

Content Strategy

Client Playbook



Dr. Shaan

Royal Wharf Clinic · London

21K to 262K on Instagram

20 new patients attributed

211,462 views on one video

What Is Inside

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The Brand

Who Dr. Shaan is and how one physician fronts a whole clinic

02

The Numbers

Real results, 21K to 262K on Instagram and 20 booked patients

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Four content pillars and what each one does

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The Phases

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The Content

The title system with the real 211,462 view example

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The Funnel

How attention becomes trust, then booked consultations

01

Content Strategy

The Brand

One trusted physician as the front door to the clinic

The on camera face of Royal Wharf Clinic

Positioning, channels, and identity



Dr. Shaan is a practicing physician and the on camera face of Royal Wharf Clinic, a dental and aesthetic practice in London. The content is engineered to make one trusted doctor the front door to the entire clinic: educational treatment videos pull search and suggested traffic, and the clinic captures that demand as booked patients.

The proof is already in. The account grew from 21K to 262K on Instagram and the machine has booked 20 new patients.

WHERE HE LIVES ONLINE

Instagram

262K · the reach engine

YouTube

8.14K subs · authority

TikTok

short form distribution

The Clinic

where demand lands

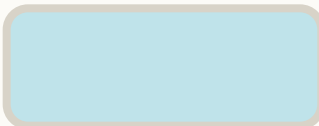
The identity system



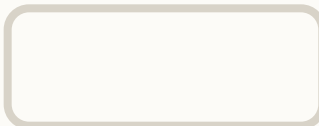
Clinical navy
#102A3C



Aqua
#5FC9D8



Pale aqua
#BFE3EA



Paper white
#FCFBF7

Voice: calm, clinical, honest. A real doctor explaining treatments without hype. Thumbnails pair a bold claim with highlight bars and before and after visuals, and the white coat on camera makes every claim credible before a single word is spoken.

02

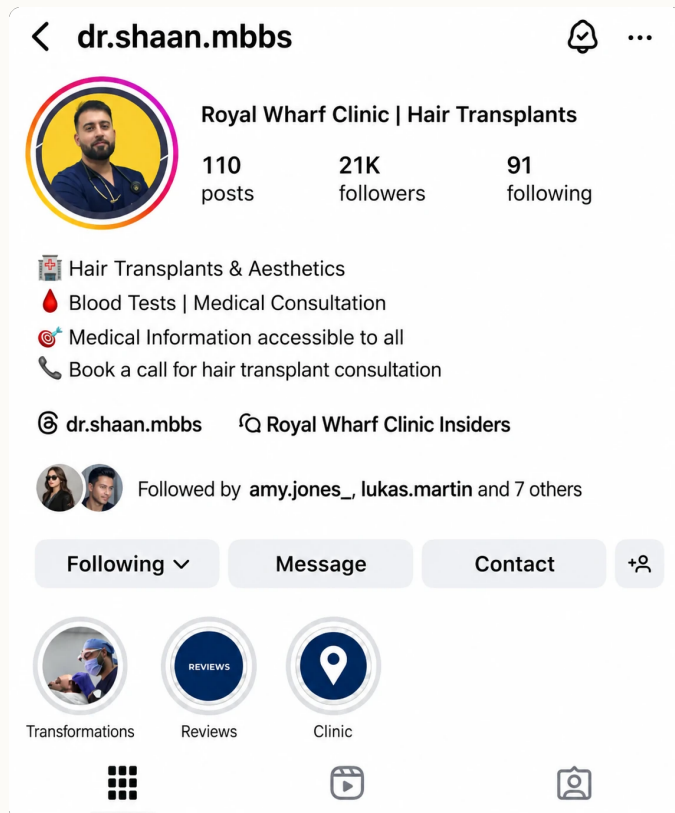
Content Strategy

The Numbers

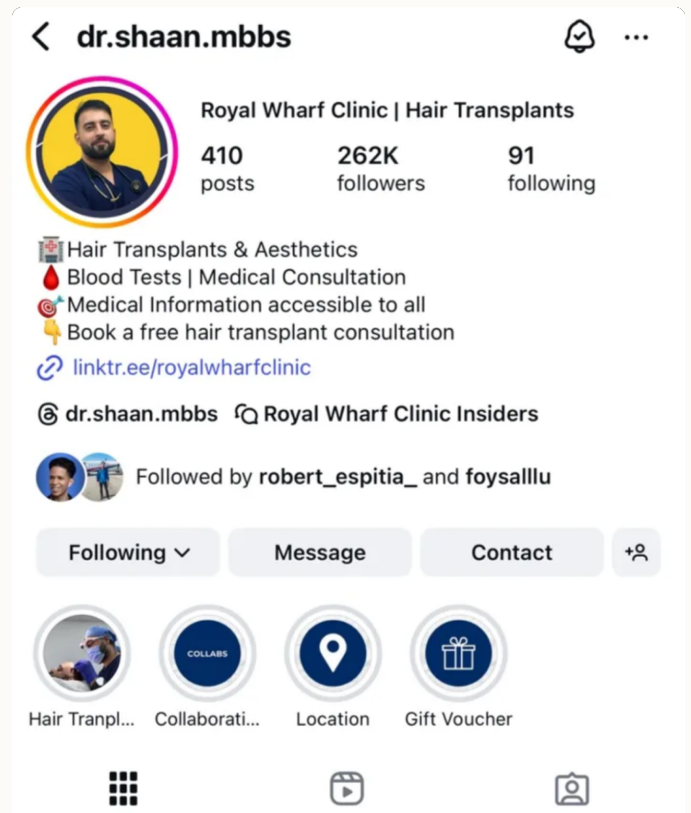
Straight from the analytics, not a claim

