

How **Medifluence** Helped **Dr. Belliappa** Build His Brand and Get 30% More Patients in Just 90 Days.

CASE STUDY

DR BELLIPPA - ORTHOPAEDIC SURGEON



Problem

- Dr. Belliappa is **naturally soft-spoken**, making it **challenging to build a dynamic online personality**.
- **Fresh social media** accounts with no prior experience or activity in content creation.
- Outdated and unoptimized **website**.



Objective

- Develop a compelling personal brand despite communication style challenges.
- Increase online visibility and credibility among patients and medical peers.
- Improve patient walk-ins and consultations through digital strategies.



Strategy

**Website
Development
for his clinic**

**Video
Marketing**

**SEO &
Content
Marketing**

medfluence.us

Website Development



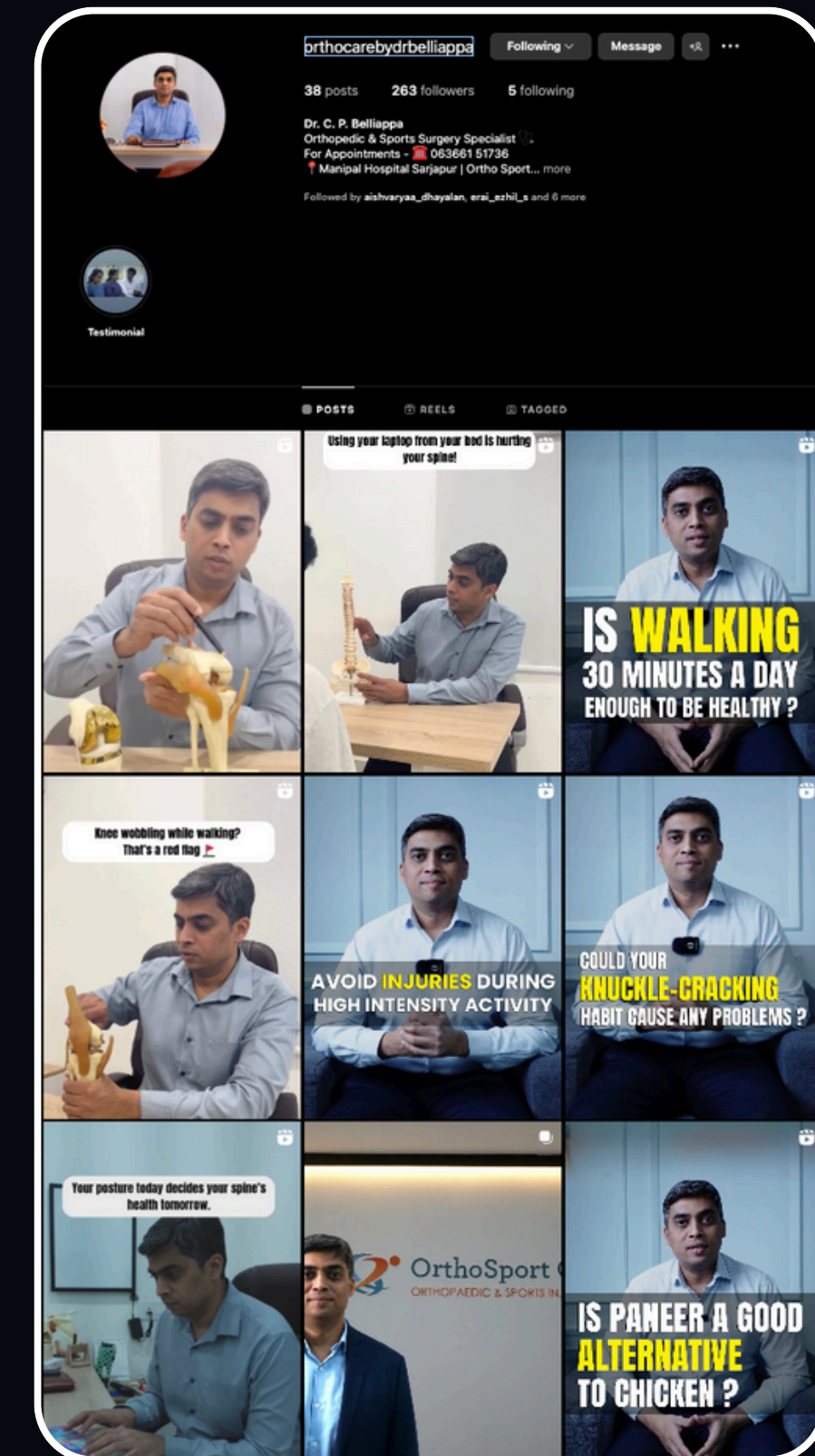
- Created a modern, user-friendly [website for his clinic](#) optimized for current and future patient needs.
- [Implemented SEO strategies](#), ensuring the website ranks well in relevant searches.

