CASE STUDY

Building a Personal Brand on Social Media

"Developed by **UPIMPACt**"



Client:
Researcher
Karim El Abed El Alaoui

Total Views:
+138 million

New Followers:
+734,500

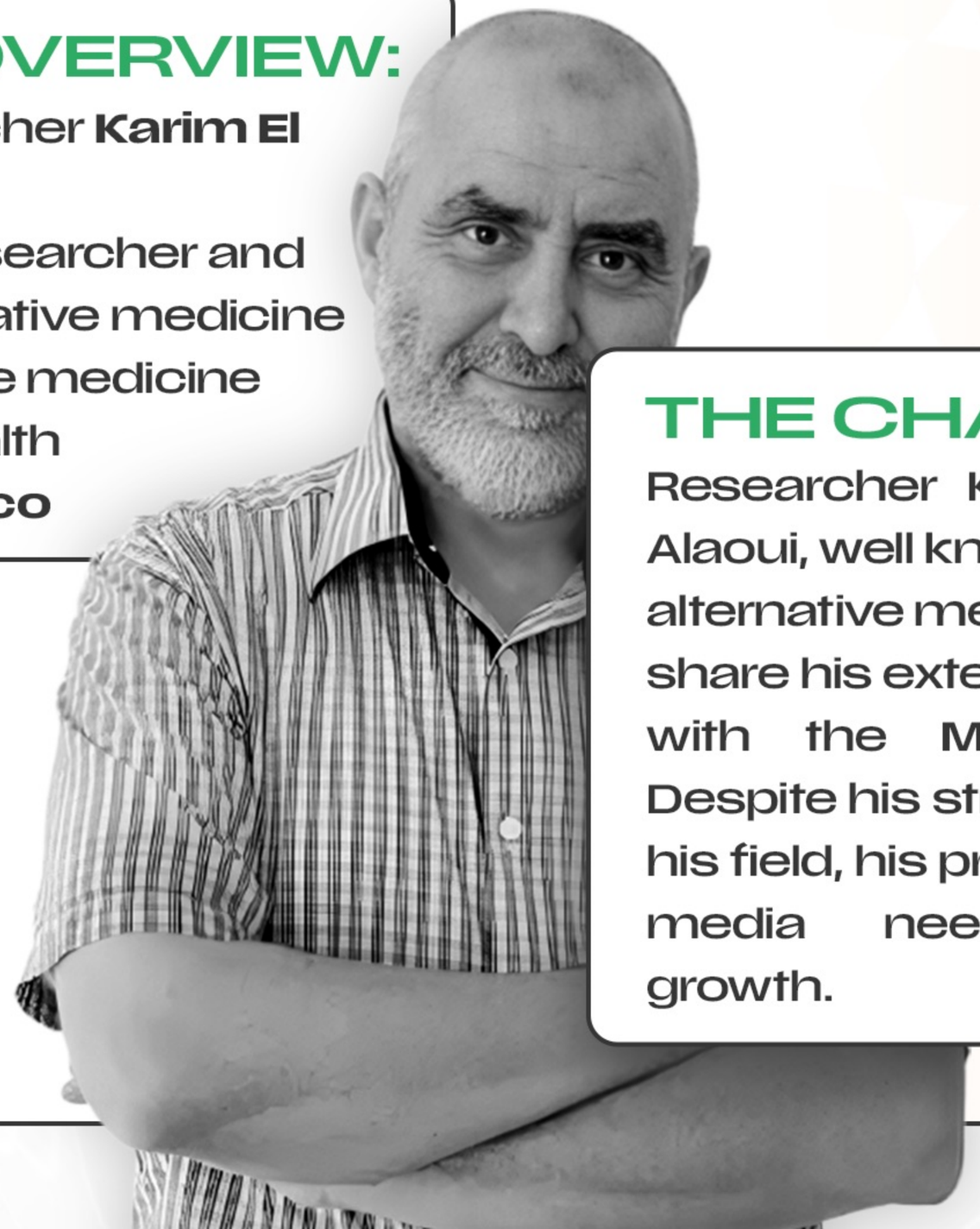
CLIENT OVERVIEW:

Name: Researcher **Karim El Abed El Alaoui**

Profession: Researcher and expert in alternative medicine

Field: Alternative medicine and natural health

Market: **Morocco**



THE CHALLENGE:

Researcher Karim El Abed El Alaoui, well known in the field of alternative medicine, wanted to share his extensive knowledge with the Moroccan public. Despite his strong reputation in his field, his presence on social media needed significant growth.

STARTING POINT (FEBRUARY 2023)

INSTAGRAM	FACEBOOK	TIKTOK	YOUTUBE
273 followers	31,675 followers	92,000 followers	11,700 Subscribers

MAIN OBJECTIVES:

- Educate the Moroccan public about alternative medicine
- Raise awareness about alternative medicine and natural treatments and remedies
- Increase consultations at his centers across Morocco
- Establish himself as a leading expert in alternative medicine on social media

STRATEGY:

Content Type:
Educational videos, only (60–90 seconds per video)

FORMAT & PRODUCTION

- Short videos extracted from long conferences.
- Videos recorded with Mr. Karim speaking directly to the camera
- Language: Moroccan Darija
- On-screen text added
- Simple editing style



CONTENT STRATEGY

- Seasonal health topics
- Focus on specific health problems per season
- Posting schedule: twice per week



KEY SUCCESS FACTORS

- Authenticity and credibility
- Free educational value
- Consistency
- Cultural relevance
- Timely content
- Strategic repurposing



