

Boise State University

**ScholarWorks**

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MDS/BAS 495 Undergraduate Capstone  
Projects

Student Research

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Summer 2022

## **Social Media an Effective Tool for Marketing**

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*Boise State University*

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# Social Media an Effective Tool for Marketing

Ronee Chandler

# Introduction

My Capstone Project is focused on 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.

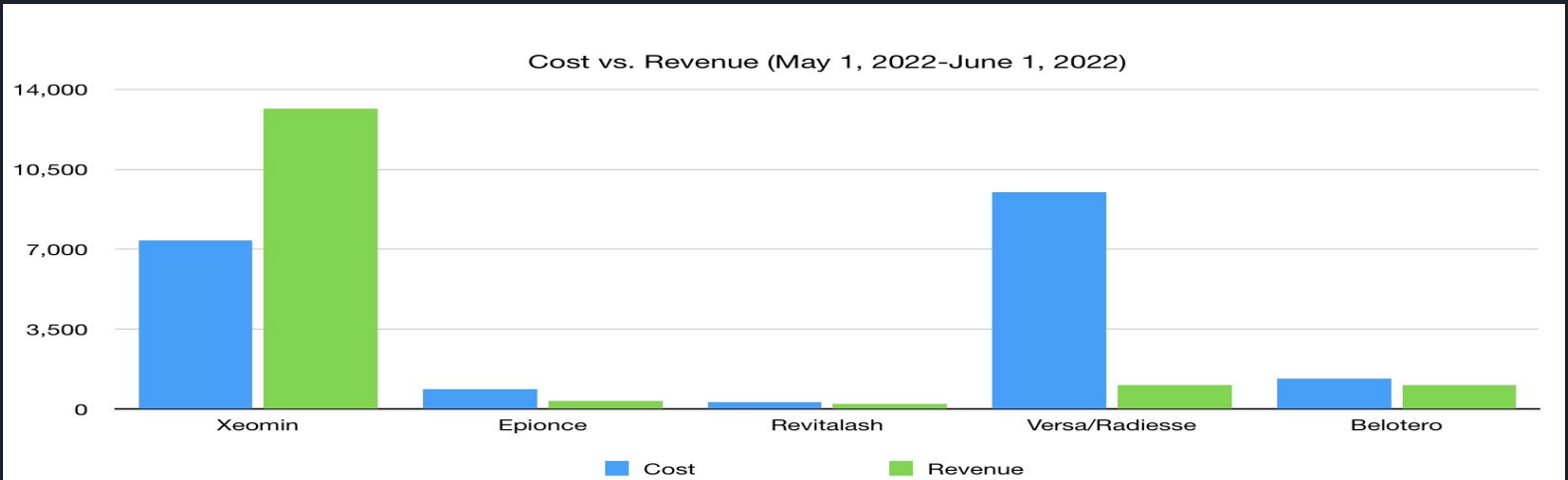
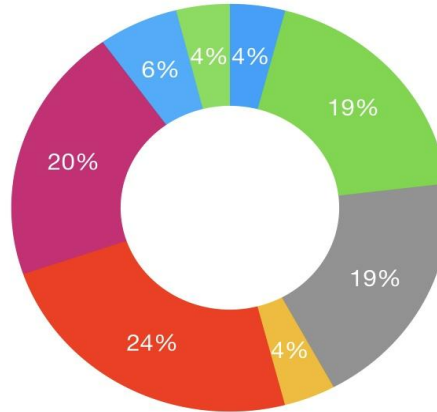


Table 1

	Cost	Revenue
<b>Xeomin</b>	7,384	13,156
<b>Epionce</b>	857	363
<b>Revitalash</b>	297	211
<b>Versa/Radiesse</b>	9,500	1,050
<b>Belotero</b>	1,324	1,050

# Potential Revenue:

Product on Hand/Potential Revenue



Products	
Radiesse	\$2,400
Versa	\$11,200
Versa Lips	\$11,200
Belatero	\$2,250
Xeomin	\$14,000
Jouveau	\$12,000
Epionce	\$3,491
Revitalsh	\$2,335
Total	\$58,876



# Monthly Marketing Plans

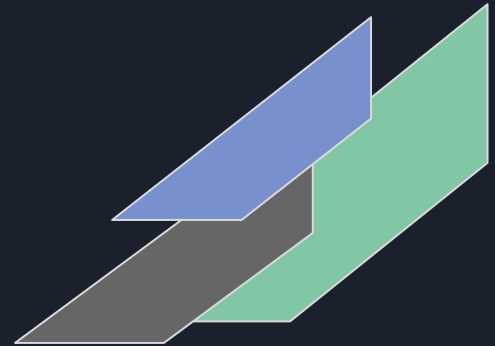
Dermatology team developed marketing ideas for each month based on popular products, available product, and time of the year.

