



Case Study: *Dr. Becky Campbell*

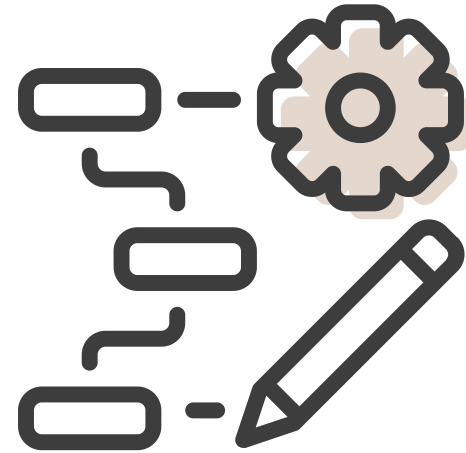
About the Client

Dr. Becky Campbell's journey into functional medicine began with her own battle for health. From childhood, she experienced unexplained symptoms like heat intolerance, hives, migraines, and fatigue—eventually traced back to thyroid issues, gut imbalances, and histamine intolerance driven by mast cell activation syndrome (MCAS).

Through functional medicine, she healed her gut, balanced her hormones, and reversed most of her symptoms, inspiring her to help others do the same. Today, Dr. Campbell and her team use advanced lab testing and a holistic approach—nutrition, herbal therapy, detoxification, and lifestyle changes—to identify root causes and restore balance.



The Challenge



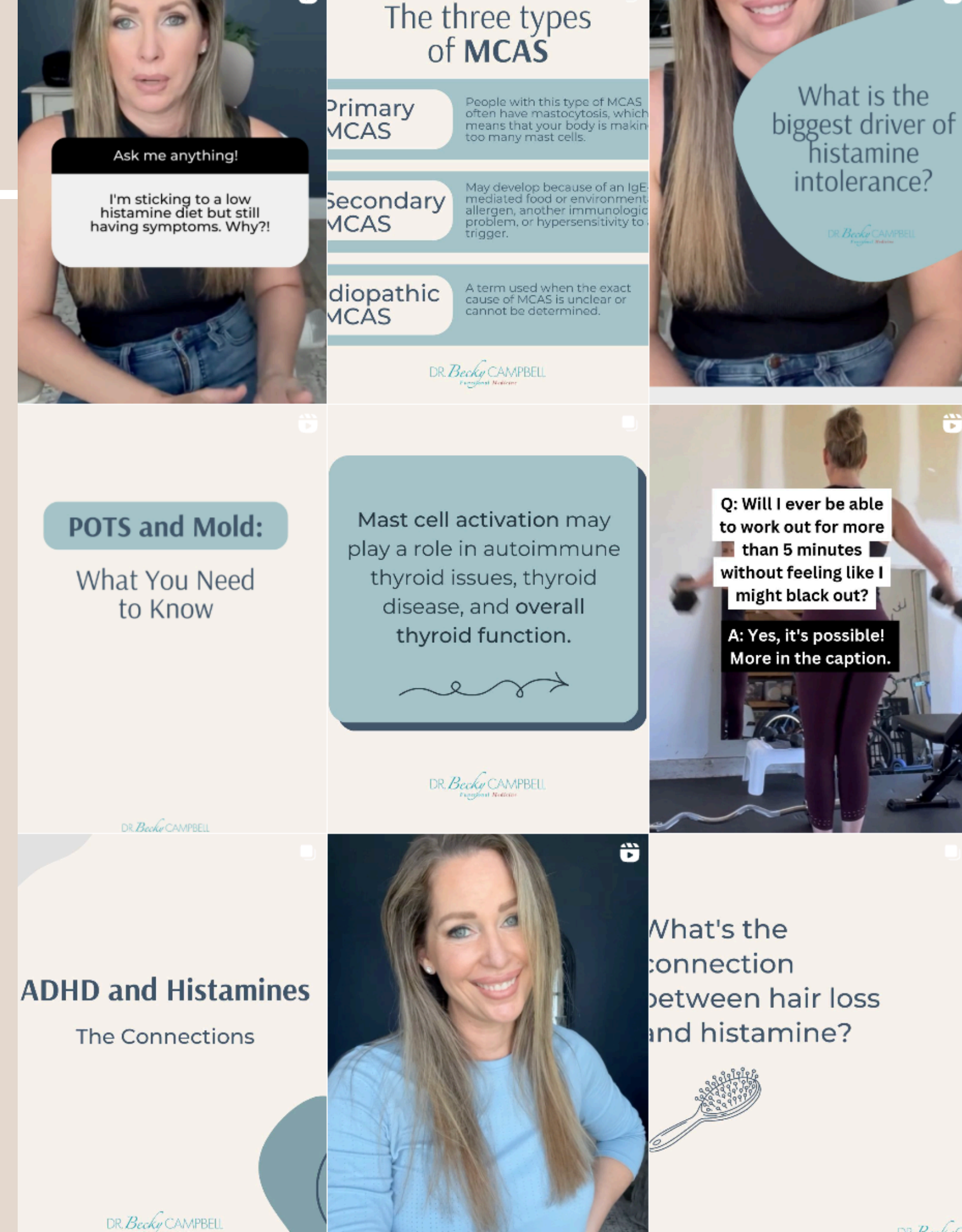
Dr. Becky faced a significant challenge with inconsistent visual branding and a lack of creative variety, relying heavily on repetitive Question and Answer (Q&A) Reels that recycled the same limited pool of photo assets. This approach resulted in stagnant audience engagement and hindered organic growth on the platform.



