

Digital Marketing Case Study

Digital Growth of Dr. Sandeep Trehan - Trehan ENT Clinic



Prepared by: Raiseque

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Building Trust Through Digital Education

Dr. Sandeep Trehan is a well-known ENT specialist running Trehan ENT Clinic. While the clinic had strong offline credibility, its digital visibility and patient discovery through social media were limited.

Despite excellent clinical outcomes, the clinic faced significant digital visibility challenges that limited growth potential. The clinic relied mainly on referrals, limiting scalable patient growth opportunities.



Objectives

Increase online visibility
among local patients

Build trust through
educational medical
content

Position Dr. Trehan as a
digital authority in ENT
care

Drive profile visits,
inquiries, and long-term
brand recall

Underutilized Profile

Challenges

Reach

Limited reach beyond existing patients

Engagement

Low engagement on medical content

Search

Minimal discovery via search-driven platforms

Organic Growth

Inconsistent patient awareness online

Strategy Implemented



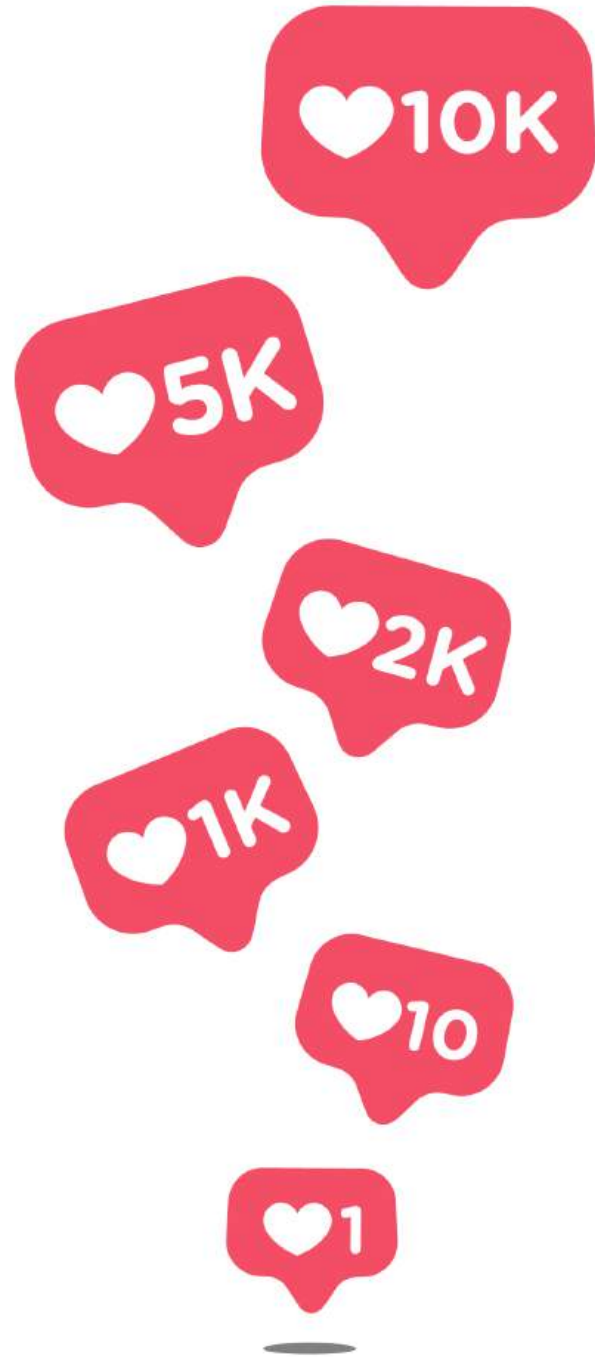
◆ Content Strategy

- Short, educational ENT videos (Reels & Shorts)
- Symptom-based explanations (ear pain, hearing loss, tonsillitis, vocal cord issues)
- Seasonal & awareness-based content (festivals, weather-related ENT issues)
- Doctor-led face videos to build trust

◆ Platform Focus

- Instagram: Engagement, awareness & daily visibility
- YouTube: Search-based discovery, authority & long-term education

Performance Overview



Instagram Performance Highlights

- Total Views: 46,204
- Accounts Reached: 11,137
- Total Interactions: 424
- Profile Visits: 292
- Follower Growth: +257%
- Reach from Non-Followers: 90.1%
- Reels Contribution to Engagement: 64.6%

Insight

Instagram became a high-impact discovery channel, especially for new patients, driven largely by Reels and educational content.

