



Case Study: *Dr. Joshua Daniel*

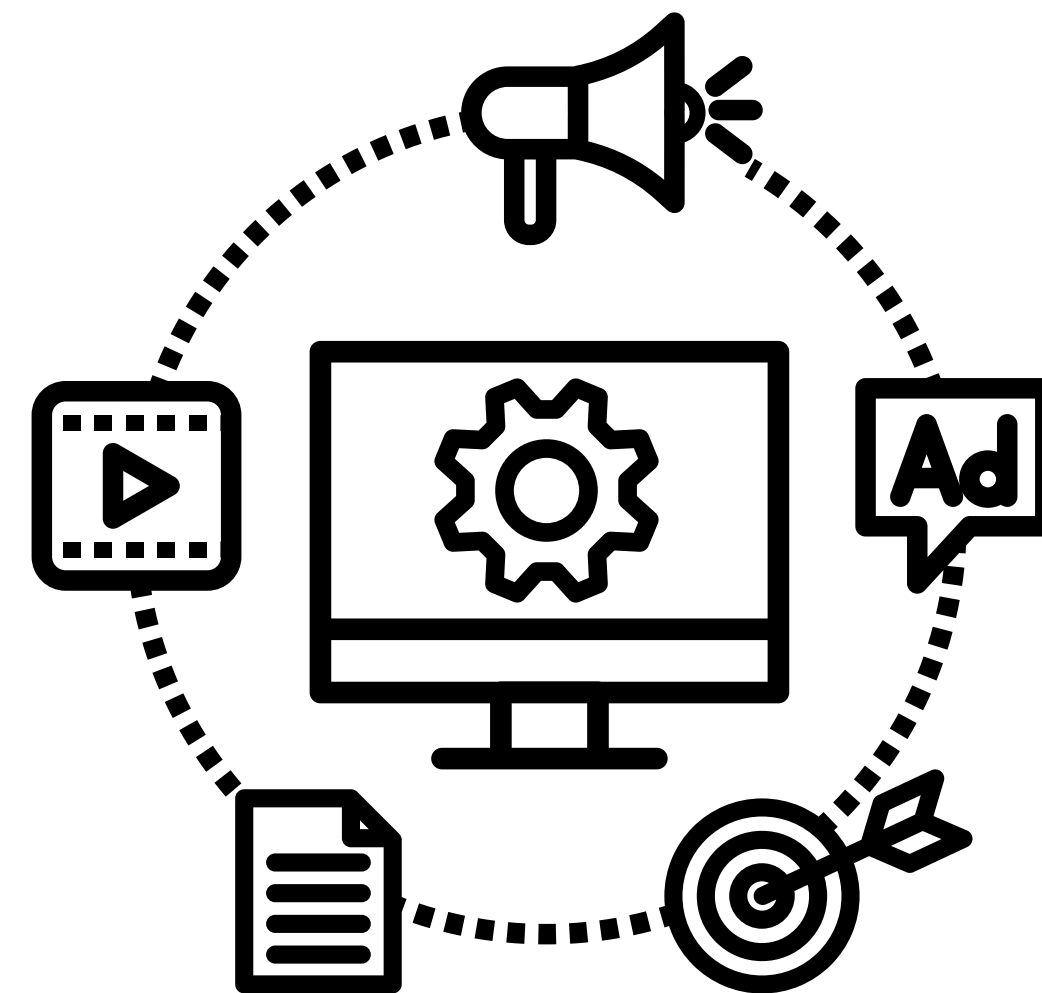
How a Targeted Strategy Doubled
Instagram Growth in 6 Months

Executive Summary

Between February and August 2025, we partnered with Dr. Joshua Daniel, a medical doctor specializing in longevity and brain health, to overhaul his Instagram presence.

The primary challenge and overarching goal was to significantly expand his reach and build an engaged community utilizing organic methods.

By implementing a strategic content mix, including high-impact headline-style carousels and authentic, face-forward Reels, we successfully grew his Instagram following by over **104%** (2,207 to 4,518) in just six months, alongside major increases in profile visits, reach, and engagement.



