



10.5281/zenodo.14750418

Vol. 08 Issue 01 Jan - 2025

Manuscript ID: #1749

Key factors on marketing strategies of selected aesthetic clinics in Naga City

Aljean S. Belen & Stephanie S. Punzalan

Corresponding author: stephanie.punzalan@unc.edu.ph

Abstract:

This study delves into the key factors influencing the marketing strategies of selected aesthetic clinics in Naga City, a region characterized by a competitive and growing aesthetic market. The research employed a qualitative approach, involving in-depth interviews with 10 respondents from aesthetic clinics, chosen through purposive sampling based on criteria such as frequent client visits and diverse service experiences. The findings highlight several crucial strategies that differentiate successful clinics. Enhancing online presence through content marketing, including high-quality before-and-after photos, patient testimonials, and informative blog posts on treatment trends, is paramount. Leveraging cutting-edge technology, such as Omni channel marketing, ensures a seamless patient journey across all touchpoints, including social media, email marketing, and the clinic's website. Paid advertising, particularly targeted ad campaigns and strong SEO strategies, drives high-intent traffic and sets the clinic apart through niche marketing. Understanding the target demographic and tailoring the message to meet their specific aesthetic concerns is also essential, involving the creation of detailed customer personas and the use of local SEO to attract local clients. The study underscores that a combination of innovative marketing strategies, technological integration, and a deep understanding of the target market are critical for the success and growth of aesthetic clinics in Naga City, enabling them to stand out in a competitive landscape and achieve higher client satisfaction and retention.

Keywords:

Marketing Strategies, Aesthetic Clinics, Naga City.

How to cite: Belen, A., & Punzalan, S. (2025). Key factors on marketing strategies of selected aesthetic clinics in Naga City. *GPH-International Journal of Business Management*, 8(01), 575-593.
<https://doi.org/10.5281/zenodo.14750418>



This work is licensed under Creative Commons Attribution 4.0 License.

Background of the Study

The aesthetic clinic industry has experienced significant growth in the global landscape, driven by increasing consumer demand for beauty and wellness services. As competition intensifies, clinics must adopt innovative marketing strategies to differentiate themselves. Key approaches include leveraging digital marketing, building strong brand identities, and utilizing social media platforms to engage potential clients (Clinic Minds, 2023; Acquisition Aesthetics, 2023). The integration of Omni channel marketing—where clinics provide a seamless experience across various platforms—have become essential for attracting and retaining customers. This shift reflects a broader trend in consumer behavior, where personalized and engaging content is paramount for establishing trust and loyalty in the aesthetic sector (Visbody, 2023).

Globally, in the highly competitive landscape of aesthetic clinics in the United States, several key factors are crucial for developing effective marketing strategies. One of the most critical aspects is enhancing online presence. This involves creating a diverse array of content, including high-quality before-and-after photos, patient testimonials, and informative blog posts about treatment trends. Aesthetic clinics must also leverage cutting-edge marketing technology, such as social media platforms, online booking systems, and influencer marketing. Targeted ad campaigns and a strong SEO strategy are vital for driving high-intent traffic to the clinic's website, ensuring that potential clients can easily find and engage with the clinic online.

Another vital factor is understanding and engaging the target audience. Aesthetic clinics need to identify their ideal customer, research their competition, and tailor their messaging to meet the specific needs and preferences of their target market. This includes using Omni channel marketing to ensure a seamless patient journey across all touchpoints, from social media and email marketing to physical clinic experiences. Referral marketing programs, where existing patients are incentivized to refer friends and colleagues, and encouraging past patients to share their experiences through reviews and testimonials, are also effective strategies. By combining these approaches, aesthetic clinics can differentiate themselves, attract and retain a loyal client base, and drive business growth in a rapidly evolving industry.

In Asia, Korea is a country at the forefront of the aesthetic medicine industry, several key factors are essential for the marketing strategies of aesthetic clinics. Enhancing online presence is crucial, given the high reliance on digital platforms for decision-making. Aesthetic clinics in Korea must leverage a diverse content marketing strategy, including high-quality before-and-after photos, engaging patient testimonials, blog posts about the latest treatment trends, and immersive technologies like augmented reality (AR) to showcase treatment outcomes and enhance client engagement. Utilizing social media platforms, such as Naver and Instagram, which are highly popular in Korea, is also vital for reaching a wider audience. Leveraging technology and understanding the target market are also vital components.

Clinics should utilize cutting-edge marketing technologies such as AR, customer relationship management (CRM) systems, and targeted ad campaigns to attract and retain clients. Conducting in-depth market research to identify specific medical specialties and treatments that align with Korean patient preferences is essential. This includes understanding the cultural influences on aesthetic treatments, such as the growing popularity of non-invasive procedures and the impact of social media and celebrity endorsements on consumer behavior. By combining these strategies, aesthetic clinics in Korea can effectively attract and retain a loyal client base, driving business growth in a highly competitive market.

In the Philippines, the aesthetic industry is rapidly evolving, with a growing number of clinics catering to diverse beauty needs. The rise of social media has significantly influenced consumer preferences, making digital marketing strategies crucial for success (Indesk, 2023). Clinics are increasingly focusing on building their online presence through targeted advertising and influencer partnerships to effectively reach potential clients. Furthermore, understanding local cultural nuances and preferences is vital; clinics that tailor their marketing efforts to resonate with Filipino values and aesthetics tend to perform better (Digital Agency Network, 2024). The emphasis on education—addressing misconceptions about aesthetic procedures—also plays a critical role in fostering trust among consumers (Clinic Minds, 2023).

In Naga City, Camarines Sur, the aesthetic clinic market is burgeoning as more residents seek beauty enhancements and wellness services. Local clinics face unique challenges, including competition from both established players and new entrants. Effective marketing strategies in this context involve community engagement and localized branding efforts that reflect the city's culture and values (Indesk, 2023). Collaborations with local businesses, such as beauty salons and gyms, can enhance visibility and attract clientele through referral programs. Additionally, utilizing social media to showcase results and client testimonials can significantly influence potential customers' decisions in this close-knit community (Pickups Armayeh, 2024).