[June 2022 Marketing](#)

[July 2022 Marketing](#)

[Aug. 2022 Marketing](#)

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

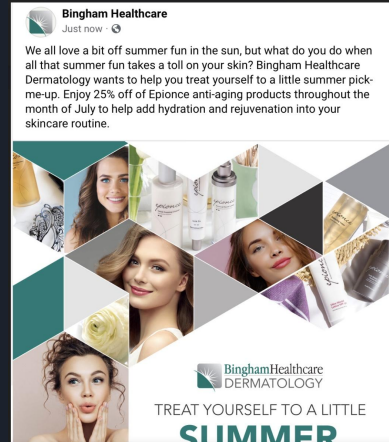


# Social Media Posts

## June Post



## July Post



## August Post



# Results

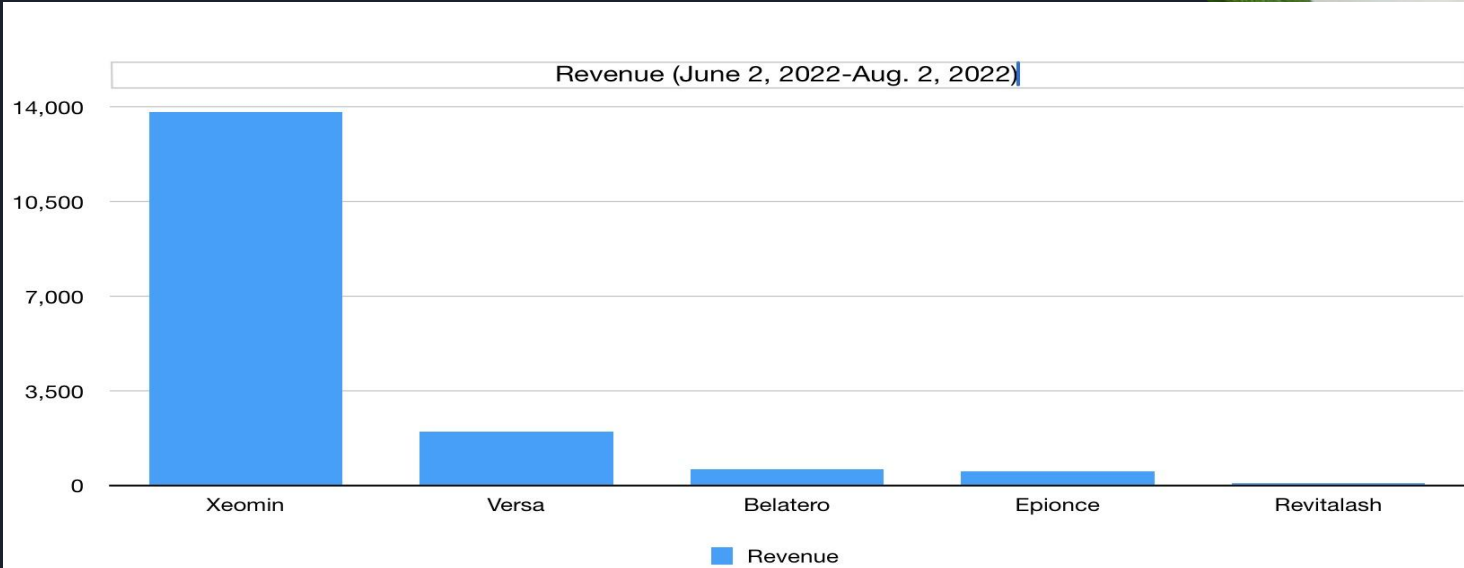


Table 1

	Revenue
<b>Xeomin</b>	13,820
<b>Versa</b>	2,000
<b>Belatero</b>	600
<b>Epionce</b>	509
<b>Revitalash</b>	74





# 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.