



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.

Prepared by Polish Your Business On July 22nd, 2025

Table of content

Case Study	3
Client:	3
Specialty:	3
Context:	4
Problem:	4
Solution:	4
Results:	4
Client Background	5
Client Description:	5
Client's niche / specialty:	5
Objectives	5
Strategy & Implementation	6
Organic Content Creation	6
YouTube Channel Optimization	6
Podcast Development	6
Educational Content Strategy	6
Business Consulting	7
Brand Development	7
Content Strategy & Production	7
Back-End Marketing Support	7
Key Elements We Helped Implement	7
Before & Now Overview	8
Instagram Before and Now (Followers, Feed)	8
Instagram posts Before and Now (Content quality, SEO descriptions, CTAs)	9
YouTube Channel Before and Now (Bio, and subscribers)	10
Youtube Analytics Before and Now (Showing reach and engagement)	10
Google Business profile Before and Now (Photos, posts, links, information)	11
Client Testimonial	13
Links & Visual Assets	13

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

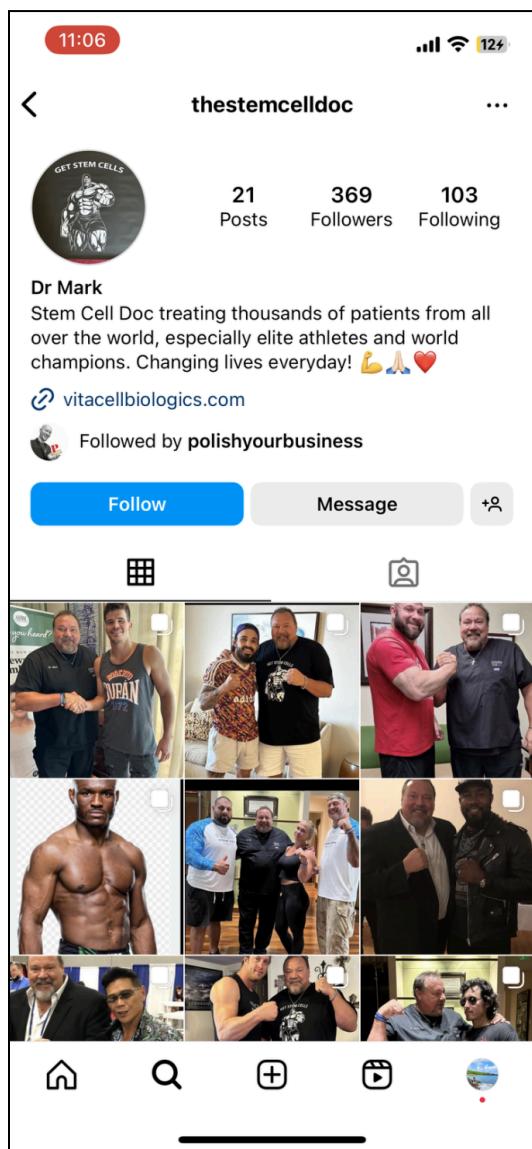
Key Elements We Helped Implement

- 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

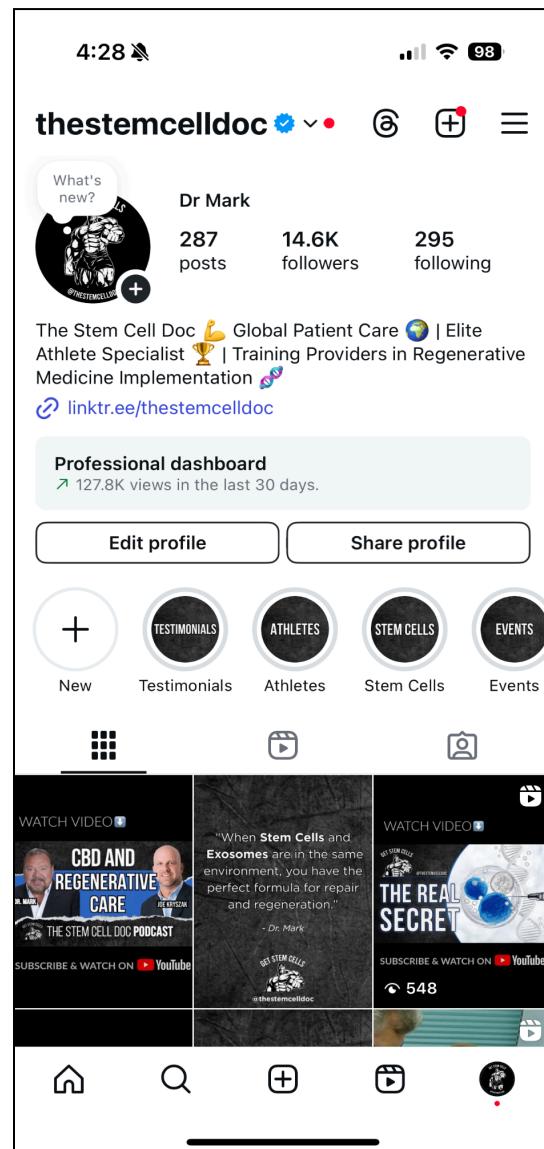
Before & Now Overview

Instagram Before and Now (Followers, Feed)

Before:

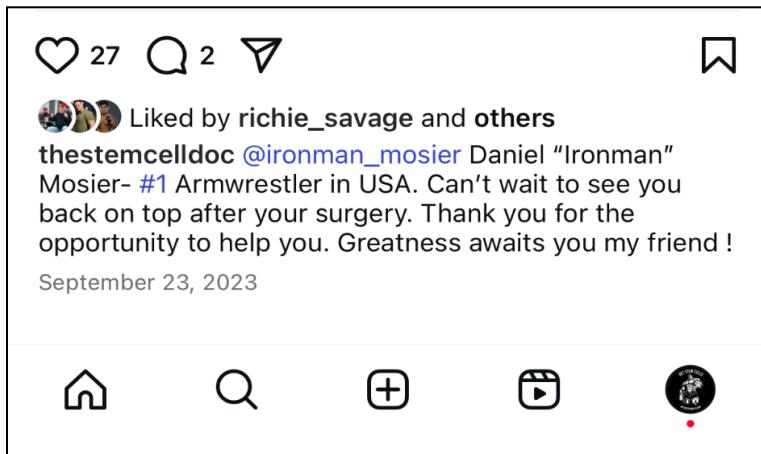


Now:

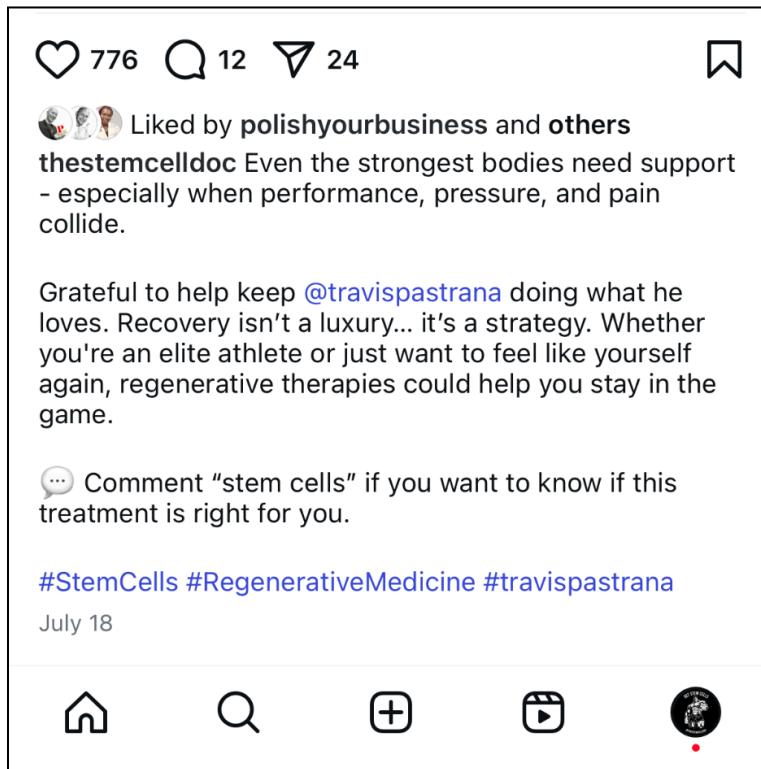


Instagram posts Before and Now (Content quality, SEO descriptions, CTAs)

Before:

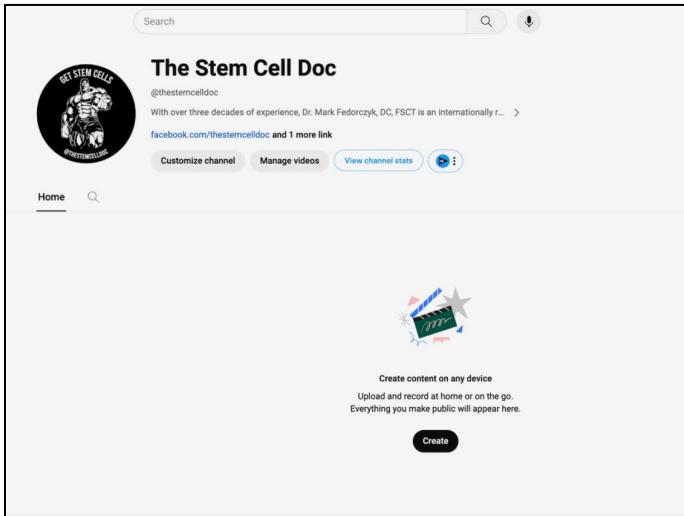


Now:



YouTube Channel Before and Now (Bio, and subscribers)

Before:

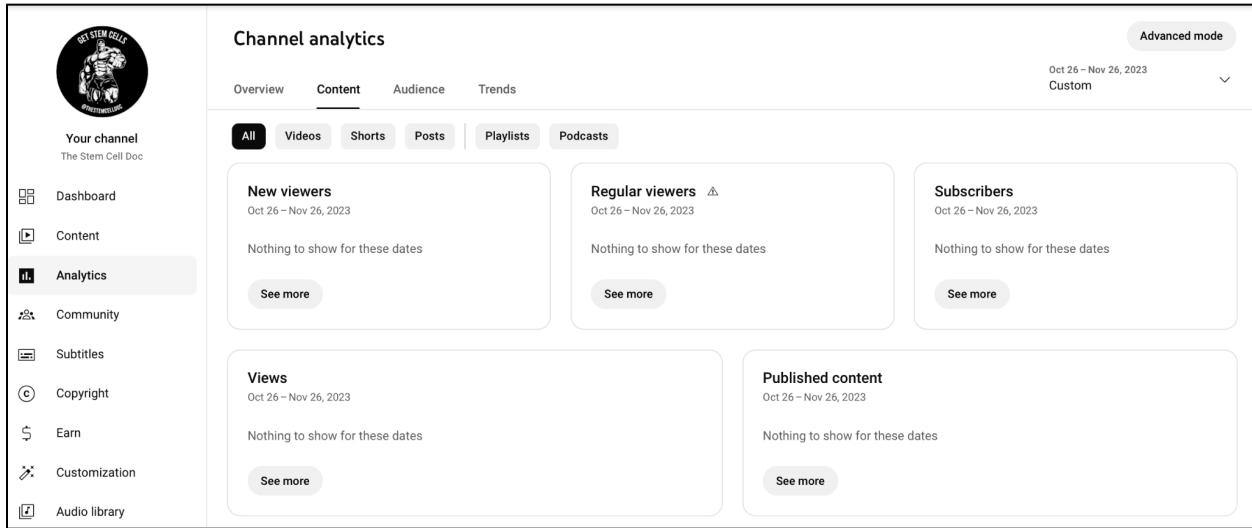


Now:

The screenshot shows the redesigned YouTube channel interface for 'The Stem Cell Doc'. The channel name is at the top, followed by a bio: 'With over three decades of experience, Dr. Mark Fedorczyk, DC, FSCCT is an internationally ...more' and a link to 'thestemcelldoc.com and 2 more links'. Below the bio is a 'Subscribe' button. The main content area features a large banner with the text 'GET STEM CELLS' and an illustration of a muscular man flexing. Below the banner, there are sections for 'Popular videos', 'Athletes', and 'Educational Videos', each displaying a grid of video thumbnails. The 'Popular videos' section includes thumbnails for 'The TRUTH About EXOSOMES', 'Professional Arm Wrestler - Paul Linn - Stem Cell Ther...', 'World Champion Paul Linn - Stem Cell Treatment Follow...', 'Travis Pastrana Stem Cell Therapy After Knee Surgery...', 'Travis Pastrana's First Stem Cell Therapy Experience wit...', and 'First Stem Cell Treatment - Travis Pastrana & Gregg...'. The 'Athletes' section includes thumbnails for 'Rebuilding Our Bodies Through Stem Cells and...' and 'Professional Arm Wrestler - Paul Linn - Stem Cell Ther...'. The 'Educational Videos' section includes thumbnails for 'The Power of Stem Cell Therapy for Sports Injuries - The Stem Cell Doc', 'World Champion Paul Linn - Stem Cell Treatment Follow...', 'The Stem Cell Doc', 'The Stem Cell Doc', 'The Stem Cell Doc', and 'The Stem Cell Doc'. The overall layout is more visually appealing and features a prominent video grid.

