Exploring social media advertising strategies in cosmetic surgery in Taiwan

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Abstract

Since ancient times, people have spared no effort in the pursuit of beauty. With the progress of medicine, the demand for beauty has increased even more significantly. According to statistics, the global value created in cosmetic medicine sector is expected to reach 13.34 billion US dollars by 2020. In recent years, cosmetic medicine has also developed strongly in Taiwan market, with an annual output value of about 40 billion Taiwan dollars. Taiwan implements universal health insurance, but unlike general medical care, service charges occurred in cosmetic clinics have to be paid out-of-pocket from patients. In addition, the practice of the clinics is also highly regulated by governmental administrations. The factors make an outgrowth of cosmetic surgery clinics challengeable in profitability and surviving. Nowadays, cosmetic surgery clinics also use social media to approach their potential patients and maintain competitiveness. In this study, we explored advertising strategies on social media of the most competitive clinics. The top six cosmetic surgery clinics were selected as the research subjects, which are located in the most competitive metropolitan area of Taipei and they continuously keep more than 100,000 social media fans. Through text mining technique and word cloud analysis, we found that the clinics in Taiwan largely use rationally appealing and emotionally persuasive terms to run their social media advertisements. Rationally appealing terms such as “course of treatment” or “physician” and emotional terms such as “beauty” or “love yourself” are used most popularly in their strategy to attract consumers. Effective advertising strategies are further discussed.

Key Words: advertising strategy, cosmetic surgery, FaceBook, social media, text mining

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