Account insights

Views ⓘ

46,204

Views

Followers 9.9%

Non-followers 90.1%

Accounts reached 11,137

By content type

All Followers Non-followers

Posts 81.9%

Reels 17.6%

Stories 0.5%

Followers Non-followers

Top content based on views

[See all](#)



Nov 19



Oct 19



Oct 19



Oct 27



Nov 24

Interactions ⓘ

424

Interactions

Followers 69.6%

Non-followers 30.4%

Accounts engaged 161

By content interactions

Reels 64.6%

Posts 35.4%

Followers and non-followers

Top content based on interactions

[See all](#)



Nov 8



Oct 27



Nov 6



Oct 19

Profile ⓘ

292

Profile activity

Profile visits 292

Followers ⓘ

3,380

Total followers

Most active times

M Tu W Th F Sa Su

12a 123

3a 131

6a 134

9a 108

12p 44

3p 43

6p 95

9p 107

Followers

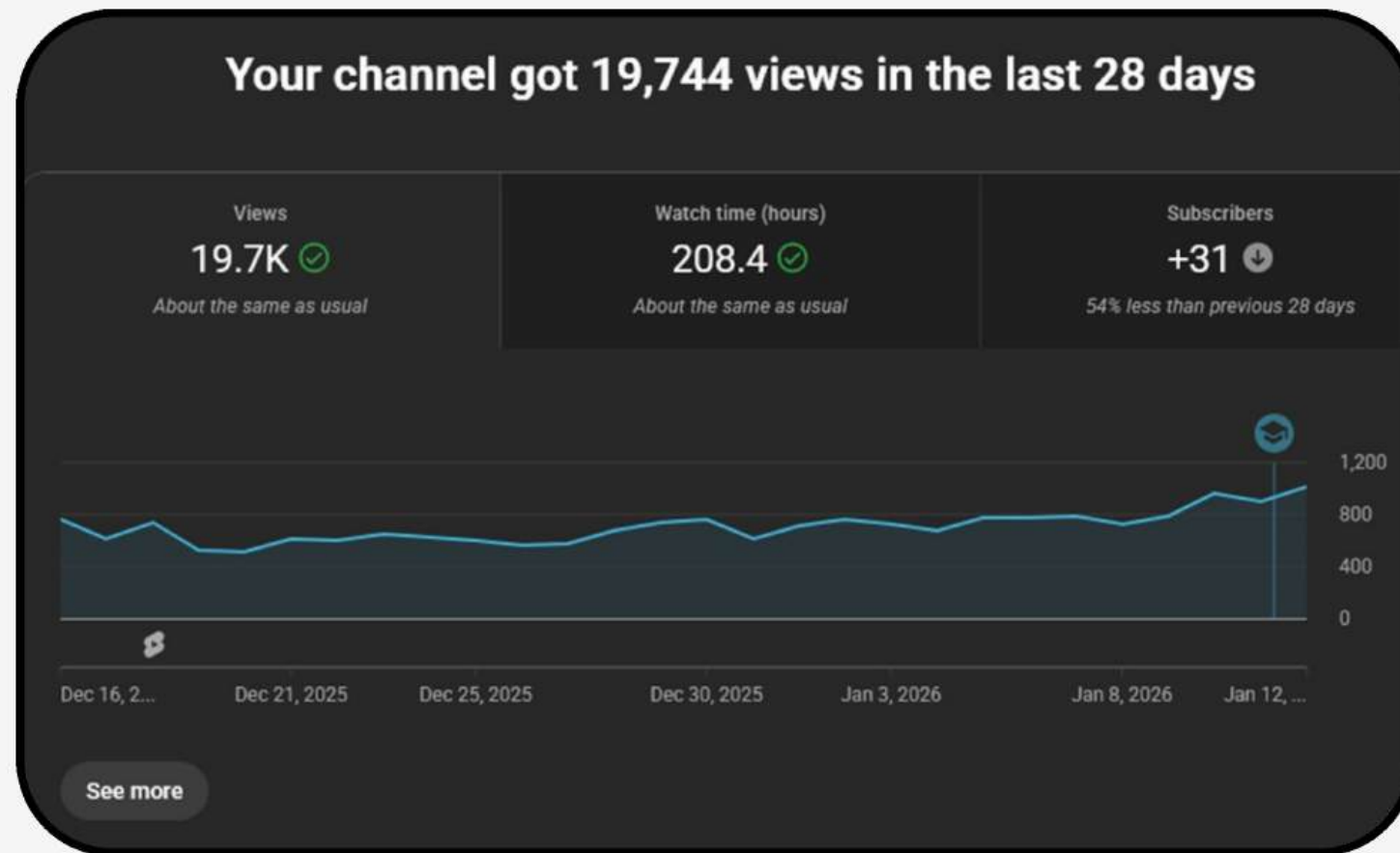
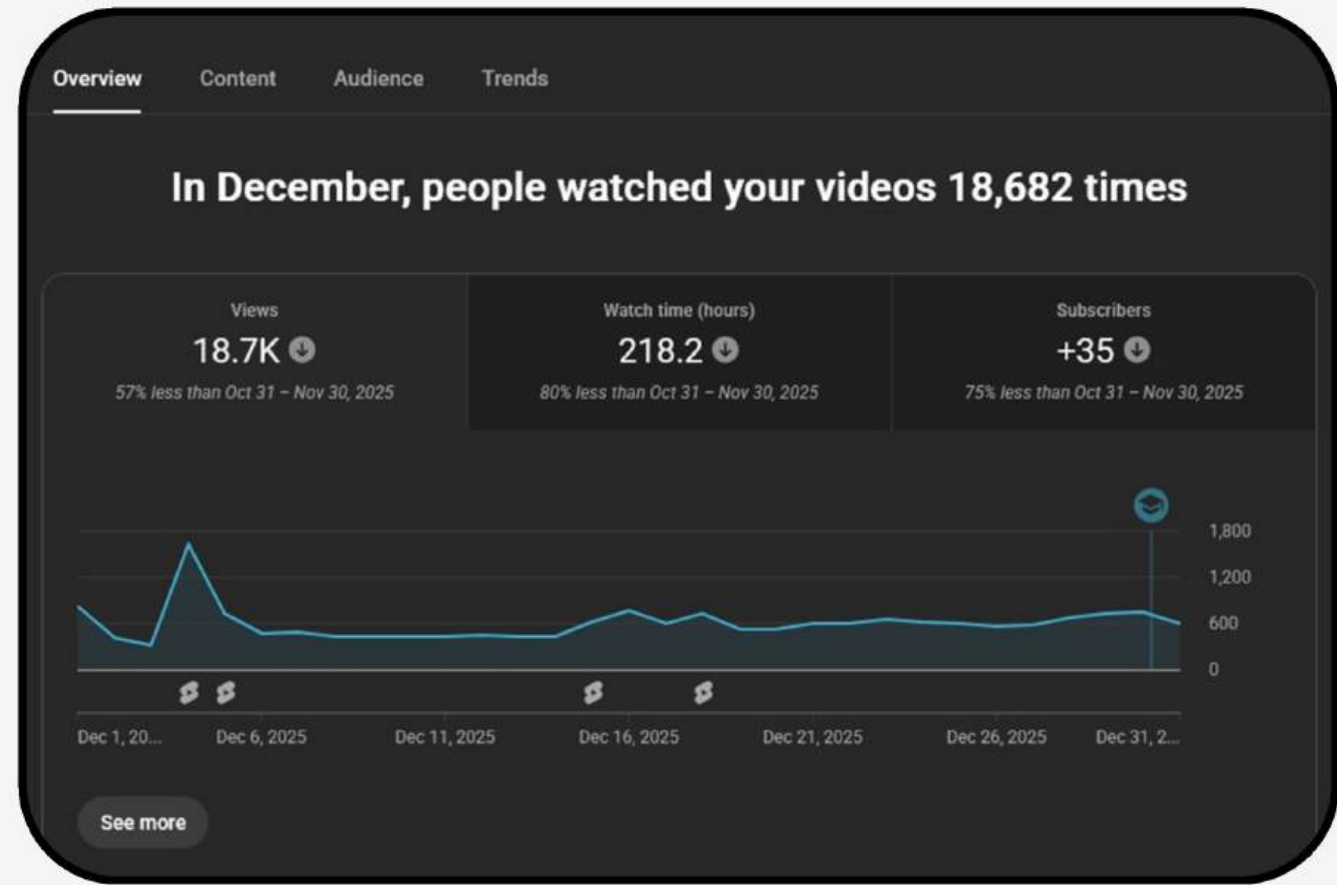
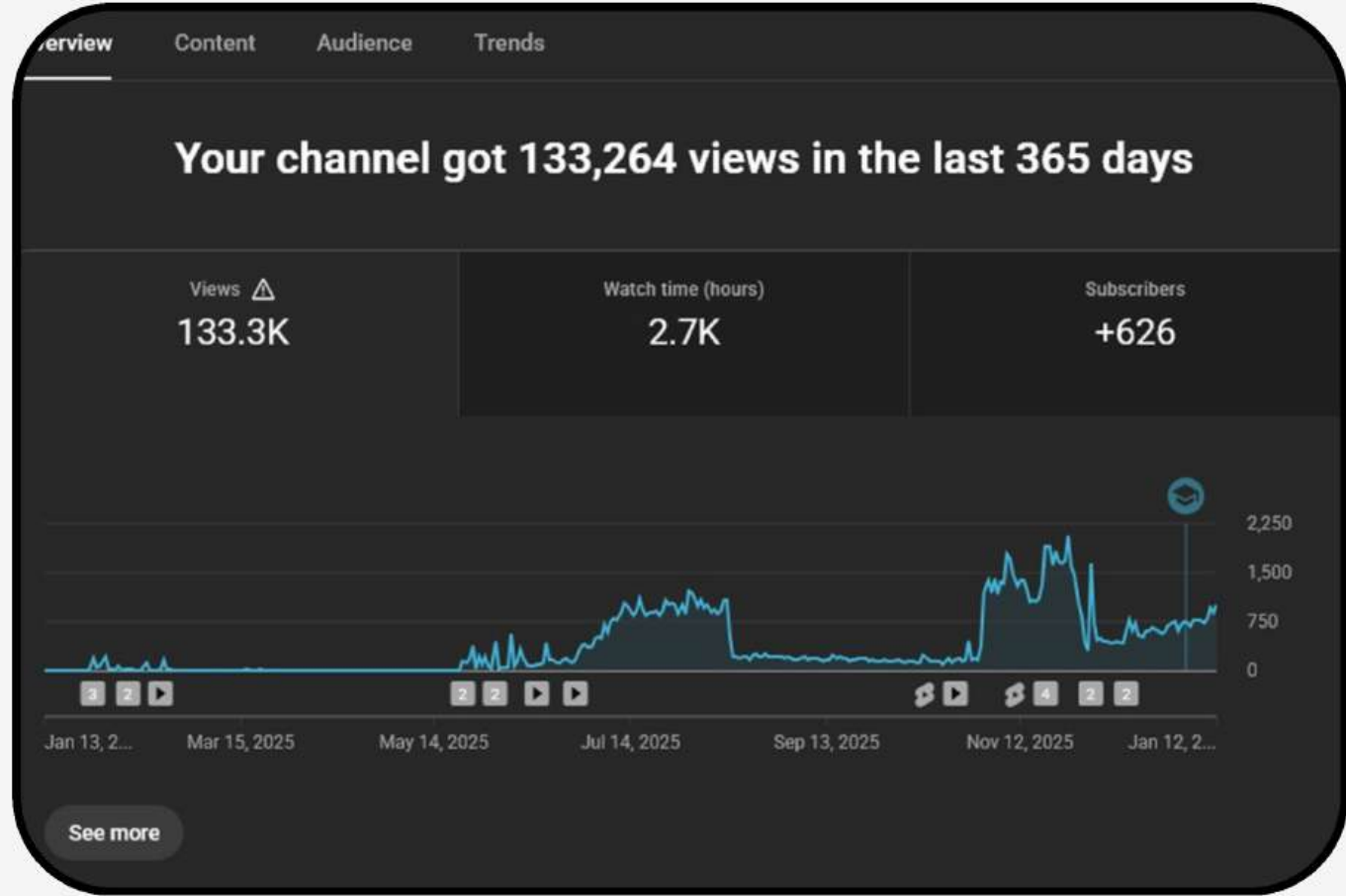
YouTube Performance



