



The Stem Cell Doc - Case Study

Established the brand online and implemented innovative business development strategies.

Developed an organic marketing campaign on Social Media and YouTube to attract high level athletes as patients.

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Case Study

Client:

The Stem Cell Doc

Specialty:

Regenerative Medicine / Stem Cells

Context:

Stem cell therapy/regenerative medicine is a highly controversial and scrutinized healthcare segment. FDA compliance regulations are blocking many marketing initiatives and there are very few companies who specialize in marketing stem cell therapy / Regenerative medicine.

Problem:

The Stem Cell Doc brand was virtually nonexistent online. It had minimal presence on Google Search and social media platforms, no established audience, and lacked the social proof needed to build trust with potential patients. Despite offering highly specialized regenerative medicine services, the brand didn't reflect its expertise or value. With no visibility, no credibility, and no consistent content strategy, it struggled to reach or attract its ideal audience, particularly high-level athletes and individuals looking for stem cell therapy and regenerative medicine.

Solution:

- Defining a clear brand identity to position The Stem Cell Doc as a leader in regenerative medicine.
- Launching a video-first content strategy to establish thought leadership and educate potential patients, with a strong focus on YouTube.
- Executing SEO strategies to increase organic visibility across platforms.
- Building social proof through consistent, high-quality content on Instagram, YouTube, and Google Business.
- Creating a podcast to expand reach and credibility within the health and wellness space.
- Developing and launching a branded membership program to support business growth.
- Connecting the brand with a high-quality professional network to open doors to new opportunities.

Results:

The Stem Cell Doc evolved into a recognized, trusted brand in the regenerative medicine space. Notable achievements include:

- A strong and consistent online presence across search and social platforms.
- Brand growth through organic content and community-building.
- An optimized YouTube channel with regular educational and promotional video content.
- A digital and physical content library that supports the brand's authority and reach.
- Increased inbound interest from elite athletes and high-level individuals, including Travis Pastrana.
- Clear positioning in the market as a go-to expert in regenerative health.
- Successful launches of a podcast and membership program that expanded both influence and revenue streams.

Client Background

Client Description:

With over 30 years of experience, Dr. Mark Fedorczyk, DC, FSCT is a respected authority in regenerative stem cell therapy who takes an innovative approach to improving patients' health. Known as "The Stem Cell Doc," Dr. Fedorczyk leverages specialized expertise to help patients regain their quality of life. He holds advanced training and collaborates globally to advance regenerative medicine. Dr. Fedorczyk's mission is to empower people to live life to the fullest. His profound knowledge shapes the future of healthcare by changing lives and impacting loved ones through transformative care.

Client's niche / specialty:

The Stem Cell Doc operates within the regenerative medicine space, specializing in advanced, non-invasive treatments that utilize stem cells and exosomes. This niche focuses on promoting natural healing and cellular repair to address a wide range of conditions, from chronic pain to sports injuries and age-related degeneration.

Objectives

- Build trust and social proof through consistent educational content
- Position the brand as a thought leader in regenerative medicine

- Create a scalable content strategy across multiple platforms
- Generate organic leads through SEO and video marketing
- Develop digital assets to support ongoing patient education and conversion
- Establish partnerships and connections with high-profile individuals and networks
- Increase website traffic and optimize for conversions
- Expand reach through podcasting and long-form content
- Strengthen brand consistency across digital touchpoints
- Attract high-level athletes by positioning the Stem Cell Doc as the premier global choice

Strategy & Implementation

Organic Content Creation

Platforms supported: Instagram, Facebook, YouTube, TikTok, and Google

No influencers. No paid ads. Just high-quality, strategic content tailored to resonate with the brand's ideal audience.