21K to 262K on Instagram

The before and the after, side by side



Before: 21K followers



After: 262K followers

262K

Instagram followers

20

new patients attributed

211,462

views, gray hair video

302

videos shipped

03

Content Strategy

The Pillars

Four jobs, one clinic

The four pillar mix

Observed across the 21 published videos in the library

Patient Education

18 of 21 videos · 86%

The engine. Roughly 249K of the 251K total views live here, headlined by the gray hair video at 211,462 views.

Behind the Clinic

2 videos · 1,513 views

The humanizer. The chemical peel procedure at 1,470 views plus the Dr. Know brand short show the operation behind the promise.

Before and After

1 video · 548 views

The converter. The cryotherapy case study proves outcomes on camera. Underbuilt today, and the next lever for bookings.

Trust and Credentials

0 dedicated videos

The open lane. The testimonial and the 52 revision story live on the case study page, not in the feed. Moving them into content raises conversion.

What it looks like in the feed



211,462 views



15.1K views



288K plays on IG

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Content Strategy

The Phases

How the machine was switched on

Foundation, Momentum, Authority

The real rollout, read from the real posting dates

PHASE 1

Nov 2023 to Sep 2024

Foundation

Broad medical education at low volume: blood pressure, B12, sleep and weight, IV therapy, psoriasis versus eczema. Views were small (37 to 1,470 per video) but this built the library, the workflow, and the on camera reps.

PHASE 2

Jan to Apr 2025

Momentum

Output spiked: 10 videos in four months, including 6 in March 2025 alone. Topics narrowed to aesthetics and skin: laser hair removal, chemical peels, collagen induction, medical grade skincare, cryotherapy. Baseline views climbed into the hundreds and Biotin and Hair Loss broke out at 8,752.

PHASE 3

Jul 2025 onward

Authority

Fewer, bigger swings on the proven hair niche. PRP versus Exosomes did 10,667 views, the hair regrowth treatment did 14,141, and Can You Reverse Gray Hair Naturally did 211,462. Three videos in this phase outperformed the previous two years combined.

Cadence today: one to two high production long form videos per month on YouTube, while daily short form lives on Instagram and TikTok where the 262K audience was built. Long form carries YouTube, 16 long form videos hold 250,902 views against 364 across the 5 shorts.

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Content Strategy

The Content

Titled to be searched, filmed to be trusted

The title system, next to its biggest win

A burning question plus a contrarian answer beats a procedure explainer

TITLE PATTERN · QUESTION PLUS CONTRARIAN ANSWER

Read from the real library, 21 published videos

The winning pattern:

Can You Reverse Gray Hair Naturally?

(It's Not Stress)

211,462 views

The same pattern, again:

This hair treatment WILL regrow
your hair FAST

15.1K views

What loses: procedure explainers.

Question and myth busting titles beat
them by two orders of magnitude.

Hair is the franchise: about 97% of all channel views.



211,462 views on this video

youtube.com/watch?v=Aj0NTYr3nNQ

The system behind every video

One question per video

Doctor on camera

Honest, no hype

Proof on screen

One CTA only

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Content Strategy

The Funnel

Attention. Trust. Conversion.

How views become booked patients

The machine under the content

ATTENTION

Long form YouTube answers to high intent hair and skin questions, plus daily short form clips on Instagram and TikTok where the 262K audience compounds.

TRUST

Dr. Shaan himself is the trust asset: a real physician explaining treatments honestly, backed by before and after case studies and clinic tours that show the operation behind the promise.

CONVERSION

Every video routes viewers to Royal Wharf Clinic for a consultation. Attention on hair and aesthetics lands directly on the services the clinic sells, which has already produced 20 new patients.

Built and run by Panche P., marketing consultant

Strategy, scripts, editing, thumbnails and posting, delivered as one system.

panchepetrov.com

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Content Strategy

The Rollout

Trust before the first appointment

The first 90 days

What actually happens, week by week

WEEK 1

Mine the questions

List every question patients ask before booking. That list is the content calendar, because search intent already exists.

WEEK 2

Batch the hair series

Hair content carries 97 percent of views. Build the franchise deliberately instead of hoping it repeats.

WEEK 3 TO 4

Long form leads

Long form holds 250,902 of 251,266 total views on this account. Publish long form first and cut shorts from it.

WEEK 5 TO 8

Show the results

Before and after content plus behind the clinic access. In medical, seeing the hands do the work is the entire sale.

WEEK 9 TO 12

Credential the authority

Trust and credentials content closes the loop for the cautious patient who needs one more reason.

ONGOING

Fill the chair

Patients arrive already sold. Twenty new patients traced directly to this system so far.

One recording day feeds the entire engine

Strategy, scripts, editing, thumbnails and posting handled end to end. You record. That is the whole ask.