



Purvanchal
Pain Management
CENTER

Digital Marketing Case Study

Digital Growth of PURVANCHAL PAIN MANAGEMENT CENTER

How Purvanchal Pain Management Center established regional leadership and reached over **1 million patients** through strategic digital content

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Prepared by: Raiseque

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Building Trust Through Digital Education

Dr. Daljeet Singh and the **Purvanchal Pain Management Center** launched a focused digital initiative to address a critical gap: reliable pain management information for patients in Gorakhpur and the surrounding regions of Uttar Pradesh.

The mission extended beyond promotion—educating communities about chronic pain conditions while positioning the clinic as the region's trusted pain management resource.



Educate Patients

Clear explanations of chronic pain conditions and treatment options

Build Regional Trust

Establish authority in Gorakhpur and nearby communities

Organic Growth

Reach new audiences through educational reels and content

YouTube: Consistent Education Drives Growth

13.8K
Total Views

Strong baseline engagement in
2025



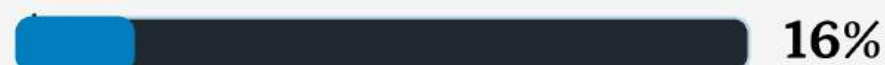
Views Increase

Year-over-year growth in content reach



Watch Time Growth

Audience spending more time learning



Subscriber Growth

Expanding base of engaged followers

485

Watch Hours

Watch Hours

Deep engagement with educational
content

+731

New Subscriber

New Subscribers
Growing community of informed
patients



Educational short explainers created consistent baseline traffic, with periodic spikes indicating high-value medical topics resonated strongly with the target audience.

