

Marketing Communication Campaign to Expand New Target Market and Increase Sales Through Social Media Strategy, Sales Promotion, and Event Management of uSmile Dental Studio As Project Leader and Account Executive

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ABSTRACT

This Capstone Project aims to increase sales and reach new target markets through an integrated marketing strategy combining social media, sales promotion, and event management. uSmile Dental Studio faced low adult patient visits and no pediatric patients. To address this, the author applied Integrated Marketing Communication (IMC) by optimizing Instagram and TikTok content, using paid ads (Instagram Ads & Google Ads), launching the "Check-up Routine for Kids" promo, and organizing the "Goes to Preschool" event. As Project Leader and Account Executive, the author successfully designed and executed the strategy, resulting in increased patients, higher digital engagement, and follower growth. Instagram followers rose from 652 to 756, reach increased from 8,600 to 28,900, TikTok gained 125 followers and 8,751 views, and the promo exceeded its target with 23 voucher redemptions. The strategy proved effective in expanding market reach and increasing clinic sales.

Keywords: Increase sales, Target Markets, Social Media strategy, Sales Promotion, Event Management, Integrated Marketing Communication (IMC), Project Leader, Account Executive.

ABSTRAK

Karya Bidang ini bertujuan untuk meningkatkan penjualan dan menjangkau pasar sasaran baru melalui strategi pemasaran terpadu yang menggabungkan media sosial, promosi penjualan, dan manajemen acara. uSmile Dental Studio menghadapi kunjungan pasien dewasa yang rendah dan tidak ada pasien anak-anak. Untuk mengatasi hal ini, penulis menerapkan *Integrated Marketing Communication* (IMC) dengan mengoptimalkan konten Instagram dan TikTok, menggunakan iklan berbayar (Iklan Instagram & Iklan Google), meluncurkan promo "*Check-up Routine for Kids*", dan menyelenggarakan acara "*uSmile Dental Studio Goes to Preschool*". Sebagai *Project Leader* dan *Account Executive*, penulis berhasil merancang dan menjalankan strategi, yang menghasilkan peningkatan pasien, keterlibatan digital yang lebih tinggi, dan pertumbuhan pengikut. Pengikut Instagram meningkat dari 652 menjadi 756, jangkauan meningkat dari 8.600 menjadi 28.900, TikTok memperoleh 125 pengikut dan 8.751 tampilan, dan promo melampaui targetnya dengan 23 penukaran voucher. Strategi ini terbukti efektif dalam memperluas jangkauan pasar dan meningkatkan penjualan klinik.

Kata Kunci : Karya Bidang, Meningkatkan Penjualan, Menjangkau Pasar Sasaran Baru, Strategi Media Sosial, Promosi Penjualan, Manajemen Acara, Integrated Marketing Communication (IMC), uSmile Dental Studio

INTRODUCTION

uSmile Dental Studio is a dental clinic strategically located in Kedungmundu, Semarang, Central Java. This clinic is here to meet the needs of the community for quality and trusted dental health services by carrying a modern and professional concept. uSmile Dental Studio is committed to not only providing healing services, but also providing a comfortable and enjoyable treatment experience for every patient.

Supported by a team of certified and experienced dentists and competent dental nurses, uSmile Dental Studio continues to maintain the quality of service through regular updates to the competence of medical personnel, including participation in training and workshops. Modern clinic facilities such as dental units, digital X-rays, and light cures are important supporters in ensuring that procedures run accurately, safely, and hygienically.

The services available include basic care such as routine check-ups and tartar cleaning, to aesthetic treatments such as teeth whitening and veneer crowns, which are increasingly in demand by modern society. The clinic's minimalist, clean interior design and use of soft colors also create a calm atmosphere that supports patient comfort during treatment.