Understanding the key factors influencing marketing strategies for aesthetic clinics is crucial for several reasons. Firstly, it helps practitioners identify effective methods to enhance their visibility and attract clients in a competitive market. Secondly, this study provides insights into consumer behavior within the aesthetic sector, allowing clinics to tailor their offerings to meet specific needs and preferences. Lastly, by analyzing successful marketing strategies, clinics can improve their operational efficiency and overall profitability, ensuring long-term sustainability in the industry (Acquisition Aesthetics, 2023).

The rationale behind this study stems from the need for aesthetic clinics in Naga City to navigate an increasingly competitive environment effectively. As consumer expectations evolve alongside technological advancements in marketing, clinics must adapt their strategies to remain relevant. This research aims to fill existing knowledge gaps regarding local market dynamics and consumer preferences while providing actionable insights for clinic owners and marketers (Clinic Minds, 2023). By focusing on both global trends and localized practices, this study seeks to create a comprehensive framework that can guide aesthetic clinics in refining their marketing approaches for better engagement and client retention.

Literature Overview

Marketing strategies in the aesthetic clinic sector are critical for establishing a competitive edge in a rapidly evolving industry. Authors such as Philip Kotler, known for his foundational work in marketing principles, emphasize the importance of understanding consumer behavior and creating value through targeted marketing efforts. Seth Godin highlights the necessity of story-telling in marketing, which can be particularly effective for aesthetic clinics aiming to connect emotionally with potential clients. David Aaker discusses brand equity, underscoring that a strong brand can significantly influence consumer choice in aesthetic services. Moreover, Kevin Lane Keller advocates for building brand loyalty through consistent messaging and customer engagement, which is vital in retaining clients in the beauty sector. Finally, Simon Sinek stresses the importance of starting with “Why”, suggesting that clinics should communicate their core values and mission to resonate with their audience, thereby fostering a deeper connection.

In terms of customer engagement strategies within the aesthetic industry, authors like B. J. Fogg proposed the FOGG Behavior model, which suggests that successful engagement requires motivation, ability, and prompts. This model can guide clinics in crafting interactions that encourage client participation. Brian Solis emphasizes the importance of experience design, advocating for personalized experiences that cater to individual client needs and preferences. Jay Baer introduces the concept of “Youtility”, suggesting that providing value can enhance customer relationships and drive engagement. Additionally, Shep Hyken focuses on exceptional customer service as a key driver of loyalty, arguing that delivering memorable experiences can lead to repeat business and referrals. Lastly, Gary Vaynerchuk highlights the power of social media as a tool for engagement, encouraging clinics to leverage platforms like Instagram and Facebook to build community and interact with potential clients.

Philip Kotler again plays a crucial role here, as he discusses the integration of digital marketing strategies into traditional frameworks to enhance outreach and client acquisition. Meanwhile, David Merman Scott emphasizes real-time marketing tactics that allow clinics to respond quickly to trends and client feedback, thus remaining relevant in a fast-paced environment. Ann Handley encouraged content marketing as an innovative approach to engage clients through informative blogs and social media posts that establish authority and trust. Lastly, Rohit Bhargava discusses the importance of authenticity in marketing; he suggests that clinics should focus on genuine story-telling and transparency to build lasting relationships with clients.

Despite the wealth of information in marketing strategies for aesthetic clinics, there remains a notable gap in understanding how these strategies specifically apply within localized contexts such as Naga City. While much literature discusses broad strategies applicable globally, fewer studies focus on regional adaptations tailored to local market dynamics. Additionally, while customer engagement techniques are well-documented, there is limited exploration into how cultural factors influence client expectations and interactions within aesthetic services in specific locales. Furthermore, while innovations are

frequently highlighted, there is a lack of empirical research assessing their effectiveness within smaller clinics of less urbanized settings like Naga City. Addressing these gaps could provide valuable insights into optimizing marketing strategies for aesthetic clinics operating in diverse environments.