Youtube Analytics Before and Now (Showing reach and engagement)

Before:



Channel analytics

Advanced mode

Oct 26 – Nov 26, 2023

Custom

Overview Content Audience Trends

All Videos Shorts Posts Playlists Podcasts

New viewers Oct 26 – Nov 26, 2023

Nothing to show for these dates

Regular viewers Oct 26 – Nov 26, 2023

Nothing to show for these dates

Subscribers Oct 26 – Nov 26, 2023

Nothing to show for these dates

Views Oct 26 – Nov 26, 2023

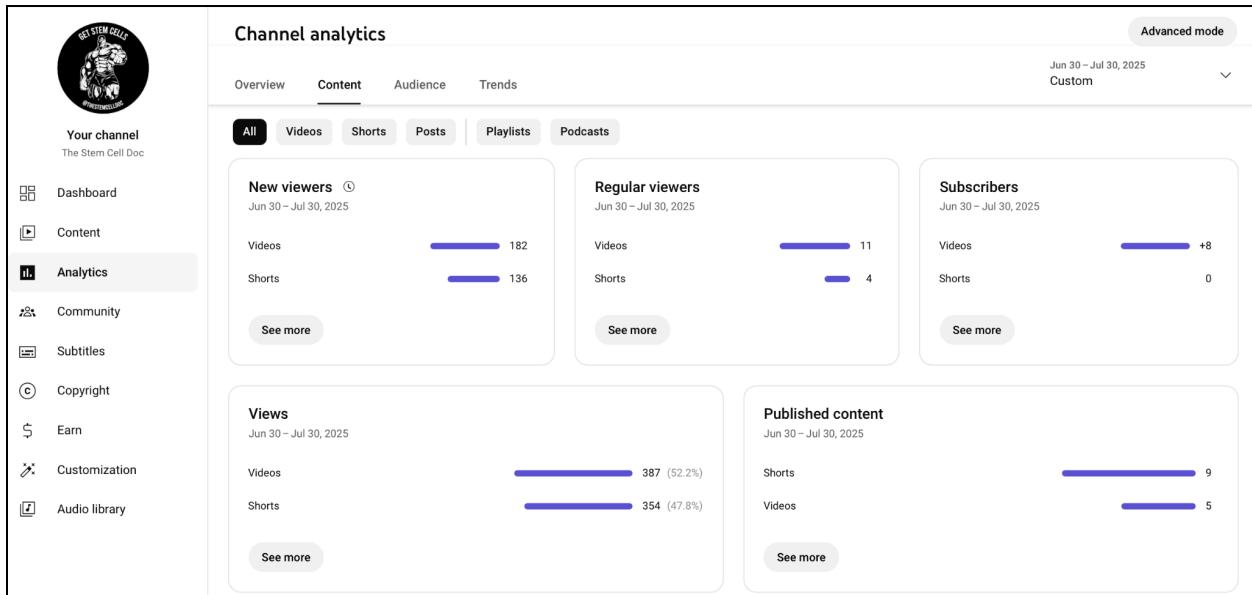
Nothing to show for these dates

Published content Oct 26 – Nov 26, 2023

Nothing to show for these dates

Dashboard Content Analytics Community Subtitles Copyright Earn Customization Audio library

Now:



Channel analytics

Advanced mode

Jun 30 – Jul 30, 2025

Custom

Overview Content Audience Trends

All Videos Shorts Posts Playlists Podcasts

New viewers Jun 30 – Jul 30, 2025

Videos 182

Shorts 136

Regular viewers Jun 30 – Jul 30, 2025

Videos 11

Shorts 4

Subscribers Jun 30 – Jul 30, 2025

Videos +8

Shorts 0

Views Jun 30 – Jul 30, 2025

Videos 387 (52.2%)

Shorts 354 (47.8%)