As part of its marketing communication strategy, uSmile Dental Studio is also actively building relationships and educating its audience through its

Instagram account @usmiledental.id. This strategy is in line with the Integrated Marketing Communication (IMC) approach which emphasizes the importance of message consistency across various communication channels to create a strong relationship between brands and consumers (Belch & Belch, 2018). Through this approach, social media content plays a role in creating brand engagement, strengthening interest, and encouraging consumer decisions in using clinic services (Bruhn & Schnebelen, 2017).

Although uSmile Dental Studio has utilized social media, especially Instagram, as a digital marketing platform, the level of interaction obtained from the uploaded content is still relatively low. This low engagement has an impact on the minimal conversion of audiences into patients, so that patient visits per month have not shown a significant increase. In addition, the clinic has not succeeded in reaching patient segments from various age groups, especially children and adolescents who require a more personal and interactive communication approach.

In fact, the success of a social media strategy is highly dependent on audience engagement with the content presented (Dessart, Veloutsou, & Morgan-Thomas, 2020). Content that is only one-way or informative tends to fail to build emotional connections with followers, which should be key to building loyalty and increasing purchasing decisions (Brodie et al., 2019). In other words, uSmile needs to develop a more

interactive, relevant, and personalized content strategy to increase audience participation, expand demographic reach, and drive increased patient visits.

From a survey conducted on 71 respondents, it was found that 66.2% of respondents had never visited uSmile Dental Studio for dental treatment. This finding shows that the level of brand awareness and brand experience towards uSmile is still relatively low among the target audience. This can be an indicator that although a digital communication strategy has been implemented, the marketing message delivered has not been fully effective in forming a strong perception or encouraging real action from potential patients. According to the Purchase Funnel theory (Kotler & Keller, 2016), this condition shows that many audiences are still at the awareness and interest stage, but have not been successfully drawn to the action stage. One of the causes could be the lack of appeal in promotional content or the lack of incentives that encourage them to try the service. Therefore, a more targeted approach is needed and based on audience needs, such as strengthening promotional campaigns, delivering patient testimonials, or interactive content that fosters trust in the quality of uSmile services.

OBJECTIVES

Marketing Objective

To attract new target markets, especially pediatric patients, uSmile Dental Studio has set a primary focus to increase the number of visits from the pediatric segment with a minimum target of 10 pediatric patients per month. This effort is carried out as part of the strategy to expand the customer segment and strengthen the clinic's position as a child-friendly dental service provider. In its implementation, the strategy is focused on developing effective and targeted communication to parents as the main decision makers in terms of children's health care. Messages delivered through various communication channels are designed to build trust and provide clear information about the safety of procedures, the comfort of the clinic, and the excellence of uSmile's services.

Communication Objective

The communication strategy implemented through the Integrated Marketing Communication (IMC) approach aims to increase the number of uSmile Dental Studio patient visits, from the previous average of 10 patients per month to 20 patients per month. This approach is carried out by aligning various communication channels so that the messages delivered are consistent and effective.

1. Social Media Campaign (March - May)

- Increasing [@usmiledental.id](https://www.instagram.com/usmiledental.id) followers Instagram account from 652 followers to 750 followers.
 - Increasing [@usmiledental.id](https://www.instagram.com/usmiledental.id) account engaged from 83 accounts to 250 accounts, and account reached from 8.600 to 15.000.
 - Creating a Tiktok account for uSmile Dental Studio and achieving a minimum 100 followers.
 - For Instagram Ads, achieving a minimum 300 profile visits in each content that has been promoted.
 - For Google Ads, achieving a minimum 50 interactions on the specified keywords that have been set.
2. Sales Promotion (March - May)
- Attract at least 10 patients who exchange the voucher of sales promotion “Check-Up Routine For Kids”.
3. Offline Event (“uSmile Dental Studio Goes to Preschool”)
- Presenting a minimum 20 participants in joining the offline event.

