



My Experience with Podcasts

From Zero to 3,500 Subscribers in the First Month

The Hairloss Show - YouTube Channel



The Hairloss Show

3.72K subscribers

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Patient Demonstration of Male Pattern Hair Loss
17K views • 1 week ago



Derma-rolling / Micro-needling
17K views • 2 weeks ago



Hair Miniaturisation - What Does It Look Like
3.2K views • 2 weeks ago



Treatment of Hair Loss in Women - Finasteride
597 views • 3 weeks ago



Treatment of Hair Loss in Women - Spironolactone
388 views • 3 weeks ago



Treatment of Hair Loss in Women Part 2
356 views • 4 weeks ago



Treatment of Hair Loss in Women Part 1
10:24
17K views • 1 month ago



Causes of Female Pattern Hair Loss
9:46
523 views • 1 month ago



Hair Loss in Women - Shedding vs Balding
9:10
688 views • 1 month ago



Post-Finasteride Syndrome
9:18
7.8K views • 1 month ago



Finasteride Q+A
16:25
23K views • 1 month ago



Episode 16: Finasteride and Dutasteride for Male Pattern Hair Loss
13:32
8.9K views • 2 months ago

The Hairloss Show – Top Rated Episode



DR. VIKRAM JAYAPRAKASH

DR. RUSSELL KNUDSEN

Side Effects of Finasteride

41,644 views • Oct 3, 2019

755 24 SHARE SAVE ...

Comments & Feedback



Adrian Rubio 1 month ago

Best video about finasteride out on YouTube super underrated

👍 35 🗨️ REPLY

▾ [View 14 replies](#)



James Bond 5 days ago

If testosterone levels decrease with age, means the conversion to DHT ought to decrease? Meaning Finasteride dosage ought to decrease over time? Just wondering 😊

👍 2 🗨️ REPLY

▾ [View reply](#)



lasvegasplease 1 month ago

Great video. Was exactly what I was looking for amongst all the stupid scare mongering. Well explained very informative.

👍 21 🗨️ REPLY

▾ [View 6 replies from The Hairloss Show and others](#)



Lion Heart 2 weeks ago

These 2 doctors are sharing amazing valuable information. I'm so glad I was able to find their show

👍 4 🗨️ REPLY



pawan kumar 4 weeks ago

Can I use this drug without consulting dermatologist my age 26 and if take 1mg or 5mg?