Research Questions

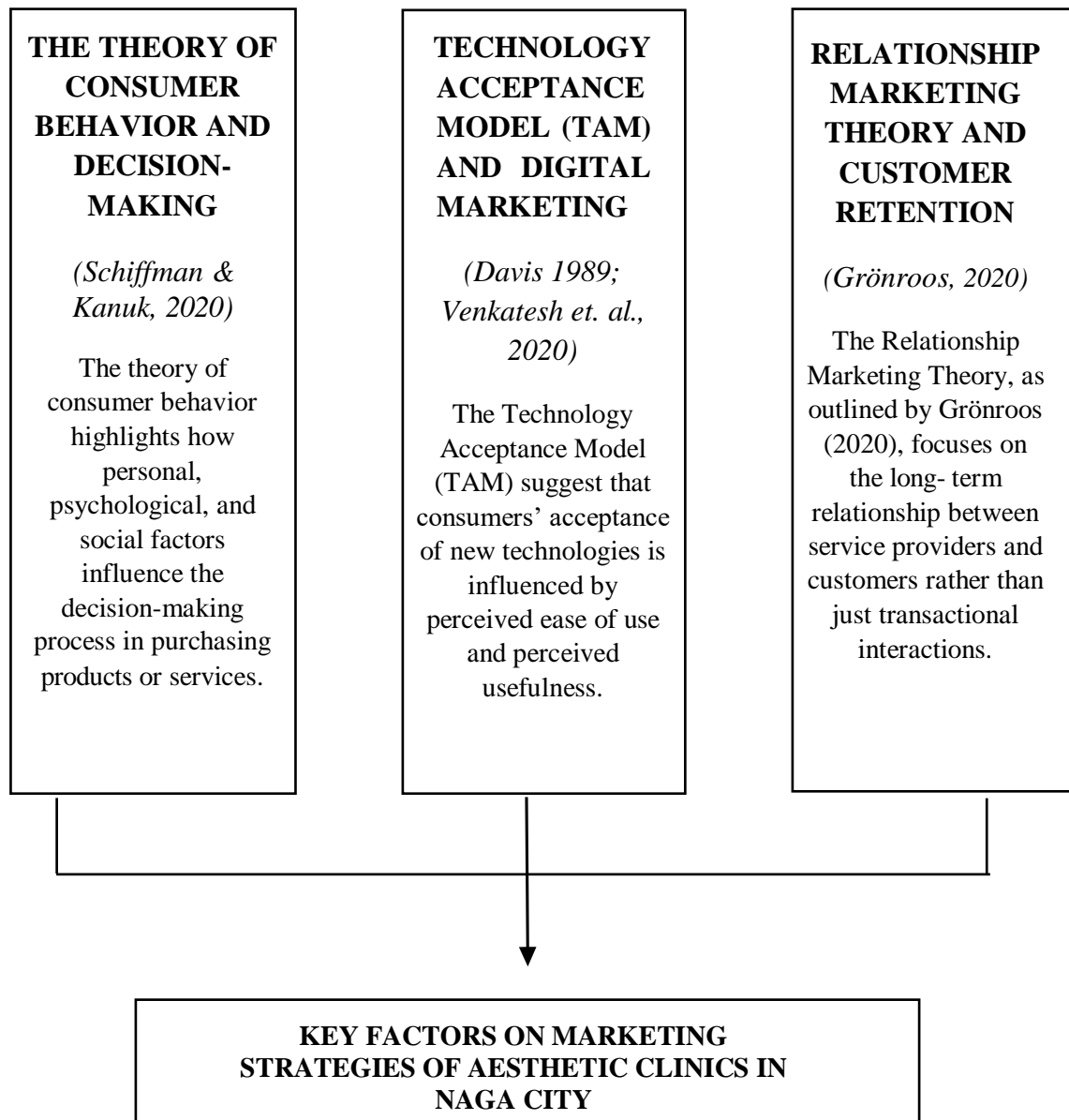
1. What are the key factors considered by aesthetic clinics when marketing their products and services?
2. How do current marketing strategies affect consumer engagement?
3. What enhanced marketing strategy can be developed for aesthetic clinics?

Scope and Delimitation

The primary purpose of this study is to investigate the key factors influencing marketing strategies for aesthetic clinics in Naga City, Camarines Sur. This research is anchored in the University of Nueva Caceres' agenda, which emphasizes community engagement, health promotion, and sustainable development, aligning with the United Nations Sustainable Development Goals (SDGs), particularly Goal 3: Good Health and Well-Being. The study aims to identify effective marketing practices that can enhance client satisfaction and retention while promoting the overall health and wellness of the community.

Specifically, this project will focus on understanding local consumer behaviors, preferences, and perceptions regarding aesthetic services. It will involve collecting data through surveys and interviews with clients and clinic staff to gather insights on effective marketing channels, including digital marketing, social media engagement, and community outreach initiatives. The scope will be limited to aesthetic clinics operating within Naga City, ensuring that the findings are relevant to the local context and can inform tailored marketing strategies that resonate with the community's unique needs.

Theoretical Framework



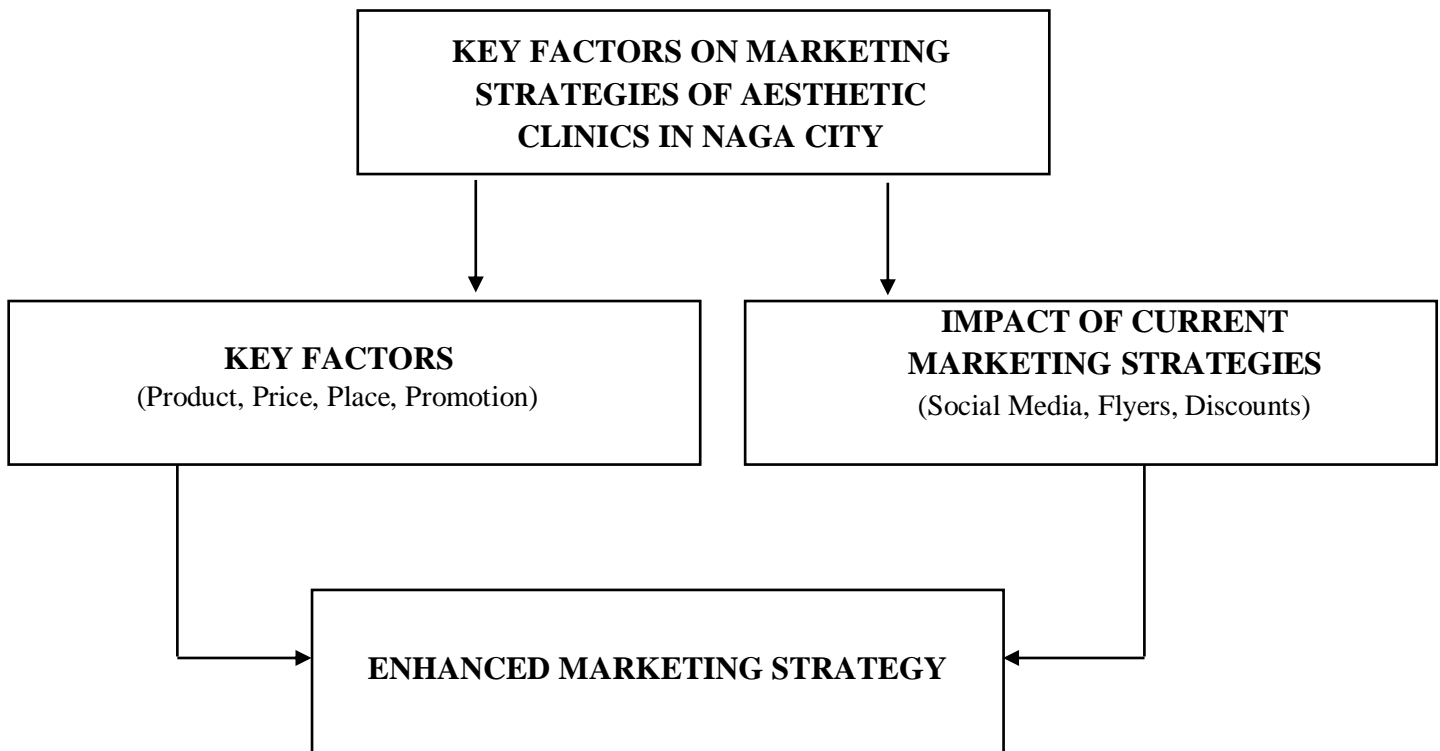
The Theory of Consumer Behavior and Decision-Making by Schiffman and Kanuk (2020) is pivotal for aesthetic clinics in Naga City as it highlights how personal, psychological, and social factors influence consumer decisions. In the beauty services sector, clients often make decisions based on self-image, peer recommendations, and social media influence. Understanding these factors allows clinics to design tailored marketing strategies, such as creating personalized experiences, targeting specific age demographics, and leveraging social proof (e.g., reviews, influencer endorsements). For instance, clinics can focus on safety and cleanliness, as well as the results of the service, which are key factors influencing customer decisions.