CONCEPTUAL THEORY

In designing an effective and comprehensive marketing strategy, uSmile Dental Studio adopted the Integrated Marketing Communication (IMC) approach as the main foundation in its communication campaign. IMC is a strategic process in coordinating various marketing communication channels to deliver consistent and integrated messages to the audience

(Kotler & Keller, 2016). This approach is believed to be able to build long-term relationships with consumers and increase the effectiveness of promotions in achieving program goals.

As part of the IMC implementation, uSmile started its campaign by creating a direct experience through the educational activity "uSmile Dental Studio Goes to Preschool" involving children and parents. This activity was carried out in an early childhood school environment by presenting a joint tooth brushing session and counseling on dental health to teachers and parents. Through this approach, uSmile Dental Studio builds an image as a clinic that not only provides medical services, but also cares about early education and prevention. This direct interaction is an important medium in building trust and introducing service quality in a more personal way.

In addition to face-to-face experiences, uSmile also strengthens its campaign through digital channels by optimizing social media on Instagram and TikTok as a means of communication that reaches a wider audience. The content strategy used combines educational elements and attractive visuals, such as Instagram feeds, Instagram reels, and Instagram stories. The content that is shared consistently aims to increase brand awareness, build engagement with the audience, and convey relevant and easy-to-understand information, especially for parents as the main target.

To encourage conversion from communication to real action, uSmile also presents a special promotional program aimed at pediatric patients. This program provides incentives for parents to be more motivated to bring their children to the clinic for routine check-ups.

By combining various elements of communication, face-to-face, digital, and promotion in a coordinated manner, uSmile Dental Studio has successfully implemented IMC principles to reach new target markets and increase the number of patient visits sustainably.

CAPSTONE PROJECT DESIGN

In designing an activity, a plan is needed to achieve the desired target. In this case, we manage Instagram social media accounts and create TikTok social media accounts as one of the promotional and information media for uSmile Dental Studio.

1. Social Media Strategy (Instagram & Tiktok)

This strategy focuses on managing content on Instagram and TikTok to strengthen brand image, increase engagement, and reach more audiences. According to Belch & Belch (2018), social media allows companies to establish two-way communication that encourages audience engagement and strengthens brand communities. Content is created based on four main pillars: engagement, embrace, recognition and education. Educational

content contains information about dental care, engagement content in the form of quizzes and polls, recognition content includes patient testimonials and clinic achievements, and embrace content shows the doctor's work atmosphere and light patient activities. From March to May, 43 contents were produced on Instagram, including feeds, reels, and stories. TikTok is activated with a mirroring content strategy, where Instagram reels content is also uploaded to TikTok to maintain message consistency and production efficiency.

2. Event Marketing “uSmile Dental Studio Goes to Preschool”

This event marketing strategy is a form of direct communication that aims to build personal relationships between uSmile Dental Studio and prospective child patients and parents as decision makers. This event carries the theme "How to Brush Your Teeth & Prevent Cavities" and is designed as preventive education on the importance of caring for teeth from an early age.

Before entering the toothbrushing practice session, the doctor from uSmile Dental Studio first explained to the children about the importance of maintaining dental hygiene and the ideal frequency of brushing every day. The children were invited to understand that brushing their teeth should be done twice a day, namely in the morning after breakfast and at night before going to bed. This explanation was delivered in a fun and

easy-to-understand way, so that the children could be more enthusiastic in participating in the upcoming practice session. Next, in the second session, when parents and teachers attended a counseling session on preventing cavities guided by a doctor, children were directed to take part in a coloring competition. This activity was designed to provide a fun educational experience, while maintaining a conducive atmosphere during the counseling session. The coloring competition is also part of uSmile's creative approach in linking health education with activities that children enjoy. At the end of the counseling session, a question and answer session was held which gave parents the opportunity to ask questions directly to the doctor. This session was used to explore information related to children's dental health, such as how to deal with children who are afraid of going to the dentist, when is the right time to do scaling on children, and the importance of regular check-ups with the dentist. This interaction is expected to build parental trust in uSmile Dental Studio services and strengthen the clinic's role as a partner in maintaining family dental health.