Meta Performance: Breaking Through With Video



 **1.1M+**

Total Video Views

Massive reach across Facebook and Instagram platforms

 **134K**

3-Second Views +16,987%

growth showing strong hook effectiveness

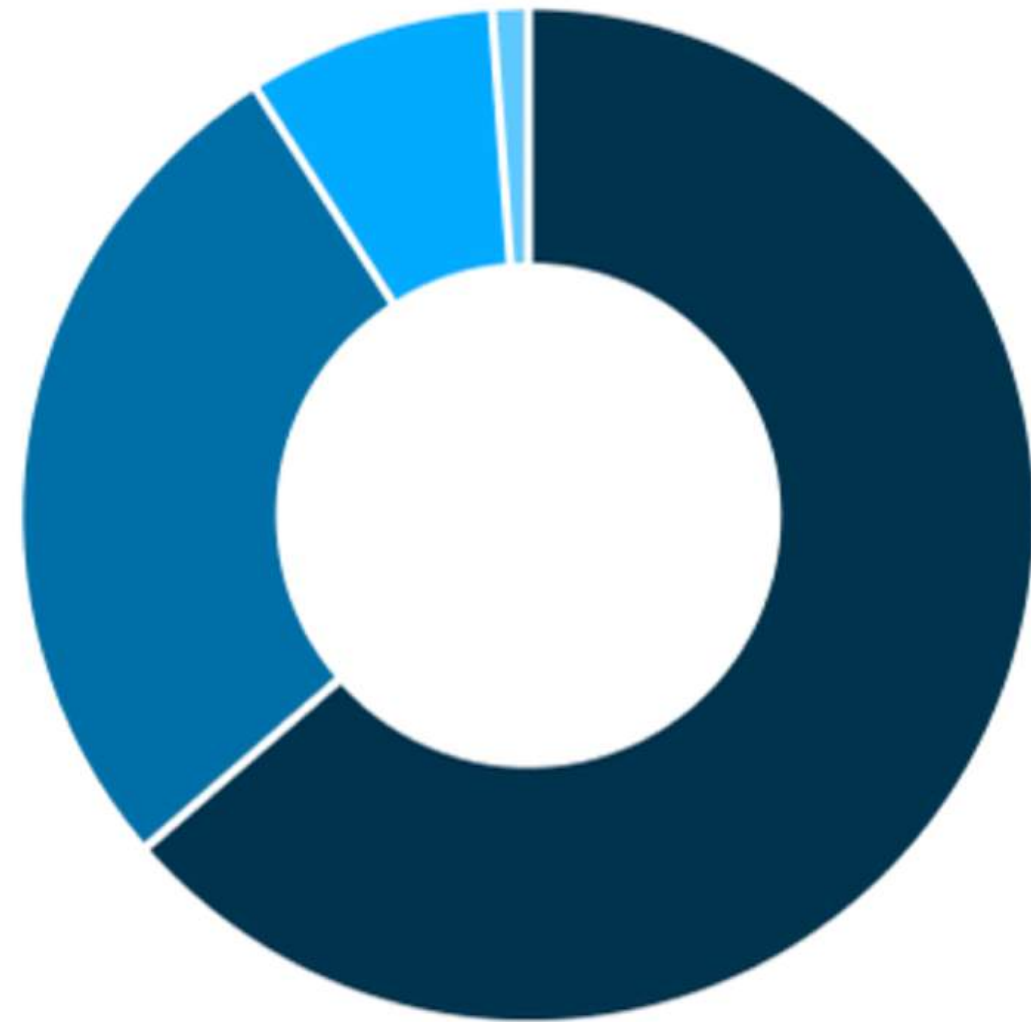
 **8,290**

1-Minute Views

+15,542% increase in proving content relevance

These metrics reveal a powerful truth: pain-related educational content captures attention immediately and holds it. Viewers aren't just scrolling past—they're stopping, watching, and learning.

Content Strategy: What Resonates Most

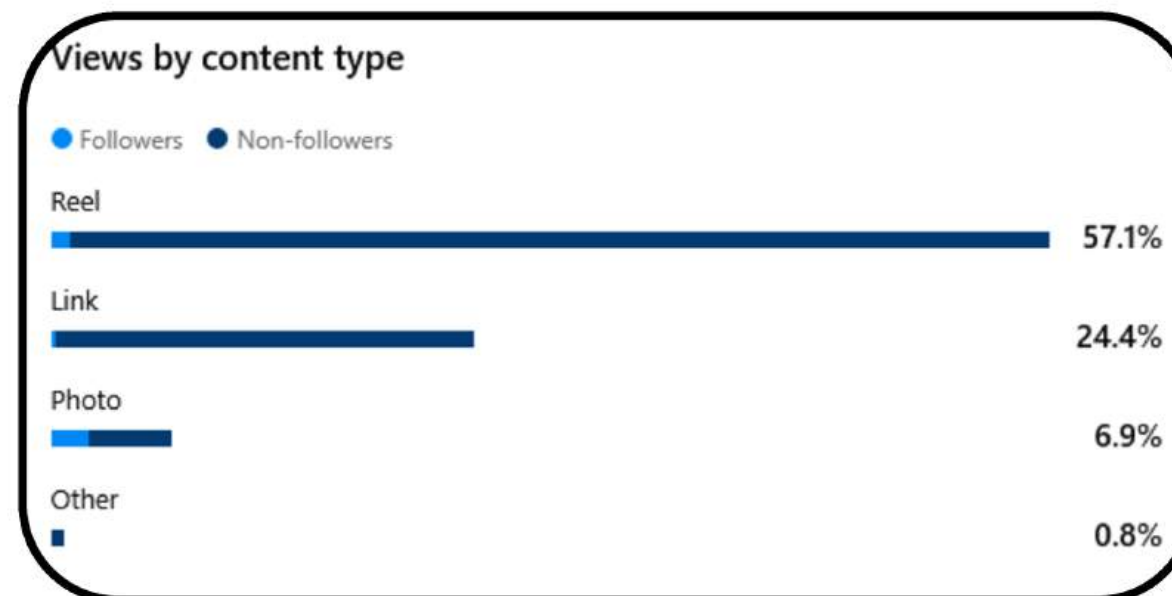


■ Reels ■ Educational Links
■ Photos ■ Others

Reels Lead the Way

Short-form video emerged as the undisputed champion, driving **57.1% of all content performance**. Educational links contributed another quarter of results, while traditional photo posts played a supporting role.

This distribution reveals a clear audience preference: patients want quick, digestible video explanations of pain management topics they can watch, understand, and share.



Reaching Beyond the Follower Base

Discovery at Scale

The data tells a remarkable story: 97.4% of reach comes from people who don't yet follow the page. This isn't just growth—it's exponential organic discovery.

Every reel, every educational post serves as a gateway for new patients seeking trustworthy pain management guidance in their local area.