The Technology Acceptance Model (TAM) by Davis (1989) and refined by Venkatesh et al. (2020), along with the Relationship Marketing Theory by Grönroos (2020), further enhance the marketing strategies of aesthetic clinics. TAM emphasizes the importance of integrating user-friendly digital tools, such as social media platforms, online booking systems, and influencer marketing, to influence consumer attitudes and attract a tech-savvy clientele. Relationship Marketing Theory stresses the need for fostering long-term relationships through personalized services, consistent communication, and post-treatment follow-ups. By creating personalized treatment plans, sending reminders for repeat services, and maintaining engagement through multiple channels, clinics can enhance customer satisfaction and retention. These strategies are crucial for sustaining a competitive advantage, as they not only ensure repeat business but also turn loyal customers into brand advocates, driving word-of-mouth referrals.

The Theory of Consumer Behavior and Decision-Making by Schiffman and Kanuk (2020) is highly relevant to the marketing strategies of aesthetic clinics in Naga City. This theory emphasizes that consumer decisions are influenced by personal, psychological, and social factors. For aesthetic clinics, understanding these factors is crucial in designing effective marketing strategies. By tailoring their marketing to address the personal needs of clients, such as the desire for self-image improvement and social validation, clinics can enhance consumer engagement and loyalty. Leveraging social proof (e.g., reviews, influencer endorsements), targeting specific demographics, and creating personalized experiences are key strategies that align with this theory. For instance, clinics like MarQed Med Aesthetic & Laser Clinic can offer competitively priced, high-quality services that cater to the local community's needs, reducing the need for lengthy and costly trips to other locations.

The Technology Acceptance Model (TAM) by Davis (1989) and its refinements by Venkatesh et al. (2020), along with the Relationship Marketing Theory by Grönroos (2020), also significantly influence the marketing strategies of aesthetic clinics in Naga City. TAM suggests that consumers' acceptance of new technologies is driven by perceived ease of use and perceived usefulness. Aesthetic clinics can capitalize on this by integrating digital tools such as online booking systems, social media platforms, and influencer marketing to enhance the patient experience. The Relationship Marketing Theory emphasizes fostering long-term relationships with customers through personalized services, consistent communication, and post-treatment follow-ups. By creating loyalty programs, sending reminders for repeat services, and maintaining engagement through multiple channels, clinics can ensure high customer retention rates. Combining these theoretical frameworks allows aesthetic clinics to develop comprehensive marketing strategies that address the complex needs of their clients, enhance customer loyalty, and drive business growth in a competitive market.

Conceptual Framework



The marketing strategies employed by aesthetic clinics in Naga City, similar to those in other regions, are shaped by various internal and external factors. These factors influence how clinics create their marketing plans to effectively engage consumers, enhance brand visibility, and boost sales. The marketing strategies employed by aesthetic clinics in Naga City are multifaceted and influenced by the 5P's of marketing management: product, price, people, place, and promotion. These elements are crucial in shaping the clinics' marketing plans to effectively engage consumers, enhance brand visibility, and boost sales. Key dimensions of these strategies include a deep understanding of the target market, which encompasses demographics such as age, gender, income, and occupation, as well as psychographics that reflect potential client's lifestyles and values. Additionally, the range of services offered – ranging from skin treatments to cosmetic surgeries – plays a vital role in defining unique selling propositions (USPs). Social media significantly enhances marketing management by increasing brand visibility, facilitating targeted advertising, and fostering customer engagement through interactive content with real-time feedback and all at a relatively low cost compared to traditional methods. Flyers and discounted prices when promoted through social media, can create buzz and drive immediate sales, although deep discounts can have mixed effects on brand perception and supplier relationships, highlighting the need for careful pricing strategies. Establishing a strong brand identity through reputation management and leveraging technology for advanced treatments are also crucial elements that clinics focus on to attract and retain clients.

To evaluate the effectiveness of their marketing strategies, clinics assess metrics such as customer retention rates, online engagement levels, conversion rates from inquiries, to bookings, and overall brand awareness. Developing an enhanced marketing strategy involves segmenting the market to tailor messages for different audiences, investing in digital marketing channels like social media and SEO, and utilizing customer testimonials to build trust. Offering personalized services and promotions to enhance customer loyalty while optimizing the overall customer experience ensures satisfaction throughout the client journey. Collaborating with local businesses and engaging in community initiatives further strengthens their presence in the market, ultimately driving growth and success for aesthetic clinics in Naga City.