👍 2 🗨️ REPLY

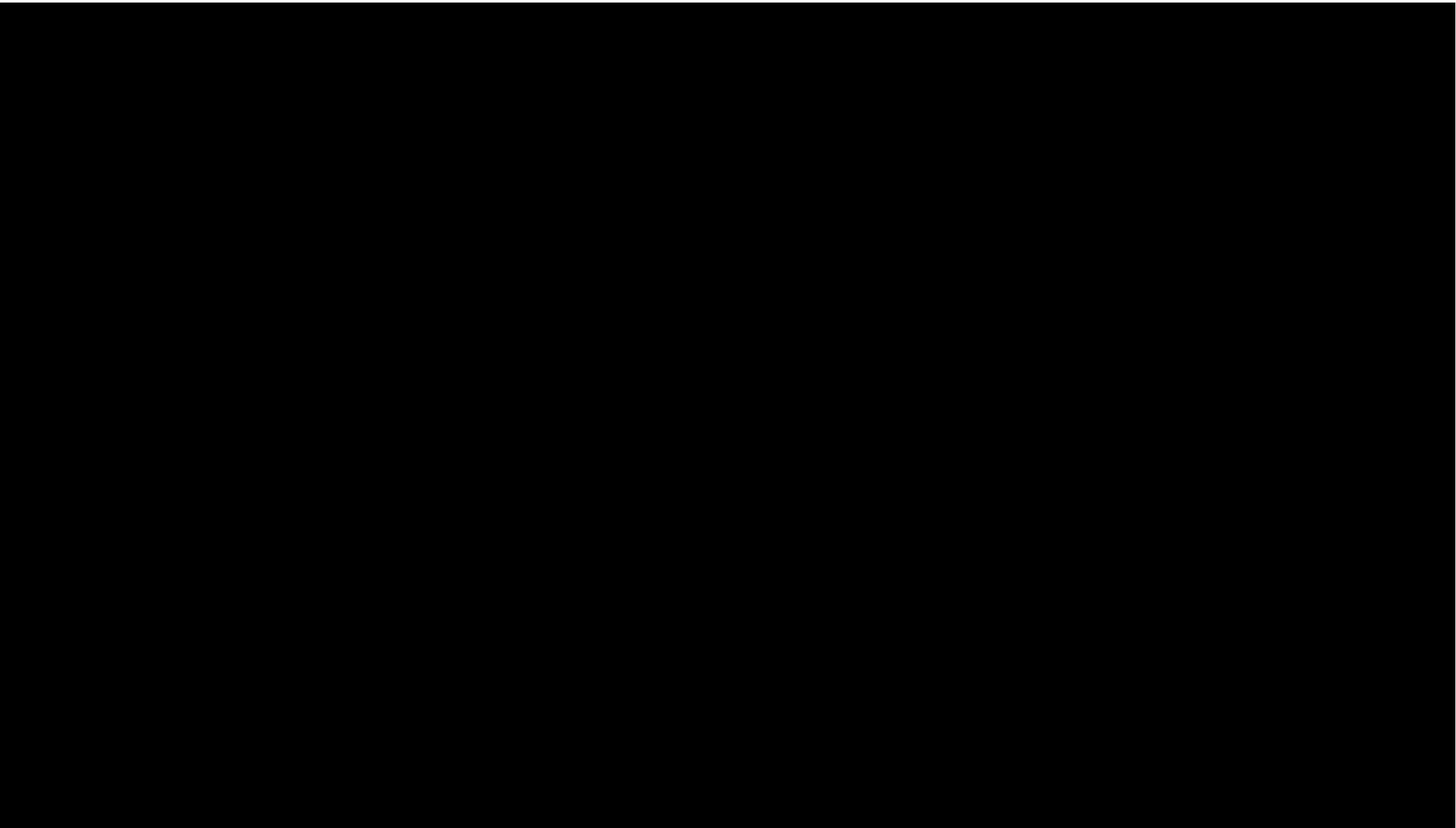
▴ [Hide reply](#)



The Hairloss Show 4 weeks ago

I would suggest seeing your doctor and taking medical advice.

👍 2 🗨️ REPLY



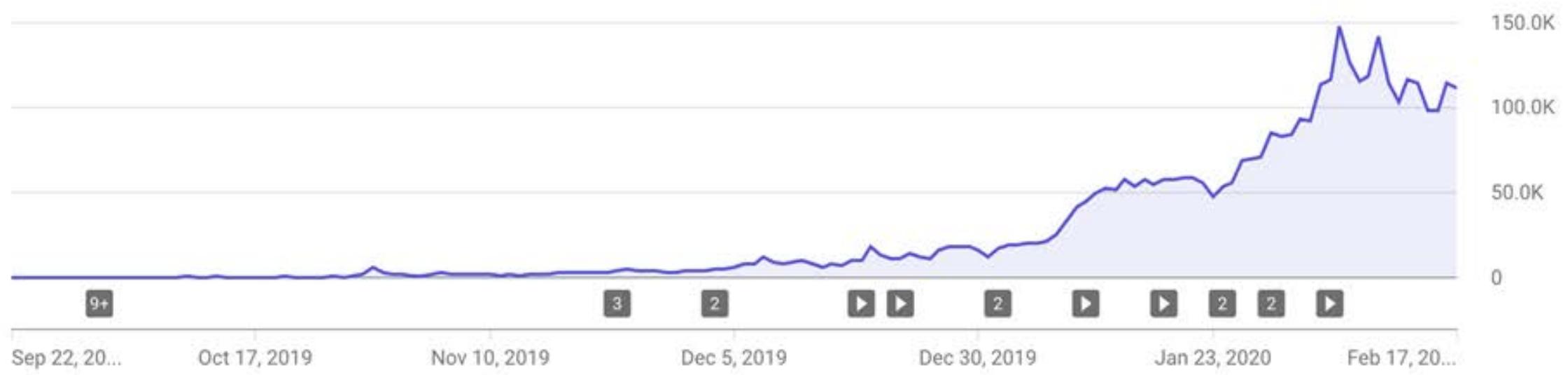
Growth in Viewer Reach

Sep 22, 2019 – Feb 17, 2020

Overview **Reach** Engagement Audience Revenue

Custom

Impressions	Impressions click-through rate	Views	Unique viewers 	Updated Feb 17, 2020, 7:00 PM
3.9M	2.9%	174.8K	—	



