CLIENT PLAYBOOK

Content *Strategy*



Patrick El-Sayegh

Expanded · Airway Health Network

369,425 Instagram views in 12 months, today

86,956 YouTube views in 12 months, today

Top short 6,431 views

CONTENT STRATEGY

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Patrick El-Sayegh · Expanded · Airway Health Network

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01

Content Strategy

The Brand

A real face on a clinical topic

THE BRAND

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 before they will act on it.

So the content does one job. It puts a real, credible human face on a clinical topic and makes it approachable enough that people watch, trust, and search for care through Expanded. Patrick lived the problem himself, so we build every video around him as a person rather than around the network as an institution.

The founder who lived the airway problem, explaining it plainly enough that people trust Expanded before they ever search for care.

WHERE THE BRAND LIVES ONLINE

2,975 followers

Instagram · today, where most of the reach lives: 369,425 views across 37 reels in 12 months

916 followers

TikTok · 13.6K likes, the same shorts on a second feed

143 videos in 12 months

YouTube · 86,956 views across his channel and the network channel, today

the specialist network

getexpanded.org · where trust turns into a booked appointment with a verified specialist

The identity system

Healthcare navy	Clinical mint	Pale sky blue	Paper white
#0F2438	#6FD3A6	#BFD9EC	#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, with his face in every frame.

02

Content Strategy

The Numbers

Read from the video library, not a claim

THE NUMBERS

The account is compounding

Every number comes from the real content library

Before

922

average views per short, all 30 on his channel

After

2,495

average views per short, the 4 May 2026 videos

27,658

total views across the 30 short library on his channel

6,431

top video, published May 26, 2026

86,956

YouTube views across 143 videos in 12 months, today

369,425

Instagram views across 37 reels in 12 months, today

WHAT THE NUMBERS SAY

- Relatable beats technical. The top video, a personality first POV short, pulled 6,431 views, nearly 4 times the second best on his channel.
- Story framed titles outperform. A concrete outcome plus a timeframe hit 1,817 views and sits in the top tier of the library.
- Consistency compounds. November and February carried the weekly output, and the 4 May videos averaged 2,495 views on that base.
- Long form is the open opportunity. The wider 12 month library holds 28 long form live calls at 14,559 views combined, against 72,397 views from 115 shorts.

YouTube and Instagram libraries, 12 month window to 26 May 2026. Figures marked today were refreshed on 5 October 2026.

03

Content Strategy

The Pillars

Weighted by what the library already proves

THE PILLARS

Four pillars, one job: trust

Trust Building, Healthcare Education, Network Stories, Palatal Expansion

Trust Building

6,431 views, top video

Patrick is a person before he is a platform. The biggest video of the run, a relatable personality first POV short, lives here. Weight this pillar.

Healthcare Education

1.6K views on the mouth breathing short

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

Network Stories

1,817 views on the story format

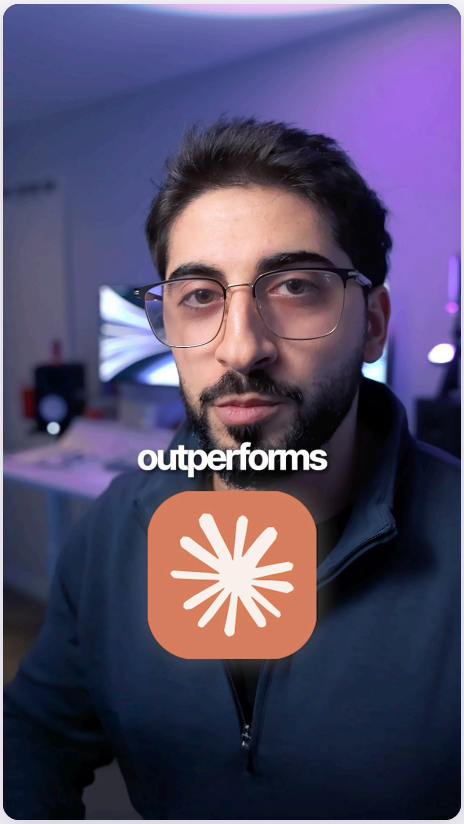
Real specialists and real patients standing behind Expanded. Story framed titles with a concrete outcome and a timeframe, the format that hit 1,817 views.

Palatal Expansion

5.1K views, top clinical short

Specific clinical answers on expansion devices and outcomes. The wider library's top clinical short, a safety question after jaw surgery, reached 5.1K views in the same window.