METHODS

Research Methods

For this research, a qualitative approach was employed to gather comprehensive data on the marketing strategies of aesthetic clinics in Naga City. The study targeted 14 aesthetic clinics, but only 10 were willing to participate. Despite this, the sample size of 8 clinics was deemed sufficient for gaining insightful and representative data. A survey questionnaire was designed to collect primary data from the participating aesthetic clinics. The questionnaire was distributed to the selected clinics, and the respondents were instructed to complete it independently without any assistance from the researcher to ensure the authenticity and reliability of the responses.

Each of the 8 participating clinics was provided with a copy of the questionnaire, which they completed in person. The respondents, typically clinic managers or marketing personnel, wrote all the answers personally. This approach was necessary because, during the visits, it was observed that none of the clinics had the owner present on site, making it impractical to expect the owners themselves to complete the questionnaires. To ensure data integrity, the questionnaires were reviewed for completeness and consistency before analysis. Any incomplete or inconsistent responses were addressed through follow-up communications with the respondents to clarify or complete the missing information. This methodology allowed for the collection of rich and reliable data, providing valuable insights into the marketing strategies and key factors influencing the decision-making processes of aesthetic clinics in Naga City.

RESEARCH SAMPLING

Sampling Method

The research employed purposive sampling, a method designed to select respondents who can provide the most relevant and useful information, aligning with the study's specific objectives. The sample consisted of 8 managers and supervisors of the aesthetic clinic. To ensure the selection of informative and relevant participants, several criteria were applied. First, respondents had to be frequent visitors or have extensive involvement with the clinic,

ensuring they had a comprehensive understanding of the services provided. Second, participants needed to have a diverse experience with the various services offered by the clinic, such as facial treatments, body contouring, or other aesthetic procedures, to gather a broad range of opinions and experiences. Third, respondents must be willing and available to participate in in-depth interviews, ensuring their commitment to providing detailed and honest feedback. Finally, participants were required to have a good understanding of the services and their outcomes, including those who had noticed significant benefits or had specific feedback about the clinic's services.

RESULTS AND DISCUSSIONS

Key Factors in Marketing

The marketing strategies employed by aesthetic clinics in Naga City are significantly influenced by the rise of digital and social media platforms. Social media, particularly Facebook and Instagram, plays a pivotal role in enhancing brand visibility, promoting services, and engaging with clients. According to a study by Clinic Minds (2023), social media is the most cost-effective way to drive engagement, with high-quality content, such as before- and-after photos, patient testimonials, and treatment demonstrations, acting as key tools in building trust and credibility. In the case of Naga City clinics, social media platforms serve not only as an advertising medium but also as an interactive channel for real-time feedback, which increases customer loyalty and encourages new client acquisition. This aligns with broader industry findings that emphasize the importance of digital platforms in client acquisition and retention, especially in competitive markets like aesthetic clinics (Acquisition Aesthetics, 2023).

Another crucial factor identified in the study is the utilization of targeted advertising and search engine optimization (SEO). The marketing efforts of clinics in Naga City often include tailored ad campaigns on Facebook and Google to attract potential clients based on demographics and behavioral data. Clinics use SEO to ensure that their websites appear on top of local search results, enhancing their chances of attracting high-intent customers. A study by Indesk (2023) supports this approach, noting that SEO strategies not only help drive traffic but also increase visibility among local clientele, which is essential for clinics targeting a specific geographic market. These findings underscore the importance of understanding local consumer behaviors and tailoring marketing strategies to meet the needs of the community. The combination of localized SEO and paid advertisements allows clinics to capture the attention of potential clients at crucial decision-making moments, ultimately boosting conversion rates.

Finally, the implementation of a personalized customer experience and community engagement strategies are integral to the marketing efforts of aesthetic clinics in Naga City. The relationship marketing theory by Grönroos (2020) highlights that building long-term relationships through personalized services, consistent communication, and post-treatment follow-ups is crucial in the beauty and wellness industry. In Naga City, clinics employ these

strategies by offering customized treatment plans, loyalty programs, and engaging with the local community through partnerships with businesses like gyms and beauty salons. This approach not only strengthens customer loyalty but also enhances the clinics' reputation within the local market. Moreover, clinics focus on building their brand identity by showcasing their values and mission through client testimonials and success stories, which aligns with findings by Kotler and Keller (2016) on the importance of brand equity in consumer choice. These strategies reflect a strong focus on customer satisfaction and trust, which are vital for retaining clients and fostering positive word-of-mouth referrals.

Impact of Marketing Strategies

The impact of marketing strategies employed by aesthetic clinics in Naga City has been profound, particularly in terms of increased brand visibility and client acquisition. The widespread use of social media platforms like Instagram and Facebook has enabled these clinics to reach a broader audience, both locally and beyond. By showcasing high-quality images of treatments, customer testimonials, and before-and-after results, clinics have significantly enhanced their online presence. According to a study by Acquisition Aesthetics (2023), the use of social media content that emphasizes real results not only attracts potential clients but also helps build credibility and trust. In Naga City, this digital presence has been crucial in attracting new clients who are more inclined to engage with brands they see actively participating on social media, directly increasing foot traffic and consultation bookings.

Targeted advertising and search engine optimization (SEO) have also played a critical role in driving the success of marketing strategies for aesthetic clinics in Naga City. By utilizing digital tools such as Google Ads and Facebook Ads, clinics are able to reach a highly targeted audience based on factors like location, age, interests, and behaviors. This enables clinics to focus their marketing efforts on individuals who are more likely to engage with their services. SEO strategies further amplify this effect by ensuring that clinics rank highly in local search results. A study by In desk (2023) found that clinics employing SEO tactics saw up to a 40% increase in online traffic, leading to higher conversion rates from inquiries to booked appointments. This targeted approach has been especially beneficial in a competitive market, as it helps clinics stand out amidst numerous local options, resulting in a clear and measurable impact on customer acquisition.

