

IVF OFF THE CLOCK:

Bridging the Gap Between Patients & Experts

Bridges patient fears and medical expertise by sourcing real questions from online communities and interviewing top European specialists. This project humanizes doctors and provides clinics with a complete multi-channel content marketing package to reach patients searching for credible answers.

The Journey from Question to Content



Human-Centered Interviews



Multi-Channel Distribution



Choosing Your Impact

Standard vs. Premium Packages

Standard Package

- 📺 Total Content: 12 Videos (4 Ep + 8 Clips)
- 📢 Promotion: 1 Month

Premium Package

- 📺 Total Content: 20 Videos + Expert Page
- 📢 Promotion: 2 Months + Live Q&A

Full Rights Included

Premium packages include 12 months of advertising rights for clinic-led promotional campaigns.



IVF Off the Clock: Digital Campaign Performance

Global Reach & Main Content

122,116

Total Unique Users Reached



Reach includes Facebook Groups, Reddit, LinkedIn, and Email channels.

99,336

Main Video Views

Total views generated by the three primary YouTube expert sessions.

283.1



Total Hours of Watch Time

High viewer retention across the four main expert-led video segments.

Short-Form Social Engagement

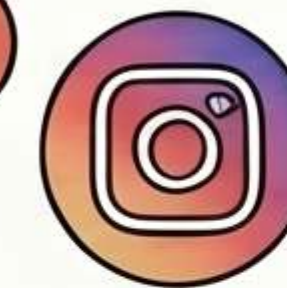
7,271

Social Media Video Views

Total views for short-form content across all social media channels.

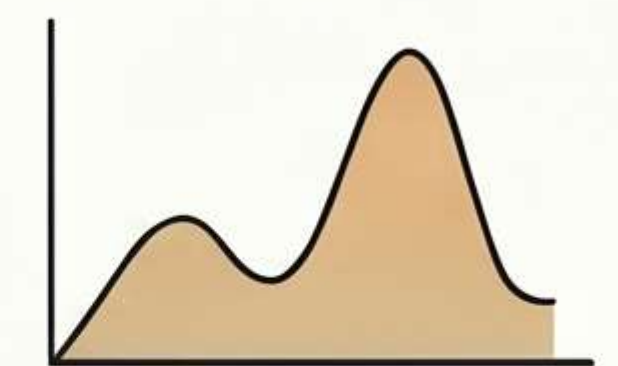


YouTube Shorts



Multi-Platform Social Presence

Content was optimized for YouTube Shorts and Instagram across eight dedicated posts.



Consistent Micro-Engagement

Short-form videos maintained steady engagement, peaking at 36 interactions for Short #1.

Main Video #1



Main Video #2



Main Video #3

