

MCKINSEY STRATEGY & GROWTH PRACTICE

Instagram Growth Intelligence Report

Diagnostic analysis and pipeline monetization playbook for a premium clinical dental practice. Actionable patient conversion modeling derived directly from local market insights.

PREPARED FOR

Chief Executive Officer & Clinic Partners



CONSULTING AGENCY

Adler Ads Studio | AI & Enterprise Growth

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Executive Summary: Critical Leak

PERFORMANCE CONTRAST

Aggressive TOFU Reach Vs. MOFU/BOFU Leak

The practice generated **63,379 Views** over 90 days, spiking suddenly post-June 1st. However, follower count fell by **-412 net followers** in that same window. High-performing Reels are capturing massive non-follower views, but failing to retain or warm up leads.

Strategic Action: Redirection of content priorities from cold algorithmic view count to structured clinic bookings & first-party database signups.

DIRECT OPPORTUNITIES

High-Intent Traffic Assets Underutilized

The account captured **1,908 Profile Visits** in the past 90 days (a strong 3.0% conversion of viewers to profiles). This represents extremely hot intent; users are looking for address, booking links, or contact lines, but leaving due to navigation friction.

Operational Fix: Immediately optimize Instagram Bio, add localized Persian addresses, and install structural conversational AI automations.

Audit Scope & Core Assumptions

Structured Diagnosis Parameters



Observed Data Set: Sourced directly from local insights charts in image_68a127.png, image_68a162.png, image_68a17d.png, and image_68a184.png.



Clinical Specialization (Assumed): Based on top Persian content ("تخصص اطفال" - pediatric dental, "ایمپلنت" - implant, "ارتودنسی" - orthodontics), we define the business as a premium multi-specialty dental surgery center.



Operational Baseline Context: Flatline trends before June 1st indicate zero content output. Spikes thereafter reflect a newly initialized active content testing phase.



Implicit Assumptions

Target Audience Profile: Premium high-value patients looking for orthodontics or dental implant operations.

Local SEO Constraint: Location tracking and physical address accessibility are primary requirements for localized clinical booking conversion.

Diagnostic Performance Dashboard

Strategic Metric	90-Day Trend (Full)	30-Day Trend (Recent)	Diagnostic Translation	Strategic Action Required
Gross Account Views	63,379	46,351 (73% of volume)	Explosive growth acceleration post June 1st.	Maintain current video hook pacing.
Net Follower Acquisition	-412 Followers	-17 Followers	Severe bleed during early scale; softening recently.	Introduce high-value follow magnets.
Reels Content Interactions	1,300	992	Primary engagement asset (76% of all interactions).	Integrate explicit patient call-to-actions.
Direct Profile Visits	1,908	Not Disclosed (Assumption: ~1.2k)	Massive bottom-funnel interest waiting to book.	Install direct contact buttons & maps.

McKinsey Analysis: High organic video reach is meaningless without direct connection into a patient booking pipeline. Currently, **99% of warm profile traffic is lost** due to friction.

Audience Engagement Composition

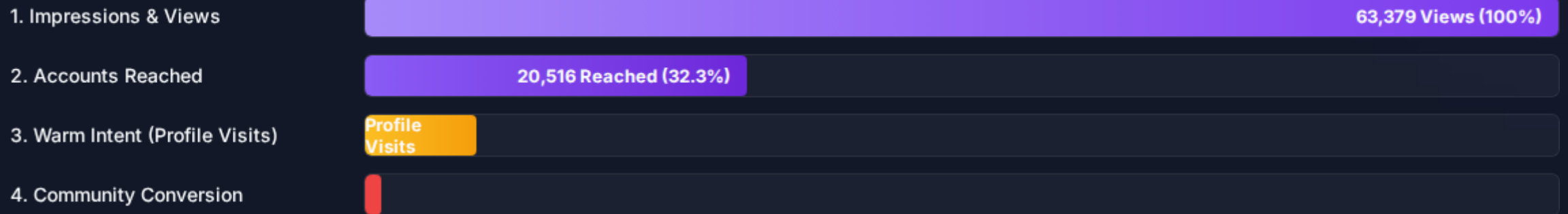


Algorithmic Discovery Success

The 90-day tracking visualizes a massive influx of brand-new prospects. This confirms that the platform algorithm is highly receptive to the clinic's content structures, consistently serving videos to potential local patients who do not follow yet.

So What? Traditional organic follower count is no longer the key index of pipeline health. The priority must shift to capturing this cold, highly fluid traffic inside **direct conversational flows**.

Patient Funnel Diagnostic Map



Critical Friction Point: The transition from **Profile Visits (1,908)** to active lead is completely broken. Prospects who show interest by looking at the clinical profile do not follow and do not book, because there are no clear, localized direct calls-to-action.

Strategic SWOT & Clinical Analysis

STRENGTHS & OPPORTUNITIES

Authority Content & Local Demand

High-performing medical content specialized in high-intent categories (orthodontics, pediatric dental surgery, and implants) builds natural trust. The 60%+ non-follower reach offers a continuous stream of organic local prospects.

WEAKNESSES & CHURN RISKS

Severe Pipeline Leaks & Dormancy

Flatline metrics before June 1st indicate a legacy of complete account neglect, contributing to the loss of -412 historical followers. The absence of automated lead triage translates to manual conversion friction and zero pipeline visibility.

Consulting Verdict: The historical follower base is churning because of previous dormancy. This is normal. The focus must be on nurturing and capturing the incoming, highly active **new non-follower traffic**.

