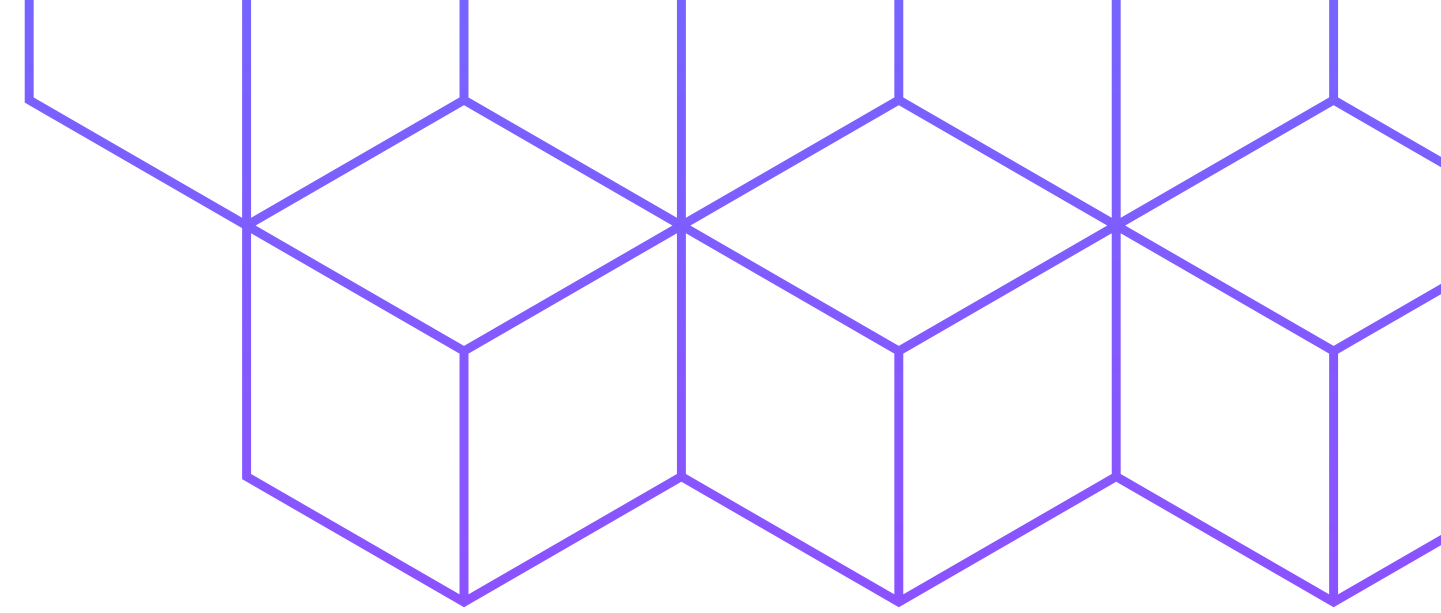




Surgical Community Case Study

Presented by: Shantanu Anand



About the Surgical Community

A global surgical community built to bring surgeons together on one dedicated platform.

Recently launched a surgeon-exclusive app and needed strong organic awareness to reach surgeons worldwide.

Objectives & Expectations

The community wanted to:

- Build global organic awareness
- Grow visibility among surgeons
- Increase engagement on LinkedIn & Instagram
- Strengthen trust in the new application

Our Strategy: Collaboration with Key Surgical Influencers: Partnered with leading voices in the surgical field to expand reach.

