



CASE STUDY

Pink and Gold Salon: Increasing Engagements Through User-Generated Content

Industry

Beauty Salon

Platforms

Facebook, Instagram

Digital Marketing Partner

Coffeebot Solutions



COMPANY DESCRIPTION

Pink and Gold is a professional beauty salon that specialize on American Keratin Treatments by Peter Coppola of New York specially designed for dry, frizzy, and dead hair, and Italian Natural Scalp Treatments for hair loss, dandruff, dry, itchy and oily scalp. We are the only salon in Davao City using high quality products of FRAMES from Milan Italy and much talked about KERATIN Products by Peter Copolla of New York. Both brands are widely used by top salons around the world.

TARGET AUDIENCE

Location

Davao City

Demographic

Women, Ages 18-45

The Challenge: Reaching the Right Target Audience

When Coffeebot's social media management of the Pink and Gold Pages, it was struggling to garner engagements from the target

**Sustainable
Engagement**

B2C Goal

**Create Demand for
Franchising**

B2B Goal

The Strategy: Informative Campaigns

Coffeebot's social media team implemented a strategy that uses a variety of informational posts about the services that IVF Davao offers and the conditions that it tries to remedy. These include fertility services that are available for and infertility issues that affect both men and women as part of the were also targeted for both men and women to debunk infertility myths that are targeted only to one gender. This resulted in curious inquiries about IVF's services.



Regular Posting Schedule



Regular Social Media Interaction



Informational assets (images + videos)

555%

Increase in Facebook Page Likes
Within 5 Months

31%

Increase in Average
Monthly Engagement Rate

336%

Increase in Average
Monthly Messages



REGULAR POSTING SCHEDULE

A regular flow of content is important in establishing a strong social media presence, especially for a clinic that provides a niche service: **IN VITRO FERTILIZATION**

The type of content matters just as much. The social media team integrates informational content for better brand awareness.

**IVF can be recommended
for women at a risk of an
ectopic pregnancy.**



Turning you into Parents

KNOW YOUR OPTIONS

WWW.IVFDAVAO.COM



REGULAR SOCIAL MEDIA INTERACTION

Brand loyalty is encouraged through regular interactions with customers outside the stores. Responding to posts makes the customers feel special and encourages them to reach out to the brand through its social media accounts and encourages them to reach out to the brand through its social media accounts.



Julz Ehilla Narisma How much per procedure?

Like · Reply · Message · 16w



IVF Davao, Inc. Hi Julz, kindly send our page a message for complete details 😊

Like · Reply · 16w



View more replies



Mai Mai Sisracon Galvez pm me maam please? how to procedure.

Like · Reply · Message · 16w



IVF Davao, Inc. Hi Maimai, please send our page a message for details : Thanks.

Like · Reply · 16w



View more replies



EnnaiRa Bedial Malik how much mga offerings ninyo??

Like · Reply · Message · 16w

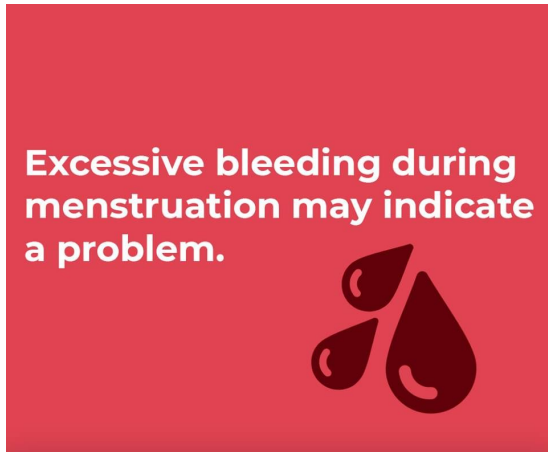


IVF Davao, Inc. Hi EnnaiRa, kindly send our page a message for full details. Thanks 😊

Like · Reply · 16w

INFORMATIONAL ASSETS

A huge part of the strategy's success is owed to choosing the right information to feature in the posts for maximum engagement.



OTHER EXAMPLES OF INFORMATIONAL CONTENT

Other Causes of Infertility



Overexposure to
Pesticides



Frequent Exposure
to Heat

Paternal age can affect the infant.



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IVF Davao, Inc.

Published by CoffeeBot Solutions [?] · April 7 ·



What a great time for partners who want to become parents.

