



BLOM

Social Media Strategy

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Executive Summary



NEED

- Reach current and target audience
- Increase brand visibility
- Create recommendations for a feasible social media strategy

RESULTS

- Increase brand awareness
- Increase customer base
- Retain customers
- Drive traffic to platforms

EXECUTION

- Improved social media accounts
- Built-in customer base
- Loyalty program and promotions
- Campaign Activation: May 2024



Objectives

Use short-form video to increase **content reach** by **10%** at the end of a three month period

Use a comprehensive social media strategy to increase **Facebook & Instagram** follower base by **20%** at the end of a three month period

Obtain **100 link clicks** on Instagram and Facebook at the end of each month

Mission Statement

At Bloom, we strive to empower all individuals to love themselves more by providing premium med-aesthetic and cosmetic services in a welcoming environment that enhances their natural beauty and boosts their self-confidence.



Vision Statement

*To become a beacon of beauty and health
across central Pennsylvania.*

Target Audience

According to *Statista*,
these are the following popular social
media platforms among **Baby Boomers**:



78%



67%



32%

Members of **Gen Z** are more racially and
ethnically diverse than any previous
generations

Digital natives, therefore, **prefer gamification**
(loyalty points, memberships, etc.)

Overall, all age groups are **cost-conscious**,
and take time to research a trustful and
professional service

Personas

Amanda, 41, is a mom of two teenagers, so she tries her best to stay “young” and trendy. Lately, she’s noticed a lot of drastic changes in her skin: more wrinkles, more creases, and overall just a much more tired and worn out appearance. She’s looking for something to brighten her up, rejuvenate her look, possibly conceal her wrinkles, and keep her looking and feeling **as young as possible**.

Amanda is spunky, stylish, loves to try new things and always wants to look her best.



Personas

Susan, 65, is a retired teacher enjoying her golden years with her husband. Despite an active lifestyle, she has started noticing signs of aging like fine lines, wrinkles, age spots and uneven skin tone. While she embraces aging gracefully, **Susan wants to enhance her appearance through non-invasive treatments.**

She's interested in procedures like chemical peels, microneedling and laser resurfacing — as long as they're safe and performed by experienced professionals. Susan **values quality** and is willing to **invest in reputable services and products that deliver results.**

However, she's also **cost-conscious** and will **research thoroughly, read reviews, and seek recommendations** before committing.



Personas

Yani, 20, is a rising junior at Penn State. She's involved in a few clubs, as well as her lacrosse team and her sorority. Because of these involvements, she's also going to be spending the summer here in State College

Yani has recently become interested in getting a facial treatment, because she faces hyperpigmentation in her skin. She's not totally sure where to start with a service like this, and needs a bit of guidance in it.

Because she's a student, she doesn't have too much disposable income. However, she knows a lot of people at Penn State, and has become somewhat of a **micro-influencer**. She would love to do promotion for the business in exchange for a small discount.



Competitor Analysis #1: Flawless Me Med Spa

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Strengths

- Clear prices and services on website)
- Strong expertise in the field
- Post discounts on Facebook

