



How **Medifluence** Helped **Dr. Preethi** Generate Immediate Leads and Build a 10K+ Strong Community Within 90 Days

CASE STUDY

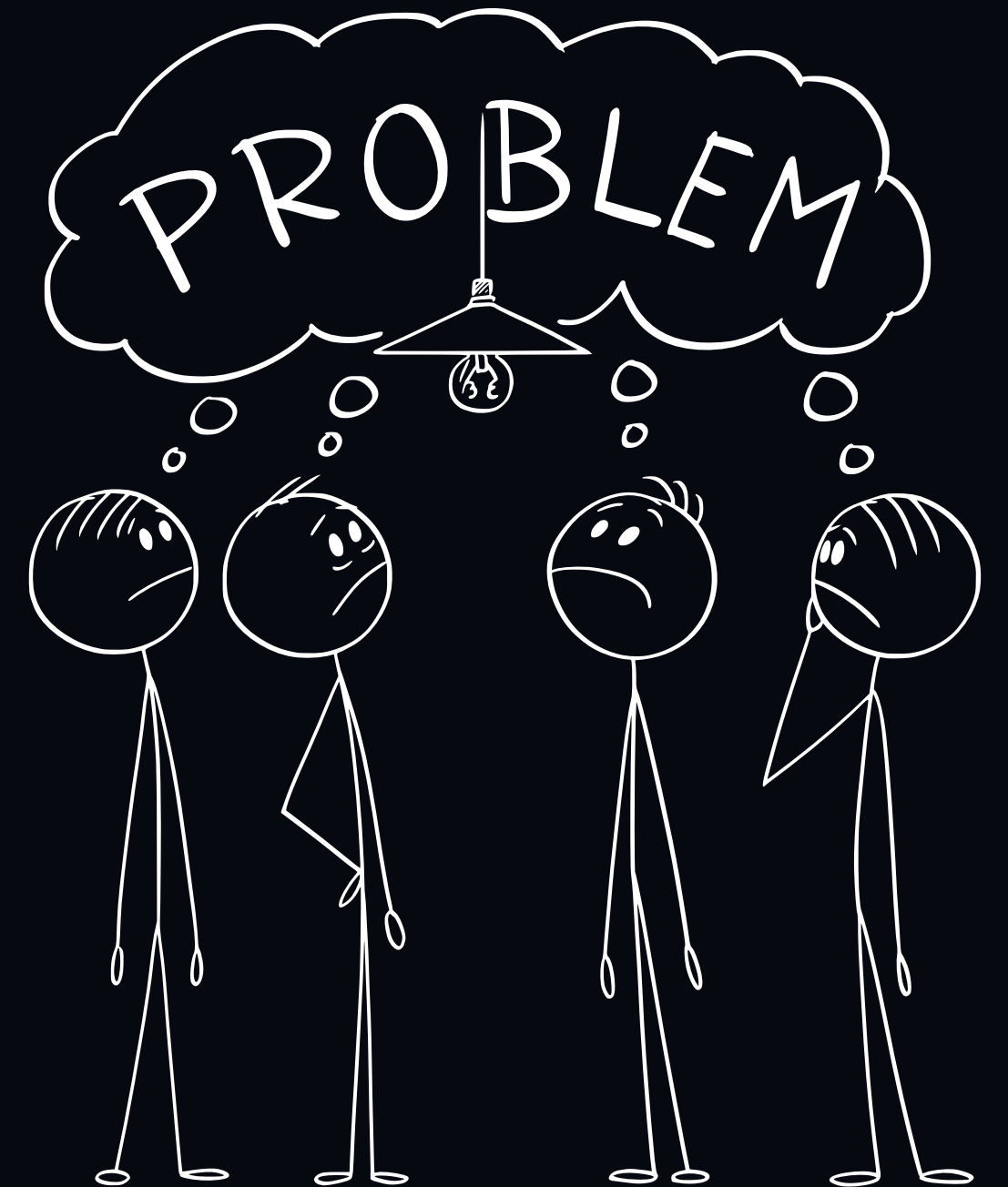
DR PREETHI, BARIATRIC AND LAPAROSCOPIC SURGEON



Problem

- Newly opened laparoscopic and bariatric surgery clinic requiring immediate patient leads.
- No existing online presence; completely new to content creation.
- Urgent need to build credibility and visibility rapidly to attract patients.

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Objective

- Quickly establish Dr. Preeti's expertise in laparoscopic and bariatric surgery.
- Generate immediate and sustainable patient leads.
- Build an engaged online community to amplify visibility.



Strategy Implemented

1. Regional Language Content Strategy:

- Developed highly targeted, conversational, and informative content in Tamil.
- Ensured local relatability, breaking language barriers, and directly connecting with the target audience.

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Strategy Implemented

2. YouTube Ad Campaign:

- Developed highly targeted, conversational, and informative content in Tamil.
- Ensured local relatability, breaking language barriers, and directly connecting with the target audience.



The advertisement features a white background with a teal accent. In the top right corner is a logo consisting of three interlocking loops, with the text 'GASTRO & GENERAL SURGERY' below it. The main headline in bold teal text reads 'Consult our General and Laparoscopic surgeon in Namma Chennai!'. Below this, three lines of teal text list credentials: '12+ Yrs of experience', '10k+surgeries Performed', and '99% success rate'. A teal button with white text says 'Schedule you appointment now'. Below the button, the text 'call@098840 00171' is displayed in teal. On the right side is a portrait of a smiling female doctor with long dark hair, wearing a white lab coat over a patterned top. At the bottom, a teal banner contains the text 'Marinas Clinic, Josier St, Tirumurthy Nagar, Nungambakkam, Chennai, Tamil Nadu 600034' in white.

Consult our General and Laparoscopic surgeon in Namma Chennai!

12+ Yrs of experience

10k+surgeries Performed

99% success rate

Schedule you appointment now

call@098840 00171

Marinas Clinic, Josier St, Tirumurthy Nagar, Nungambakkam, Chennai, Tamil Nadu 600034

Strategy Implemented

3. Strategic Media Collaborations:

- After achieving a follower milestone (10k followers), initiated outreach to regional media and healthcare influencers.
- Secured collaborations for interviews, expert segments, and health awareness programs, significantly boosting credibility and visibility.



Results & Data

- Achieved rapid follower growth, surpassing 8,000 followers within 90 days.
- Generated over 120,000 views organically through informative regional content.
- Built a highly engaged Tamil-speaking community, enhancing brand loyalty and trust.
- Patient walk-ins consistently grew month-over-month, with a notable 2x increase by the third month.



FAQs

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 (Ideation, scripting, strategy, video editing, Profile management)

Thank You