Our lab offers IVF services including:

- Intracytoplasmic Sperm Injection
- Sperm Freezing
- Egg Freezing
- Testicular Sperm Extraction/Aspiration
- Assisted Hatching
- Frozen Embryo Transfer

Explore your options with us today. Learn more at www.IVFDavao.com
#IVFDavao #IVFinDavao #IVFinMindanao

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INFORMATIONAL ASSETS / **SERVICE FEATURE + CLINIC**

To constantly remind the audience that there are a variety of IVF services, the team posted a photo of the clinic with a caption displaying available options to their fertility problems.

305,560

People Reached

7,906

Total Engagements
(Reactions, Comments,
Shares)

41,098

Post Clicks



IVF Davao, Inc.

Published by CoffeeBot Solutions [?] · April 8 ·

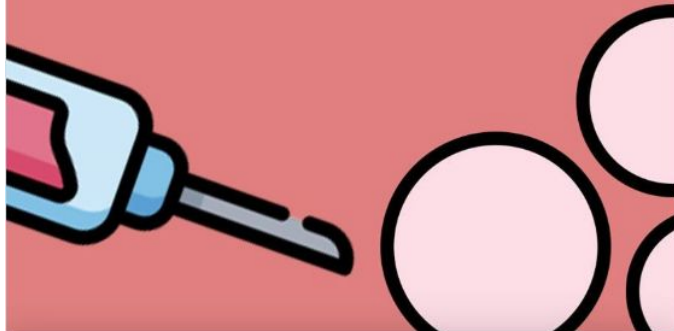
Unlike men, women don't produce unlimited eggs as they get older. Women are born with a fixed number of eggs, and these eggs decrease in quantity and quality as they age.

The success rate of egg freezing is based on the woman's age and the number of eggs to be frozen.

Ideally, women should freeze their eggs before they reach 35. So a 34-year old woman who has 12 eggs harvested will have an 80% chance of having at least one baby. For a 37-year old woman to achieve the same 80%...

[See More](#)

**Egg freezing has
an ideal age limit.**



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INFORMATIONAL ASSETS / **EGG FREEZING**

When several people began showing slightly more interest in egg freezing as a service, the team decided to post more content about that service.

104,514

People Reached

2,401

Total Engagements
(Reactions, Comments,
Shares)

16,872

Franchising Inquiries



IVF Davao, Inc.

Published by [CoffeeBot Solutions](#) [?] · February 2 · 🌐

Mr. and Mrs. Buenafe struggled with child bearing until they consulted with IVF Davao. After one embryo transfer, they achieved a positive pregnancy.

Thank you for sharing your story with us. [#TurningYouIntoParents](#). ❤️❤️❤️

Explore your options today at www.IVFDavao.com or schedule an appointment for consultations by calling.... [See More](#)



Turning you into Parents

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WWW.IVFDAAO.COM

INFORMATIONAL ASSETS / **TESTIMONIAL**

As proof of IVF success rates, the team featured a story of their previous client whose dream of having a child has been fulfilled.