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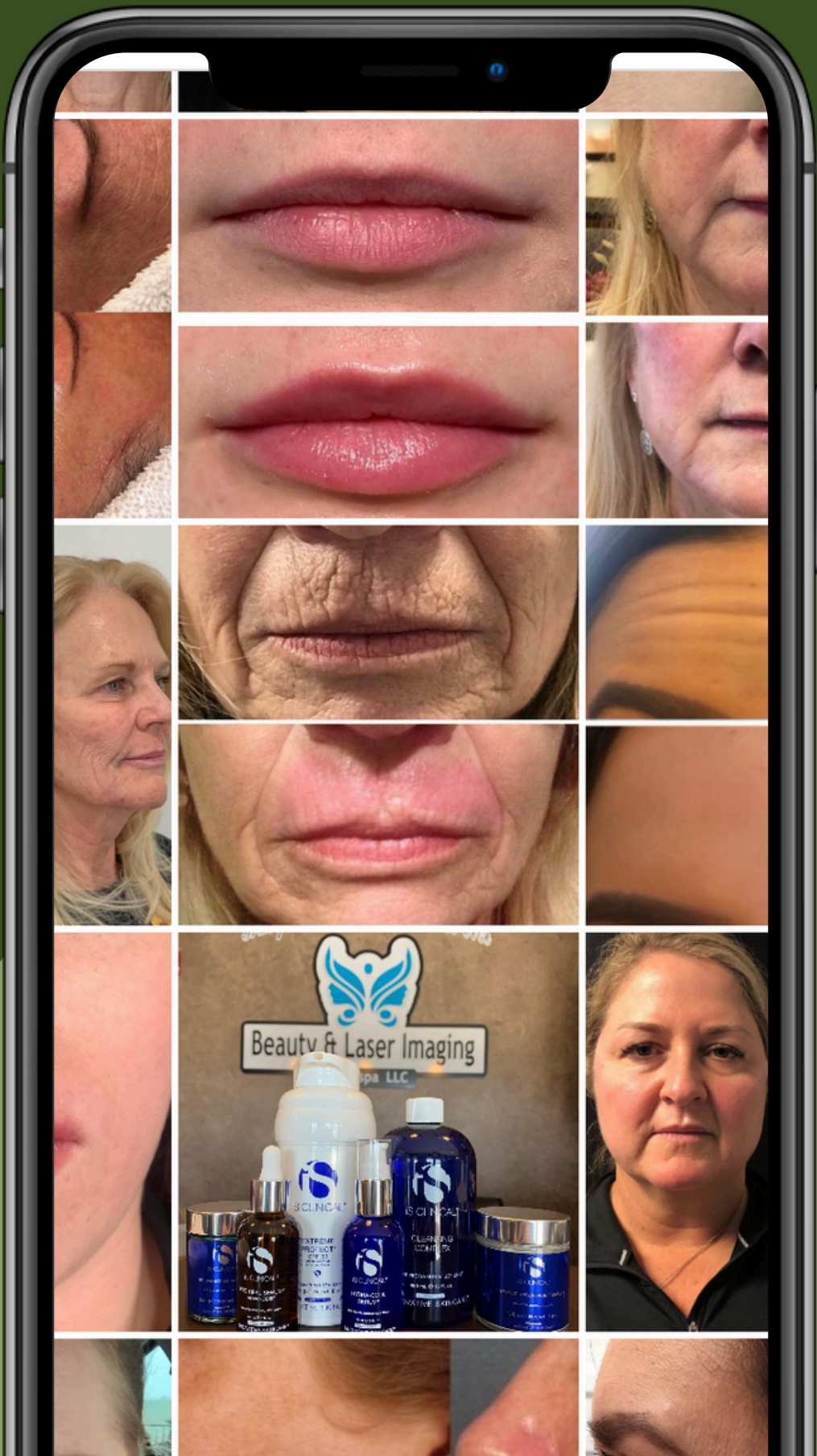
Weaknesses

- Lack of information on website
- Does not show its team (right now it talks about its owner)
- Does not talk about the business, only shows before and after photos on instagram
- Inactive, haven't posted since 2023

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Takeaways

- For Bloom MedAesthetics: It may be beneficial to post exclusive discounts on Facebook



Competitor Analysis #2: Pinch of Beauty Aesthetics

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Strengths

- Clear face to the business
- Free online consultation
- A lot of before-and-after photos on their website
- Offers a payment plan on website
- Loyalty program
- Pop-up shops at different places and business

