

What Bali's top 15 clinics *Actually post*

THE FULL INSTAGRAM BENCHMARK, OCTOBER 2026

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EVERY CHECK, ALL 15 CLINICS

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Open your own Instagram, take your last 30 posts, and fill in the scorecard at the end.

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CHECK 1 OF 6

All of them post weekly,
most about **3 times a week**

12

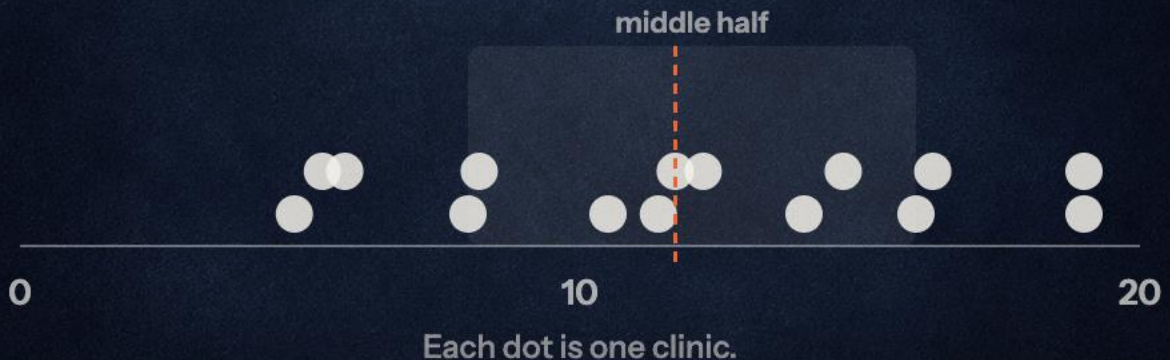
posts a month, the median

8 to 16

the middle half

5 to 19

lowest to highest



Check yours

Count your posts from the last 30 days. Fewer than 4 means you post less often than **every one of the 15**.

Posts a month = the last 30 posts, divided by the months they cover.

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CHECK 2 OF 6

Half the time, the caption doesn't say how to book

47%

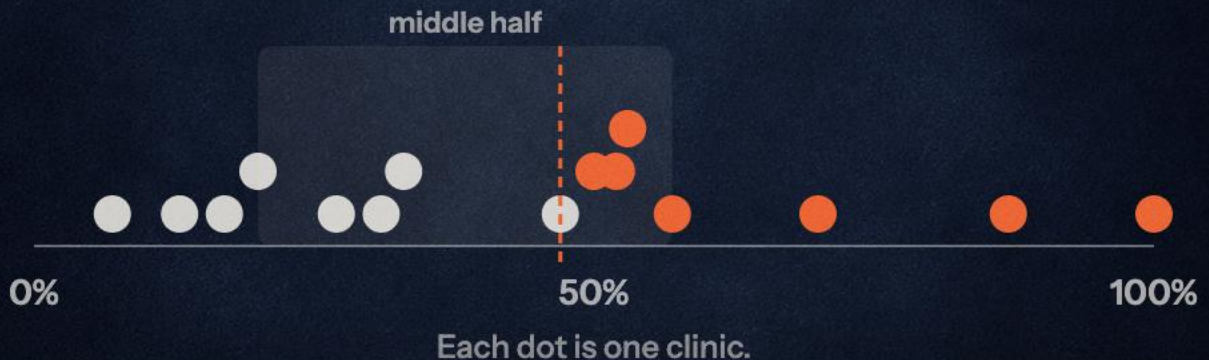
of captions, the median

20 to 57%

the middle half

7 of them

reach half or more



Check yours

Of your last 30 captions, how many give a way to book: a WhatsApp number, "DM us", a link or a booking call? Divide by 30. **Half or more** puts you with the top 7.

Orange dots: clinics where half or more of the captions say how to book.

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CHECK 3 OF 6

The doctor or founder is in about **1 caption in 10**

10%

of captions, the median

3 to 23%

the middle half

0 to 47%

lowest to highest



Check yours

How many of your last 30 captions mention your doctor or founder? This one is a share, not a score: it tells you how much of the account is **the people behind it**.

Counted from caption wording. Health advertising rules apply to titles and named doctors.