About the Client

Dr. Joshua Daniel MD is a medical professional focused on the fields of longevity and brain health.

Prior to our collaboration, his digital marketing efforts on Instagram were focused on building a presence but lacked a consistent and data-driven content strategy.

His goals were to expand his reach, establish himself as a trusted voice, and cultivate an engaged community of followers interested in his area of expertise.

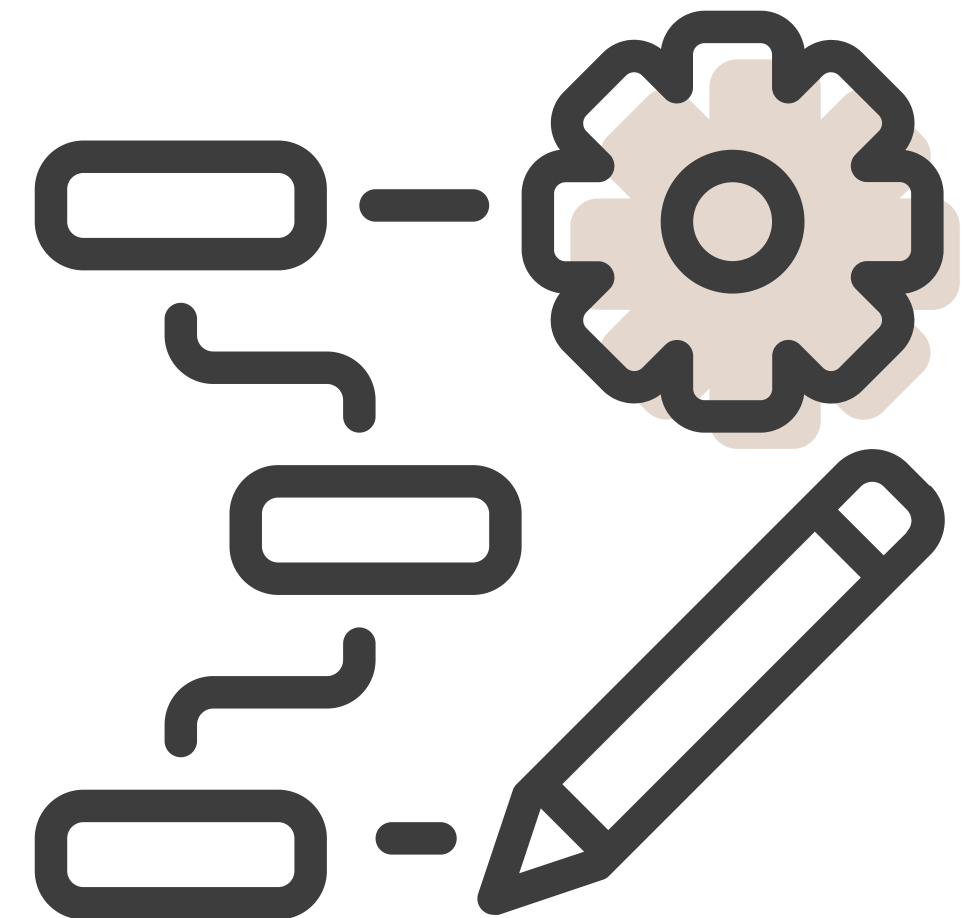


The Challenge

The main challenge was to grow Dr. Daniel's Instagram following from a solid base of 2,207 to a much broader and more engaged audience.

While he had an existing presence, he needed a clear and repeatable strategy to drive significant growth and attract the right audience—people who would become a loyal, active community.

Without a defined content strategy, it was difficult to identify what content resonated most, and efforts to boost posts were not fully optimized for both reach and conversion.



Solutions/Strategy

Overall Approach:

Our approach was a data-driven content strategy that combined two key types of content to achieve different but complementary goals.