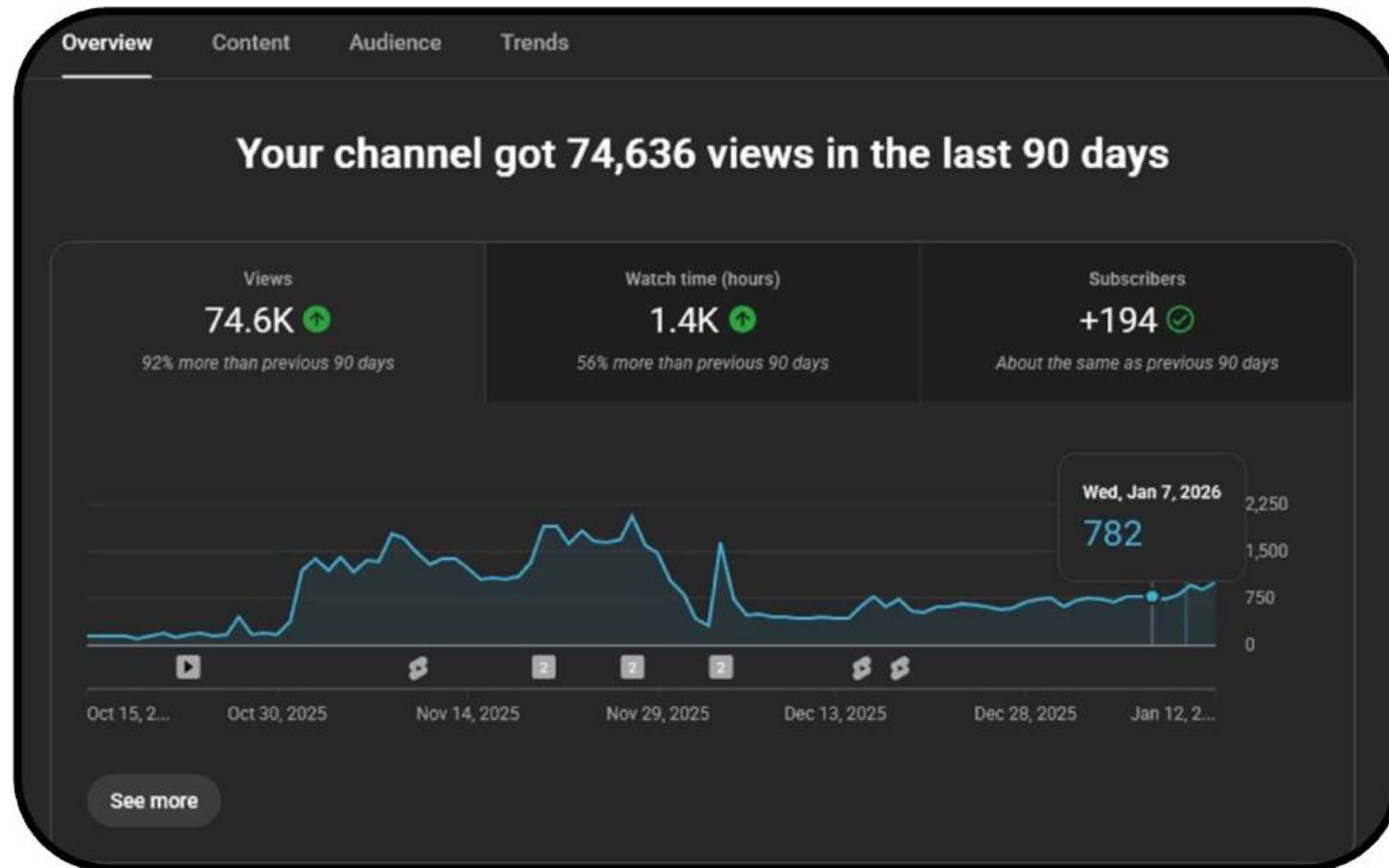
Shorts Performance:

- Shorts Views: 60,000
- Engaged Views: 39,600
- Likes: 1,100
- Subscribers from Shorts: +166
- Viewer Retention: 68.7% stayed to watch
- Total Views: 133,264
- Watch Time: 2,700 hours
- Subscribers Gained: +626

YouTube Shorts became the primary growth engine, driving both reach and authority through search-intent medical topics.



Recent Growth

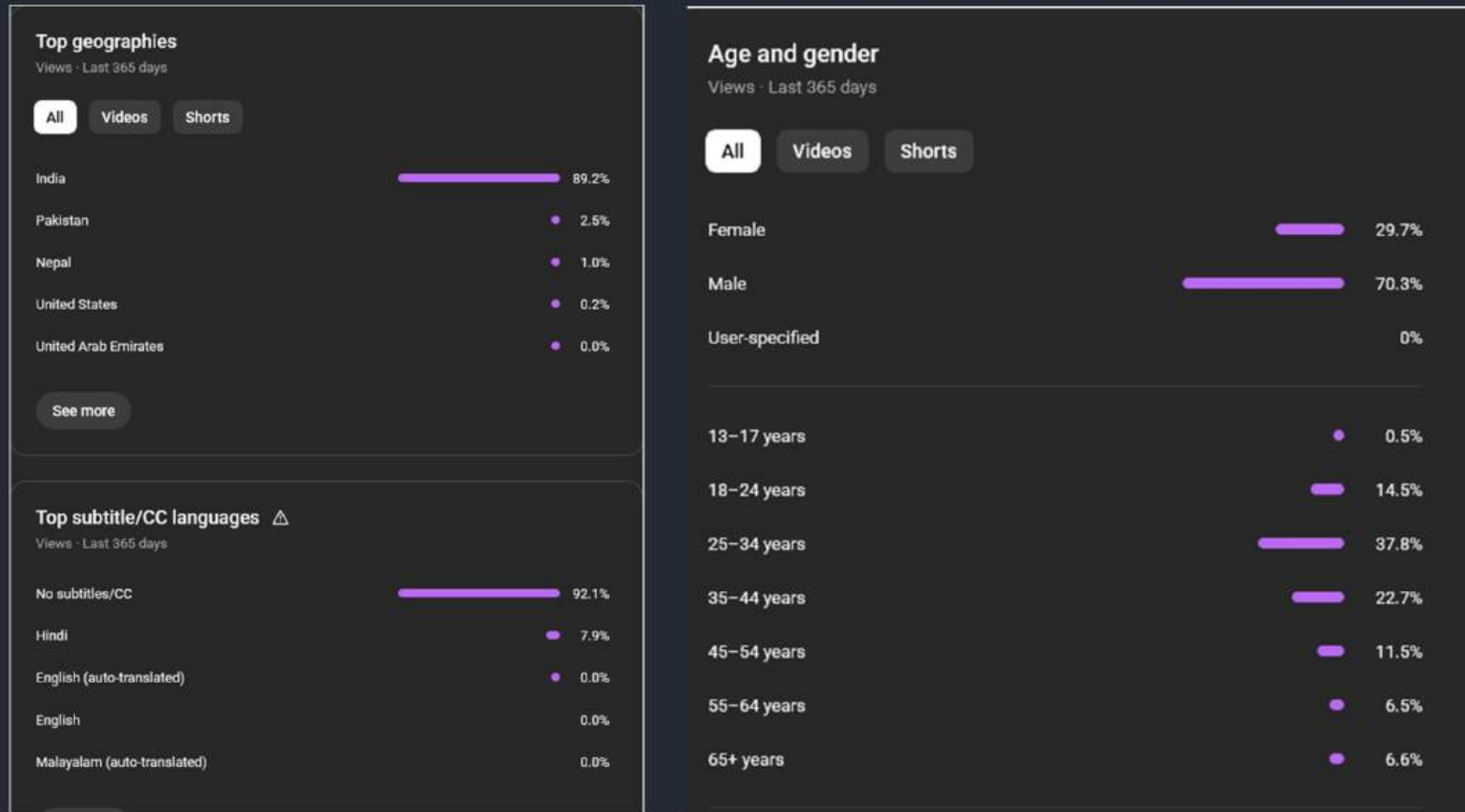


- Views: 74,636 (+92%)
- Watch Time: 1,400 hours (+56%)
- Subscribers: +194

Interpretation:

The channel entered a high-growth acceleration phase, proving strong alignment between medical topics and audience demand.

Audience & Geographic Insights



- Primary Audience: India (89.2%)
