



Scroll Engine Growth Breakdown

How We Helped a UK Cosmetic Surgeon Turn Instagram Into a Patient Acquisition System

758K+

Organic Views
in 6 Months

307K+

Views in
June Alone

Multiple
Treatment

Enquiries



MAYFAIR LIFE
ELLE • **Tatler** • **itv**
Men'sHealth

Featured in

Dr. Leonardo Fasano

Cosmetic Surgeon | United Kingdom

 @healthexceluk

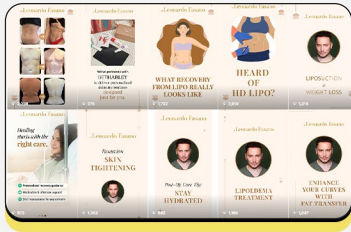
Executive Summary

Dr. Leonardo Fasano didn't come to us because he needed content.
He came because he wanted to become the face of his brand.

Although he already had TV appearances, magazine features and an established clinic, Instagram wasn't consistently building authority or attracting new patients.

Over six months, we built a repeatable content system that transformed his account from a library of procedures into a recognizable personal brand—culminating in over 758K organic views, a breakout month with 307K+ views, and multiple treatment enquiries.

The Challenge

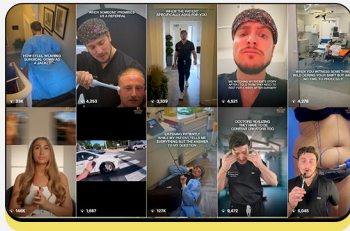


Before

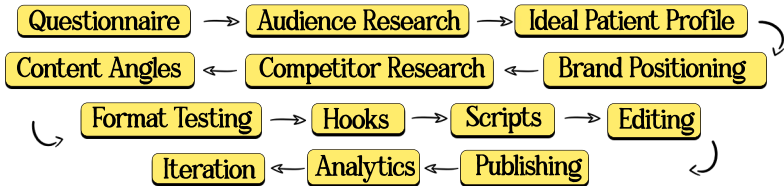
- Old Instagram Feed
- Faceless videos
- Educational only
- Weak personal branding
- No repeatable system

After

- Personal brand
- Entertainment + Education
- Doctor becomes the face
- Viral content
- Multiple treatment enquiries



How We Built It



We spent the first month building the strategy before trying to scale content.
Once the foundation was in place, every piece of content became intentional
instead of random

What We Learned

Reaction Videos

Goal:

Reach

Result:

Worked



Educational Content

Goal:

Authority

Result:

Needed
entertainment



Procedure Videos

Goal:

Trust

Result:

Worked



Memes

Goal:

Shares

Result:

Worked



Results

758K+

Organic Views
in 6 Months

307K+

Views in
June Alone

258

Content
Pieces

4,554

Average
Daily Reach

Average reach per day

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758.30K
+70.57%

Views

4554.55

Average reach
per day

258

+1512.50%

Total content

Interactions of published posts

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1328

+429.08%

Likes

211

+1218.75%

Comments

91

+405.56%

Saved

175

+1650.00%

Shares

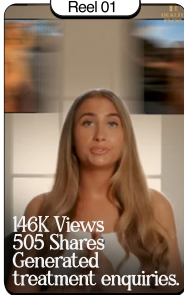
1805

+511.86%

Interactions

The Turning Point

Reel 01



Reel 02



Reel 03



Client Message

Dr Fasano

So this is crazy but I didn't even tag her but somehow it got viral.

1:19 AM

She was just in a tv show in Australia and has more than a million followers

1:20 AM

It was shared a lot so I think it was just women spreading the video amongst themselves really

1:20 AM



I'm mind blown

1:20 AM



Dr Fasano

It was shared a lot so I think it was just women spreading the video amongst themselves really

Yep.

1:21 AM ✓✓

Cheers to this!

1:21 AM ✓✓

Dr Fasano

Yes! Also got lots of new treatment enquiries emails

1:21 AM



What The Client Received

- Questionnaire
- Audience Research
- Brand Positioning
- Scripts
- Editing
- Publishing
- Analytics
- Monthly Optimisation

3 Lessons For Every Clinic



People don't follow
procedures.
They follow people.



Educational content
alone rarely spreads.
Attention comes first.
Authority follows



Consistency without
strategy is just noise.
A system compounds.
Random posting doesn't.