Solutions/Strategy

Tactic 1: Content Mix

We developed a content calendar focusing on two formats:

- **Headline-style posts and carousels**
 - These were designed to be highly visual, easily digestible, and shareable, focusing on key health news and insights.
- **Face-forward, on-camera Reels**
 - These provided a personal touch, allowing Dr. Daniel to connect directly with viewers and build trust.



Solutions/Strategy

Tactic 2: Strategic Boosting

We utilized targeted ad spend to amplify the reach of top-performing content, particularly the headline-style carousels. This tactic ensured that the most successful content was seen by a much larger, relevant audience.

Tactic 3: Branding Consistency

We implemented a consistent visual brand across all posts to strengthen Dr. Daniel's professional authority and recognition as a leading voice in his field.



Results / Outcomes

Follower Growth

- Before: 2,207 followers (February 2025)
- After: 4,518 followers (August 2025)
- Result: **A 104.8% increase in just six months,** with continued current growth

Profile Visits

- July 2025: 2,692 visits (**a +62.1% increase from the previous month**)

Impressions/Views

- July 2025: 67,570 total impressions, with 55.5% from ads.
- August 2025: 30,769 total impressions, with 42.6% from ads.

The image displays two screenshots of a LinkedIn profile for Joshua Daniel, MD, illustrating growth over time. The top screenshot, labeled 'Early-August 2025', shows 176 posts, 4,416 followers, and 595 following. The bottom screenshot, labeled 'Mid-September 2025', shows 200 posts, 5,135 followers, and 641 following. Both screenshots include a 'Professional dashboard' section showing views in the last 30 days: 50.6K for the top and 89.5K for the bottom. The profile bio is consistent: 'Board Certified Neurologist | Longevity & Brain Health', '17+ years in neurology & optimal aging', 'Science-backed insights', and 'Follow to age better'. Arrows indicate the progression from the top screenshot to the bottom one.

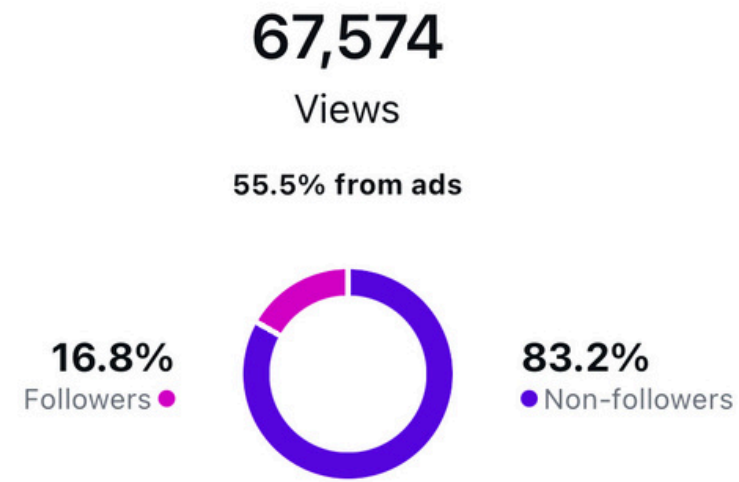
Results / Outcomes

Accounts Reached

- July 2025: 34,541 accounts reached (**a +60.2% increase from the previous month**).

Qualitative Results

- The face-forward Reels were instrumental in building an engaged community, as followers were more likely to stick around and interact.
- Consistent branding across all content helped to position Dr. Daniel as a trusted, authoritative voice.

