CLIENT PLAYBOOK

Content *Strategy*



Dr. Shaan

Royal Wharf Clinic · London

21K to 262K on Instagram

20 new patients attributed

308.2K views on one video today

CONTENT STRATEGY

What Is *Inside*

Dr. Shaan · Royal Wharf Clinic · London

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01

Content Strategy

The Brand

One trusted physician in front of the whole clinic

THE BRAND

One trusted physician fronts the whole *clinic*

Positioning, channels and identity



Dr. Shaan is a practicing physician and the on camera face of Royal Wharf Clinic, a hair, aesthetic and dental practice in London. The content is built so that one trusted doctor is the first contact a patient has with the clinic: educational treatment videos pull search and suggested traffic, and the clinic captures that demand as booked patients.

The proof is already in. The Instagram account grew from 21K to 262K followers, with 254,931 today, the YouTube channel sits at 9,540 subscribers and 303 videos, and the system has booked 20 new patients who arrived already knowing the doctor and the treatment they wanted.

Positioned as the one trusted doctor a patient already knows before they walk into Royal Wharf Clinic.

WHERE THE BRAND LIVES ONLINE

254,931
Instagram · followers today, the reach channel

9,540
YouTube · subscribers today, the authority channel

80,662
TikTok · followers today, short form distribution

20
Royal Wharf Clinic · new patients attributed, where the bookings land

The identity system

Clinical navy	Aqua	Pale aqua	Paper white
#102A3C	#5FC9D8	#BFE3EA	#FCFBF7

Voice: Calm, clinical, honest: a real doctor explaining treatments without hype. The white coat on camera carries credibility before the first sentence.

02

Content Strategy

The Numbers

Straight from the analytics, not a claim

THE NUMBERS

21K to 262K on *Instagram*

The before and the after, side by side



Before: 21K followers, 110 posts



After: 262K followers, 410 posts

254,931
Instagram followers today

20
new patients attributed

308.2K
views on the gray hair video today

1,059,924
YouTube views in the last 12 months

WHAT THE NUMBERS SAY

- The gray hair video stood at 211,462 views at the audit and sits at 308.2K today.
- The YouTube channel holds 303 videos and 9,540 subscribers today; TikTok adds 80,662 followers.
- In the last 12 months, 3 long form videos drew 419,623 views and 24 shorts drew 640,322.
- 26 Instagram reels in the same window drew 779,768 views, led by the gray hair reel at 388.2K.

Instagram and YouTube analytics, profile screenshots from the audit; figures marked today were pulled on 5 October 2026.

03

Content Strategy

The Pillars

Four jobs, one clinic

THE PILLARS

The four pillar *mix*

Observed across the 21 videos in the audited library

Patient Education

18 of 21 videos · 86%

Carries the views. Roughly 249K of the 251K audited views live here, headlined by the gray hair video, now at 308.2K views.

Behind the Clinic

2 videos · 1,513 views

Shows the clinic. The chemical peel procedure at 1,470 views plus the clinic brand short show the operation behind the promise.

Before and After

1 video · 548 views

Drives bookings. The cryotherapy case study proves an outcome on camera. Underbuilt, and the next lever for consultations.

Trust and Credentials

0 dedicated videos

Still empty. 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







04

Content Strategy

The Phases

How the system was built, in three phases

THE PHASES

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, 6 of them in March 2025. Topics narrowed to aesthetics and skin: laser hair removal, chemical peels, collagen induction, 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 regrowth treatment video did 14,141, and Can You Reverse Gray Hair Naturally did 211,462 at the audit, 308.2K today. Three videos outperformed the previous two years combined.

THE RHYTHM

In the last 12 months the YouTube channel published 3 long form videos and 24 shorts, 1,059,924 views between them. Short form runs on Instagram and TikTok, where the audience was built.

05

Content Strategy

The Franchise

Titled to be searched, filmed to be trusted

THE FRANCHISE

Hair is the *franchise*

A burning question plus a contrarian answer beats a procedure explainer

FORMAT · TITLE PATTERN: QUESTION PLUS CONTRARIAN ANSWER

Hair titles hold about 97% of channel views

TITLE FORMULA

Can You Reverse Gray Hair Naturally? (It's Not Stress)	308.2K views today
This hair treatment WILL regrow your hair FAST without medication!	93.3K views today
PRP vs Exosomes Hair Treatment For Hair Loss in 2026 (non-surgical)	18.1K views today

WHY IT WORKS

Procedure explainers lose. Question and myth busting titles beat them by two orders of magnitude. The viewer arrives with the question already in search, and a doctor answering it on camera does the convincing before any sales copy.

NEXT RUNS

Next runs: hair shorts already compound, GHK-Cu peptide at 122.1K, DHT sensitivity at 87.1K, Clascoterone at 41.3K.



308.2K views on this video today

youtube.com/watch?v=Aj0NTYr3nNQ

WHAT EVERY PIECE SHARES

- One question per video
- Doctor on camera, honest, no hype
- Proof on screen
- One CTA only

THE PACKAGING SYSTEM BEHIND EVERY VIDEO

Bold claim thumbnail · Highlight bar · Before and after · White coat on camera

06

Content Strategy

The Funnel

Attention. Trust. Conversion.

THE FUNNEL

How views become booked *patients*

The system under the content

Attention STEP 1

Long form YouTube answers to high intent hair and skin questions, plus short form clips on Instagram and TikTok where the audience compounds. Instagram sits at 254,931 followers today and TikTok at 80,662, and the channel drew 1,059,924 views in the last 12 months.

Trust STEP 2

Dr. Shaan himself is the trust asset: a practicing physician explaining treatments honestly, backed by before and after case studies and clinic access that shows the operation behind the promise. The white coat and the clinic setting do the credibility work before the first sentence.

Conversion STEP 3

Every video routes viewers to Royal Wharf Clinic for a consultation. Attention on hair and aesthetics lands directly on the services the clinic sells, and the profile link carries the booking. This has already produced 20 new patients attributed to the content.

BUILT AND RUN BY SCALE WITH CAM™

We run the strategy, scripts, editing, thumbnails and posting for this brand as one system. Dr. Shaan records, and we handle everything from the question list to the published video.

scalewithcam.com

07

Content Strategy

The Rollout

Trust before the first appointment

THE ROLLOUT

The first 90 days

What actually happens, week by week

WEEK 1

List the questions

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

WEEK 2

Batch the hair series

Hair content carries about 97 percent of channel views. Build the franchise deliberately, a batch of question titles filmed in one session, instead of hoping the pattern repeats on its own.

WEEK 3 TO 4

Long form leads

In the last 12 months, 3 long form videos drew 419,623 views and 24 shorts drew 640,322. Publish the long form answer first, then cut the shorts from it so one recording feeds both.

WEEK 5 TO 8

Show the results

Before and after content plus behind the clinic access. In medicine, seeing the hands do the work is most of the sale, and this pillar is underbuilt at one video in the audited library.

WEEK 9 TO 12

Credential the authority

Trust and credentials content closes the loop for the cautious patient who needs one more reason. Move the testimonial and the case study page material into the feed, where it has zero dedicated videos.

ONGOING

Book the consultations

Patients arrive already sold on the doctor they have watched. Twenty new patients trace directly to this system so far, and every new video adds to the library that keeps booking.

One recording day feeds the entire engine

We handle strategy, scripts, editing, thumbnails and posting end to end. Dr. Shaan records. That is the whole ask on his side.