

Health & Success Coach **Increases** YouTube Watch Time by **48%** With Strategic Brand Messaging and Content Repurposing

ABOUT THE BRAND

Dr. Jay LaGuardia is a high-performance coach, bestselling author, seasoned entrepreneur, and host of the Triple P Life podcast, where he helps individuals and business owners unlock lasting success by mastering their mindset, health, and prosperity. With a **loyal podcast audience** and decades of experience, Dr. Jay came to Strella Social Media ready to **scale his influence** and **expand his visibility across platforms**.

THE PROBLEM

Despite having a strong foundation and message, Dr. Jay's social media presence **lacked clarity and consistency**. His content wasn't reaching its full potential, and without a unified visual identity or content repurposing strategy, his platforms felt disjointed. As he put it, *"Prior to working together we lacked a consistent message that best represents our brand."*

THE STRATEGY

We began by identifying Dr. Jay's **core content pillars**: mindset, health, and prosperity. From there, we developed a comprehensive strategy to align his long-form podcast messaging with visually engaging, platform-specific content. This included branded carousels, Reels, and YouTube Shorts designed to **capture attention, spark conversation, and reinforce brand authority**. We focused on short-form storytelling, value-driven insights, and a cohesive visual identity across platforms. Throughout the process, we tracked performance data and **optimized our approach** based on what resonated most with his audience.



THE OUTCOME

In just five months, Dr. Jay's social media presence saw meaningful, measurable growth.

- **YouTube watch time increased by 48%**, from 37.5 to 55.6 hours
- **YouTube views continued to climb**, with over 5,200 views recorded in February as part of a growing trend driven by consistent Shorts uploads
- **Facebook engagement also saw steady improvement**, with link clicks reaching 384 in January and maintaining strong performance in the months that followed

Just as important as the data, Dr. Jay felt a renewed sense of clarity and confidence in his digital brand. He shared, *"Great team who are good at what they do, plus they really care about their clients."* When asked how likely he'd be to recommend our services, his answer was simple: **10 out of 10**.

THE BOTTOM LINE

By transforming long-form content into branded, bite-sized assets and delivering a consistent messaging strategy, Strella helped Dr. Jay amplify his brand, increase engagement, and build authority—without adding to his workload.