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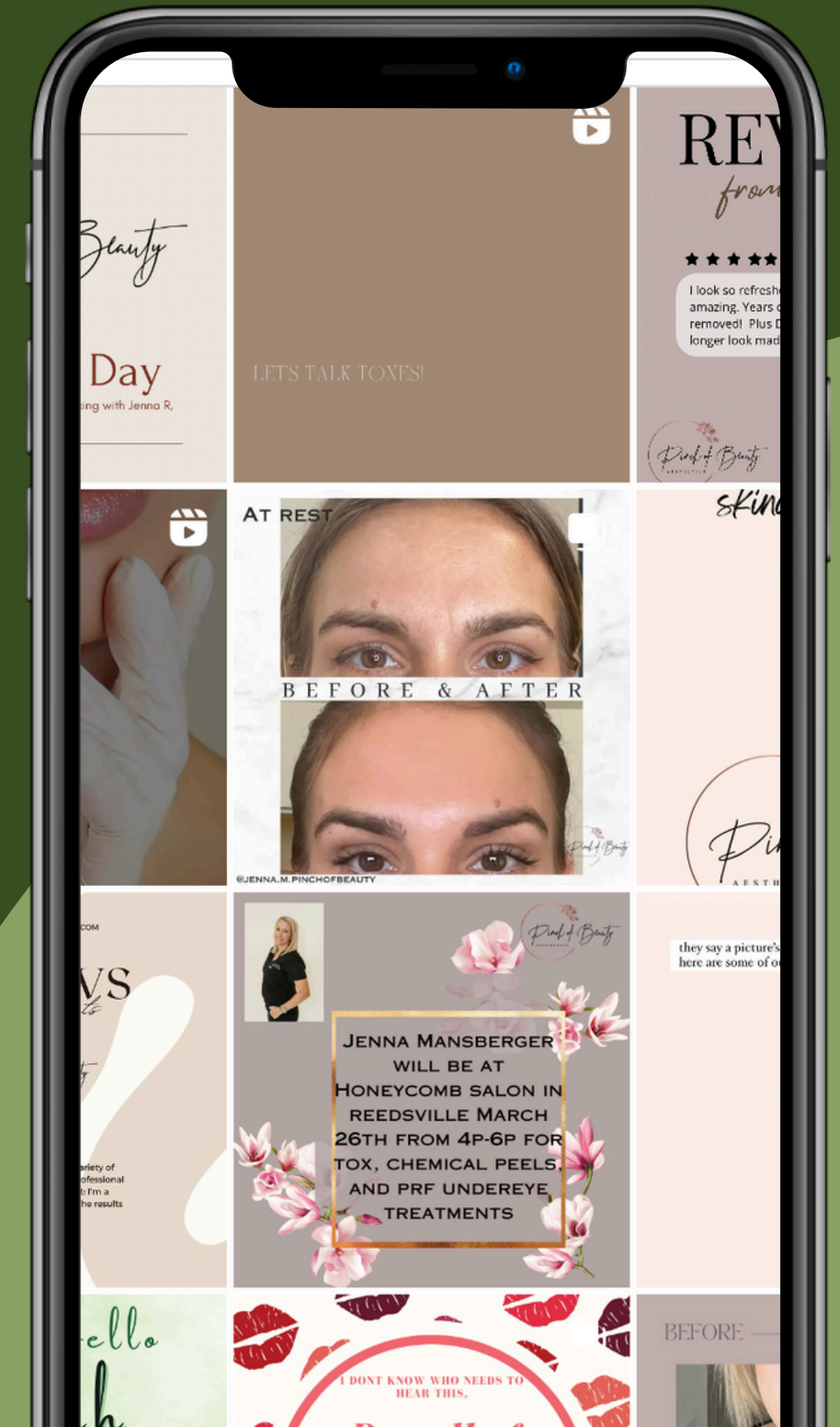
Weaknesses

- In their instagram bio they have two loyalty programs, but unclear what they are used for
- Lack of engagement on Instagram

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Takeaways

- BLOOM can be more creative in their marketing such as giveaways, more client posts, pop-up shops etc.