- **Cross-Marketing Campaigns:** Leveraged complementary medical pages and associations for shared audience growth.
- **Geo-Targeting Surgeons by Region:** Focused campaigns on top-performing medical regions for tailored engagement.
- **Interactive Content & Trending Reels:** Used storytelling videos, surgical tips, and interactive posts to increase relevance and engagement.
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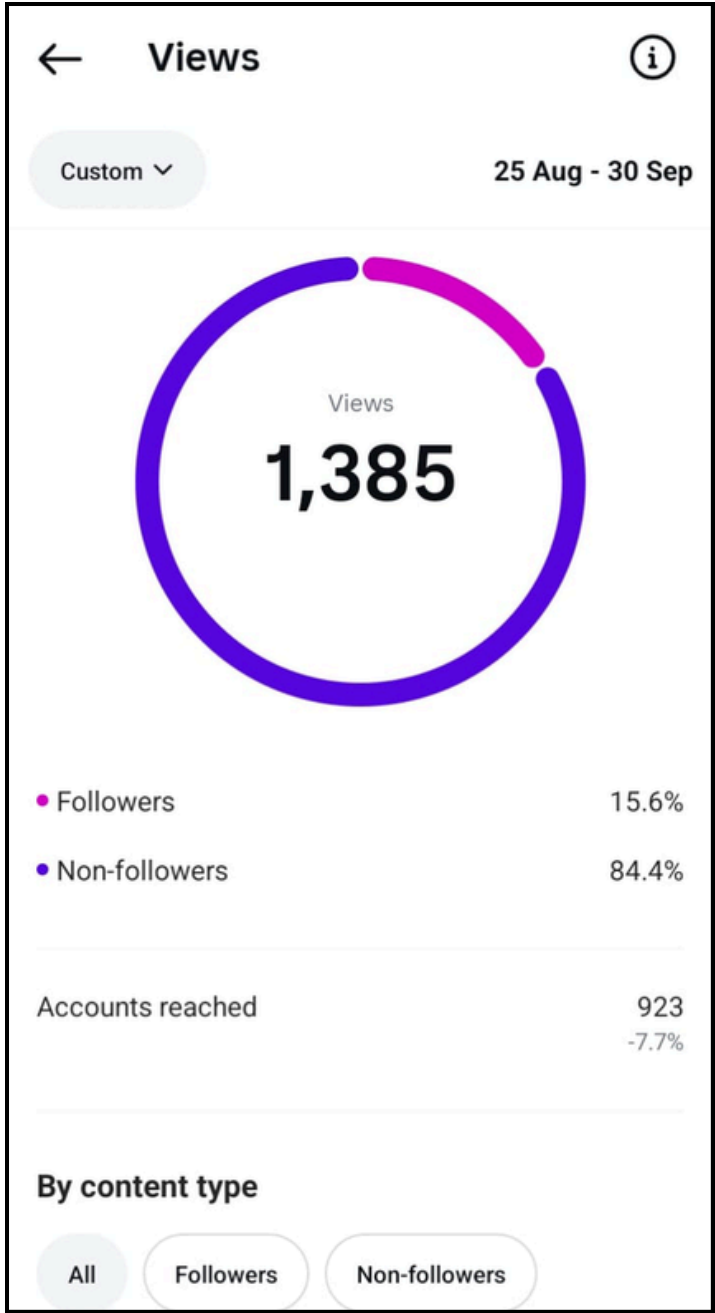
Instagram Growth



We started with limited Instagram visibility and minimal reach within the surgical community. Through consistent content, expert-led posts, and clear messaging, growth scaled rapidly.

Before (25 Aug–30 Sep):

- 1,385 views
- 923 reached



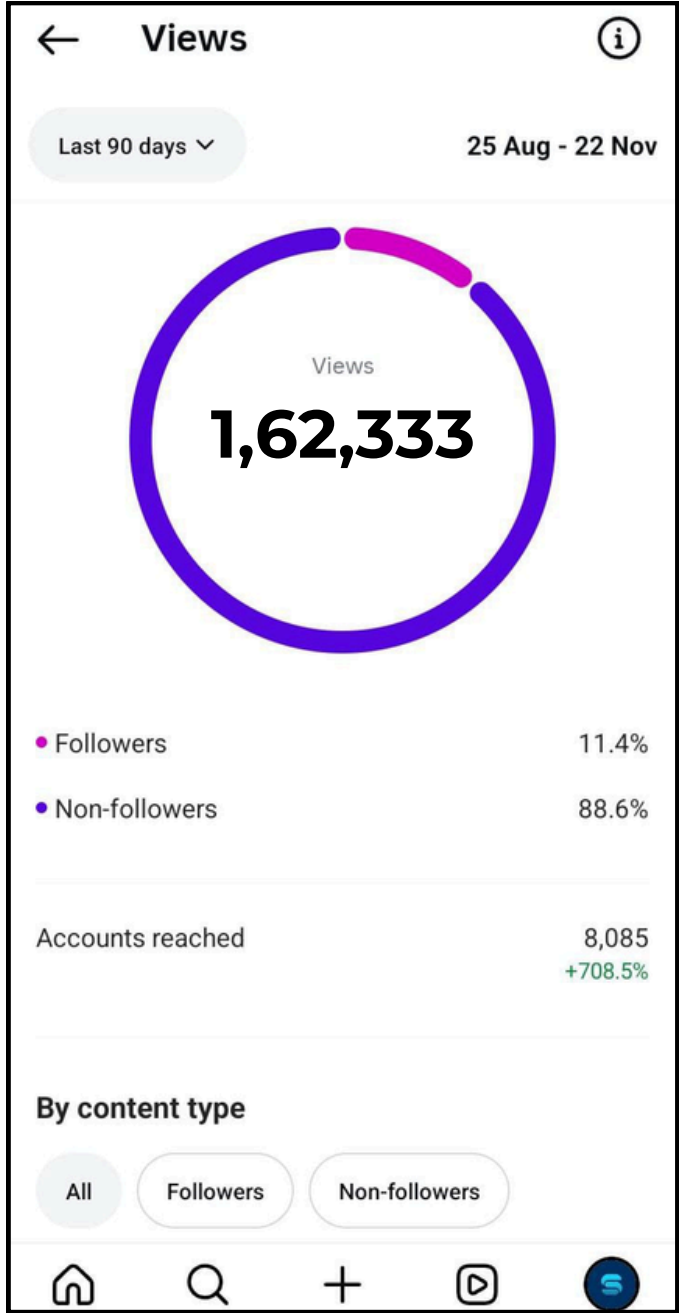
Before

1,62,333 views - Major increase in discovery from new surgeons.