www.orthosportclinic.com

medfluence.us

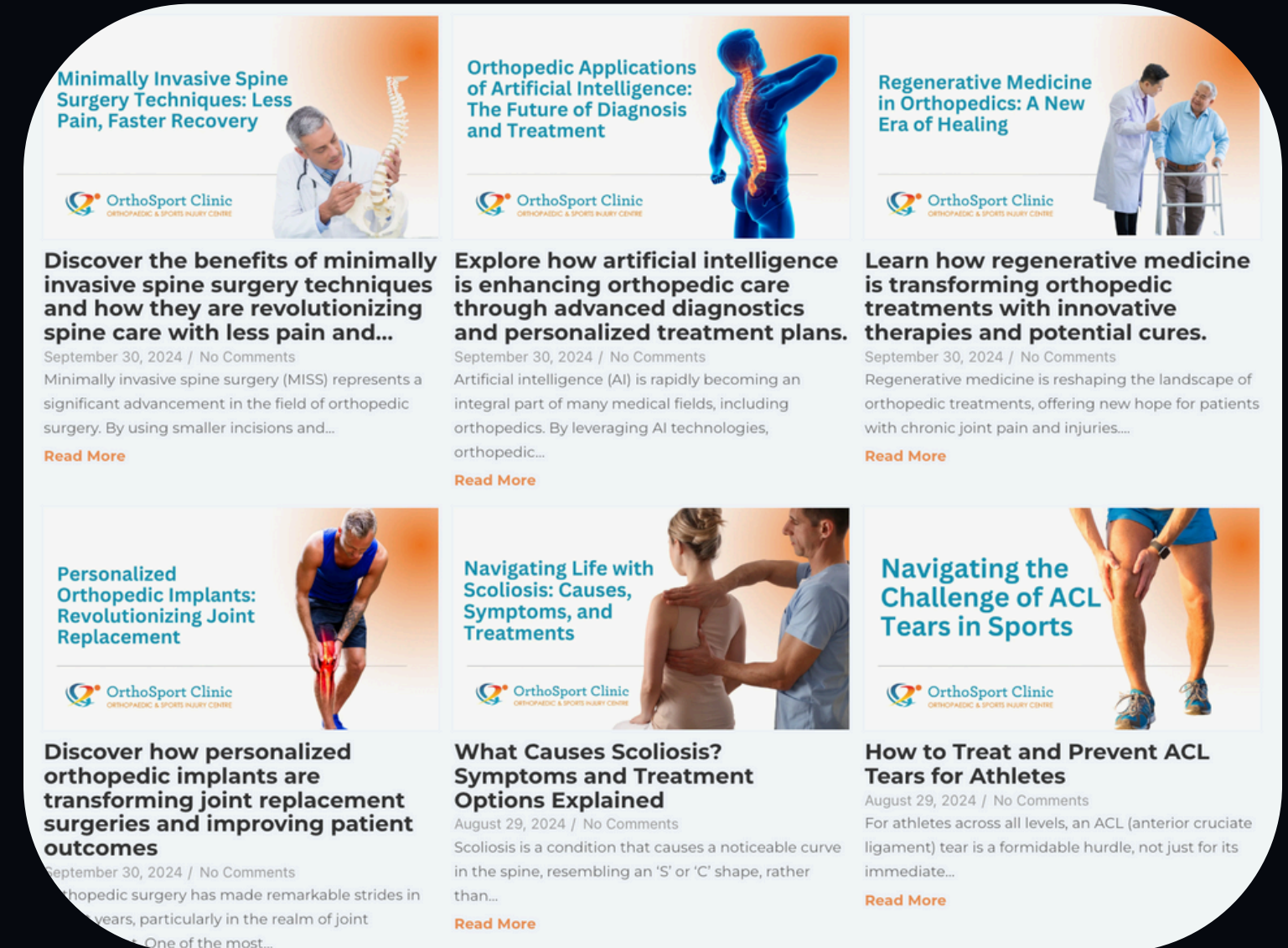
Video Marketing

- Strategic content calendar
- Medically accurate scripts
- Video shoot assistance (For him to get comfortable with camera)
- High quality video editing
- Social media management across all of his profiles (Instagram, Facebook, Youtube etc)



SEO and Content Marketing

- Published 4 high-quality, **SEO-optimized blogs** per month, enhancing online visibility.
- Continuously refined SEO strategies based on performance data.



Content Types

Talking Head videos



104

3

12

20

31,767
Views

Short 7 sec videos



86

0

9

3

1,906
Views

Pointers Reel



187

2

9

5

40,873
Views

Results & Data

- Generated over 200,000 organic views within 90 days.
- Patient walk-ins and consultations increased by approximately 30%
- Improved recognition and credibility within the medical community



Testimonial From Dr Belliappa



<https://youtube.com/shorts/AnALzD-BleU?si=Uu1yO1t3teE1bE2Z>

FAQs

1. How quickly were results visible?

Rapid growth was evident within the first 120 – 180 days of execution.

2. Which platforms generated the most engagement?

Instagram provided the highest engagement due to structured and optimized reel scripts, and content was also successful on YouTube.

3. Was paid advertising involved?

No, growth was achieved organically through targeted content and SEO strategies.

4. Whats the pricing for the end to end personal branding service for doctors ?

Our retainer starts at INR 70,000 + GST per month (Ideation, scripting, strategy, video editing, Profile management)

Thank You