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CHECK 4 OF 6

Offers show up in about **1 post in 5**

20%

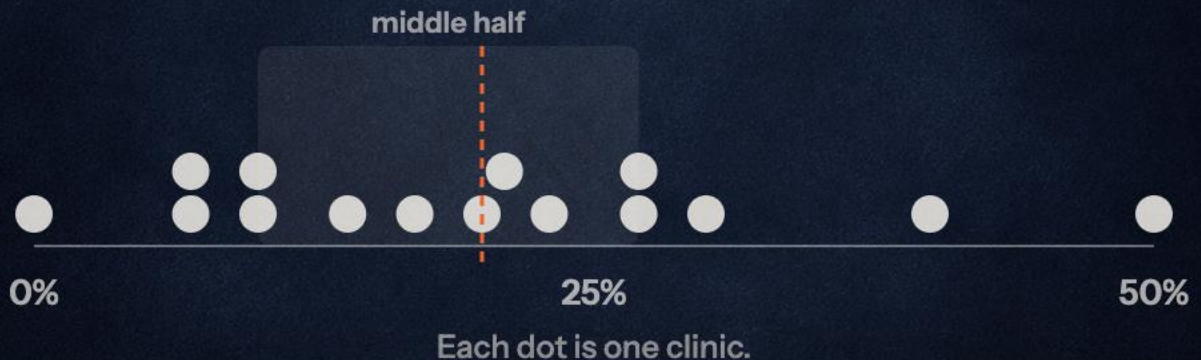
of captions, the median

10 to 27%

the middle half

0 to 50%

lowest to highest



Check yours

Count the captions in your last 30 with an offer, discount or promotion. One clinic never runs one; another puts one in **every second post**.

Counted from caption wording: offer, discount, promo, sale and similar.

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CHECK 5 OF 6

Reels make up about **half** **their posts**

48%

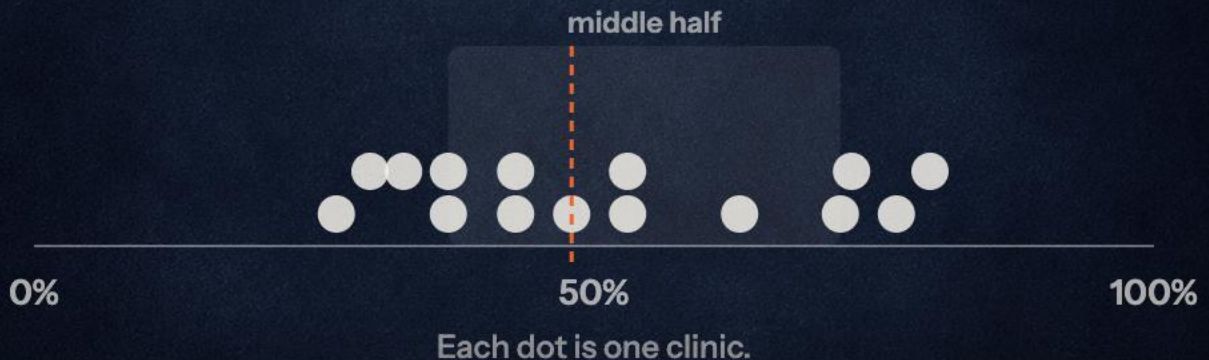
of posts, the median

37 to 72%

the middle half

27 to 80%

lowest to highest



Check yours

Open your grid and count the Reels in your last 30 posts. The middle half of the 15 sit **between 11 and 22 Reels** out of 30.

Reels share of the last 30 posts.

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CHECK 6 OF 6

13 of them use WhatsApp, only 1 tags the source

13

list WhatsApp to book

7

offer online booking

Only 1

tags where the chat
came from



■ WhatsApp

■ WhatsApp + source tag

□ no WhatsApp

Check yours

Tap the WhatsApp button on your own profile. Does the message that opens say where it came from? If not, add one line, e.g. "Hi, I found you **on Instagram** and I'd like to book."

Booking routes and the pre-written message, as seen on each profile.

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WORTH KNOWING

Three more things **worth knowing**

4 of 5

of the largest accounts get 0.5 to 13 likes a post.

Followers don't tell you how much attention an account gets.

3 of them

went three months or more without a post in the last year.

Posting weekly today doesn't mean it stayed that way.

December

carries the most season-themed posts: 41, at 10 of the 15 clinics.

The July-August visitor peak gets about half that (21).

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YOUR TURN

Your scorecard

CHECK	BALI MEDIAN	MIDDLE HALF	YOURS
Posts a month	12	8 to 16	
Say how to book	47%	20 to 57%	
Doctor or founder	10%	3 to 23%	
Offers	20%	10 to 27%	
Reels	48%	37 to 72%	
Source tag	1 of 15		

Use your last 30 posts for every check, the same way we counted the 15.

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WHO MADE THIS

Made in Bali

Saeed

CO-FOUNDER, MERSA (MERSA.BIZ)

10 years in marketing, based in Bali. Mersa is two people, Mina and me.

Most businesses here have someone posting. Few have anyone deciding what to post and why. **We direct your marketing. Your team makes it.**

Questions about your numbers? **Reply to the message this came in.** I read every one.

Mersa research: Bali's top 15 aesthetic clinics, last 30 posts within 6 months, collected 7-9 October 2026. Captions keyword-coded, about 93% precise. No clinic named.

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