WHAT IT LOOKS LIKE IN THE FEED





04

Content Strategy

The Phases

Read from the real posting dates

THE PHASES

Foundation, Momentum, Authority

His channel's real rollout, month by month

PHASE 1

November to December 2025

Foundation

The volume phase. 12 videos in November alone, three of them on November 12, plus 3 more by the end of December. Hooks, formats and edit styles tested in public. Results ran from 14 to 1,817 views, the normal spread for a testing phase.

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, the 4 May videos delivered the strongest average of the run, about 2,495 views, including the top video at 6,431 on May 26. From here the account converts recognition into trust, rebuilding the validated formats and pointing attention at Expanded.

THE RHYTHM

Two short form videos per week, every week, with no dead months like April. The months with consistent weekly output built the base, and the May videos showed the result.

05

Content Strategy

The Franchise

The proven format, anatomized

THE FRANCHISE

The 6,431 view format, broken down

The proven format, next to the real video

FORMAT · POV: THE MOST RELATABLE AI VIDEO OF 2026

6,431 views, published May 26, 2026, number one across the 12 month YouTube library

TITLE FORMULA

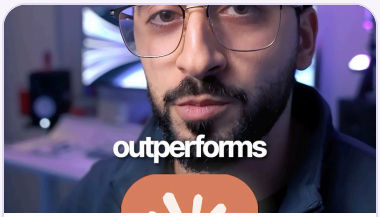
POV: the most relatable AI video of 2026	6,431 views
How My Client Scaled Her Agency to 10K Months in 60 Days	1,817 views
Instagram killing your reach in 2026?!	1.6K views

WHY IT WORKS

A POV frame the viewer recognizes from their own life, no setup, no logo, no intro. Patrick on camera as a person first, one idea delivered simply, so the viewer leaves feeling understood. Relatable beat technical nearly 4 to 1.

NEXT RUNS

The same structure rebuilt with airway health hooks: challenge a belief, explain it simply, stay human.



6,431 views on this format

youtube.com/shorts/nq2s7WyWZ_0

WHAT EVERY PIECE SHARES

- Relatable hook, no setup, no intro
- One idea per video
- One CTA only, pointed at Expanded
- Zero fluff

THE PACKAGING SYSTEM BEHIND EVERY VIDEO

Myth bust hooks · Founder who lived it · Navy and mint, clean and clinical · His face in every frame

06

Content Strategy

The Funnel

Attention. Trust. Patients.

THE FUNNEL

How views become patients

The system under the content

Attention STEP 1

Short form is the top of the funnel. Relatable, personality led hooks built on the 6,431 view formula stop the scroll and introduce Patrick to people who have never heard of airway health. Instagram carries most of that reach today, 369,425 views across 37 reels in 12 months, so the hooks are written for that feed first.

Trust STEP 2

Repeated exposure to Patrick as a credible, likable expert converts attention into familiarity. Healthcare Education and Network Stories prove that real specialists and real patients stand behind Expanded, and the 28 long form live calls with specialists give anyone who wants more a deeper place to go.

Conversion STEP 3

Trust routes to getexpanded.org, where viewers become patients by finding a verified airway orthodontist through the network. Every video ends with one reason to take that step, and only one, so the viewer always knows where to go next.

BUILT AND RUN BY SCALE WITH CAM™

We run the strategy, scripts, editing, thumbnails and posting for this brand, delivered as one system. Patrick records, and we handle everything after the camera stops.

scalewithcam.com

07

Content Strategy

The Rollout

Personality first, at network scale

THE ROLLOUT

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 on his channel, and it won on relatable personality. We build the voice from that register rather than from corporate tone.

WEEK 2

Batch healthcare education

Education earns the right to be trusted in a category where trust is the whole sale. One recording day covers the first batch of myth bust shorts, scripted and ready to film.

WEEK 3 TO 4

Hold the cadence

Two shorts a week, every week. The 4 May videos averaged 2,495 views against 922 overall, so the account is compounding and the schedule has to hold through the quiet months.

WEEK 5 TO 8

Tell network stories

Humanise a category that usually feels cold and institutional. Real specialists and real patients on camera, with story framed titles that carry a concrete outcome and a timeframe, the format that hit 1,817 views.

WEEK 9 TO 12

Systematise

Turn the winning formats into written procedures so the system repeats across locations without losing the voice. Every row in the library gets a pillar tag so the mix is measured rather than guessed.

ONGOING

Scale the trust

Every location inherits an audience that already trusts the brand before the first appointment. One flagship long form video a month, fronted by Patrick, covers the format the shorts have not touched.

One recording day runs the whole system

We handle strategy, scripts, editing, thumbnails and posting end to end. Patrick's only job is to show up and record.