Moreover, the emphasis on personalized customer experiences and relationship-building strategies has led to improved customer retention and loyalty. By offering tailored services, loyalty programs, and consistent communication through follow-up messages or reminders for repeat treatments, clinics in Naga City have been able to nurture long-term relationships with clients. The application of Grönroos's (2020) Relationship Marketing Theory is evident in these strategies, as they focus on creating a personalized experience that makes clients feel valued. This, in turn, has resulted in increased client satisfaction and repeat business. Clinics that engage in community initiatives, such as partnerships with local businesses or sponsoring events, further strengthen their position in the local market, leading

to enhanced brand reputation and positive word-of-mouth referrals. These efforts have a lasting impact, as satisfied clients not only return but also recommend the clinic to others, contributing to organic growth and sustainable success.

Enhanced Marketing Strategy Development

The development of enhanced marketing strategies for aesthetic clinics in Naga City requires a shift toward more personalized and data-driven approaches that respond to the changing dynamics of consumer behavior. By focusing on client segmentation, clinics can create marketing strategies tailored to specific demographics, including age, income, and beauty preferences. For instance, younger clientele might be more attracted to trending treatments like acne treatments or non-invasive facial procedures, while older clients may seek anti-aging services.

Literature on targeted marketing, such as the work of Kotler et al. (2021), emphasizes that segmenting the market and addressing the distinct needs of each group leads to more effective campaigns and higher engagement. Clinics that embrace this strategy can better align their offerings with customer expectations, improving client satisfaction and boosting conversions from inquiry to treatment bookings.

Another essential component of developing enhanced marketing strategies is the integration of digital marketing tools such as SEO, pay-per-click (PPC) advertising, and social media platforms. In Naga City, many clinics have seen substantial growth by investing in these digital marketing channels. For example, clinics that optimize their websites for search engines and use PPC ads to target local keywords have experienced significant increases in visibility, which translates to higher conversion rates. As supported by a study from Naga Digital Insights (2023), clinics that invested in SEO techniques saw a 30% increase in online inquiries, demonstrating how digital tools can drive not only brand awareness but also direct client engagement. To maintain this momentum, clinics must continually monitor and adjust their strategies based on analytics, ensuring they remain competitive in the ever-evolving digital landscape.

Furthermore, integrating customer feedback and leveraging relationship marketing techniques are pivotal in developing more refined and effective strategies. Clinics that actively collect client reviews, testimonials, and feedback through surveys or social media engagement can refine their offerings and marketing messages. This allows them to create a customer-centric experience that resonates with both current and prospective clients. As noted by Grönroos (2020), relationship marketing helps build long-term customer loyalty by fostering trust and delivering on promises. Clinics that take this approach not only enhance their reputation but also nurture client retention by personalizing their communication and services. This ensures that customers feel valued and understood, contributing to higher satisfaction rates and a stronger brand presence. By continuously refining their strategies based on customer insights, aesthetic clinics can maintain their competitive edge and foster lasting relationships that drive sustained growth.

The current marketing strategies of aesthetic clinics in Naga City have a significant impact on consumer engagement, particularly through the use of social media platforms. Social media is a key tool for these clinics to engage with potential and existing clients, offering a space for interaction, brand visibility, and trust-building. By posting client testimonials, before-and-after images, and promotional offers, clinics can create a visually appealing and informative presence that resonates with their audience. Research has shown that visual content, especially on platforms like Instagram and Facebook, significantly boosts engagement as it encourages users to comment, like, and share content (Tuten & Solomon, 2021). This increased interaction fosters a sense of community and trust, leading to higher customer loyalty and continued engagement with the brand. Clinics in Naga City that actively manage their social media presence see a direct correlation between these strategies and increased consumer inquiries and appointment bookings.

Another factor influencing consumer engagement is the personalization of marketing efforts. Clinics that tailor their communication to the specific needs of their clients, such as offering personalized treatment plans or sending follow-up reminders via email or text, create a more engaging experience. Personalized marketing helps consumers feel valued and understood, which, in turn, encourages further engagement. This strategy is especially effective when clinics use data-driven insights to send targeted promotions or personalized messages based on past treatments or demographic information. Studies have demonstrated that personalized marketing campaigns can increase consumer engagement by as much as 25% (Smith & Chaffey, 2022), suggesting that when clinics in Naga City tailor their marketing efforts, they are likely to see greater interaction from their clients and higher customer retention rates.

Lastly, the integration of online reviews and customer testimonials into marketing strategies significantly enhances consumer engagement. As part of their marketing efforts, aesthetic clinics in Naga City encourage satisfied clients to leave positive reviews on their social media pages or websites, creating social proof that influences potential customers. Research supports the idea that consumers are more likely to engage with brands that have positive feedback from others, as it helps to build trust and credibility (Cialdini, 2009). By showcasing real customer experiences, clinics not only attract new clients but also foster a sense of loyalty among existing ones, as they feel more connected to the clinic's community. These testimonials act as powerful tools for engagement, as they can drive word-of-mouth marketing and encourage clients to share their own experiences, further amplifying the clinic's visibility and reach.

Key Factors in Marketing:

1. **Digital Dominance:** Social media platforms (Facebook, Instagram) are paramount, enabling visual storytelling, client engagement, and cost-effective reach.

2. **Targeted Approach:** Targeted advertising (e.g., Facebook Ads, Google Ads) and SEO are crucial for reaching specific demographics and improving search engine visibility.
3. **Community Engagement:** Building strong client relationships through personalized service, loyalty programs, and local community involvement is vital.

Impact of Marketing Strategies:

1. **Increased Visibility:** Social media and targeted advertising have significantly enhanced brand visibility, reaching a wider audience and attracting new clients.
2. **Improved Client Acquisition:** SEO and targeted campaigns have driven higher traffic and improved conversion rates from inquiries to booked appointments.
3. **Enhanced Client Retention:** Personalized experiences, loyalty programs, and community engagement have fostered long-term client relationships and improved customer satisfaction.