➔ High Discoverability

Content surfaces in searches and recommendations

✈ Strong Shareability

Viewers forward content to family and friends

🔍 Local Visibility

Establishing regional brand recognition



97.4%

2.6%

■ Non-Followers

■ Followers

Community Growth & Demographics



1,093 Followers

Total engaged community members



+15.3% Growth

Steady, sustainable audience expansion

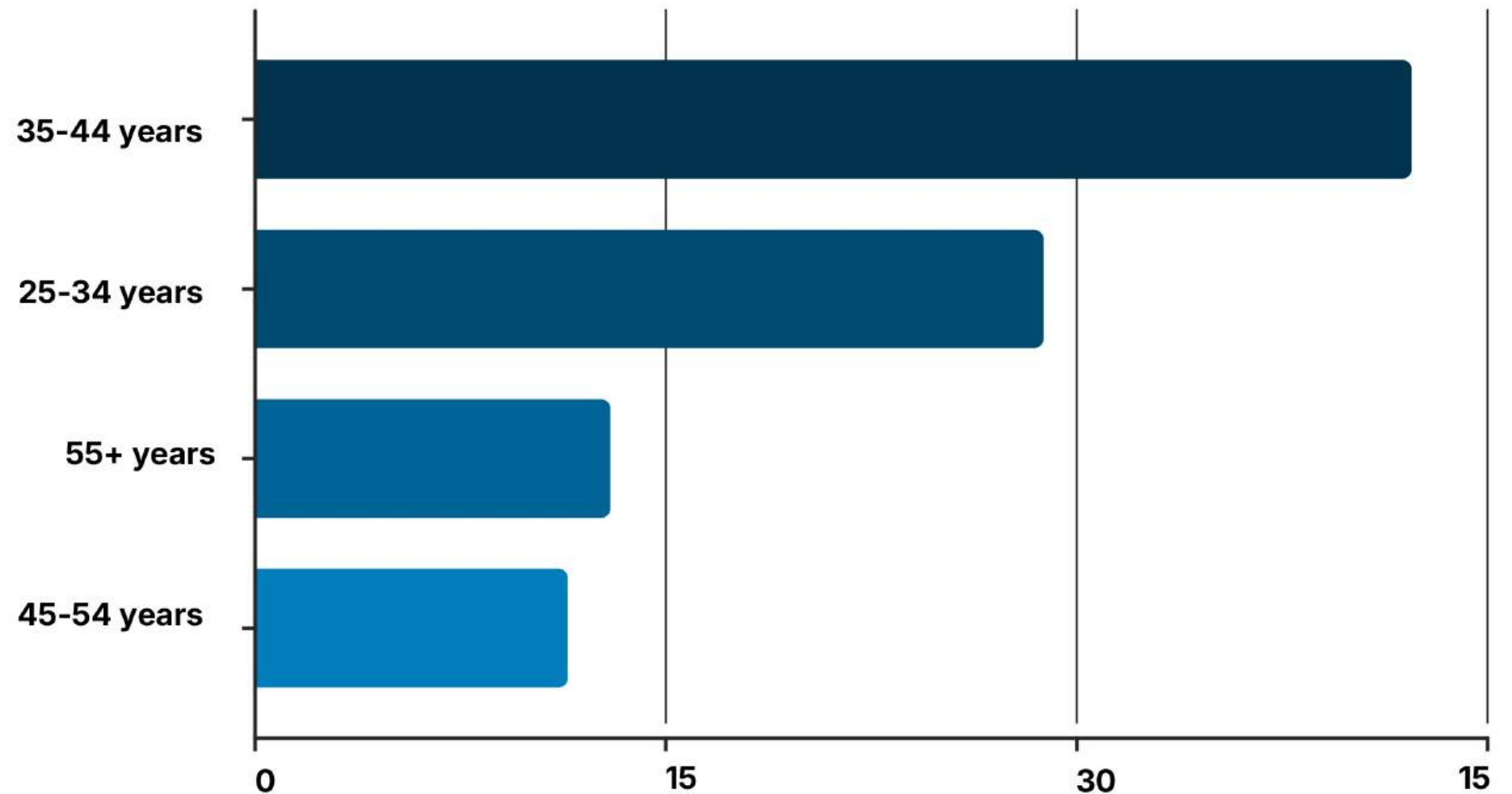


143 Net Follows

Strong retention with only 38 unfollows

The follower growth demonstrates healthy, sustained expansion. More importantly, the low unfollow rate indicates content maintains relevance over time—a critical factor for medical education.