Competitor Analysis #3: CK Aesthetics

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Strengths

- Provides prices on website (clear and concise)
- Owner is a certified medical aesthetician of 3 1/3 years
- Instagram includes photos that are aesthetically pleasing

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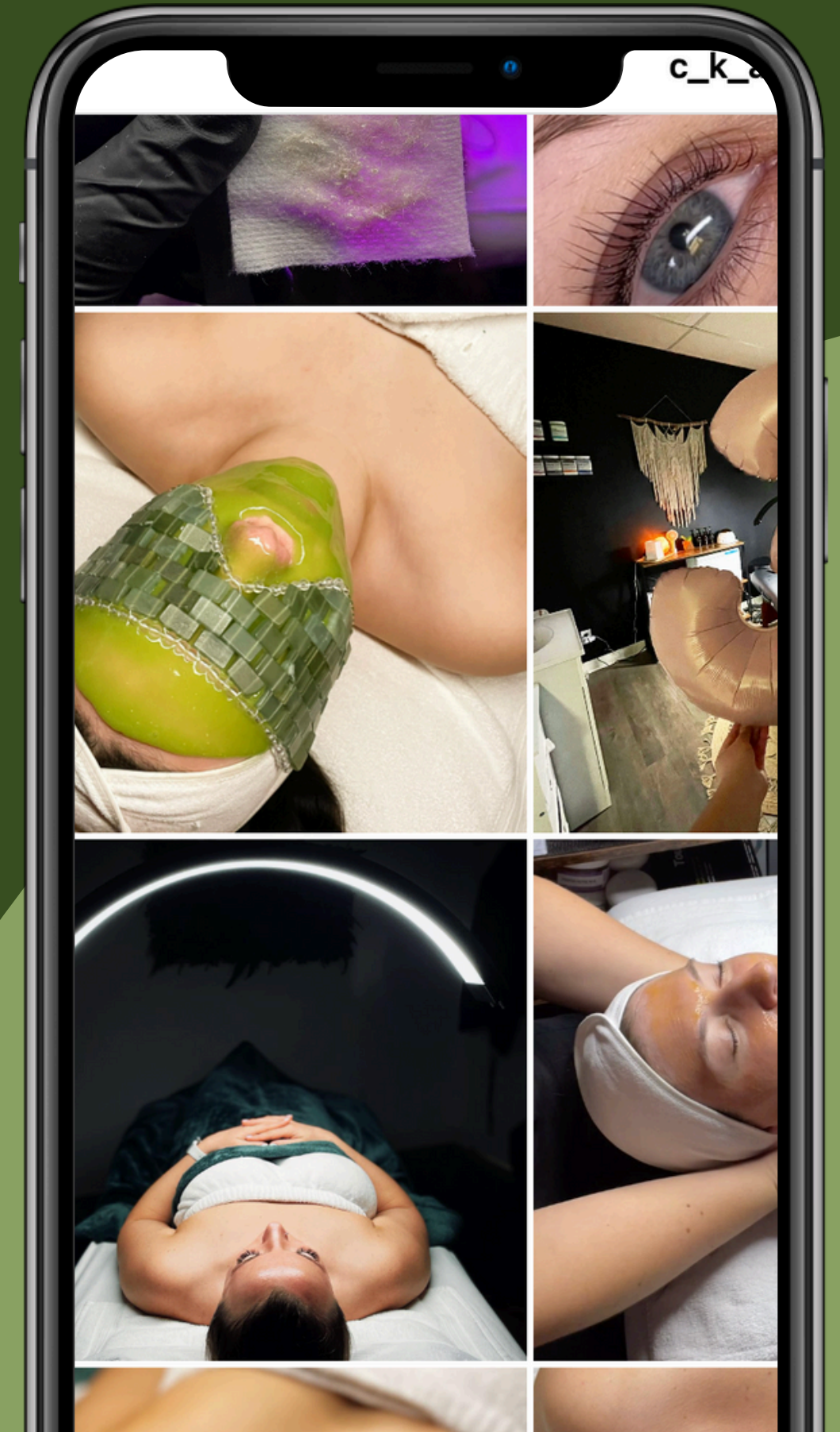
Weaknesses