Published content Jun 30 – Jul 30, 2025

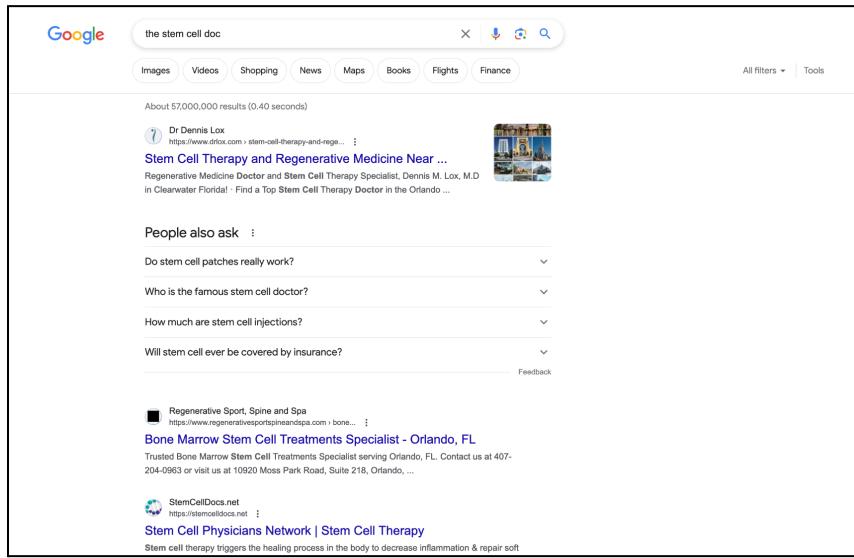
Shorts 9

Videos 5

Dashboard Content Analytics Community Subtitles Copyright Earn Customization Audio library

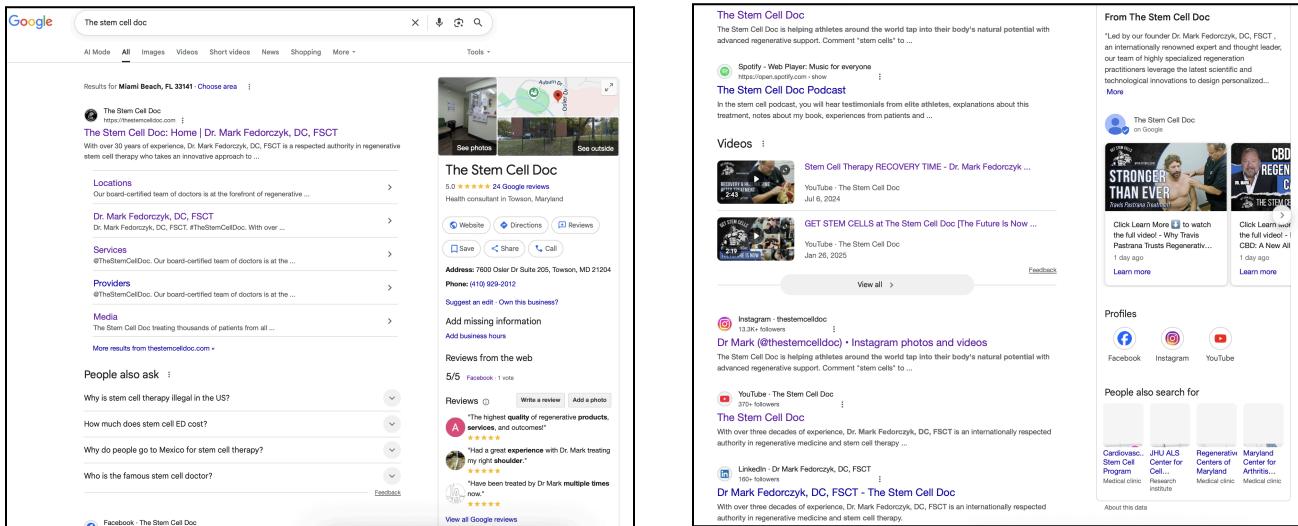
Google Business profile Before and Now (Photos, posts, links, information)

Before:



Google search results for "the stem cell doc". The search bar shows the query. Below it are various filters and tools. The results section starts with a snippet for Dr. Dennis Lox, followed by a "People also ask" section with four expandable questions. Below that is a listing for "Bone Marrow Stem Cell Treatments Specialist - Orlando, FL". At the bottom, there's a snippet for "Stem Cell Physicians Network | Stem Cell Therapy".

Now:



Google search results for "the stem cell doc". The search bar shows the query. Below it are various filters and tools. The results section starts with a snippet for "The Stem Cell Doc: Home | Dr. Mark Fedorczyk, DC, FSCT". This listing is much more detailed, including a map, photos, and a video player. It also shows reviews, business hours, and links to social media profiles. To the right, there are sections for "From The Stem Cell Doc" (with a video thumbnail), "Profiles" (Facebook, Instagram, YouTube), and "People also search for" (other medical centers).

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>