- Custom-designed posts, Reels, Stories, and descriptions
- SEO-friendly copywriting, titles, and thumbnails
- Content rooted in patient education and aligned with brand voice
- Graphic templates and visual consistency
- Hashtag strategies to boost organic reach
- Creation of a strategic AI-generated music video to support business development

YouTube Channel Optimization

- Channel branding and layout optimization
- SEO-based video structuring and keyword integration
- Playlist creation to organize content by audience type (patients, providers, etc.)
- Consistent posting schedule with long- and short-form videos
- Community tab engagement strategies

Podcast Development

- Concept development and launch strategy
- Branding and episode formatting

- Content aligned with brand values and target audiences
- Distribution across major platforms (video and audio platforms)

Educational Content Strategy

- Video and post content tailored for patient education
- Provider-focused content to position the brand as a peer authority
- Repurposing educational assets across formats and platforms

Business Consulting

- Business model innovation consulting
- Membership and course creation strategy
- Mastermind group support for growth and collaboration

Brand Development

- Developed a strong brand presence to establish immediate credibility
- Crafted positioning strategy highlighting authority and expertise
- Showcased transformational success stories to validate core messaging

Content Strategy & Production

- Monthly content strategy aligned with business goals
- In-person and remote video shoots
- Coordination of production, editing, and delivery workflows

Back-End Marketing Support

While not always visible in analytics, we implemented key strategies:

- Internal marketing material
- Business development consulting
- Brand positioning
- Strategic consulting for the membership development

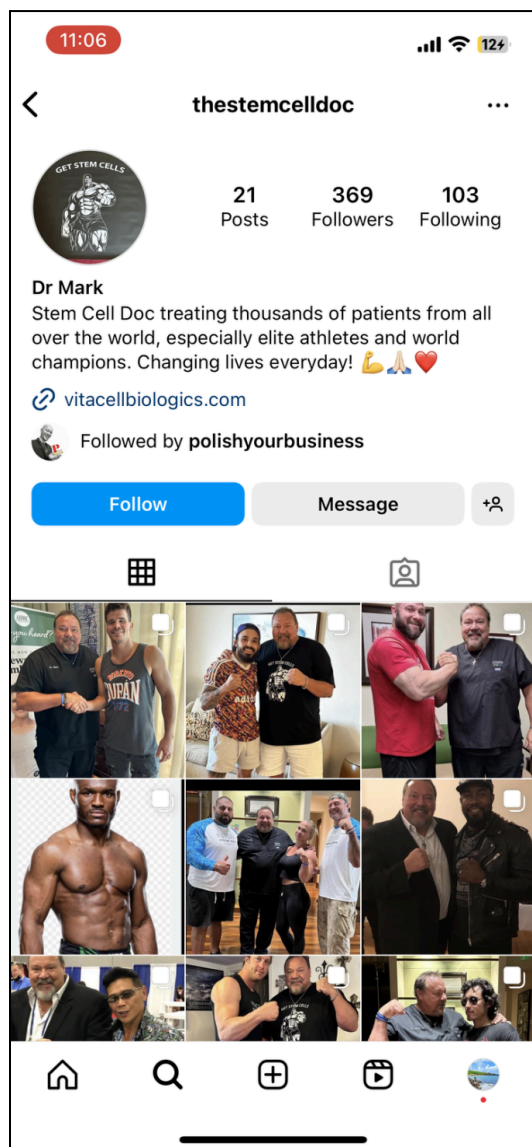
Key Elements We Helped Implement

- Strategic clinic growth planning aligned with long-term business goals
- Affiliate center setup to support scalable partnerships and referrals
- Development and launch of a branded membership model
- Service rollout support, including promotion and content alignment
- High-quality network building through DMs, collaborations, and targeted outreach
- Creation of behind-the-scenes video content to build trust and deepen audience connection