- Lack of information on website
- Can not book on website
- It does not have clear branding colors
- No working Facebook account

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Takeaways

- Create more posts based on clients, products and even tools they use



Competitor Analysis #4: SK Aesthetics

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Strengths

- Complimentary consultations
- Membership option featured on the website
- Patient portal on website as well
- Has testimonies on website

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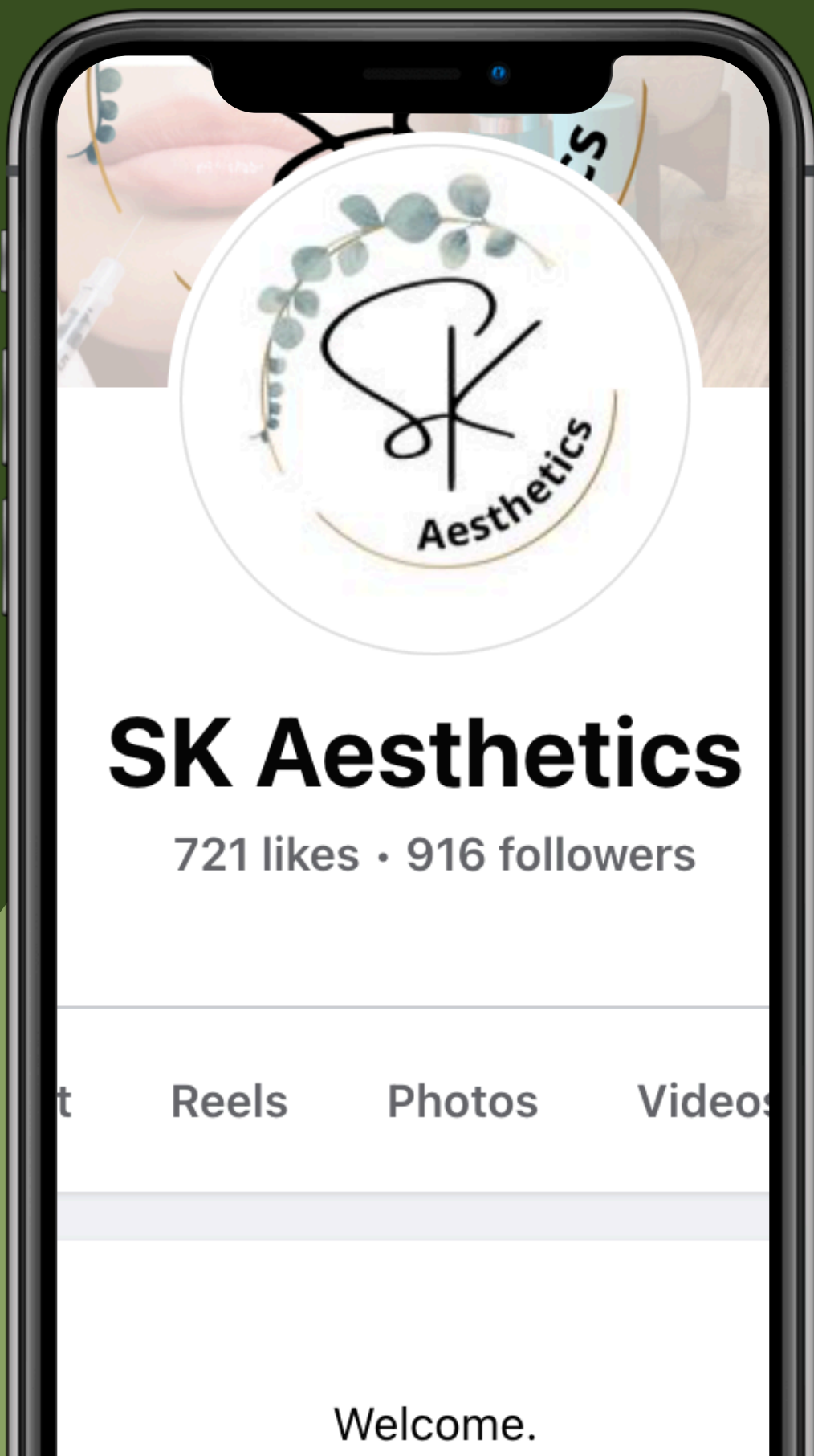
Weaknesses