The RESULTS

FOLLOWER GROWTH

INSTAGRAM

Starting Point: 273 Followers

Current Followers: +238k Followers

Growth: +237,7k FOLLOWERS

FACEBOOK

Starting Point: +31,67k Followers

Current Likes: +385,5k Followers

Growth: +353,9K FOLLOWERS

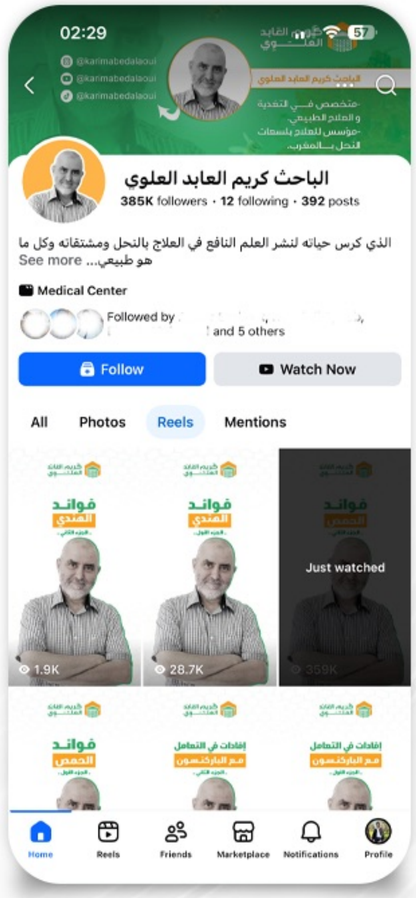
Starting Point:

Audience ⓘ

Jan 1, 2023 – Feb 1, 2023

Facebook Page followers ⓘ	Instagram followers ⓘ
31,675	273





FOLLOWER GROWTH

TIKTOK

Starting Point: +93,1k Followers

Current Followers: +200k Followers

Growth: +106,9K FOLLOWERS

YOUTUBE

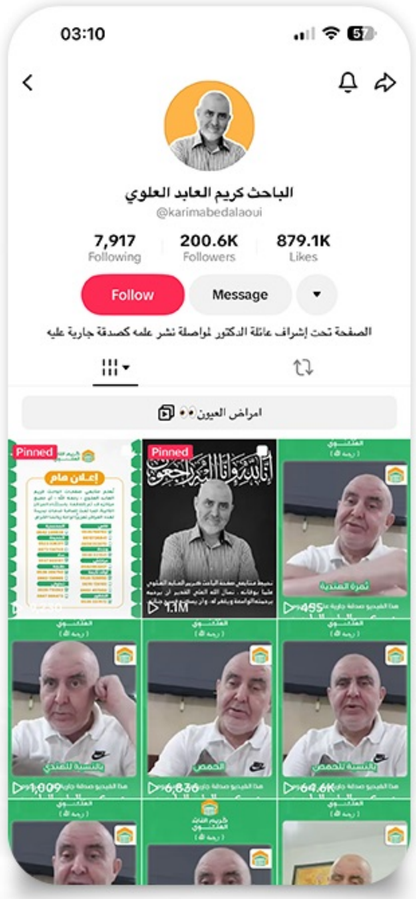
Starting Point: +11,7k SUBSCRIBERS

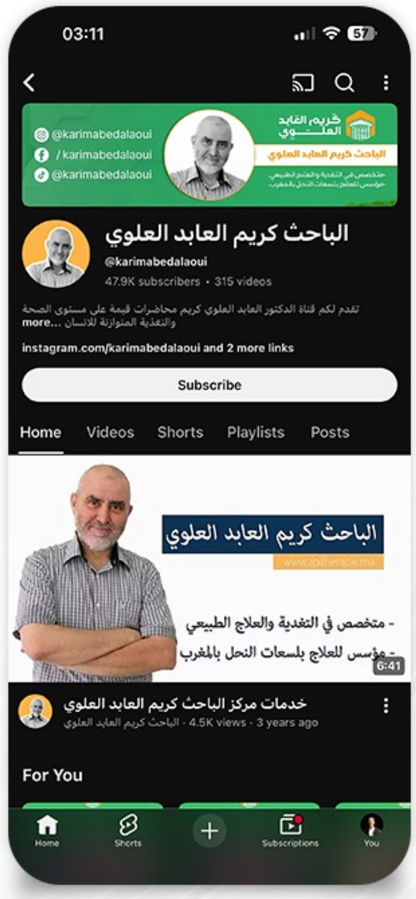
Current Subs: +47,7k SUBSCRIBERS

Growth: +36,0K SUBSCRIBERS

Starting Point:







Total cross-channel statistics
(From February **2023** to January **2026**)

Starting Point	current followers	Growth
+136,7K	+871,2K	+734,5K

TOTAL VIEWS ACROSS ALL PLATFORMS

INSTAGRAM

+26,86 M
VIEWS

TIKTOK

+29,28 M
VIEWS

FACEBOOK

+74,65 M
VIEWS

YOUTUBE

+7,73 M
VIEWS

COMBINED TOTAL + 138, 52 M

Top Instagram Video Views



Top Facebook Video Views



Top Tiktok Video Views



Top Youtube Video Views



نشارككم في هذا الفيديو فوائد حبوب اللقاح .
273 k vues

نشارككم في هذا الفيديو نصائح صحية في الحج و العمرة (الجزء...
403 k vues

الباحث كريم العابد العلوي اركككم فيديو حول فوائد الزنجبيل...
857 k vues



BUSINESS IMPACT

- Increased consultations
- National brand recognition
- Established as a leading voice in alternative medicine

CONCLUSION

This case study shows that combining genuine expertise, consistency, cultural relevance, and real value turns social media into a powerful tool for education and business growth.

FINAL NOTE

Researcher Karim El Abed El Alaoui passed away in October 2024. We continue working with his family to spread the knowledge and goodness he devoted his life to, as an ongoing charity.

UPIMPACT

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