9,173

People Reached

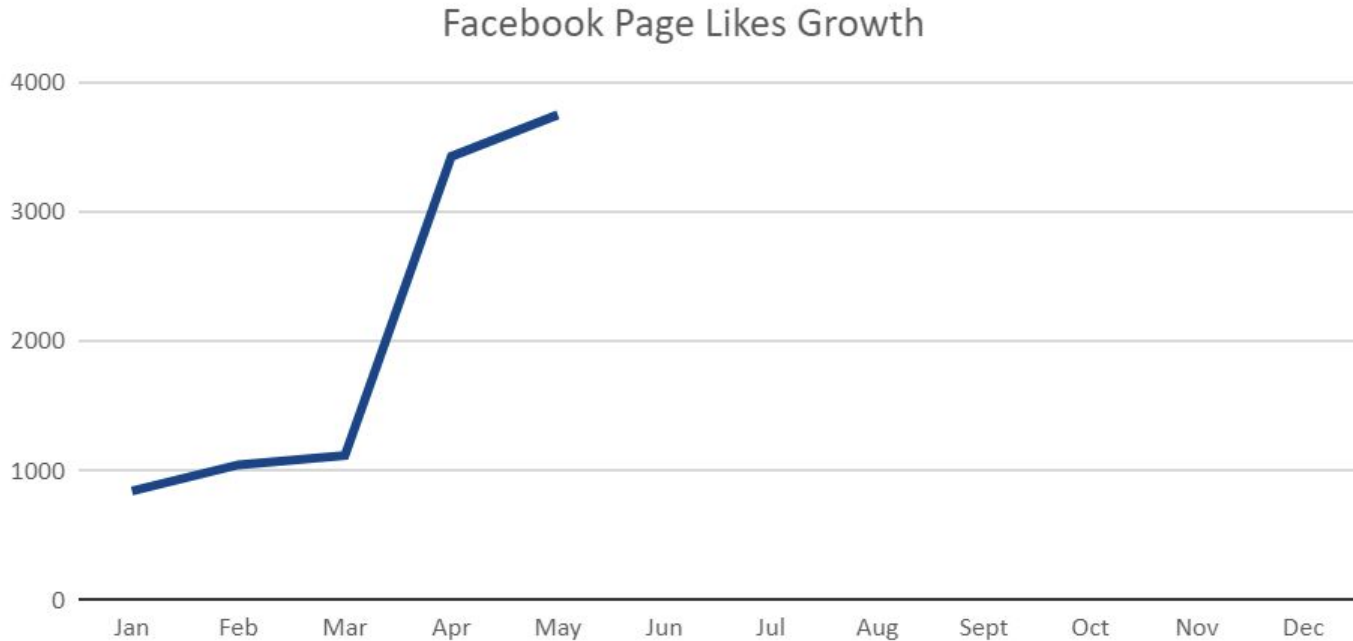
623

Total Engagements
(Reactions, Comments,
Shares)