- Language preference: Hindi / Hinglish
- High discovery through YouTube Search (70.5%)

What this means:

Content is reaching local, high-intent patients, not irrelevant global audiences — exactly what a clinic needs.

Patient Intent & Engagement Signals

These are clear indicators of patient trust and consultation intent.

✓ **Strong profile visits on Instagram**

✓ **Direct messaging growth of +200%**

✓ **High share rate (34.3%) on educational posts**

✓ **Consistent search-based views on YouTube**



Key Outcomes & Impact

✓ Significant increase in online visibility

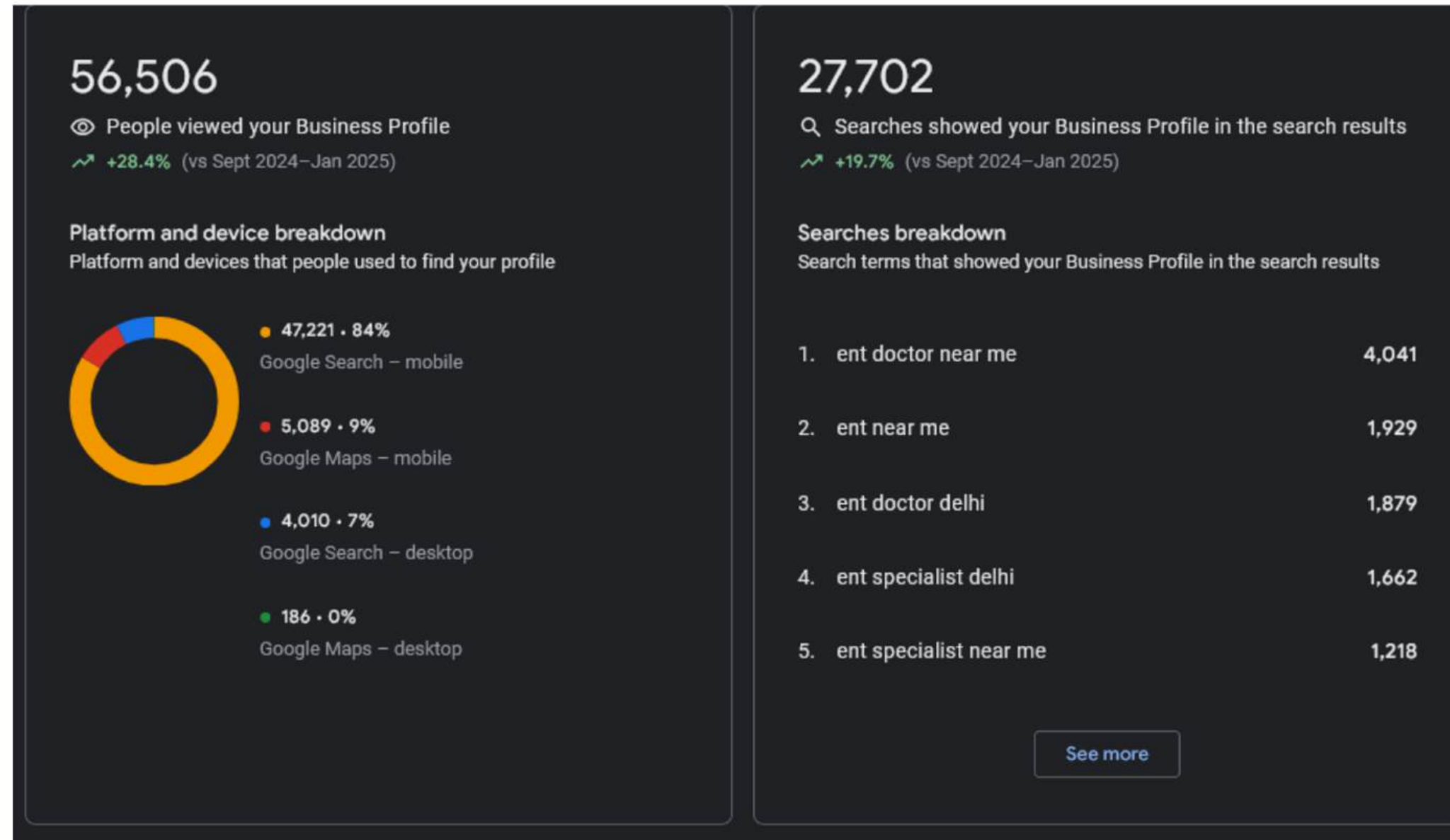
✓ Strong brand recall for ENT-related problems