Solutions/Strategy

Overall Approach

Our strategy centered on a content evolution that prioritized consistency while dynamically adapting to platform trends. We refined the visual identity by introducing a strict framework for consistent branding and intentional visual "pops," while simultaneously shifting the content focus to value-driven education delivered through new, engaging formats. This dual approach ensured the brand maintained an authoritative and recognizable voice while significantly boosting audience engagement.



Solutions/Strategy

Tactic One: Visual Consistency

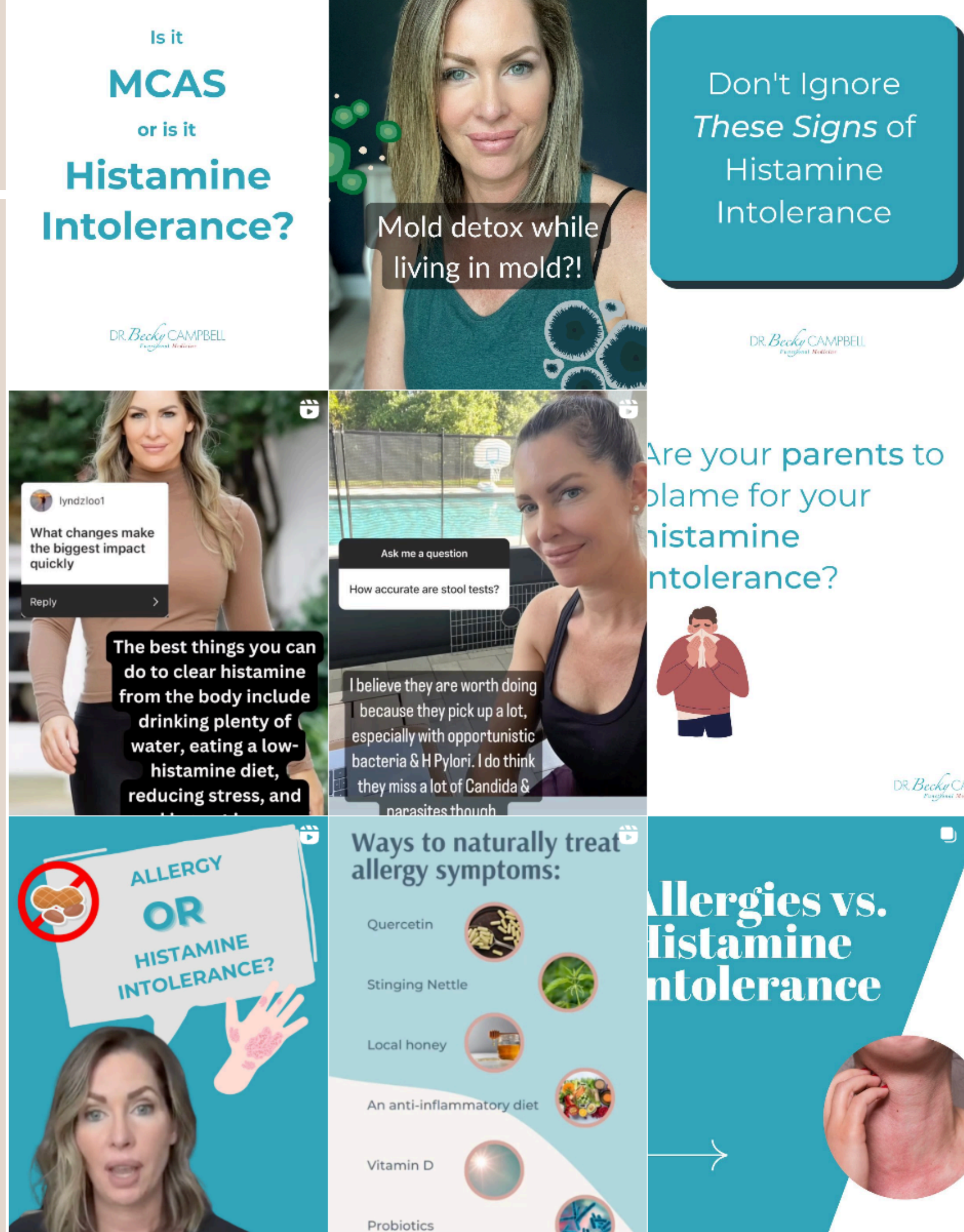
Implemented a standardized carousel post style and consistent Reel covers across all videos to ensure instant brand recognition.

Tactic Two: Information-First Graphics

Prioritized the creation of text-heavy, information-rich graphics over traditional photography, as data showed higher engagement with this format. This allowed us to deliver complex, educational content in a visually simple, digestible manner.

Tactic Three: Trend-Responsive Relatability

Integrated humor, memes, and relevant platform trends into the content mix to increase shareability and relatability, while concurrently featuring the founder (Becky) in background videos for a more human and authentic connection.



Results / Outcomes

Instagram Followers

- Before: 56K
- After: 228K
- Result: Increase of **over 170K** followers on IG

Engagement

- Before: 283K
- After: 483.4K
- Result: Increase of over **100%** in engagement

Link Clicks

- Before: 8.6 K
- After: 754.4K
- Result: Nearly **1,000%** increase in link clicks



Key Takeaways



- Audience-Driven Content Format is Key: Shifting from visually repetitive photography to high-value, text-heavy educational graphics and carousels directly responded to audience preference.
- Strategic Consistency Enables Creative Flexibility: Maintaining a consistent visual framework provided a necessary foundation of brand recognition, allowing for the strategic introduction of trend-driven content without sacrificing overall brand cohesion.
- Humanizing the Brand Drives Relatability: Integrating the founder (Becky) into background videos and humorous content successfully added an authentic, human element.



Let's Talk *Strategy*

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