



## **The Capstone Clinic - Case Study**

### ***About the brand***

Founded by a team of medical experts at the peak of their professional careers, The Capstone Clinic brings together multi-speciality expertise with the practice of family medicine thereby offering comprehensive and convenient healthcare and dental care solutions for all age groups. Building on decades of medical and dental practice, and with insight into the current healthcare systems, the Capstone Clinic is a unique proposition that addresses the gaps in them.

### ***Scope of services***

The scope of the services we rendered includes Social Media Management (SMM) and Search Engine Optimisation (SEO).

### ***The objective***

In the wake of the COVID-19 global pandemic, there was an unprecedented influx of false information and fake news on social media where authentication and filtration of information is simply not possible. From instant home remedies and conspiracy theories, social media housed a bank of misinformation that caused quite the stir and a culture of panic amongst common folk.

To ensure that people have access to credible and valuable information in these unforeseen circumstances, we leveraged this opportunity to create a space on social media where people can access credible and authentic information from well informed and credible sources amidst the clutter in the internet.

### ***Our approach***

With the clear and structured vision and approach to filter out fake news, @capstonesays on Instagram is an initiative to create an interactive and informative space that's here to offer you verified and authentic information on COVID-19. We offer expert tips on healthy lifestyle habits during and even after the pandemic.

Dr. Ramasubramanian is a senior specialist in infectious diseases with Apollo Hospitals and the Founder of Capstone Clinic. His distinguishable repute in the medical fraternity offers immense credibility. With Dr. Ram as the face of the brand, we leveraged his credibility to deliver expert advice straight from the expert, which adds tremendous value.



The quality of the content is excellent and indisputably superior. We posted authentic information and periodically offered insights, relevant updates in a comprehensive format optimised for the medium to effectively make use of the medium and enhance the reach.

We showcased candid discussions and interactions of Dr. Ram with doctors specialising in a diverse range of fields from across the globe to garner a plethora of perspectives that exhibit immense expertise on the subject matter. War veterans shared their thoughts on COVID-19 and offered their incredible insights on how to stay safe and mentally healthy in our war against the pandemic.

### ***The Results***

Authentic information from a reliable and trustworthy source helped create phenomenal content and paved the way for tremendous reach. Over the course of the last 4 months, we gained **261** followers. The quality of the content made it incredibly share worthy. The content was shared and circulated across several digital platforms including Facebook and Whatsapp giving us a wider reach.

On Instagram, our total reach is **4,32,234** and our overall impressions came up to **5,44,238**. Total likes for all our posts on Instagram totalled to **17,214**.