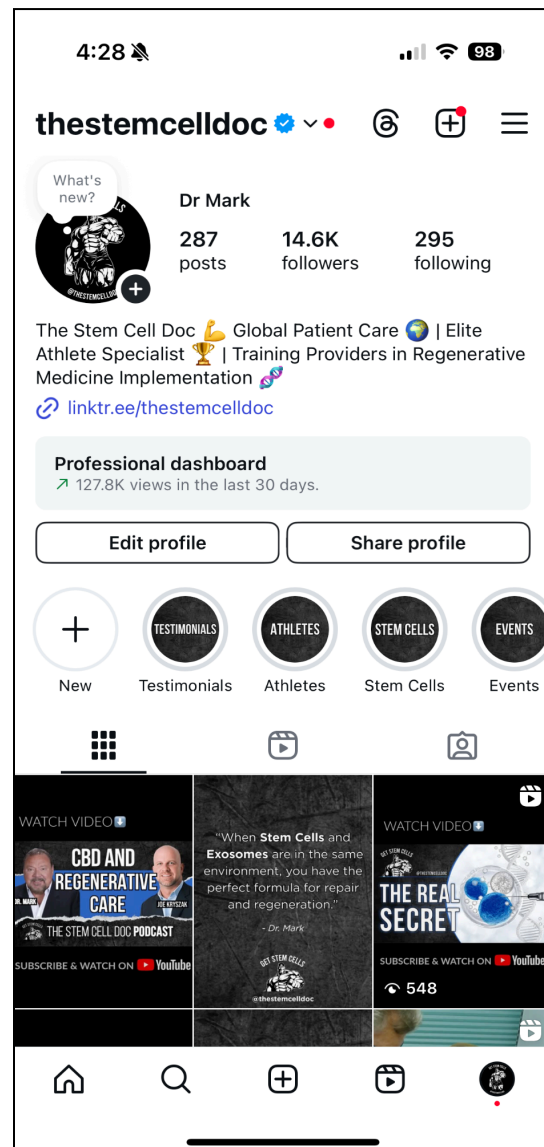
Before & Now Overview

Instagram Before and Now (Followers, Feed)

Before:

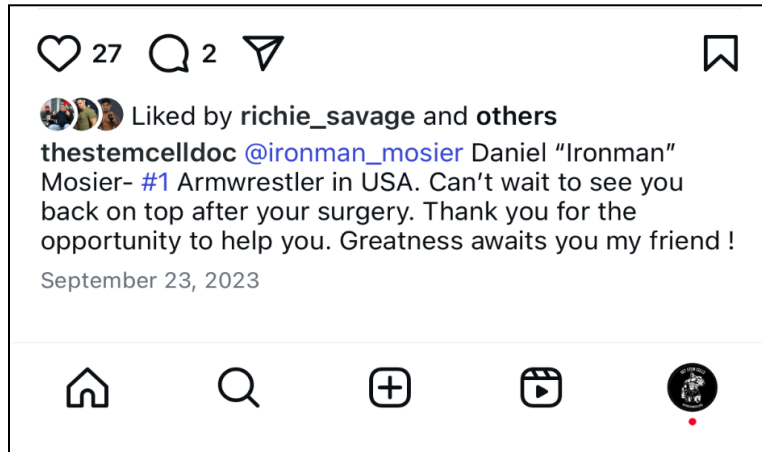


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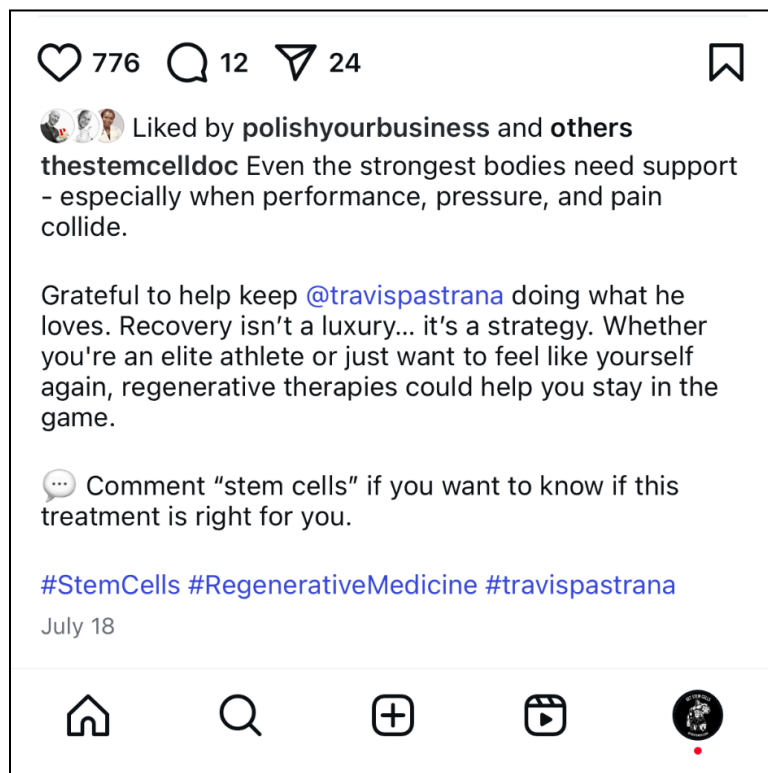


Instagram posts Before and Now (Content quality, SEO descriptions, CTAs)

