

How DocNex Used KOL Outreach to Build Trust & Qualified Healthcare Leads

A Healthcare Influencer Marketing
Case Study



CAMPAIGN SNAPSHOT



CAMPAIGN TYPE
KOL Outreach &
Healthcare Influencer
Education



DURATION
8 Weeks



MARKET
India

BACKGROUND

DocNex wanted to increase awareness of its healthcare services among digitally active patients, caregivers, and healthcare decision-makers.

In a category where trust is more important than reach alone, the brand needed voices who could explain healthcare choices in a simple, credible, and responsible way.

This mattered because health content on social media is growing fast, but trust remains uneven. Brands have a strong opportunity to partner with credible medical voices instead of generic lifestyle influencers.



HEALTHCARE INSIGHT

“

Around 4 in 10 adults consume health information through social media or podcasts, yet only a similar proportion of major health influencers have verified healthcare credentials.

Source: Pew Research Study, 2026



4 in 10
adults

consume health
information through
social media.

CHALLENGES

DocNex faced three key challenges:

01



Low trust in
promotional
healthcare content.

02



Difficulty converting
awareness into
qualified service
enquiries.

03



Audience confusion
caused by non-expert
health advice
online.

KOL SELECTION CRITERIA



Verified
professional
credibility



Audience
relevance



Engagement
quality, not just
follower count



Clear disclosures
and medically
responsible
content



Regional
language
capability



STRATEGY

DocNex partnered with a curated mix of 18 KOLs to create credible, relevant, and engaging health conversations.

18 CAREFULLY SELECTED KOLS



6

Doctors &
Healthcare Educators



5

Wellness &
Preventive Health
Creators



4

Patient-care
Advocates



3

Local Micro
Influencers with
Strong City-level
Engagement



The campaign goal was not simply to “go viral.”

It was to **build credibility, educate the audience, and generate measurable service enquiries.**



CAMPAIGN EXECUTION

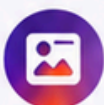
DocNex executed a multi-format KOL campaign over 8 weeks designed to build awareness, trust, and drive qualified enquiries.

CONTENT MIX


42

Instagram Reels

Short-form videos explaining healthcare topics & services.


18

Static Educational Posts

Informative carousels and posts addressing patient queries.


12

LinkedIn Thought Leadership Posts

Expert insights and healthcare perspectives for professionals.


9

Live Q&A Sessions

Doctor and expert interactions to address audience doubts.


1

Landing Page with UTM Tracking

Dedicated page to capture interest and measure traffic.


1

WhatsApp Enquiry Flow

Seamless conversational flow to engage and nurture leads.



EXECUTION APPROACH



Each KOL received a detailed brief with key messages, content guidelines, and compliance requirements.



Creators were given the freedom to communicate in their authentic voice and style, ensuring content felt natural and relatable.



All medical claims and content underwent review by our medical advisory team before publishing to ensure accuracy, responsibility, and trust.



THREE CONTENT PILLARS



AWARENESS

Short videos and posts educating audiences on when and why to seek professional healthcare support.



TRUST-BUILDING

Doctor-led content debunking myths, answering common questions, and sharing medically accurate information.



CONVERSION

KOL stories, reels and posts that direct interested users to DocNex service enquiry pages and WhatsApp.



CAMPAIGN PERFORMANCE

The 8-week KOL outreach campaign delivered strong reach, engagement, and high-quality healthcare leads.

METRIC	RESULT
 Total KOLs Activated	18
 Total Campaign Reach	1.42 Million
 Total Impressions	2.86 Million
 Average Engagement Rate	5.8%
 Video Completion Rate	31%
 Landing Page Visits	28,400
 Enquiry Form Submissions	1,246
 WhatsApp Enquiries	782
 Qualified Leads	612
 Cost per Qualified Lead	38% lower than prior paid-only campaign
 Brand Search Uplift	+46% during campaign period

KEY HIGHLIGHTS



612

Qualified Leads
High-quality enquiries from relevant audiences.



38%

Lower Cost per Lead
vs. prior paid-only campaign.



+46%

Brand Search Growth
Stronger intent and brand discovery.



5.8%

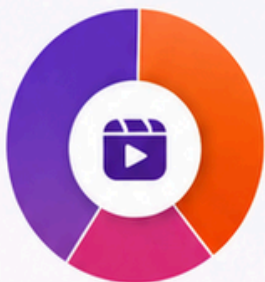
Engagement Rate
Quality engagement across platforms.

FUNNEL PERFORMANCE



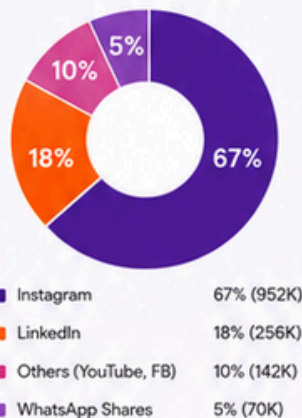
TOP PERFORMING CONTENT INSIGHT

Doctor-led myth-busting reels delivered the strongest performance.



- 41% of total saves
- 34% of landing page clicks
- 2.3x higher comment quality than lifestyle-led posts

REACH BY PLATFORM



Smaller, trusted voices created stronger action. Credibility consistently outperformed celebrity in driving healthcare decisions.

TOP PERFORMING CONTENT

Doctor-led myth-busting reels delivered exceptional impact.



41%
of total saves

34%
of landing page clicks

2.3x
higher comment quality than lifestyle-led posts

KEY INSIGHT

Credibility Outperformed Celebrity.

Smaller, relevant and trusted voices drove stronger action than broad-reach influencers with limited healthcare authority.



Micro-KOLs delivered the strongest conversion efficiency.
Their audience trust led to higher enquiry rates and better-quality leads.

OUTCOME



Stronger Brand Awareness

Significant growth in reach, engagement and brand search during the campaign period.



Trust-Driven Engagement

Expert-led content built credibility and encouraged meaningful audience conversations.



High-Quality Leads

612 qualified leads generated with 38% lower cost per lead compared to prior paid-only campaigns.



Effective Demand Generation

The campaign converted awareness into actionable enquiries across multiple channels.



Repeatable Framework

A scalable KOL outreach model for future healthcare marketing initiatives.



CONCLUSION

DocNex's KOL outreach campaign demonstrates that healthcare marketing works best when it is credible, educational, and measurable. In a crowded digital health environment, the strongest growth lever was not louder promotion, but trusted voices explaining the brand's value clearly.

By partnering with credible medical voices and combining authentic storytelling with performance tracking, DocNex created a scalable and repeatable formula for driving trust, engagement and qualified healthcare leads.