1,705

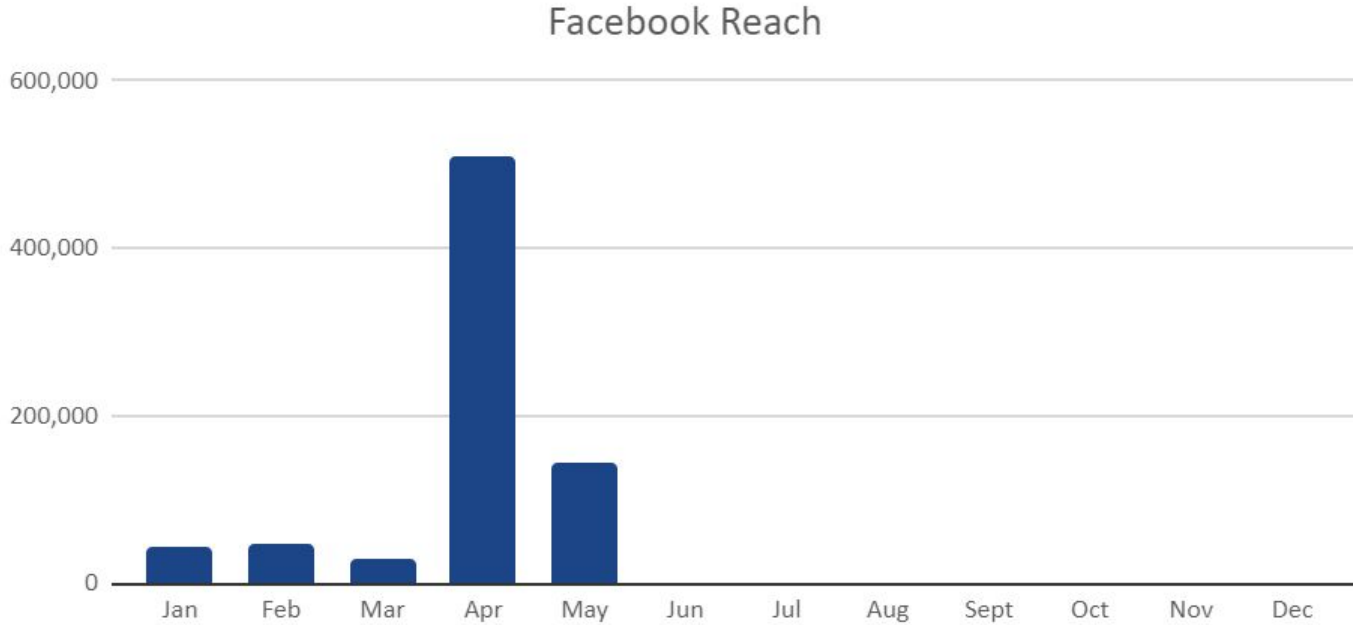
Post Clicks

SOCIAL MEDIA GROWTH



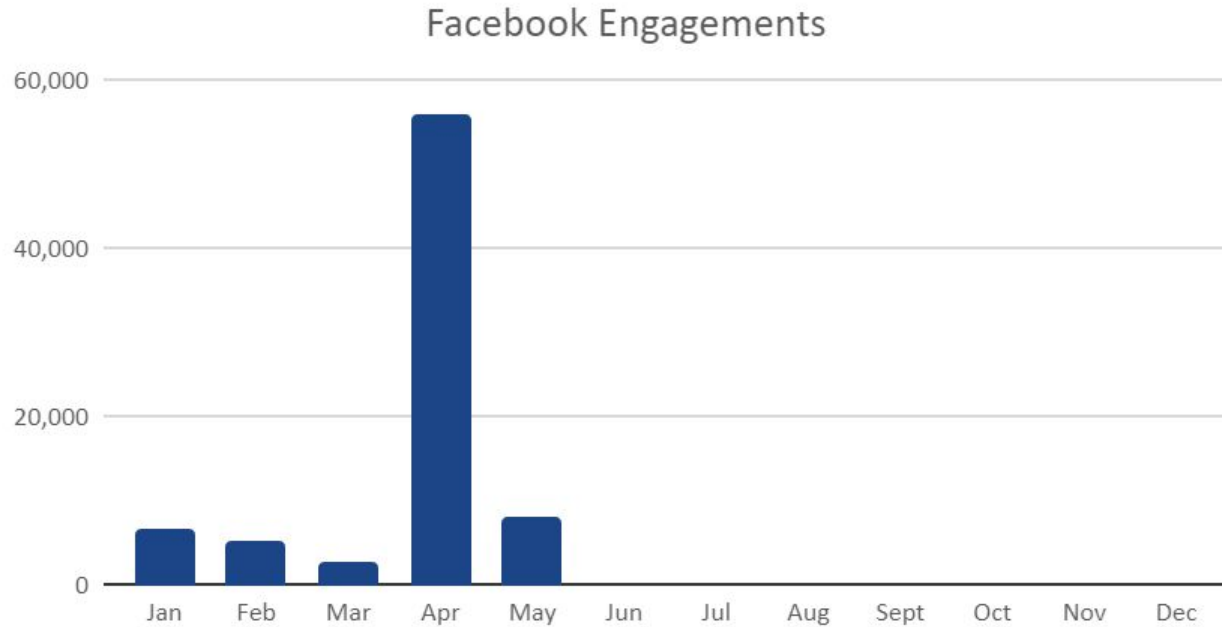
Coffeebot Solutions took over the Facebook page of IVF Davao, Inc. on January 2019.

SOCIAL MEDIA GROWTH



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SOCIAL MEDIA GROWTH



Coffeebot Solutions took over the Facebook page of IVF Davao, Inc. on January 2019.

A group of four young professionals (three women and one man) are gathered around a dark wooden table in a modern office setting. They are all looking at a laptop screen, which is partially visible. The woman on the far left is holding a large sheet of paper. The man in the center is wearing glasses and a dark patterned shirt. The woman next to him is wearing a white blazer. The woman on the far right is wearing a grey patterned blazer. The background features a blue wall with some framed art and a bookshelf filled with books.

ABOUT US

COFFEEBOT SOLUTIONS

Coffeebot Solutions is a digital marketing company that offers SEO services, social media optimization, lead generation, affordable web design and other general virtual assistant services.

We have helped businesses from different parts of the globe reach their goals through implementing the right strategies based on their needs.

OUR SERVICES

SOCIAL MEDIA MANAGEMENT

We create social media calendars and multimedia materials for clients, monitor their accounts, manage their social media interactions, and create measurable targets for reach and engagement.

LEAD ACQUISITION

We identify the Right and Active contacts that qualify in your target market. We make sure that no marketing content gets wasted or ignored.

PAID CAMPAIGN MANAGEMENT

We implement and manage Pay Per Click or Paid campaigns, whether it's on Facebook, Twitter or Google platforms, as one of the fastest way of getting results and conversion.

SEARCH ENGINE OPTIMIZATION

We strategize and implement SEO campaigns to help businesses boost their search rankings on Google and increase their website visibility.

GRAPHIC DESIGN

We create graphic materials for clients, including but not limited to logos, posters, brochures, and advertising materials.

WEB DEVELOPMENT

We create user-friendly, responsive, and SEO-ready websites for businesses through native coding and a competent Content Management System.

SOME OF OUR CLIENTS





THANK YOU!

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