- Some of the links in the website do not work
- Does not have clear prices on websites
- The text and photos are out of the place sometimes on website
- Not consistent on social media

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Takeaways

- Find creative ways to create reels on Instagram and Facebook to target audience



Welcome.

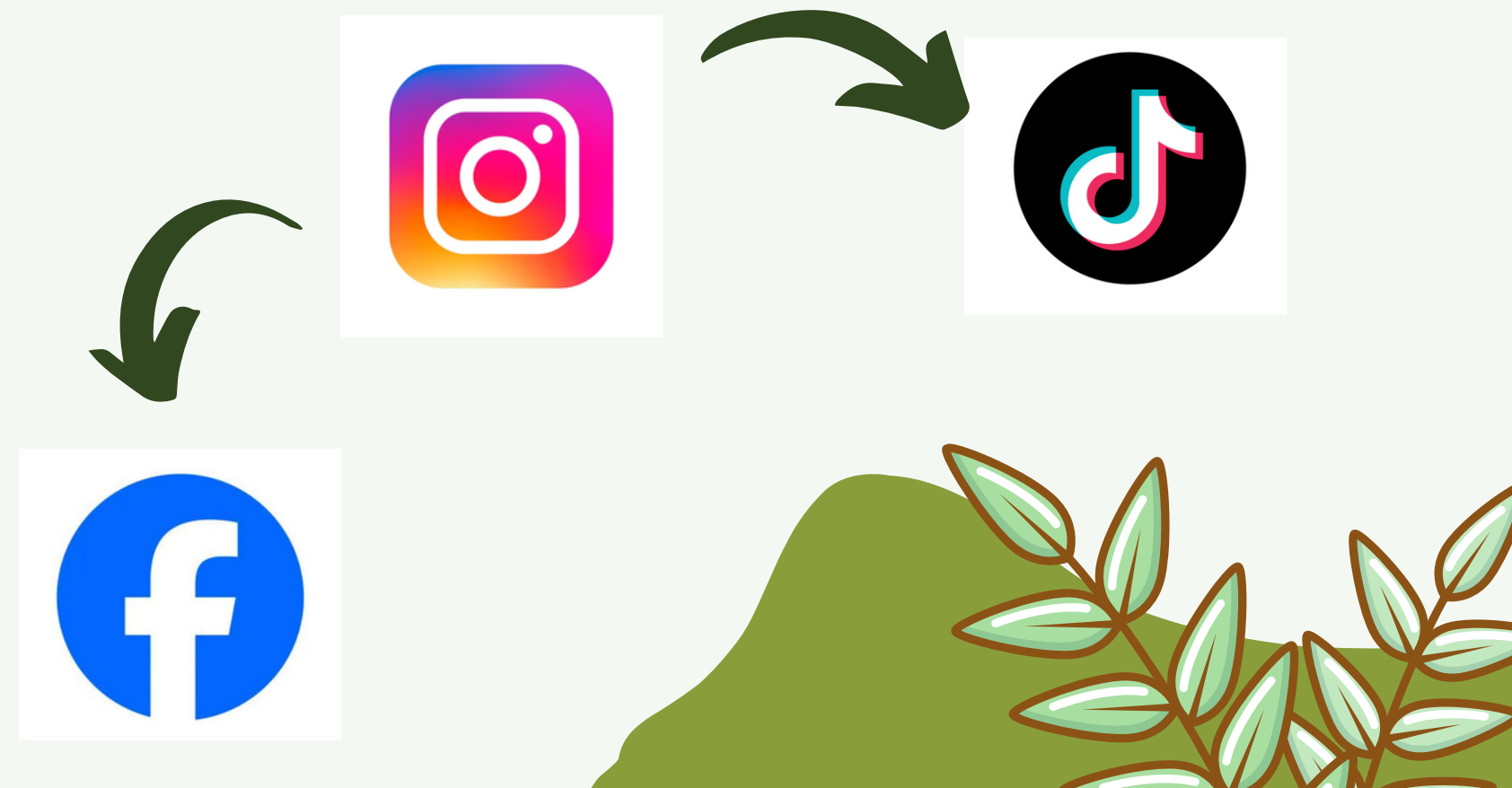
Competitor Analysis: Future Competitors

- Since the beauty world is constantly evolving, there will be an increase in competitors.
- Medical spa sales are estimated to grow by more than 40% in 2023 according to Kline's report.



CONTENT

- Utilize Instagram and Facebook to target audience where they are most
- Overview: Prioritize informational content, recommendations from the experts and guaranteed results
- Authenticity of brand and the people behind BLOOM
- DEI goals!
- Visual and interactive emphasis
- Aim to engage target market but reach a wide audience
- Feasibility – quality over quantity



