

## **A Business Growth Strategy for Doctorly**

This report presents a business growth strategy for Doctorly, a YouTube channel that delivers evidence-based skincare, dermatology, and medical education. Doctorly is produced and hosted by double board-certified dermatologists, Dr. Muneeb Shah and Dr. Luke Maxfield, and it has earned the reputation as a reliable source for accurate, transparent, and current information. During the last five years, they built a large and engaged international audience, however, there is significant potential for further monetization and overall growth. The purpose of this report is to assess their current state, identify potential growth areas, and develop a business model that evolves Doctorly into a fully optimized and sustainable business.

Doctorly launched in May 2020 amidst the digital health awareness this pandemic caused globally. In the intervening years, Dr. Shah and Dr. Maxfield have efficiently established a credible digital persona as dermatologists to create strong professional credibility, demonstrating complicated dermatological concepts, and ensuring accessible self-care methods. With the movement to self-care around the world, younger and older audiences can relate to their content as a reliable source (World Health Organization, 2021). Although they have the present day success, Doctorly has still not taken advantage of opportunities that will create revenue streams that will help them with financial growth and future sustainability.

This proposal will attempt to answer the following question: how can Dr. Shah and Dr. Maxfield grow Doctorly, a Youtube channel into a scalable and profitable business without losing its credibility and the integrity of their brand?

The current business strategy is based on a YouTube ad model that is overly dependent on algorithmic changes and shifting markets, making it a very unstable business model (McKinsey & Company, 2023). To reach financial security and sustainable growth to achieve what they're after, Doctorly will need to look at more revenue channels, including some options around launching their own branded skincare lines, providing premium educational content, partnerships, and consulting.

The second point is around market differentiation. While they have medical credibility in spades as an inherent strength, the brand could cater further by developing content targeting two

segments: the younger Gen Z and Millennial audience for preventative skincare solutions; and older Gen X and Baby Boomers for anti-aging and long-term skin health (American Academy of Dermatology, n.d.). In general, targeting both customer segments would allow them to broaden their overall market and take advantage of new monetization opportunities.

The third point emphasizes the need for a data-driven content strategy. By leveraging YouTube Analytics and conducting external market research, Doctorly can gain valuable insights into viewer behavior and preferences. This approach will enable them to optimize content for maximum engagement and identify new opportunities for product development and brand partnerships (American Academy of Dermatology, 2024).

The fourth key strategy involves launching a line of evidence-based skincare products. As respected dermatologists, Dr. Shah and Dr. Maxfield have the expertise to develop scientifically validated skincare solutions addressing prevalent issues such as acne, sensitive skin, and aging concerns (American Academy of Dermatology, 2024). This product line will differentiate their offerings from the trend-driven products saturating the market.

The fifth area of opportunity is developing premium educational content through advanced skincare masterclasses, webinars, and downloadable guides. These resources can serve both individual consumers and industry professionals looking for advanced dermatological education (American Academy of Dermatology, n.d.). This initiative not only diversifies revenue but also reinforces Doctorly's authority in the field.

The sixth strategic point involves expanding their presence on alternative platforms. Doctorly must strengthen its reach by actively engaging audiences on Instagram, TikTok, and podcast platforms. This multi-platform strategy is critical for engaging younger audiences who primarily consume content outside of YouTube. Additionally, creating a structured online consulting service for companies involved in skincare product development could become a highly profitable B2B revenue source.

Implementation of this plan will be carried out primarily by our consulting firm in close collaboration with Doctorly's internal marketing and analytics teams. For specialized tasks such as the development of branded skincare products and premium educational materials, we

recommend outsourcing to expert third-party vendors specializing in product innovation and instructional design. Expansion into new digital platforms will require the engagement of experienced social media managers and content creators. This participative approach guarantees that all proposed strategies are implemented in line with excellent professional standards and a high level of operational efficiency.

If the above-stated business strategies are appropriately executed, Doctorly will have grown from 3.5 million subscriptions in 2025 to 7.2 million subscriptions in 2030. Revenue streams will also have expanded from USD 1.5 million in 2025 to USD 2.8 million in 2030, driven mainly from diversifications and stabilizations of revenue streams. YouTube ad revenue is projected to account for 40 percent of growth, sponsored content for 25 percent, merchandise and branded skincare products for 20 percent, and consulting services and premium educational content for 15 percent.

If Doctorly fails to adopt these strategies, they risk stagnating their growth in an increasingly competitive digital health and wellness market. Over-reliance on YouTube ad revenue exposes them to financial volatility due to algorithm changes and broader economic trends. Without a diversified business model, they may miss critical opportunities to position themselves as global leaders in dermatological self-care.

Doctorly possesses all the foundational elements required to transition from a successful content channel into a robust, diversified business. Dr. Shah and Dr. Maxfield's medical expertise and engaging content style have already cultivated a loyal following. By clarifying their business model, adding more revenue streams, and geographically extending their footprint across multiple platforms and demographics, Doctorly can take full advantage of their commercial potential and hold on to the authenticity and transparency that marked them as a trusted brand.

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