

NEXT PAGE BRAND STRATEGIES - CASE STUDY

Dr. Smitha Vilasagar

AN INFLUENCER STRATEGY WITH HEART

Dr. Smitha Vilasagar

Dr. Smitha Vilasagar reached out to Next Page Brand Strategies when she decided to use her business Instagram profile to share important resources and facts with women across the world on endometriosis and pelvic pain. As a highly sought-after minimally invasive gynecologic surgeon, her goal was to provide a safe community for women to feel supported around the world.

Key Metrics

With 6 posts in late summer of 2021, we hit the ground running in metrics. Due to a combination of motivating content and powerful images, these Instagram posts resonated with women across the world.

 **3,860+**
Likes & Comments

 **241+**
New Followers

"Smitha shared with me why she used heart bandages on her patients and her answer really resounded with me as a woman. It's no surprise this was our most liked post."

Samantha Christian, Content Manager

CHALLENGE



As a medical professional on social media, it's important to manage followers' expectations since HIPPA laws prohibit specific types of communication on an insecure channel such as social media. We needed to focus on the goal of empowering women and sharing important facts and resources without offering any medical advice. It was also important to show Dr. V as a trusted, empowered woman herself in order to build brand trust and to solidify the "Dr. V" brand for future P.R. opportunities.

SOLUTION



Next Page launched and honed a social media strategy that consisted of three valuable concepts which shifted Dr. V's Instagram page towards a motivating influencer profile.



Consistent Post
Schedule



Brand Voice
Development



Hashtag Strategy

SUCCESSFUL STRATEGIES



Consistent Post Schedule

1

It was important to begin a consistent posting schedule so Dr. V's current followers could begin to see her on a regular basis and share her resources with their followers, which is key for reaching new people on this platform.

Brand Voice Development

2

The goal of this content was to develop a safe space and to create a supportive community for women all over the world. It was important to develop a welcoming voice that attracted women to Dr. V for both her warmth and knowledge.

Hashtag Strategy

3

#endowarrior and #endtoendo were showing as statistically popular hashtags on Instagram. We included these in our posts to increase our reach to a new audience. Within 30 days, we Dr. V's account grew by almost 300 followers, including a "like" from actor, Amy Schumer, who was not a follower of Dr. V's account. This proved our hashtag strategy was working.