✓ High engagement on educational content

✓ Trust-based audience growth

✓ Digital positioning as a credible ENT authority

Key Outcomes & Impact



The Google Business Profile recorded 56,506 views, a 28.4% growth, and appeared in 27702 searches, showing a 19.7% increase. Most users found the profile via mobile Google Search, highlighting strong local visibility.

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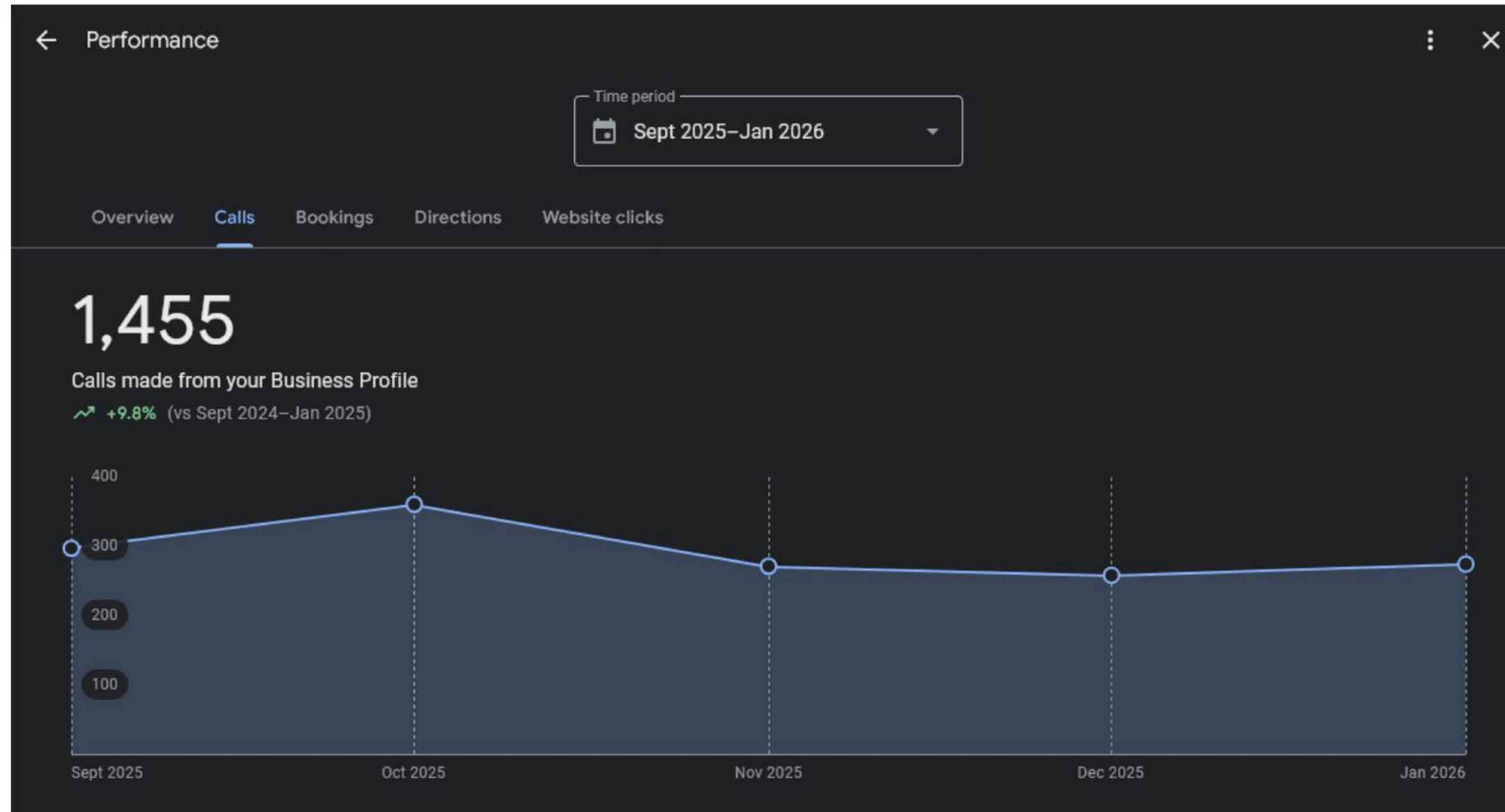
GMB Recorded



The Business Profile generated 3334 user interactions, showing an 6.3% increase compared to the previous period, reflecting strong growth in calls, directions, and patient engagement driven by improved local visibility.