Age Distribution

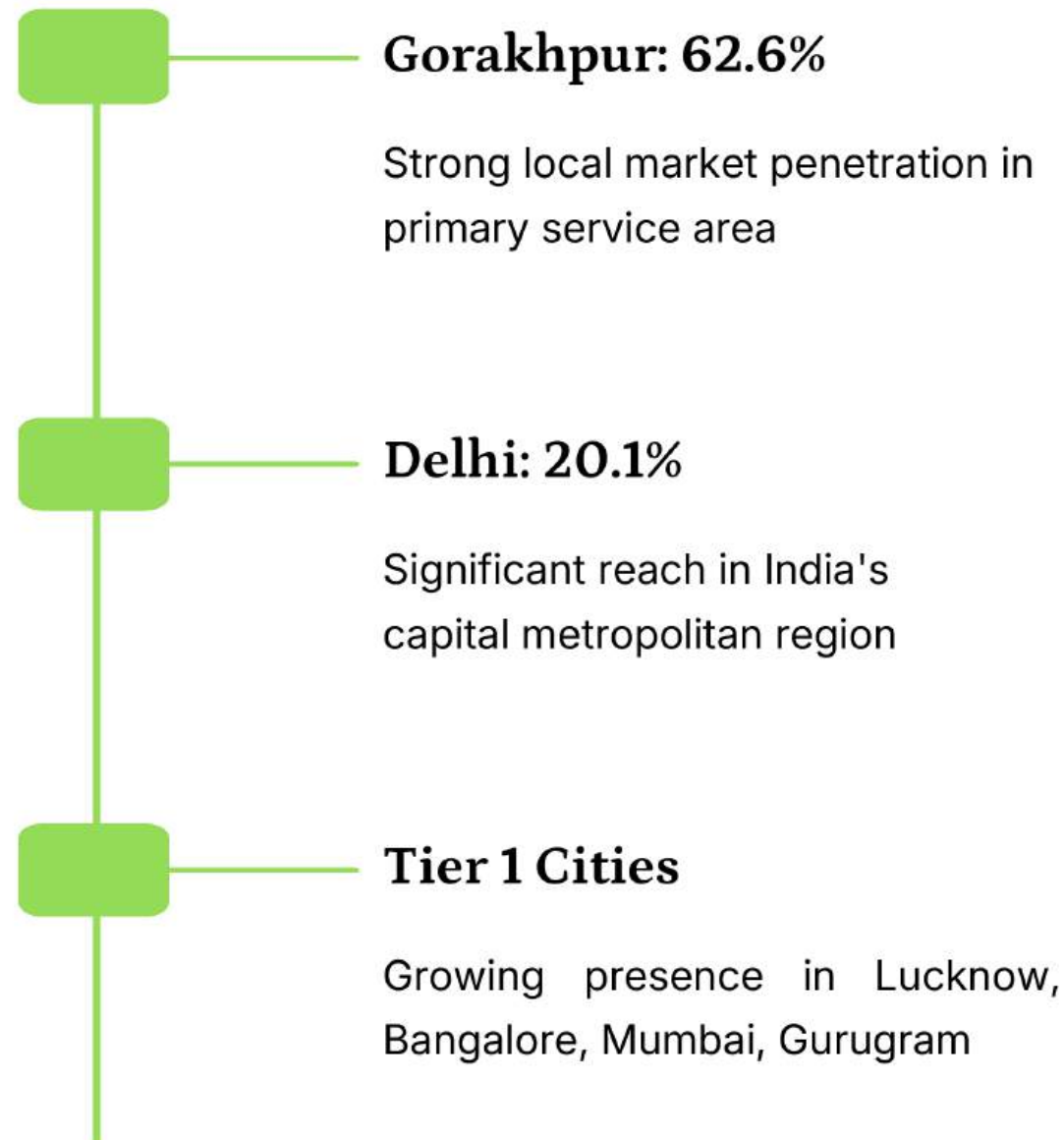


Core audience: Working-age adults (25-44) represent 71% of followers—precisely the demographic most affected by chronic pain conditions from workplace injuries, stress, and lifestyle factors.