In the IMC approach, this activity is included in the form of marketing communication that has an emotional and experiential impact, which according to Kotler & Keller (2016) can increase brand recall and brand trust because it allows the audience to experience the brand directly. This offline event was held at Bunga Bangsa School

Semarang, which is one of the schools located close to the uSmile Dental Studio clinic, so it is an opportunity for prospective patients to undergo dental treatment at uSmile. The target participants for this offline event were Kindergarten A and Kindergarten B students, along with their parents.

3. Sales Promotion “Check-Up Routine For Kids”

This promotional program is designed to attract new market segments by providing short-term but strategic economic incentives. According to Kotler & Keller (2016), sales promotion is one of the effective promotional mixes to encourage quick action from consumers, especially in attracting new customers and introducing services. The 50% discount promotion for children's dental check-ups not only provides economic value, but also becomes a trigger to reduce the perceived risk of prospective patients, especially parents who have never used uSmile services before. This program is in line with IMC's goal to convey messages that are consistent with the main campaign through various forms of integrated and mutually supportive communication.

The target of this strategy is to successfully attract a minimum of 10 pediatric patients to exchange vouchers. This strategy was also implemented from March to May. The concept of this sales promotion is that if patients only use routine check-up services,

they will get a discount from 100 thousand rupiah to 50 thousand rupiah. However, if patients add services after a routine check-up, the routine check-up service will be free and they will get a discount of 50 thousand rupiah on the services they use.

RESULTS AND DISCUSSION

PROJECT LEADER

As a Project Leader, the author plays a central role in designing, managing, and ensuring the success of the entire series of marketing programs run by uSmile Dental Studio. This role includes the responsibility for preparing strategic planning, including goal setting using the SMART (Specific, Measurable, Achievable, Relevant, and Time Bound) method, budgeting, preparing weekly workflows, and systematically dividing tasks among all team members. The author is also responsible for building intensive communication, both with the internal team and with the client, to ensure that all activities are in line with the program's vision and objectives. In the early stages, the author also conducted direct interviews with clinic owners to understand business needs, and designed programs based on the results of audience surveys and market analysis that had been carried out comprehensively.

In terms of implementation, the author not only acts as a strategy director, but also actively monitors the implementation of the three main pillars of the program: social media management, sales promotion, and

offline events. In managing social media, the author conducts weekly evaluations based on insight data such as account reach, engagement rate, and follower growth. Content adjustments are also made if performance is not on target, by designing more interactive content such as polls and quizzes. The Project Leader is also responsible for collaborating with the Media Planner team regarding the content to be published per week.

In sales promotion, the author designed the "Check-up Routine for Kids" discount program by preparing a detailed budget, calculating the estimated cost per patient, and ensuring that the program remains profitable for the clinic even in promotional price conditions.

Meanwhile, in organizing the "uSmile Dental Studio Goes to Preschool" event, the author took full responsibility starting from the preparation of the proposal, budget management for offline events, submission and presentation of the program to clients, to technical implementation on the day of the event. This activity not only demonstrated managerial skills, but also demonstrated the author's flexibility and thoroughness in handling technical aspects in the field. The event was successfully implemented according to the timeline and participant targets, and was able to build a positive image of uSmile as a child-friendly and educational clinic.

The results of the entire series of programs show that the author as Project Leader has succeeded in achieving the set targets. The initial target of increasing the number of child patients by at least 10 patients was achieved with a total of 23 child patients who exchanged promotional vouchers, while the growth of Instagram followers increased from 652 to 756 and account reach increased sharply from 8,600 to 28,900. TikTok, which was previously inactive, managed to gain 125 followers and a total of 8,751 views. This shows that the strategy that was formulated was effective in reaching new audiences and increasing digital interaction. This success was also supported by the use of paid advertising such as Instagram Ads and Google Ads, which have been proven to increase uSmile's visibility in online search results.