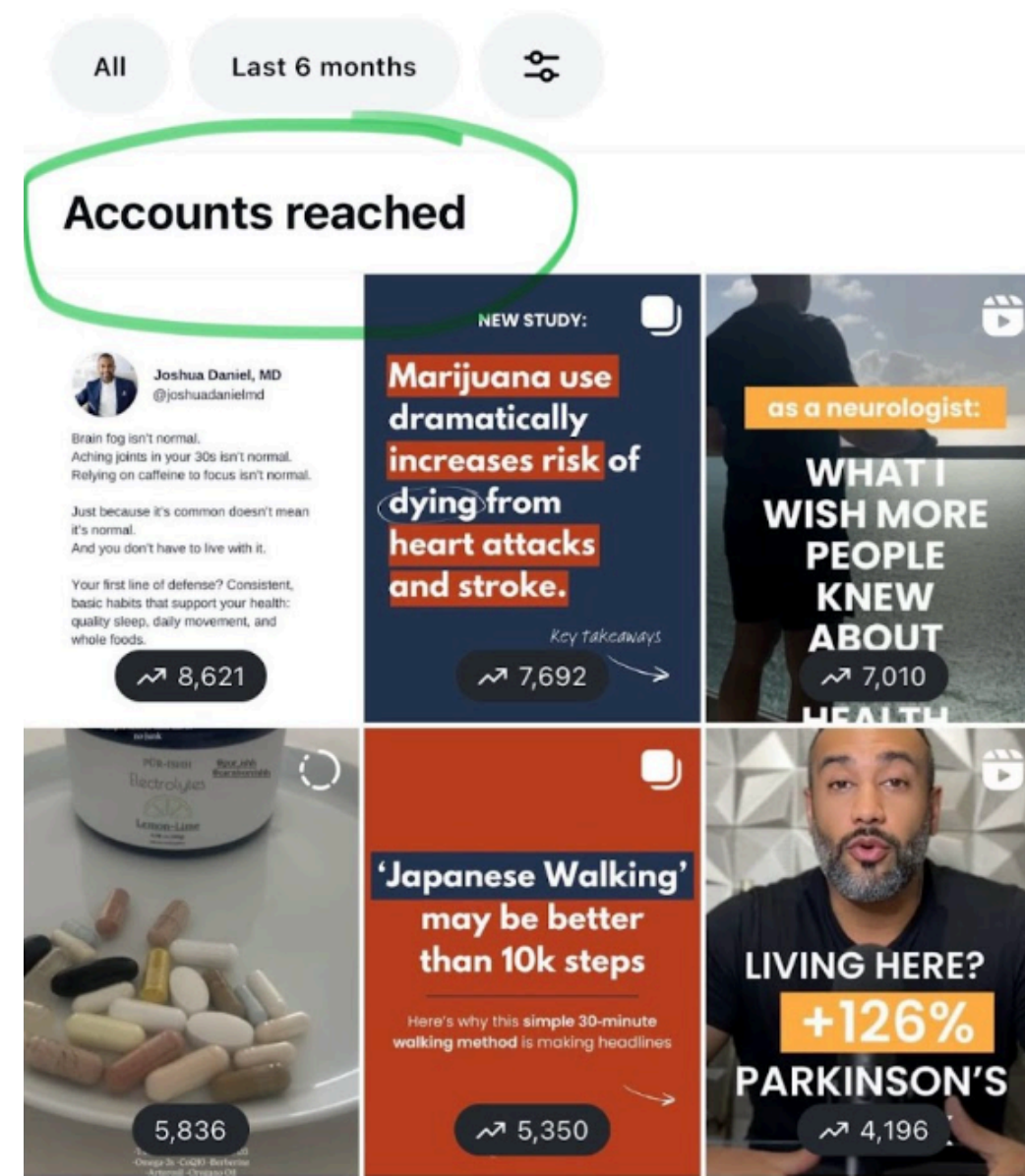


Accounts reached

32,541
+55.6%

← July 2025 views & reach

Accounts reached per post, by top content



Key Takeaways

Our approach demonstrates the power of a strategic and data-driven approach to social media growth.

The core success was not simply in gaining followers, but in understanding which content types served which *purpose*. High-impact carousels were the "door openers" that drove impressive reach, while Dr. Daniel's personal, on-camera Reels were the "community builders" that converted new visitors into loyal, engaged followers.

The key factors that contributed to this success were:

- a clear strategy for using different content formats
- the intelligent use of paid boosting to amplify top content
- a focus on establishing a consistent brand identity

We are able to not only drive significant, quantifiable growth but also to build an authentic and lasting connection between a brand and its audience. Our approach is uniquely valuable because we focus on creating sustainable growth by building a community, *not* just a following.





Let's Talk *Strategy*

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