

## 8.17: Closing Company Case

### Lineout

If 50 is the new 30, most 50-year-olds want to look 30. Consumers in their twenties want to look like their favorite Hollywood star or Instagram influencer. New methods, procedures, and products are flooding the market to appeal to the market demand for better skin, reduced facial wrinkles, and improved appearance. A big part of the market for skin care products is dermal fillers. According to Fortune Business Insights, the global dermal fillers market is projected to grow from \$3.07 billion in 2021 to \$6.28 billion in 2028 at a compound annual growth rate (CAGR) of 10.8% in the forecast period, 2021–2028 (Fortune Business Insights, 2021).

Noninvasive and minimally invasive procedures for smoother and younger-looking skin are rising in popularity among many different demographic groups. Through facial fillers or digitally enhanced photographs, many people are looking to improve their look. While most consumers may not have the money or the willingness to undergo surgical cosmetic procedures, many are very willing to take an alternate route—receive an injection that may last 3, 6, or 12 months and provide the appearance of younger-looking, smoother, line-free skin (McKinsey & Company, 2021).

Looking to break into the market of dermal fillers and provide excellence in the injection experience and outcome, Lineout jumped into the market. The company didn't want to be a typical medical spa with a wide breadth of services. Instead, it was looking to be a boutique provider of an in-demand service done with excellence and provided through a vast network of boutique locations nationwide.

Like the nail salon that only does nails, Lineout is a boutique that focuses only on facial fillers. The boutique experience with niche specialization was lacking in the industry. To provide facial injections with precision and only do the best for its clients, Lineout had a business model that could break into the market and be replicated throughout the country.

While most medical spas market primarily to middle-aged women, Lineout realized the market was much bigger and more diverse than most medical spas recognized. Consumers of various ages, genders, and ethnicities were seeking facial fillers. Many medical spas were set up to cater to the female market. With feminine-sounding names, pink pastels, and soft floral graphics, the marketing was all focused on this one demographic.

Lineout purposefully structured its business to meet the needs of a more diverse market. With simple graphics, a bright color palette, and marketing promotion through various channels, Lineout was able to tap a broader market.

The male audience skewed older (GQ Staff, 2021). To meet the needs of men who wanted facial fillers, Lineout promotions included male-themed blogs, promotions through barbershops, and digital advertising with business and sports teams. For men “in the know,” *lineout* is a rugby term. Rugged men saw Lineout as a product for them as they stepped into the facial fillers market.

On the opposite spectrum, young women had much different needs for facial fillers. Younger women primarily wanted lips that looked like the Kardashians and “line”-free foreheads, similar to what they were seeing from favorite celebrities and Instagram influencers. Media choices for women in their late teens and early twenties were primarily focused on TikTok and Instagram along with some select YouTube channels and reality shows. Lineout was able to connect with this audience by targeting messaging specific to the bigger, beautiful lip craze.

And finally, the biggest and most obvious market was middle-aged women who made facial fillers part of their skincare. Getting facial fillers for this demographic was as regular as a teeth cleaning or appointment with a hairstylist. Without hesitation, this market signed up for regular appointments and memberships that provided discounts for frequent and regularly scheduled sessions.

Lineout counted this demographic as its bread and butter. Demand from this market segment is the highest, and this consumer group is also the most discerning. Without all the traditional services offered by medical spas, Lineout had to ensure that the level of skill and the overall results were superior to other services in the market. To reach this market, Lineout created specific blogs to address the stated concerns and needs. Lineout used Facebook and select digital channels to court older women seeking facial filler services.

Although the marketing for each demographic is a bit different, the services and the experience are similar for each of the company's market segments. Men want specific things from their facial fillers, young women want something different, and middle-aged women are even more precise. Lineout provides for each diverse need while maintaining its niche focus of only doing facial fillers.

Learn more about the company from [the Lineout website](#) and [Instagram feed](#).

### Case Questions

1. How does Lineout adapt its marketing for each of the diverse markets it serves?
2. The trend in noninvasive cosmetic procedures grows every year. What are some of the factors that have impacted the demand for facial fillers?
3. What are the factors Lineout is considering when looking at how it changes its marketing to meet the needs of its different consumer markets?
4. The various consumer groups Lineout is serving have different and unique concerns. What are some of the factors that have created the concerns?

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