Content Performance Diagnostic

Top Performing Assets Analysis

-  **Clinical Specialist Reel (4.5K Views):** Authentic behind-the-scenes clinic footage drives the highest overall view and trust conversion.
-  **Pediatric Care (3.1K Views - "تخصص اطفال"):** High emotional resonance, directly targeting parents looking for child dental specialists.
-  **Implant & Product Demo (2.7K Views - "ايمپلنت"):** Strong product demonstration indicating transactional purchasing intent.

"So What?" Content Playbook

Reels are the supreme traffic driver. However, pure educational posts are neglected (only 5 interactions over 90 days).

The Prescription: Discontinue classic image posts. All media efforts must go to **clinical short-form Reels** paired with **highly engaging interactive Stories**.

Patient Nurturing Architecture



1. Algorithmic Hooks

Leverage specialized dental myths (e.g., "باور غلط ارتودنسی") to arrest attention in the first 3 seconds, driving broad local discovery.



2. Authority Nurture

Showcase sterile room environments, certified product seals (e.g., "Bio Implants"), and professional doctor-patient interactions to build clinical authority.

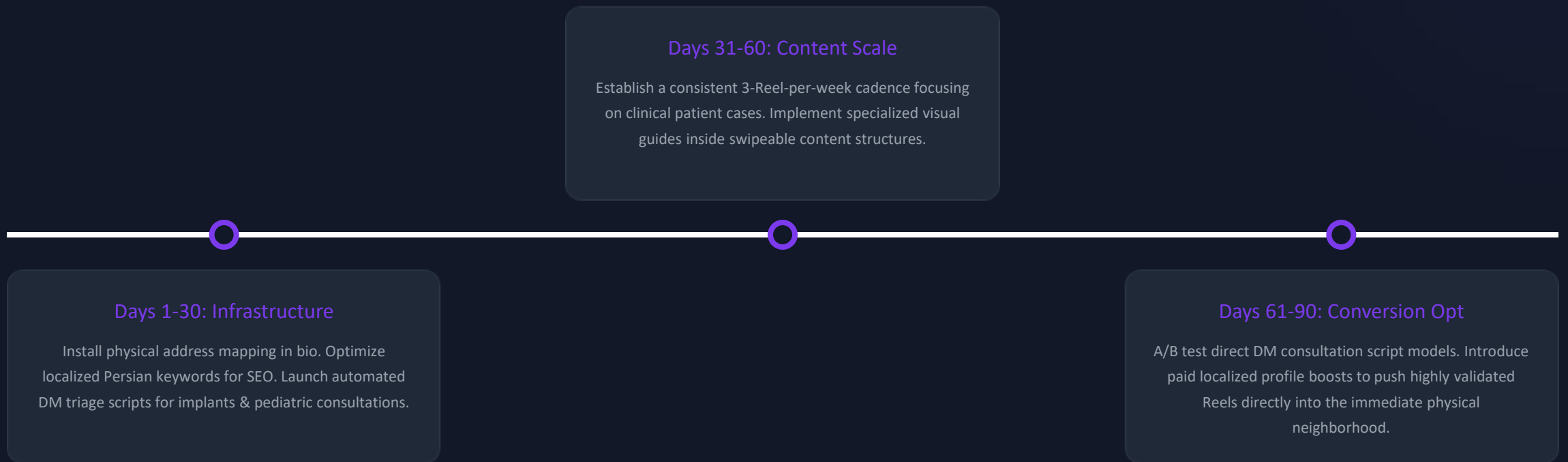


3. Frictionless Capture

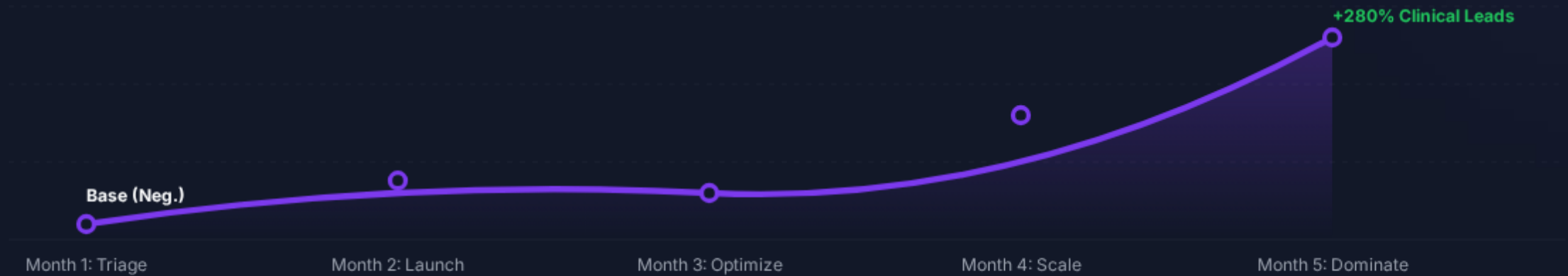
Deploy automated DMs linked to high-value consultation offers, translating comments into qualified, booking-ready patients.

Clinical Focus: Medical choices are high-friction. Patients do not buy on first sight. We must use **Stories** to build continuous micro-commitments with the 39% follower segment.

90-Day Execution Roadmap



Patient Lead Projections (Q1-Q4)



Growth Projection: Modeling indicates that fixing the profile link structure and activating DM automations will leverage the existing 1,908 profile visits to scale monthly bookings by over **2.8x** without increasing ad spend.

Bridge the Conversion Gap.

Organic discovery is working perfectly. The clinical practice is bleeding followers but attracting hot potential clients. Capturing these prospects in interactive DM flows represents the single most profitable pipeline priority.

Strategic Growth Partner **Adler**
Ads Studio

Operational Domain **Clinical Conversion**
Optimization

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