUTHORITY & COMMUNITY

- **Content job:** Deepen authority (signature series, "Tita's Rules of Skincare"), heavy community pillar (answering the now-large comment base), first Lives.
- **Media job:** Always-on amplification of winners; retargeting engagers to convert to followers; expand Lookalikes; cross-platform scaling.
- **Milestone:** 150K–250K; an engaged community that comments/shares unprompted; press/collab interest begins.
- **Hand-in-hand:** Media data informs a content "format playbook"; community questions become the content calendar.

Phase 3 — MONTHS 6–12: INFLUENCE & PLATFORM

- **Content job:** Tita Derms as a *category authority* — collabs with other creators, possible podcast/long-form, reactive content on trending derma topics, signature franchises.
- **Media job:** Sustain growth efficiently; protect CPF; amplify the highest-authority pieces for reach among new audiences; begin warming audiences for *future* soft monetization (still trust-first — do not break the persona).
- **Milestone:** 300K+; recognized "go-to derma Tita"; inbound brand/PR; foundation laid for products/services *when the client chooses* — sold from trust, not ads.
- **Hand-in-hand:** Content carries authority; media extends its reach to ever-wider strangers; the flywheel (content → organic reach → boost winners → more followers → more reach) spins on its own with media as the accelerator.

The Flywheel (never forget the order)

```
Great content (Tita on camera)
  ↓ earns organic reach (TikTok discovery)
  ↓ proves itself in 48–72h
  ↓ MEDIA amplifies the winner (Spark Ads)
  ↓ more views + follows + shares
  ↓ algorithm trusts the account more
  ↓ next video starts higher
  ↺ (and content team makes more of what won)
```

FINAL PRINCIPLES (pin these to your wall)

1. **Content is the engine; media is the accelerator. Never let media carry growth alone.**
2. **Get the persona on camera.** People follow people, not faceless AI slides.
3. **Let content prove itself organically before you spend.** 48–72h rule.
4. **Boost winners, kill losers, concentrate budget.** Few bets, big.
5. **Shares + saves = trust.** Optimize for affinity, not vanity follows.
6. **TikTok acquires, IG converts/legitimizes, FB deepens.** One content atom, distributed everywhere.
7. **300K is a 12-month engineering plan, not a 3-month bet.** Build so a breakout *can* happen, but don't promise luck.