

Give us the whole context.

The client is a warm outreach client (my mother). She's a cosmetic dermatologist based in Riyadh, Saudi Arabia.

She's currently not working. (She was slapping cancer up, and she won because she's a G)

She's going back to work in a week.

For about 2 months now I've been managing her TikTok page and getting her viral (results in an image below).

I'm currently working on creating a program she can use as a CRM (to autosave the patients who contact her on Whatsapp, she saves them as codes because they're a lot eg A002 or C059)

I'm also creating a landing page for the tiktok ad campaigns I'll run. I'll test this against just a whatsapp link to her profile AFTER testing and finding the successful images, angles with headlines, offers, body, etc.

What I want to do:

Run a TikTok ad campaign and test it until success

Process

1. Test images
2. Test offers
3. Test body
4. For CTA (button), test link to landing page against direct whatsapp link

Campaign details (Based off the TikTok paid ads course in the ecom campus)

- Budget: 240 SAR (~\$64) per day. 3 ad groups at 80 SAR. Ad group budget optimisation.
- Conversions campaign, optimise for complete payment, TikTok manual placement.
- Pick 3 interests that fit product and audience (filler, fashion, beauty). *Ideally 1 m+ size.*
- Interest ideas: browse categories, general keywords, broad targeting.
 - Categories/Genres:
 - Keywords:

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- Put 3/4 creatives in each ad group. Wait 24-48 hours for ads to spend.
- Leave ad groups to run for 2-3 days.
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How I want to do it:

- I'll tell her to expect minimal results until she spends 1500 riyals (\$400)
 - This is to allow room for A/B testing as per Andrew's mini training.
- Make a landing page for her showing her work with Whatsapp "Contact me" buttons throughout, though I haven't decided yet. (I will after this review)
 - (This might also also help her since in the long term she wants to run a derma clinic in London)

Assumptions:

- ChatGPT tells me that it's better to have a landing page
- Her employer will provide her with the business tax ID
- Her customers do not use email, only phone (So Whatsapp will be the main method of communication)
- A landing page is better for tracking results than just putting a whatsapp number in the ad button
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Unknowns:

- How to run TikTok ads
 - I'll rewatch Prof's FB ad training with some YouTube tutorials and improvise
- How to track sales
 - same thing
- I am assuming that a TikTok ad campaign is better than just boosting a promotional post.

My client thinks boosting a post is better though I advised against that since that does not allow her to choose her audience (*she literally says that she boosts a post and mainly gets engagement from Pakistanis, not her avatar ESPECIALLY in the Middle East*) and is not as good for tracking sales

- Though I went on FB ads library to check headlines to know about market sophistication and realised that a lot of them have their CTA leading to the practitioner's Whatsapp number.

So should I use a landing page or just put the Whatsapp link straight in the ad?

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Tell us about the avatar.

Demographic: 25-35 year old girls

NEW: They mainly buy after receiving their paychecks (towards the end of the month, eg 25th of March till the 5th of April).

Should I start the campaign on the 25th (and test it) or start it earlier so that by the time the 25th comes I'd already have a good campaign running?

Pain state:

They stress about their facial features making them appear “ugly” to their friends or in an event they will attend - acne scars, wrinkles, yellow unhealthy skin, thin lips, etc.

Dream state:

They want to look like models. (Jolie/russian lips, contoured chins, raised eyebrows, etc)

When they get a procedure done, their work colleagues comment on how beautiful they look.

Sometimes people stop them in public and ask them where they've gotten their [facial part] done (eg lips). They then refer to my client.

Roadblocks:

They've tried going to a dermatologist but the ones they've went to did not give them their desired state. They might think cost is an issue. They might worry about physical pain in a procedure

They have mid range income and work social jobs, eg as a

- teacher
- bank employee
- government worker
- clothing store clerk
- etc

They think their face matters a lot for

- Universities
- weddings
- graduation parties
- travelling (especially important)
- weddings

- etc

Market and customer sophistication, based on the diagrams.