Viewer Statistics

Geography		Views ↓	Watch time (hours)	Average view duration	
<input type="checkbox"/> Total		174,828	18,003.9	6:10	
<input type="checkbox"/> United States		55,981 32.0%	6,105.6 33.9%	6:32	
<input type="checkbox"/> United Kingdom		22,302 12.8%	2,404.6 13.4%	6:28	
<input type="checkbox"/> India		13,964 8.0%	1,214.6 6.8%	5:13	
<input type="checkbox"/> Canada		10,202 5.8%	1,084.8 6.0%	6:22	
<input type="checkbox"/> Australia		9,202 5.3%	1,042.3 5.8%	6:47	
<input type="checkbox"/> Germany		4,854 2.8%	468.0 2.6%	5:47	

Underlying Philosophy

- People will find you if interested
- Informational - not self-promotional/advertorial
- No requirement to sign up for anything
- Format – informal ‘chat’ (two doctors)
- Not didactic/lecture style
- Multiple episodes of short videos (ideally 10-15 minutes)

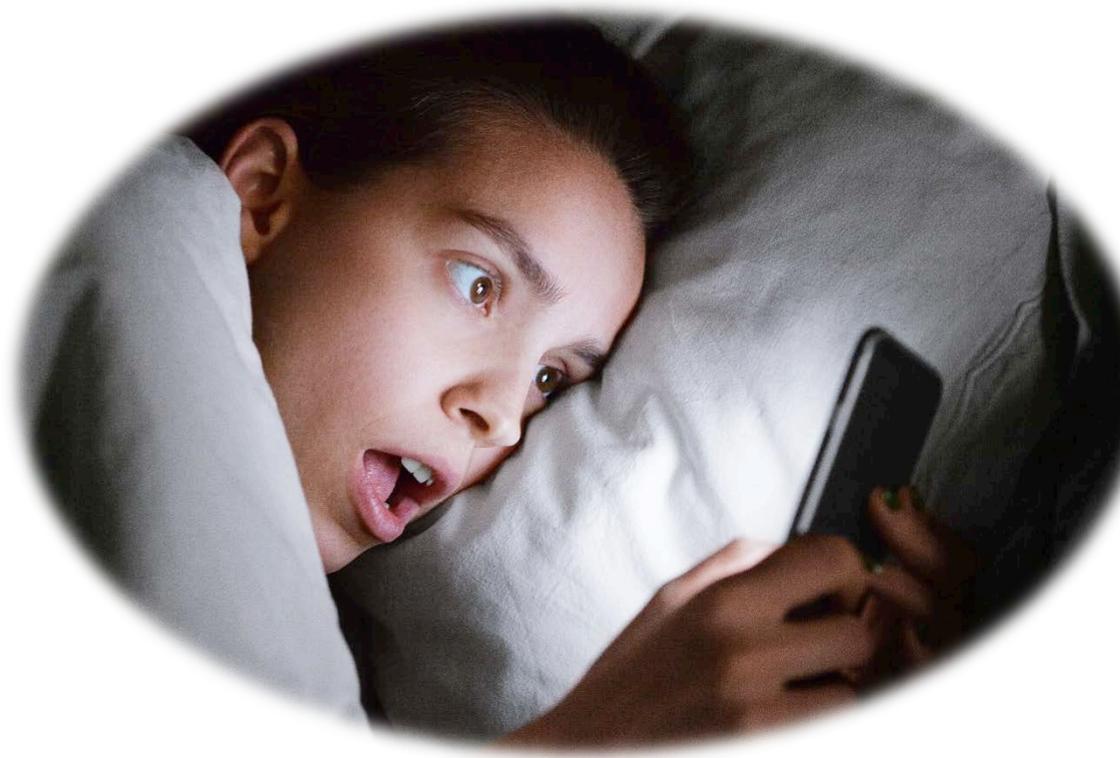


Primary Purpose

- Address fears

- Dispel myths

- Utilise knowledge gained from consultation & phone calls



Responding to Viewer Feedback

- Respond to questions and comments in feed
- Create specific video dedicated to Q & A