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Calls (Sep 2025-Jan 2026)



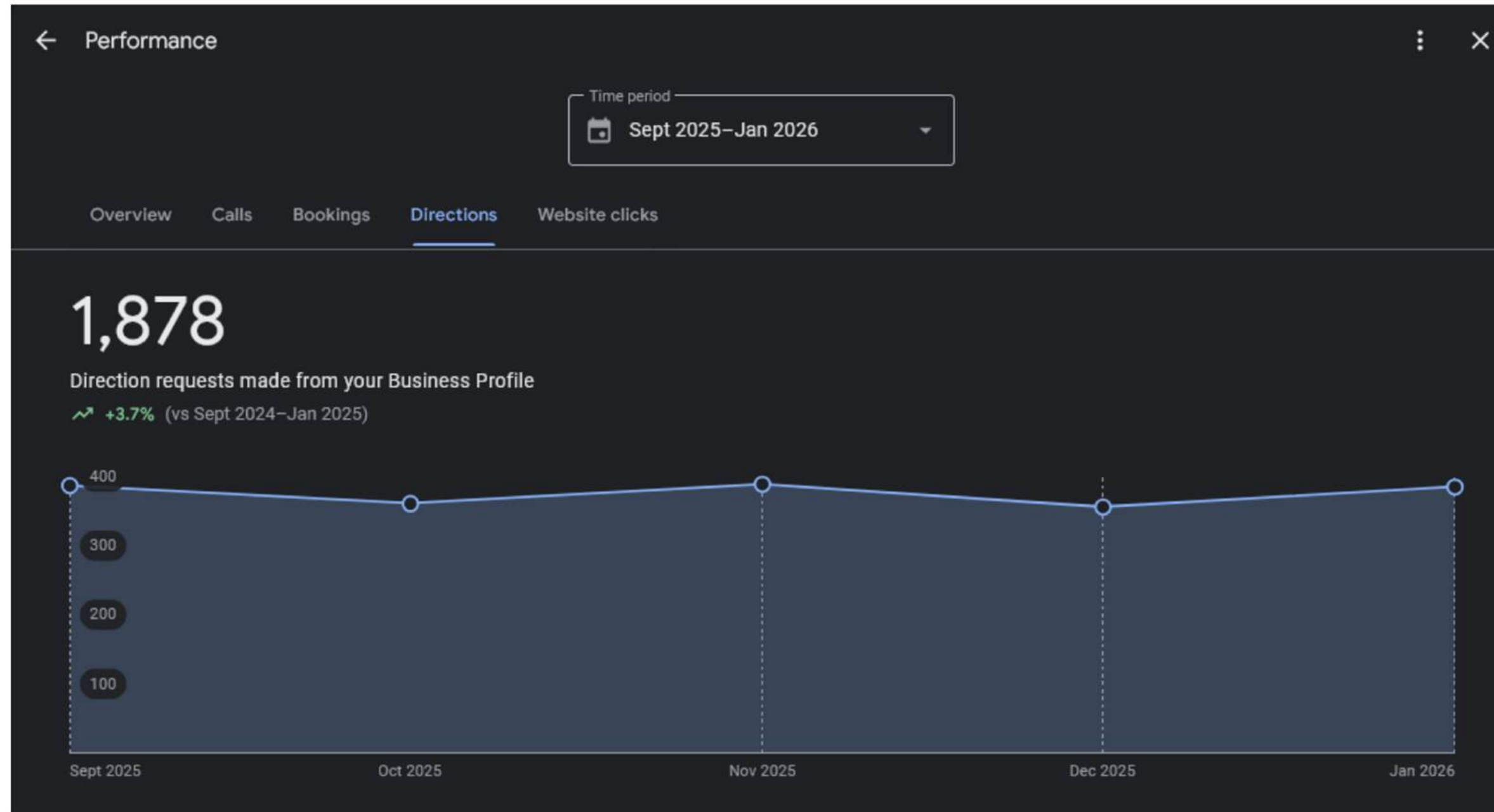
The Google Business Profile generated 1,455 calls between September 2025 and January 2026, a 9.8% increase over the previous period. Consistent monthly call volume shows strong local visibility and steady patient inquiries, driven by our optimized Google Maps and local SEO strategy.

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Directions (Sep 2025-Jan 2026)



The profile received 1878 direction requests, showing a 3.7% increase, indicating a strong rise in high-intent patients actively navigating to the clinic from Google.

Thank You