From the entire process, it can be concluded that the author is not only able to carry out the role of Project Leader administratively, but also successfully demonstrates strategic leadership and execution capabilities in the field. Regular program evaluations, effective communication with internal teams and clients, and data-based decision making are evidence that the author is able to carry out responsibilities professionally. With results that exceeded targets and program implementation that ran without major obstacles, the author has proven that the role of the Project Leader that was carried out had a major contribution to

the success of the uSmile Dental Studio marketing campaign.

ACCOUNT EXECUTIVE

As an Account Executive, the author plays an important role in bridging communication between the internal team and the client, while ensuring that all program implementations run according to client expectations and campaign targets. The main tasks in this position include maintaining a professional relationship with the owner of uSmile Dental Studio, regularly communicating program progress, and ensuring that all promotional activities and content are in accordance with the client's needs and preferences. From the beginning, the author has been actively involved in the initial brief formulation stage with the client, including exploring the owner's desires and expectations for program achievements. The communication built is not only informative, but also consultative, where the author acts as a strategic partner in suggesting the right solutions and decisions based on survey results, data analysis, and marketing strategies designed by the team.

In the campaign planning and implementation stage, the author as Account Executive is responsible for preparing all administrative and technical needs to support the success of the program. This includes preparing que cards for MC in offline events,

event proposals for school, scheduling meetings with external partners such as schools, and designing promotional vouchers for “Check-up Routine for Kids” which must be in accordance with the uSmile brand identity. The author is also responsible for creating and managing databases to distribute vouchers strategically, ensuring that each voucher distributed has a high conversion opportunity, such as being distributed to event participants, school teachers, or used as gifts at Kartini Day celebrations. In carrying out this role, the author demonstrates high discipline in terms of coordination and information accuracy, especially in maintaining relationships with partners and ensuring client needs are met in detail.

From all the activities and responsibilities that have been carried out, it can be concluded that the author has succeeded in fulfilling the role of Account Executive optimally. Communication with clients runs smoothly, operational needs are met effectively, and responses from promotional activities and events show positive results. The author is also able to adapt in various contexts, from strategic planning to technical coordination in the field, while maintaining interpersonal relationships with external partners and digital audiences. Real results such as achieving the target of pediatric patient visits, increasing followers and social media engagement, and the success of the event implementation, are proof that the author not only carries out the formal role as

Account Executive, but also makes a real contribution to the success of the uSmile Dental Studio marketing communication program.

SUGGESTION

To improve the effectiveness of uSmile Dental Studio's communication strategy in the future, a number of strengthening aspects of social media management, event marketing, and optimization of sales-increasing efforts are needed. In terms of social media, it is important to increase the frequency and consistency of uploads through a structured weekly or monthly content calendar. In addition, content also needs to be more interactive by utilizing features such as polls, Q&A, and quizzes, in order to increase engagement with the audience. Content should be divided into categories based on the target audience segment, such as parents (children's dental education content), teenagers (orthodontic treatment), and young adults (scaling treatment), so that the message delivered is more relevant and on target.

In terms of event marketing, uSmile can develop a more specific strategy and target certain communities. For example, by holding educational events or free dental check-ups at schools or community centers to reach potential target markets directly. In addition, active participation in health exhibitions or health fairs can also be maximized by opening interactive booths that

are attractive and informative, so as to expand brand exposure and increase public trust in uSmile Dental Studio services.

In terms of increasing sales, uSmile is advised to routinely offer promotions or bundling services, such as scaling and consultation packages, within a certain period to create urgency and attract new patients. Loyalty programs can also be developed for patients who make repeat visits, as a form of appreciation that can increase patient retention and loyalty. In addition, the use of digital systems in the reservation process and schedule reminders, such as an online booking system integrated with automatic reminders via WhatsApp, SMS, or email, can help ensure high patient arrival rates and reduce the risk of unscheduled cancellations.

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