Content Pillars

🌸 Educational

- Highlight medical background
- Breaking the stigma
- Beauty with Dr. Bridget

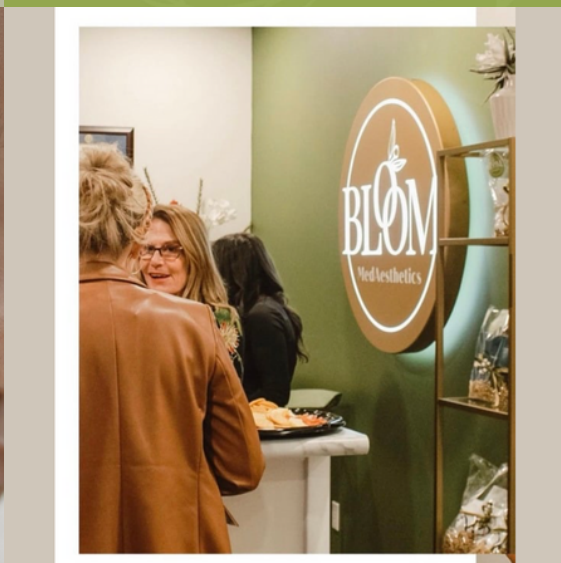
🌸 Showcasing Transformations

- Testimonials
- Before-and-after
- UGC content

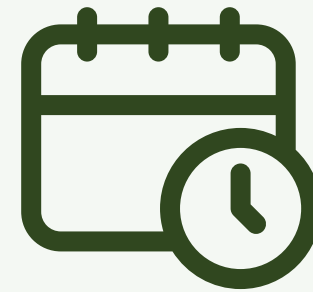
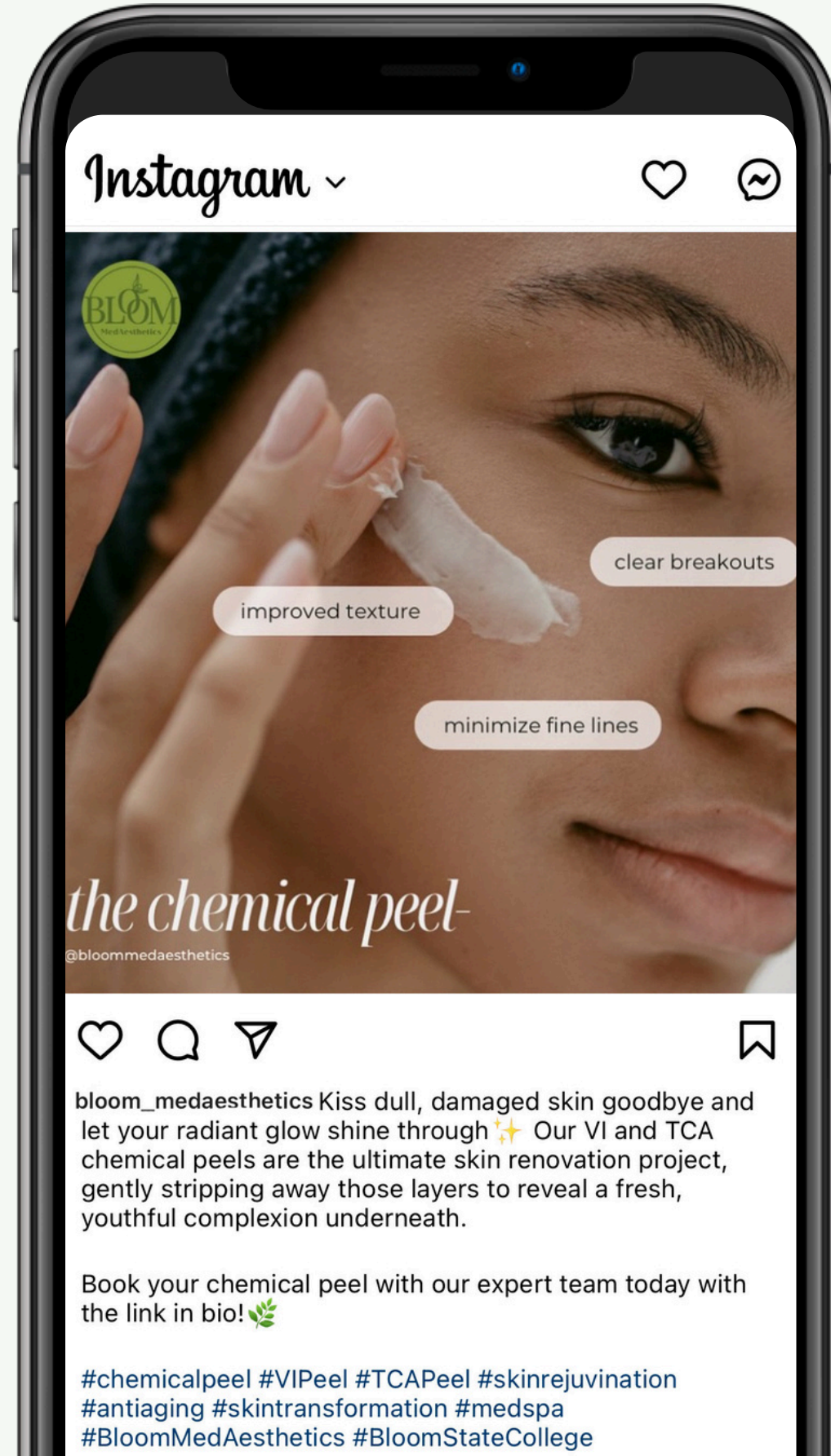
🌸 Our Services