Key Impact Highlights:
100+ application downloads from Instagram

2× follower growth

Result:
Strong organic growth that expanded visibility and supported the SFS Application launch.



After

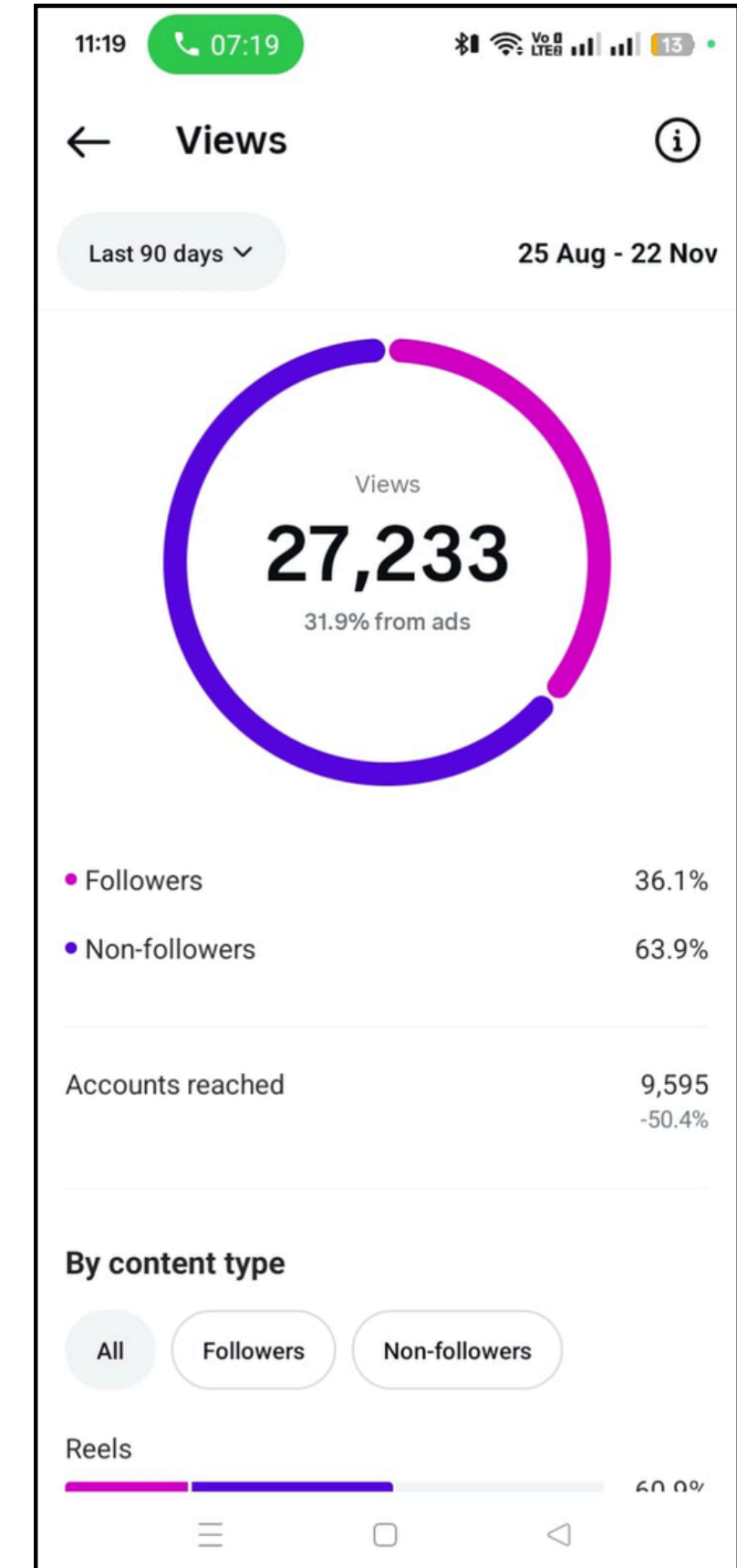
LinkedIn Growth

BEFORE STRATEGY

- 388 IMPRESSIONS
- 2 REACTIONS

After structured content & storytelling:

- 34,168 impressions
- 692 reactions
- Strong growth through expert posts, event updates & educational content.





Thankyou