

Content Strategy

Client Playbook



Patrick El-Sayegh

Expanded · Airway Health Network

27,658 views across 30 shorts

Top video 6,431 views

May 2026 avg 2,495 views

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01

Content Strategy

The Brand

A real face on a clinical topic

The human face of airway health

Purpose, positioning, and channels



Patrick El-Sayegh is the Founder and CEO of Expanded, the platform connecting people with verified airway orthodontists and palatal expansion specialists worldwide. Airway health is a high trust, low awareness category. Almost nobody is searching for it, and everybody needs to trust the person explaining it.

So the content does one job. Put a real, credible human face on a clinical topic and make it approachable enough that people watch, trust, and search for care through Expanded.

WHERE HE LIVES ONLINE

Instagram
2,852 followers

TikTok
13.6K likes · 916 followers

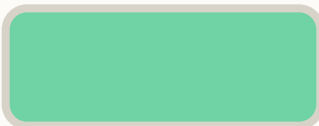
YouTube Shorts
the 30 video library

getexpanded.org
the specialist network

The identity system



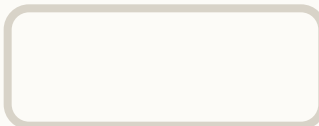
Healthcare navy
#0F2438



Clinical mint
#6FD3A6



Pale sky blue
#BFD9EC



Paper white
#FCFBF7

Voice: warm, plain spoken, credible. A founder who lived the problem, never a lecture. Hooks challenge what people believe about airway health, then explain it simply. The look is clean and clinical without feeling cold, navy and mint, his face in every frame.

02

Content Strategy

The Numbers

Read from the 30 video library, not a claim

The account is compounding

Every number below comes from the real content library

2,495 vs 922

May 2026 average views against the all time average

The 4 May videos average about 2,495 views, nearly triple the 922 view average across all 30 shorts. Later videos beat earlier ones. That is compounding, not plateauing.

27,658

total views, 30 shorts

6,431

top video, May 26

1,817

second best video

30 of 30

entries are short form

What the numbers say

Relatable beats technical

The top video, POV: the most relatable AI video of 2026, pulled 6,431 views, nearly 4 times the second best. Personality first content is the proven outlier.

Story framed titles outperform

How My Client Scaled Her Agency to 10K Months in 60 Days hit 1,817 views. Concrete outcome plus timeframe sits in the top tier every time.

Consistency compounds

The months with consistent weekly output, November and February, built the base. The May videos harvested it at 2,495 average views.

Long form is wide open

Zero long form in the library. One deeper flagship video per month is the open opportunity once the short form cadence is locked.

03

Content Strategy

The Pillars

Three lanes, one job: trust

The three pillar mix

Healthcare Education, Network Stories, Trust Building

Trust Building

the proven outlier · top video 6,431 views

Patrick is a person before he is a platform. The biggest video of the entire run, a relatable personality first POV short, lives in this lane. The data says weight it.

Healthcare Education

the credibility engine

Airway and palatal expansion explained simply by a founder who lived it. Myth bust hooks that challenge what people believe about airway health, then teach.

Network Stories

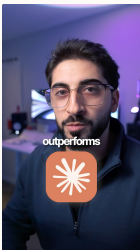
the human proof

Real specialists and real patients standing behind Expanded. Story framed titles with a concrete outcome and a timeframe, the format that hit 1,817 views.

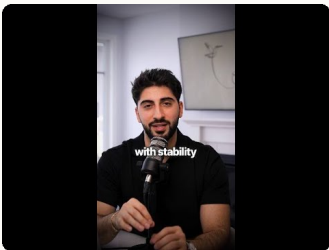
One honest note from the data

The 30 videos carry no pillar tags yet, so the mix is directional, not measured. Next step: tag every row so the mix can be measured, not guessed.

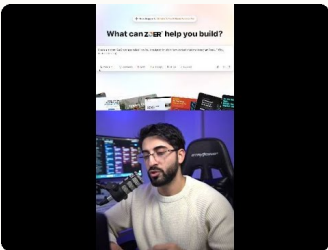
What it looks like in the feed



POV relatable AI
6.4K views



Client scaled to 10K months
1.8K views



Full app from one sentence
1.5K views



Instagram reach in 2026
1.6K views

04

Content Strategy

The Phases

Read from the real posting dates

Foundation, Momentum, Authority

The real rollout, month by month

PHASE 1

November to December 2025

Foundation

The volume phase. 12 videos in November alone, including three in one day on November 12, plus 3 more by end of December. Hooks, formats and edit styles all tested in public. Results ranged from 14 to 1,817 views, which is exactly what a testing phase should look like.

PHASE 2

January to March 2026

Momentum

A steadier rhythm. 2 videos in January, 8 in February, 1 in March. February was the most consistent month on record with posts landing almost weekly, and the mid performers stacked up here at 1,555, 1,227 and 923 views, building baseline reach.

PHASE 3

May 2026 onward

Authority

After a quiet April, 4 May videos delivered the strongest average of the entire run, about 2,495 views, including the all time top video at 6,431 on May 26. Now the account stops chasing reach and converts recognition into trust, rebuilding the validated formats and pointing attention at Expanded.

Cadence going forward: 2 short form videos per week, every week, no dead months like April. The months with consistent weekly output built the base. The May videos harvested it.

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Content Strategy

The Content

The proven format, anatomized

The proven format, next to the real video

The 6,431 view outlier, broken down

FORMAT · POV: THE MOST RELATABLE AI VIDEO OF 2026

Published May 26, 2026 · 6,431 views · all time number one

THE HOOK

A POV frame the viewer instantly recognizes from their own life. No setup, no logo, no intro.

THE PERSON

Patrick on camera as a person first. Relatable beats technical by nearly 4 to 1 in this library.

THE PAYOFF

One idea, delivered simply. The viewer leaves feeling understood, not lectured.

THE REBUILD

This exact structure gets rebuilt with airway health hooks: challenge a belief, explain it simply, stay human.

The formula: relatable hook, one idea, one CTA, zero fluff.



6,431 views on this format
youtube.com/shorts/nq2s7WyWZ_0

The system behind every video

- One idea per video
- Myth bust hooks
- Founder who lived it
- One CTA only
- Zero fluff

06

Content Strategy

The Funnel

Attention. Trust. Patients.

How views become patients

The machine under the content

ATTENTION

Short form is the top of funnel. Relatable, personality led hooks, the proven 6,431 view formula, stop the scroll and introduce Patrick to people who have never heard of airway health.

TRUST

Repeated exposure to Patrick as a credible, likable expert converts attention into familiarity. Healthcare Education and Network Stories prove real specialists and real patients stand behind Expanded.

CONVERSION

Trust routes to getexpanded.org, where viewers become patients by finding a verified airway orthodontist through the network. Every video ends with a reason to take that step.

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

Personality first, at network scale

The first 90 days

What actually happens, week by week

WEEK 1

Find the voice

The top video at 6,431 views is nearly 4 times the second best, and it won on relatable personality. Build from that, not from corporate tone.

WEEK 2

Batch healthcare education

Education earns the right to be trusted in a category where trust is the whole sale.

WEEK 3 TO 4

Publish daily shorts

The account is compounding, not plateauing. May videos average 2,495 views against 922 overall, so momentum is real.

WEEK 5 TO 8

Tell network stories

Humanise a category that usually feels cold and institutional. People choose people.

WEEK 9 TO 12

Systematise

Turn the winning formats into SOPs so the system can be repeated across locations without losing the voice.

ONGOING

Scale the trust

Every location inherits an audience that already trusts the brand before the first appointment.

One recording day feeds the entire engine

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