Social Media an Effective Tool for Marketing

Ronee Chandler

Boise State University
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Introduction

My Capstone Project is focused an aspect of my workplace. I work for a local Dermatologist office as a clinical nurse. The project is focused on expanding revenue for our cosmetic products and services.

- Research revenue versus cost
- Review on hand product
- Develop social media marketing with dermatology staff
- Work with marketing to develop social media posts

I chose this project because this is an aspect of the office that is utilized least, takes a large amount of the budget, and has the potential to be expanded upon.
**Approach:** Evaluate cost vs. revenue. These are the recent expenses for cosmetic products and revenue for a month. I can see what products are bringing in the most revenue and which products are not bringing in revenue.

### Table 1

<table>
<thead>
<tr>
<th></th>
<th>Cost</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Xeomin</td>
<td>7,384</td>
<td>13,156</td>
</tr>
<tr>
<td>Epionce</td>
<td>857</td>
<td>363</td>
</tr>
<tr>
<td>Revitalash</td>
<td>297</td>
<td>211</td>
</tr>
<tr>
<td>Versa/Radiesse</td>
<td>9,500</td>
<td>1,050</td>
</tr>
<tr>
<td>Belotero</td>
<td>1,324</td>
<td>1,050</td>
</tr>
</tbody>
</table>
Potential Revenue:

<table>
<thead>
<tr>
<th>Products</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radiesse</td>
<td>$2,400</td>
</tr>
<tr>
<td>Versa</td>
<td>$11,200</td>
</tr>
<tr>
<td>Versa Lips</td>
<td>$11,200</td>
</tr>
<tr>
<td>Belatero</td>
<td>$2,250</td>
</tr>
<tr>
<td>Xeomin</td>
<td>$14,000</td>
</tr>
<tr>
<td>Jeuveau</td>
<td>$12,000</td>
</tr>
<tr>
<td>Epionce</td>
<td>$3,491</td>
</tr>
<tr>
<td>Revitalsh</td>
<td>$2,335</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$58,876</strong></td>
</tr>
</tbody>
</table>
Monthly Marketing Plans

Dermatology team developed marketing ideas for each month based on popular products, available product, and time of the year.

June 2022 Marketing
July 2022 Marketing
Aug. 2022 Marketing

This was shared with marketing and they helped develop social media posts.
Social Media Posts

June Post

Fillers

Diminish Fine Lines & Wrinkles
Provides Volume
Noninvasive
Last from 6-12 Months

July Post

Have you ever been curious about dermal fillers? Bingham Healthcare Dermatology is here to answer your questions about fillers and other services based on your needs.

To learn more or book an appointment with a provider, please click the link below: https://www.binghammemorial.org/physician-dermatology

July Post

We all love a bit of summer fun in the sun, but what do you do when all that summer fun takes a toll on your skin? Bingham Healthcare Dermatology wants to help you treat yourself to a little summer pick-me-up. Enter 25% off of Epsionc anti-aging products throughout the month of July to help add hydration and rejuvenation into your skincare routine.

August Post

TREAT YOURSELF TO A LITTLE SUMMER

BACK TO SCHOOL

20% off Epsionc Purifying Cleanser and Purifying Spot Gel
Results

![Revenue Chart](chart.png)

<table>
<thead>
<tr>
<th></th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Xeomin</td>
<td>13,820</td>
</tr>
<tr>
<td>Versa</td>
<td>2,000</td>
</tr>
<tr>
<td>Belatero</td>
<td>600</td>
</tr>
<tr>
<td>Epionce</td>
<td>509</td>
</tr>
<tr>
<td>Revitalash</td>
<td>74</td>
</tr>
</tbody>
</table>
Conclusion

The potential for increased revenue is great.

My conclusion:
- More time is needed to see if the social media marketing is successful
- More than one post a month is needed
- Research other forms of marketing

I will continue to put together marketing plan with the staff and communicate with marketing.