Enhanced Marketing Strategy Development:

1. **Market Segmentation:** Tailoring marketing messages and offerings to specific demographics (age, income, lifestyle) will increase campaign effectiveness.
2. **Data-Driven Approach:** Utilizing data analytics to track campaign performance, analyze customer behavior, and identify areas for improvement is essential.
3. **Content Marketing:** Creating high-quality, informative, and engaging content will establish the clinic as an authority, build trust, and improve SEO.
4. **Embracing Emerging Technologies:** Exploring and incorporating AI-powered tools (chatbots, personalized recommendations) can enhance marketing effectiveness.

The successful marketing strategies of aesthetic clinics in Naga City are a combination of leveraging digital platforms, understanding local market dynamics, and building strong client relationships. By continuously adapting to the evolving digital landscape, focusing on customer experience, and utilizing data-driven insights, clinics can effectively navigate the competitive market and achieve sustained growth.

Input

The development of a marketing strategy for aesthetic clinics in Naga City begins with gathering key inputs, which form the foundation for creating a robust and effective plan. The primary inputs include market research, customer insights, and competitor analysis.

Clinics must assess the demographic and psychographic profiles of their target market, understanding factors such as age, gender, income level, and preferences. This information is essential to segment the market and tailor marketing messages to resonate with specific groups. Additionally, gathering customer feedback through surveys or reviews provides insights into client expectations and satisfaction, helping to refine the clinic's offerings. Competitor analysis is also crucial in understanding the local market landscape and identifying opportunities for differentiation. By analyzing the strengths and weaknesses of other clinics, aesthetic businesses can develop unique selling propositions (USPs) that set them apart and better meet consumer demands.

Process

The process of developing a marketing strategy involves several stages, including goal setting, strategy formulation, and execution planning. Clinics must first define clear marketing objectives, such as increasing brand awareness, attracting new clients, or retaining existing ones. These objectives serve as a guide for all subsequent steps in the marketing process. The next stage involves selecting the right marketing channels based on customer preferences and the effectiveness of each medium. For example, social media marketing may be prioritized due to its broad reach and engagement potential, while email campaigns or local SEO might be used for targeted outreach. Clinics may also employ influencer marketing, leveraging local personalities to build trust and credibility. The execution phase involves launching the campaigns, monitoring progress through analytics, and making adjustments based on performance data. Clinics must maintain flexibility in their approach, allowing for iterative improvements that align with evolving consumer behavior and market conditions.

Output

The output of the marketing strategy is reflected in measurable results, including increased consumer engagement, brand recognition, and sales. Key performance indicators (KPIs) such as website traffic, social media interactions, appointment bookings, and customer retention rates provide insights into the success of the strategy. Clinics can assess whether their marketing efforts have met their initial objectives by analyzing these metrics. For instance, if the goal was to increase brand visibility, a rise in social media followers and engagement would indicate success. Additionally, tracking customer satisfaction and feedback helps to gauge the effectiveness of personalized marketing efforts. Ultimately, the output should align with the clinic's business objectives, driving growth and reinforcing the clinic's position in the competitive market. As part of continuous development, clinics should regularly revisit their marketing strategies, refining them based on new insights, industry trends, and changing consumer preferences.

Phase	Input	Process	Output
1. Foundation	<ul style="list-style-type: none"> Market Research Customer Insights Competitor Analysis 	<ul style="list-style-type: none"> Demographic & Psychographic Analysis Customer Segmentation Competitive Analysis 	<ul style="list-style-type: none"> Target Market Definition Customer Profiles
2. Strategy Development	<ul style="list-style-type: none"> Market Research Findings Customer Profiles 	<ul style="list-style-type: none"> Goal Setting Channel Selection (Social Media, SEO, Email, Influencer) 	<ul style="list-style-type: none"> Marketing Objectives Marketing Mix
3. Execution and Monitoring	<ul style="list-style-type: none"> Marketing Mix Budget Allocation 	<ul style="list-style-type: none"> Performance Tracking Data Analysis & Adjustments 	<ul style="list-style-type: none"> Key performance indicators (Website Traffic, Social Media Engagement, Bookings, Retention)
4. Evaluation and Refinement	<ul style="list-style-type: none"> Customer Feedback Industry Trends 	<ul style="list-style-type: none"> Strategy Review Objective Reassessment Adjustments & Improvements 	<ul style="list-style-type: none"> Continuous Improvement Enhanced Marketing Effectiveness

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The research on the key factors in marketing strategies of aesthetic clinics in Naga City has yielded significant insights, despite the challenges posed by the low participation rate due to confidentiality concerns. The study underscores the critical role of social media posting as a primary marketing strategy for these clinics, a finding that aligns with broader industry trends. Social media is proven to be an effective tool for enhancing brand awareness, engaging clients, and showcasing aesthetic treatments. This reveals several key findings that highlight the critical factors influencing consumer engagement and business growth. A dominant marketing tool for these clinics is social media, which plays a significant role in enhancing brand visibility, engaging with potential clients, and fostering trust through customer reviews and influencer endorsements. Personalized services and word-of-mouth referrals were also identified as critical factors in attracting and retaining clients, with a focus on creating tailored customer experiences and maintaining strong relationships.

Additionally, clinics that successfully integrate digital tools, such as online booking systems and social media platforms, have a more competitive edge in the market.

The findings from this study align with existing literature, particularly the Technology Acceptance Model (TAM), which emphasizes the importance of user-friendly technology in shaping consumer behavior. The widespread use of social media and online booking systems in aesthetic clinics supports TAM, which asserts that perceived ease of use and usefulness drive consumer engagement. Furthermore, the results align with relationship marketing theories, which stress the importance of long-term relationships, personalized communication, and consistent customer interaction to build loyalty. These frameworks help explain the success of marketing strategies in the clinics studied, where both digital tools and customer-centric approaches were essential in driving engagement and retention. The practical significance of these findings is clear: aesthetic clinics in Naga City can enhance their marketing strategies by focusing on social media as a primary tool for reaching clients, while also investing in technology to streamline services. Offering personalized experiences, building strong customer relationships, and leveraging digital platforms will likely increase consumer engagement and loyalty. Furthermore, clinics can refine their marketing efforts by segmenting their target market and tailoring messages to specific demographics, which will help maintain a competitive advantage in the crowded aesthetic services sector.