Before:

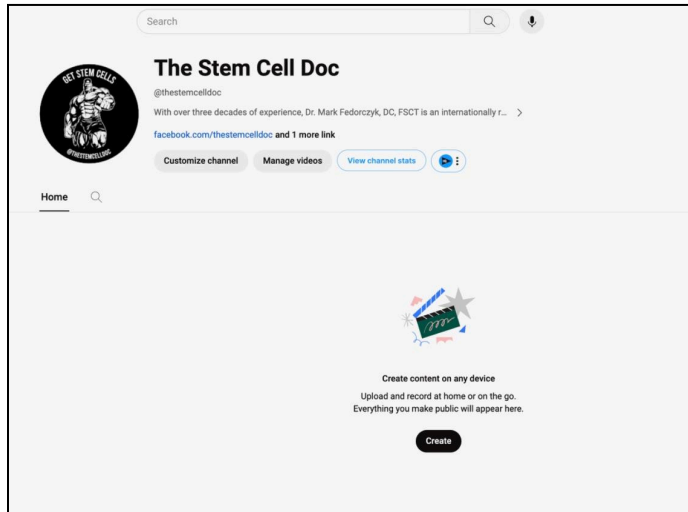


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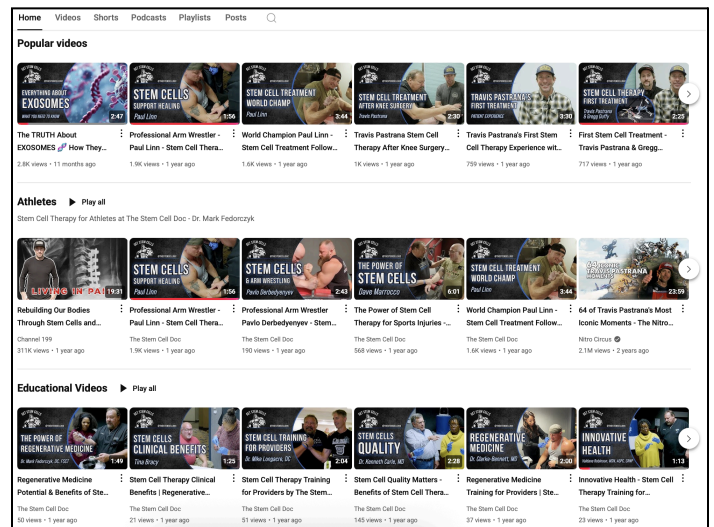
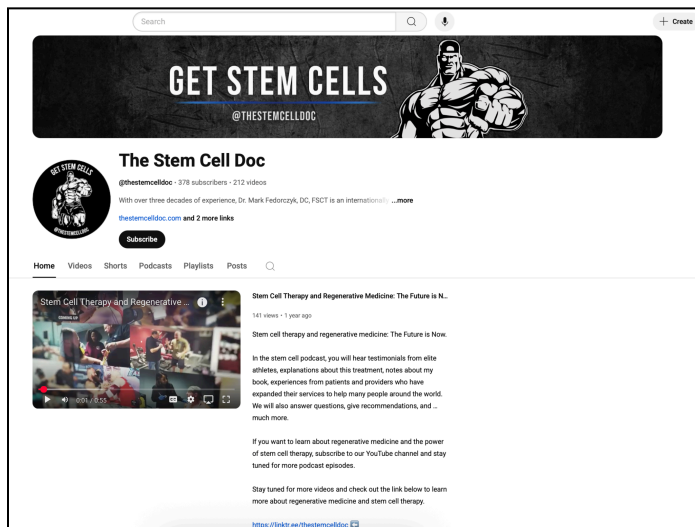


YouTube Channel Before and Now (Bio, and subscribers)

Before:

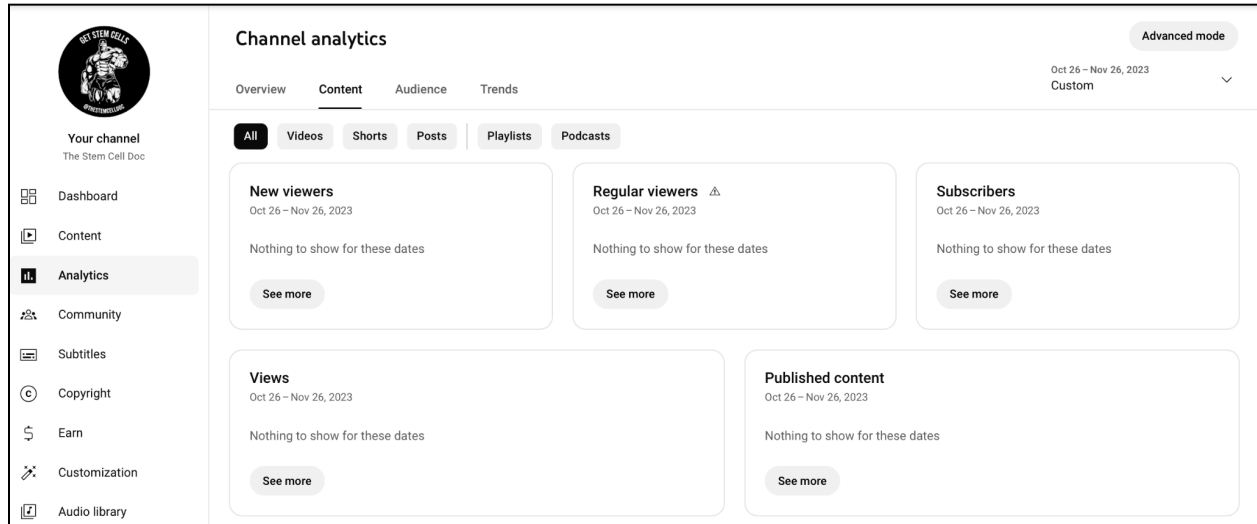


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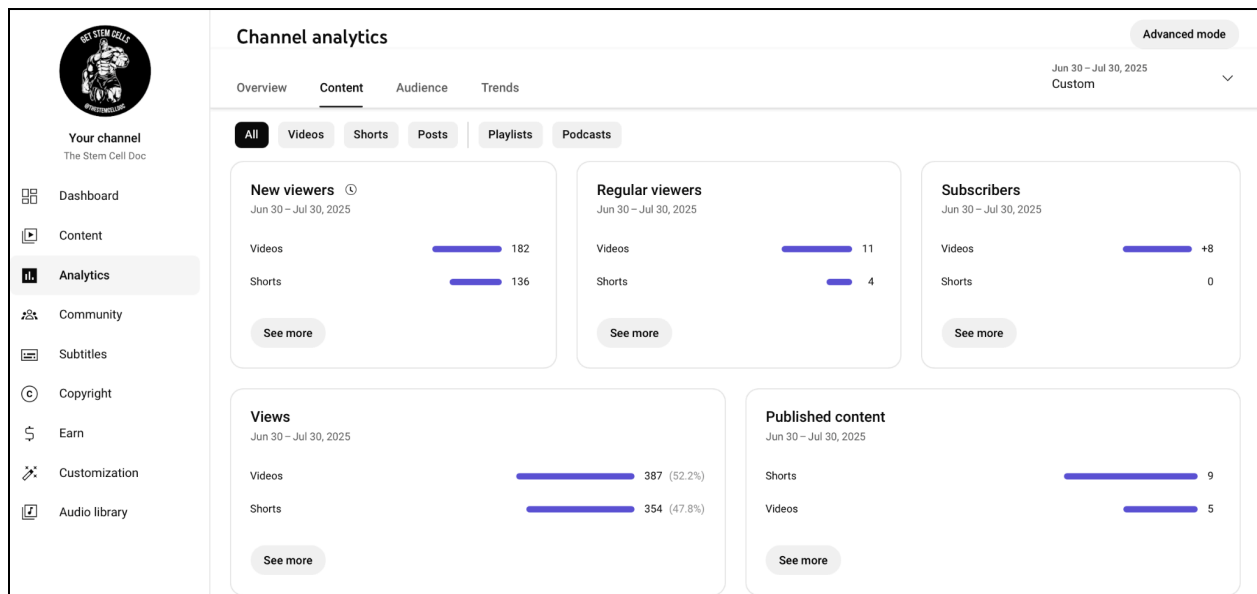


Youtube Analytics Before and Now (Showing reach and engagement)

Before:

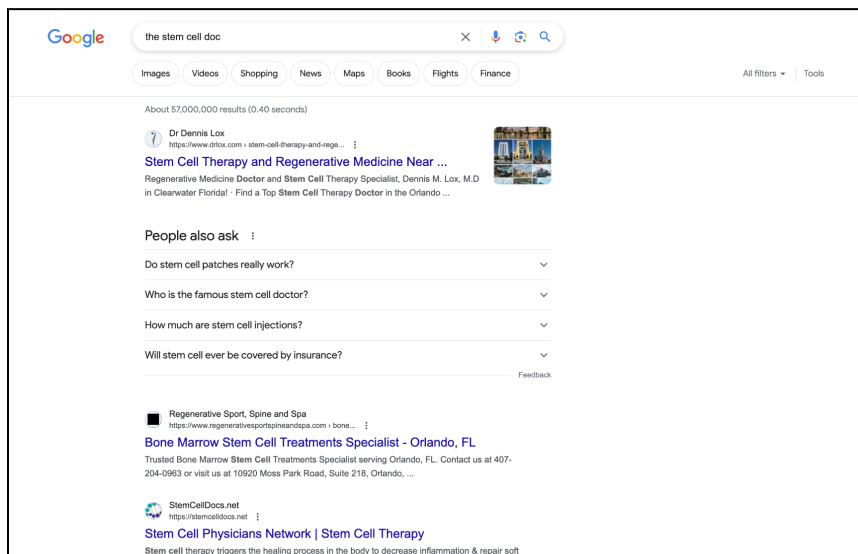


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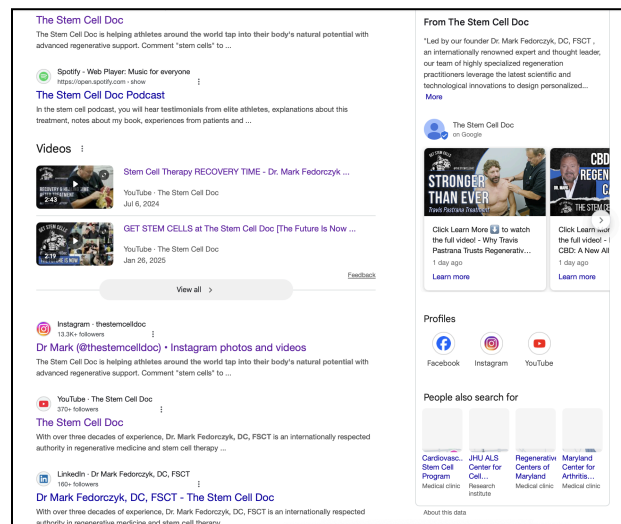
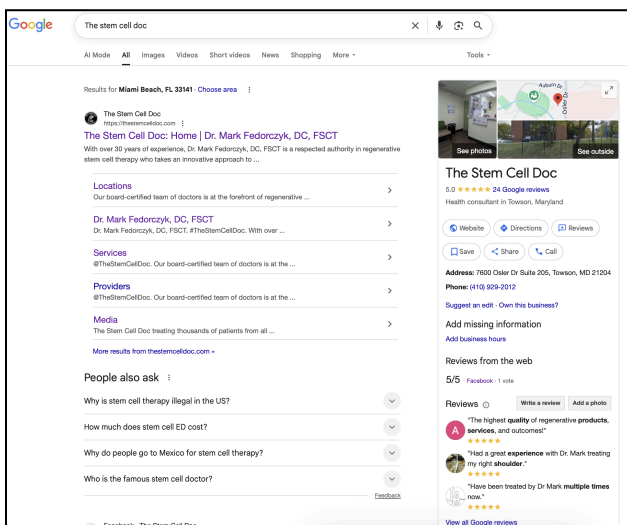


Google Business profile Before and Now (Photos, posts, links, information)

Before:



Now:



Client Testimonial

Very professional. Excellent communication! I love the TEAM approach. My business has gone vertical since joining forces with Polish Your Business! I HIGHLY recommend them to anyone looking to reach , not only the next level, but to surpass all competitors in your space! 💪❤️

Screenshot of Dr. Mark's response to the Happily assessment.

Links & Visual Assets

Instagram: <https://www.instagram.com/thestemcelldoc/>

Website: <https://thestemcelldoc.com/>

YouTube: <https://www.youtube.com/@thestemcelldoc>