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AGENCY · DECISION LOG · ORGANIC SOCIAL

Why we ruled out brand-led

How a healthcare brand's flat social account compounded once we moved the byline from a logo to a named clinician.

CLIENT SITUATION

An anaesthetics-focused brand running a brand-led social account that had published consistently for fourteen months. Engagement was flat, follower growth stalled at 2,000, and the internal feedback was that 'social doesn't work in healthcare'. A budget request was on the table for a paid promotion of the existing content.



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The decision we walked into

THE QUESTION WE ASKED

Before approving the paid amplification of brand-led posts that weren't engaging organically, we asked whether the engine choice itself was the problem — not the reach.

THE OPTION WE RULED OUT

Doubling down on brand-led with paid promotion. Estimated cost: £40k over six months. The maths assumed the content was good and the reach was the constraint. The data didn't support that — the content was getting served to the right audiences and they were scrolling past.



What we picked, and why

THE OPTION WE PICKED

Switch to a hybrid founder-led plus team-led engine. The medical director (already a published author in the category) became the named voice for clinical posts. Three account managers became named voices for product-adjacent posts. The brand account stayed live for corporate news and event amplification only.

WHY

A clinical audience wants to hear from a clinical voice. A logo telling clinicians about a drug is the digital version of a sales rep handing them a brochure and waiting. The fix wasn't more reach; it was a different mouth. The reference framework — Pierre Herubel's Founder/Team/Brand/Community — lined up cleanly with what the data was already telling us.



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What this teaches

The engine you choose decides whether organic social compounds or evaporates. Paid promotion of brand-led content amplifies a low-trust signal.

In healthcare, the fastest route to engagement is moving the byline from a logo to a named clinician — and being prepared to run that engine for ninety days before judging it.