Market Awareness: Level 4 , Product Aware

Market Sophistication: Level 5 , Market tired of claims

I believe it would be best to sell an identity and create new “products”, which is what my client already does anyway by combining different services in one package.

eg One thing she did was combine dermapen, exosome injections and serums (all common procedures in the market) into one “special” procedure that only she does known as “Cleopatra”.

What type of business/niche are we talking about?

Cosmetic Dermatologist

Tell us what product your client sells.

Botox, Fillers, Laser Hair removals, Dermapens, microneedling, etc

To send a link to the client's website and social media accounts.

Website - n/a

Landing page - WIP

I intend to make it depending on this review so that we can lead to it when we run her TikTok ads.

[TikTok](#) - where I do most of the work for this client

[Instagram](#) - she bought followers on it, so I'm not focused on it.

Tell us what your client has tried before (why did it work/why didn't it work?).

Ask about why the campaign she ran hasn't worked (ask mom)

TikTok/Instagram/snap

3 marketers, 1 brought her one patient (snap ads), and the other failed

One still working with her (Rana) she's doing marketing for 3-4 businesses

One of them put a reel of lips (with price and landing page).

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She tried to boost a post for 3 days with 100 riyals (got 22k views once then a patient said take it down)

Tell us every measurable metric the client's gotten somewhat recently.

Revenue (In Saudi Riyals)

450k last Ramadan (good season)

200k (Good)

Last May, 156k (Okay)

Salary: (from her employer) about 60k

She also takes in commission but I'm not sure of the exact rate.

Results I've gotten my client on TikTok from working with her until now (21st Feb until now)

Key metrics

[Download data](#)

Last 7 days Last 28 days Last 60 days Feb 21 - Apr 7

Video views

134,294

↑ +114,204 (+568%) vs. Jan 5 - Feb 20

Profile views

1,065

↑ +576 (+118%) vs. Jan 5 - Feb 20

Likes

489

↑ +281 (+135%) vs. Jan 5 - Feb 20

Comments

27

↑ +22 (+440%) vs. Jan 5 - Feb 20

Shares

68

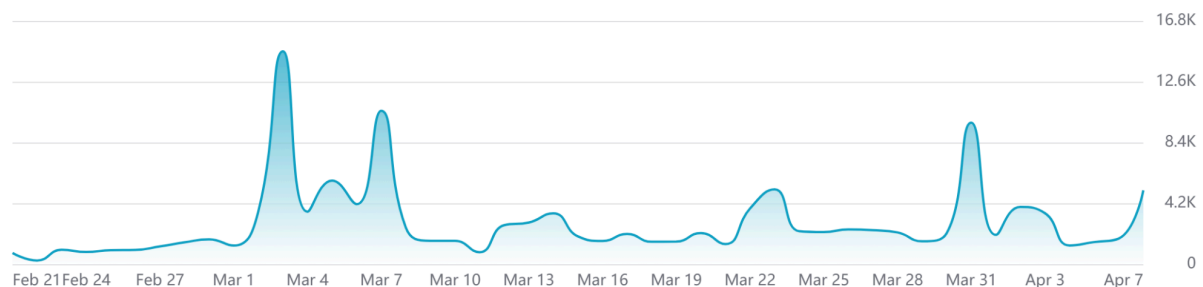
↑ +20 (+42%) vs. Jan 5 - Feb 20

Unique viewers

109,794

↑ +95,957 (+693%) vs. Jan 5 - Feb 20

Video views



Tell us what his current revenue is.

She brings in about 150k SAR per month

Tell us the source of your client's attention (with numbers for attention).

Mainly referrals, she doesn't know exact figures but 80%+ of her patients come through it according to her.

Do 100 pushups/situps/squats.

<https://rumble.com/v4of2y8-100-squats.html>