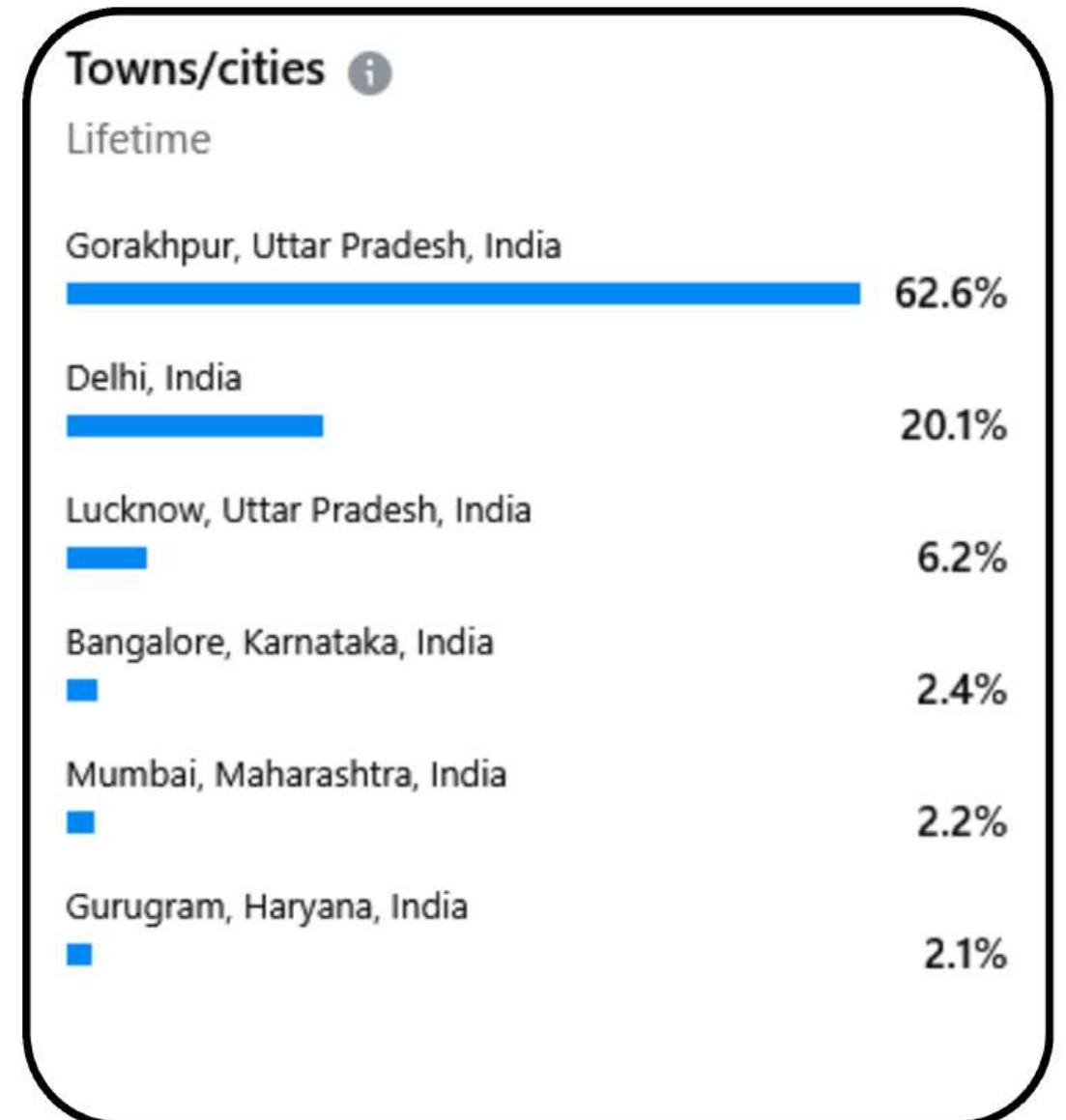
Local Dominance, National Presence

Geographic Distribution

While 94.8% of the audience is based in India, the clinic has achieved meaningful international visibility in Nepal, the USA, Canada, and the UAE—likely reaching the Indian diaspora and medical professionals abroad.



Strategic Insight
The geographic data reveals two complementary achievements: dominant local awareness where it matters most for patient acquisition, and expanding metro visibility that enhances professional credibility and potential referral networks.



Engagement: Building Trust Through Interaction

16.6K

Total Engagements

Total Engagements
+220.6% year-over-year
growth

4,021

Reactions

Reactions
Emotional connection with
content

432

Comments

Comments
Active patient questions and
discussions

362

Shares

Shares
Trust indicator—forwarding
to loved ones

Instagram Performance (90 Days)

49,361 views across all content types **44,955 accounts**
reached with 80.1% non-followers **63.9% of interaction**
from Reels vs. 35.4% from posts

361 profile visits indicating conversion intent

High share counts reveal the true measure of trust: patients finding content valuable enough to recommend to family and friends suffering from pain.

Digital Transformation: Mission Accomplished

Regional Authority Established

Purvanchal Pain Management Center is now recognized as the trusted source for pain management education and care in Gorakhpur and beyond.

1M+ Organic Video Views

Achieved exceptional reach without paid advertising, demonstrating the power of valuable educational content.

Trust Through Education

Non-promotional, patient-focused content built credibility and positioned the clinic as a helpful resource first, healthcare provider second.

Geographic Expansion

While dominating the local Gorakhpur market, it successfully extended awareness to major metropolitan areas across India.

Reels as Growth Engine

Reels as Growth Engine
Proven that short-form educational video delivers the highest ROI, becoming the primary driver of new patient discovery.

This case study demonstrates how authentic medical education, delivered through strategic digital channels, can transform a local clinic's reach and establish lasting trust with patients seeking relief from chronic pain.

Thank You