- Deals, newest offers
 - Deebunking myths — CTA





Schedule: Instagram



M-F: 8am - 12pm, 6pm-9pm
Sat: 9am - 11am
Sun: 3pm - 6pm, 9pm - 11pm



2-3 posts per week
1 Reels a week
Post on Stories at least 3x a day

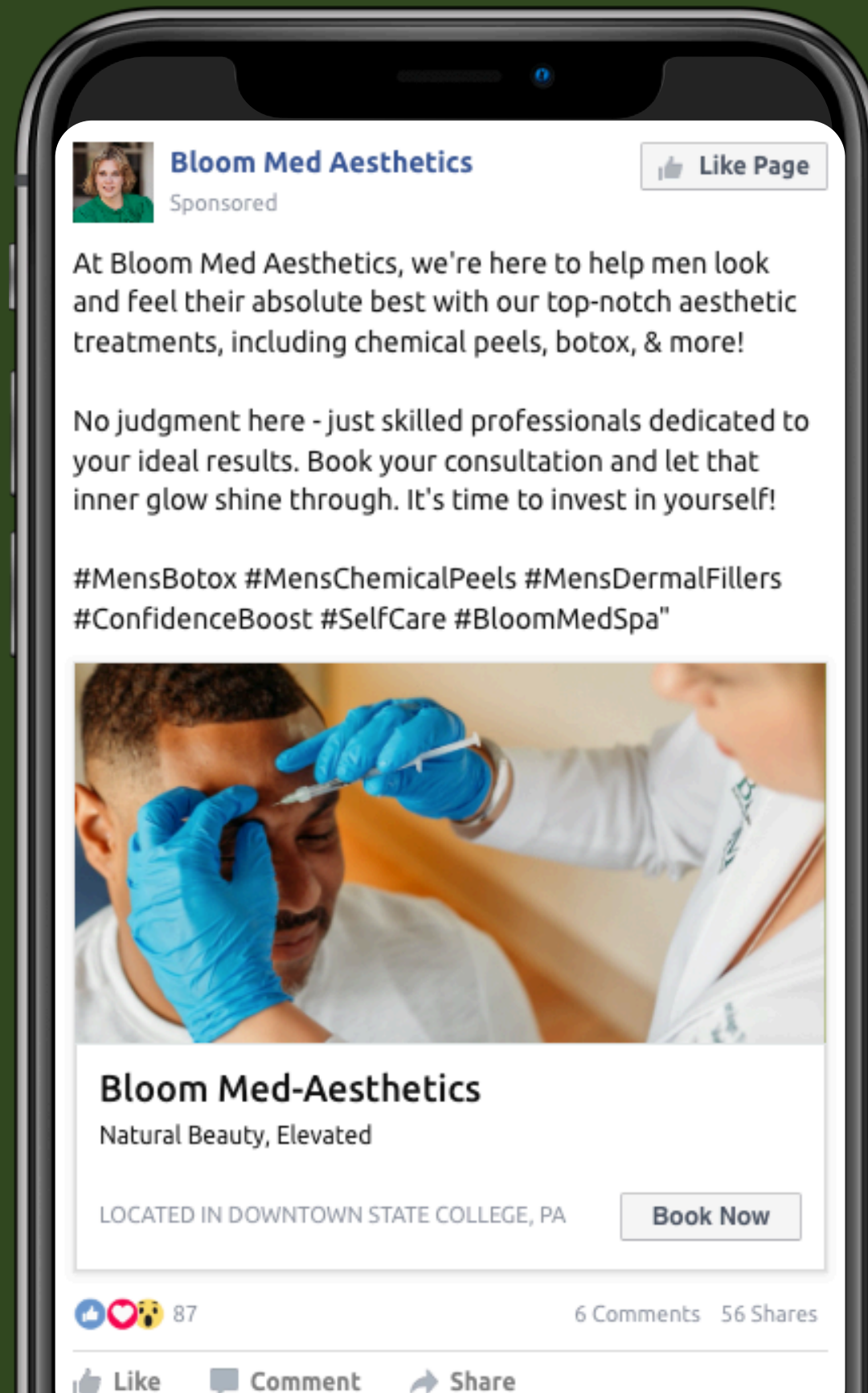


Before & After Transformations,
Highlight a Popular Treatment,
Promotion/Special Offer, etc.

Analyze & monitor insights; adjust strategy based on desired KPI's



Schedule: Facebook



M-W: 9am-1pm
Th-Sun: 1pm-3pm



1-2 posts per week
1-2 FB Stories (same as Instagram)



Client Testimonials, New Promotions,
Beauty Tips with Bridget, etc.

Analyze & monitor insights; adjust strategy based on desired KPI's



| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|-----------------|---|--|--|--|--|--------------|--|
| INSTAGRAM | TOPIC Before & After Transformation @ 9am | TOPIC | TOPIC Treatment Highlight post @ 11am | TOPIC | TOPIC "Beauty with Dr. Bridget" Reels 12pm | TOPIC | TOPIC |
| FACEBOOK | TOPIC | TOPIC Client Testimonial Highlight @ 12pm | TOPIC | TOPIC New "Promotion of the Month" (April) @ 2pm | TOPIC | TOPIC | TOPIC |
| IG / FB STORIES | TOPIC Highlight "Aesthetician of the Week" @ 2pm | TOPIC | TOPIC | TOPIC Highlight UGC (repost) @ 3pm | TOPIC | TOPIC | TOPIC "Self-Care Sunday Tips" @ 1pm |

Monitoring Plan



Social media should be monitored frequently, with someone logged into the Bloom accounts to watch comments and interactions consistently.

Moving toward growing in-house social will give BLOOM much-needed control over content and brand image.



Longevity of BLOOM

Est. 2022

Client Love

“Dr. Bridget did an assessment first. I then had Kate do my facial. Kate is a master’s-educated RN and not only knows what she is doing but cares about what she is doing. Dr. Bridget is amazing. Doesn’t overdo or underdo. Dr. Bridget assesses and I am very happy with the results. The team is great!”

-Patricia

Client Love

“I think the lips and Botox you did last week look great. You are an amazing artist and have taken years off my appearance, in my opinion. Can’t thank you enough.”

-Louise

Client Love

“Bloom MedAesthetics is amazing! Dr. Flickinger and Jenny are wonderful, they are always kind and welcoming. I have been a loyal client for about a year and will continue to be! My results are always amazing and they always make you feel your best! I highly recommend!”

-Jenny

Client Love

“My daughter and I had the facial. It was the best experience. Our skin was glowing, we have gotten so many compliments. Highly recommend.”

-Barbie

Client Love

“Staff and clinicians are wonderful. Friendly, knowledgeable, and take the time to answer all questions. The ease of scheduling online is so convenient and appointments are always available around my schedule. Mostly there is no push to do more than what is needed, which I love!”

-Susan



APPENDIX

Scianna, T. (2023b, October 9). Multi-site MedSpa sales predicted to grow by 40% in 2023. MedEsthetics. <https://www.medestheticsmag.com/research/news/22875634/multisite-medspa-sales-predicted-to-grow-by-40-in-2023>

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