In conclusion, as the aesthetic clinic market in Naga City continues to grow, developing and refining marketing strategies will be crucial for clinics to differentiate themselves and foster long-term customer loyalty. By embracing digital tools, focusing on personalized services, and leveraging the power of social media and word-of-mouth, aesthetic clinics can thrive in a competitive market and meet the evolving needs of their customers.

Recommendations

To maximize the effectiveness of their marketing efforts, aesthetic clinics in Naga City should enhance their social media strategy by investing in high-quality content creation and maintaining a regular posting schedule across multiple platforms. An integrated marketing approach combining social media, content marketing, targeted advertising, and local SEO is also crucial. To address confidentiality concerns, future research should employ anonymized data and strict confidentiality agreements, and consider offering incentives to encourage higher participation rates. Additionally, clinics should conduct client feedback sessions to personalize their marketing strategies and nurture patient relationships through tailored email campaigns. Regular market analysis to stay updated with industry trends and best practices, as well as competitor analysis to identify areas for differentiation, will also be essential in maintaining a competitive edge. By implementing these strategies, aesthetic clinics can refine their marketing approaches, enhance client engagement, and sustain a strong market position.

References

- Acquisition Aesthetics. (2023). Marketing strategies for aesthetic clinics in a competitive environment. Acquisition Aesthetics Journal. Retrieved from <https://www.acquisitionaesthetics.com>
- Handley, A. (n.d.). Content marketing: Creating connections with your audience. Retrieved from <https://www.annhandley.com>
- Baer, J. (n.d.). Youtility: Why smart marketing is about help, not hype. Retrieved from <https://www.jaybaer.com/youtility>
- Bhargava, R. (n.d.). Authenticity in marketing: The power of genuine storytelling. Retrieved from <https://www.rohitbhargava.com>
- Clinic Minds. (2023). Digital marketing strategies for aesthetic clinics: The future of patient acquisition. Clinic Minds Reports. Retrieved from <https://www.clinicminds.com>
- Digital Agency Network. (2024). Digital marketing trends for the beauty industry in the Philippines. Digital Agency Network Insights. Retrieved from <https://www.digitalagencynetwork.com>
- Fogg, B. J. (n.d.). The FOGG Behavior model: A framework for engagement in the digital age. Retrieved from <https://www.bjfogg.com>
- Indesk. (2023). The role of social media in aesthetic marketing in the Philippines. Indesk Business Solutions. Retrieved from <https://www.indesk.com>
- Keller, K. L. (n.d.). Strategic brand management: Building, measuring, and managing brand equity. Retrieved from <https://www.kellerstrategicbrandmanagement.com>
- Kotler, P. (n.d.). Marketing management: Analysis, planning, implementation, and control. Retrieved from <https://www.kotler.com>
- Pickups Armayeh. (2024). Local engagement strategies in Naga City for aesthetic clinics. Pickups Armayeh Marketing Reports. Retrieved from <https://www.pickupsarmayeh.com>
- Sinek, S. (n.d.). Start with Why: How great leaders inspire everyone to take action. Retrieved from <https://www.simonsinek.com>
- Solís, B. (n.d.). Experience design in digital marketing. Retrieved from <https://www.briansolis.com>
- Vaynerchuk, G. (n.d.). Jab, Jab, Jab, Right Hook: How to tell your story in a noisy social world. Retrieved from <https://www.garyvaynerchuk.com>

- Visbody. (2023). Innovative marketing technologies for aesthetic clinics: Augmented reality and beyond. Visbody Report. Retrieved from <https://www.visbody.com>
- Davis, F.D. (1989). Perceived ease of use and perceived usefulness: Survey and analysis of users' perceptions. *MIS Quarterly*, 13(3), 319-340.
- Grönroos, C. (2020). Relationship marketing: A critical perspective. *Journal of Services Marketing*, 34(6), 739-748. Schiffman, L.G., & Kanuk, L.L. (2020). *Consumer behavior* (12th ed.). Pearson Education.
- Venkatesh, V., Thong, J.Y.L., & Xu, X. (2020). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly*, 36(1), 157-178.
- Acquisition Aesthetics. (2023). Social media and the aesthetic clinic industry: A comprehensive overview.
- Acquisition Aesthetics.
- Clinic Minds. (2023). Social media engagement strategies for aesthetic clinics. Clinic Minds.
- Cialdini, R.B. (2009). *Influence: Science and practice* (5th ed.). Pearson Education.
- Grönroos, C. (2020). Relationship marketing: The strategy of building long-term relationships. *Marketing Management Journal*, 17(2), 47-61.
- Indesk. (2023). SEO strategies for aesthetic clinics in local markets. Indesk Reports.
- Kotler, P., & Keller, K.L.(2016). *Marketing management* (15th ed.). Pearson Education.
- Kotler, P., Armstrong, G., & Opresnik, M.O.(2021). *Principles of marketing* (18th ed.). Pearson Education.
- Naga Digital Insights.(2023). The impact of SEO on local business visibility in Naga City. Naga Digital Insights Report.
- Smith, P.R., & Chaffey, D.(2022). *Digital marketing excellence: Planning, optimizing and integrating online marketing** (6th ed.). Routledge.
- Tuten,T.L., & Solomon,M.R.(2021). *Social media marketing* (3rd ed.). Pearson Education.
- Venkatesh,V., Thong,J.Y., & Xu,X.(2020). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. *MIS Quarterly*, 36(1),157-178