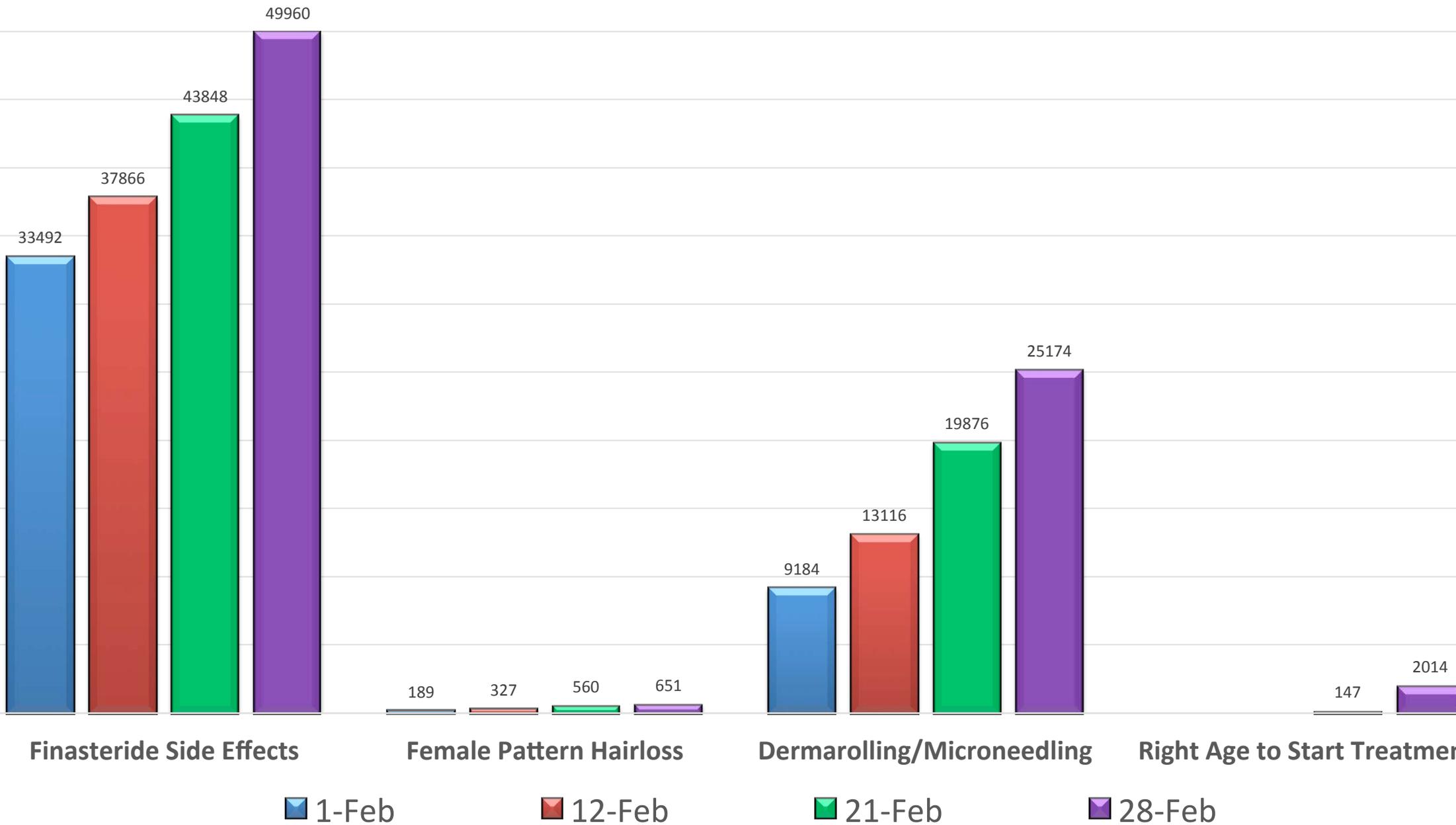


What we Learned from Feedback

- Topics that resonate (views/episode)
- Other potential topics of interest
- Gender responsiveness: M vs F
- New & old patients mentioning the video blogs
- Prospective patients engage with video far more than reading reams of information
- Average viewing time is approx 6 minutes – Be Concise



Comparative Episodes Views Progression



Future Directions & Opportunities

Share links across



Instagram



Practice Website

