



# How **Medifluence** Helped Dr. Gayathri's Homeopathy Clinic Reach by 200%

**CASE STUDY**

**DR GAYATHRI - HOMEOPATHY**



# Problem

- Homeopathy content **lacked clear scientific backing**, making it challenging to create credible and compelling content.
- Existing **writers were not specifically trained** to handle homeopathy-related content.
- **Difficulty establishing trust** and interest due to skepticism around homeopathy.



# Objective

- Create engaging, credible content to increase clinic visibility.
- Improve patient engagement and boost monthly patient walk-ins.
- Develop sustainable content strategies tailored to homeopathy.



# Implementation Done

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**Video  
Marketing**

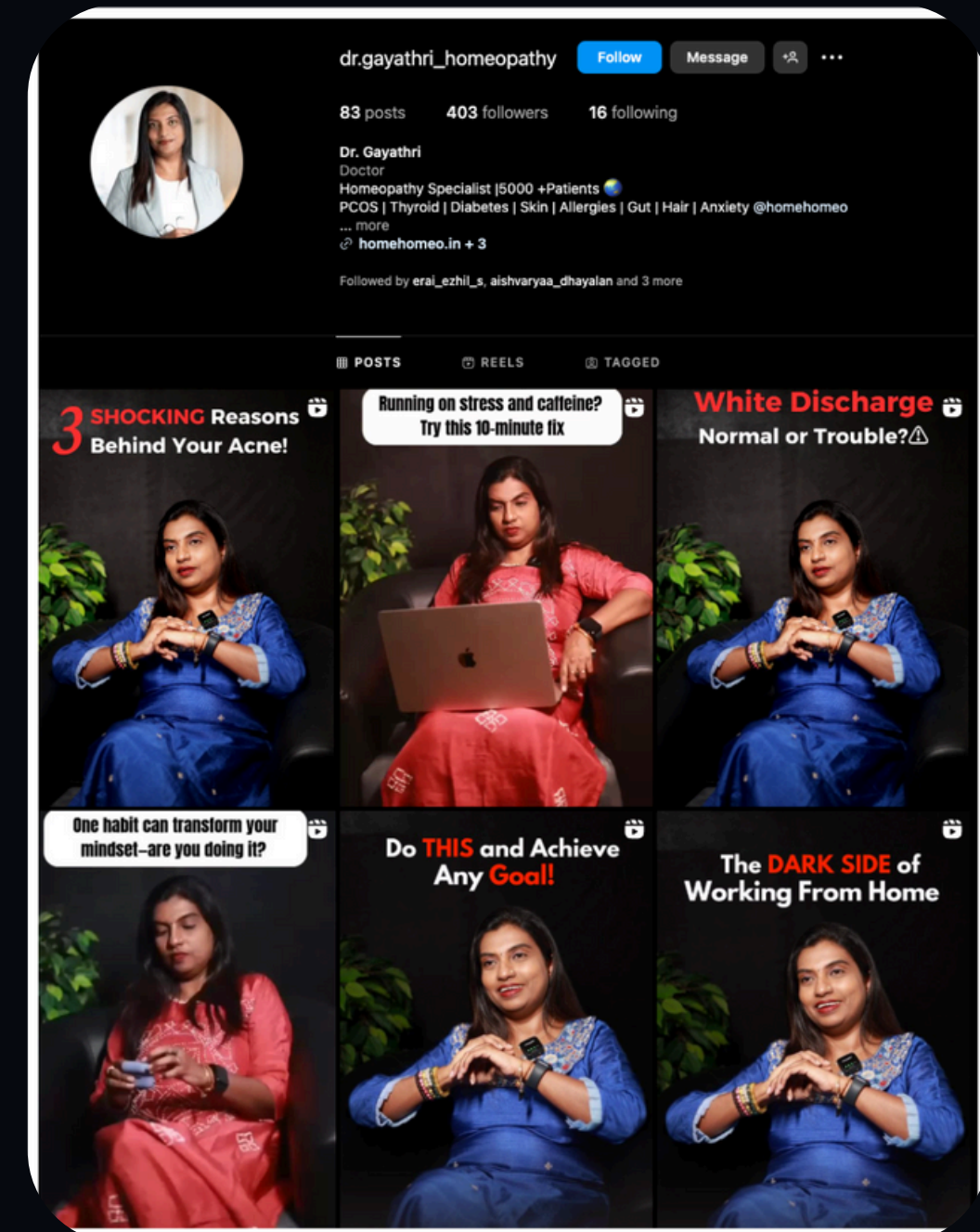
[medifluence.us](https://medifluence.us)

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# 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)



# Content Types

Pointers Reel



781

1

363

468

40,186  
Views

Talking Head



182

8

14

103

18,769  
Views

7 Seconds video



12

2

14

3

1560  
Views

# Results & Data

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- 1,00,000+ views within 90 days.
- Achieved consistent patient growth, nearly 2x clinic visits from baseline.
- Improved patient trust and credibility through strategic content.





# FAQs

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1. How quickly were results visible?

Rapid growth was evident within the first 90 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 for International (Ideation, scripting, strategy, video editing, Profile management)



**Thank You**