

**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 A MEDIA  
PLANNER AND CREATIVE DESIGN**

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***ABSTRACT***

*This study examines the successful implementation of an Integrated Marketing Communication (IMC) strategy by uSmile Dental Studio using the AIDA (Attention, Interest, Desire, Action) model to enhance brand recognition and drive customer engagement. As a media planner and creative designer, the author developed targeted digital campaigns on Instagram and TikTok, significantly increasing online visibility in early 2025. The "uSmile Dental Studio Goes to Preschool" event served as an effective experiential marketing tool that directly stimulated clinic visits. Google Business Profile and word-of-mouth further supported local outreach and customer acquisition. Additionally, a Rp 50,000 kids check-up promotion effectively converted interest into action, contributing to measurable revenue growth. This research provides practical insights for dental service marketing strategies and sustainable customer acquisition.*

***Keywords: Integrated Marketing Communication (IMC), AIDA Model, Social Media Marketing, Event Marketing, Google Business Profile (GBP), Sales Promotion, Brand Awareness, Customer Engagement, Conversion Rate.***

## **BACKGROUND**

Oral and dental health are essential components of overall well-being. However, public awareness regarding the importance of maintaining oral hygiene remains low. According to the World Health Organization (WHO), dental issues such as cavities, gum disease, and bad breath are among the most common global health concerns. These problems are often caused by poor lifestyle habits, such as smoking, unhealthy diets, and a lack of proper oral hygiene education. The Indonesian Ministry of Health, through Regulation No. 89 of 2015, emphasizes that oral and dental health plays a critical role in supporting individuals' ability to eat, speak, and interact without discomfort, thereby contributing to their social and economic productivity. Despite this, public awareness in Central Java remains limited. Data from RISKESDAS 2018 shows that approximately

25.9% of the population in Central Java still suffer from dental and oral health issues.

Oral diseases are often chronic and closely linked to lifestyle factors that require long-term behavioral adjustments. Achieving such changes requires sustained health education and effective health promotion strategies. Although health promotion is a relatively new field, it has rapidly gained importance in improving public health outcomes. Dental care is not only essential for health but also for improving one's quality of life and self-confidence. Proper oral hygiene routines, supported by regular visits to dental clinics, can prevent and address serious dental issues such as cavities, gum disease, and malocclusion.

uSmile Dental Studio, located in Kedungmundu, Semarang, Central Java, provides comprehensive dental services including regular check-ups,

teeth cleaning, orthodontics, and aesthetic dental care. The clinic operates Monday to Friday from 9 AM to 12 PM and 3 PM to 8 PM, and on Saturdays from 9 AM to 4:30 PM. uSmile Dental Studio is committed to delivering high-quality dental care using modern technology and experienced medical professionals, aiming to improve the dental health of the local community.

Family influence plays a crucial role in shaping daily behaviors, including health-related decisions. As the primary social unit, the family has a significant impact on how its members adopt healthy lifestyles and make purchasing decisions, especially regarding health services. According to Caterina Purbasari (2023), health education should begin within the family. The decision to seek dental care, particularly for children, is often initiated by parents. This highlights the importance of targeting families in marketing strategies to encourage early dental visits for children.

Currently, the majority of uSmile Dental Studio's patients are

between 21 and 40 years old, indicating that the clinic has not effectively reached younger demographics, particularly children. Expanding this market segment is essential, as children represent a long-term patient base with continuous dental care needs into adulthood. Targeting parents to bring their children for early dental care is not only a strategic move for patient acquisition but also aligns with preventive dental care principles.

To address this, uSmile Dental Studio requires a comprehensive marketing communication strategy that emphasizes the importance of early dental care through engaging content tailored for both children and parents. Effective strategies may include interactive educational events, child-friendly consultation sessions, and creative campaigns using fun and approachable messaging to reduce dental anxiety among children and increase parental trust in uSmile Dental Studio as their preferred dental care provider.

Digital marketing, particularly via social media, plays a pivotal role in reaching new patients. uSmile Dental Studio's Instagram account, @usmiledental.id, has implemented various promotional strategies, including educational posts, visually appealing graphics, and interactive engagement with followers. These efforts aim to build brand awareness and educate the public on the importance of dental health. However, despite these initiatives, the account's performance remains suboptimal due to the lack of a structured content calendar and limited two-way interaction with audiences.

The clinic's current marketing efforts have not sufficiently expanded its audience base or increased clinic visits. Potential patients still lack familiarity and trust in the uSmile Dental Studio brand. As highlighted by Kotler and Keller (2016), social media can serve as an effective platform to connect with customers, including within the healthcare industry. Therefore, optimizing social media strategies is

critical for increasing awareness and encouraging clinic visits.

In addition to social media, offline engagement through event marketing is equally important. Interactive events such as "uSmile Dental Studio Goes to Preschool" can directly engage children and parents, creating positive early experiences with dental care. Such experiential marketing efforts can effectively reduce children's fear of dental visits and strengthen parental confidence in choosing uSmile Dental Studio.

The challenges faced by uSmile Dental Studio include limited marketing coverage, low patient acquisition among children, and insufficient social media interaction. To overcome these issues, a more integrated marketing communication (IMC) strategy is needed, combining digital content, event management, promotions, and community outreach to expand the clinic's market reach.

This study focuses on developing and evaluating a marketing communication campaign

that leverages social media, event management, and promotional strategies to expand uSmile Dental Studio's market reach and increase patient acquisition. The research is expected to provide insights into the effective application of IMC strategies within the healthcare sector, particularly in dental services, and to offer practical recommendations for sustainable marketing growth in the future.

## **CLIENT DESCRIPTION**

### **Introduction**

This section provides an overview of uSmile Dental Studio as the client, focusing on its dental services, internal stakeholders, and the communication programs that have been implemented. uSmile Dental Studio is a Semarang-based dental clinic offering modern, comfortable, and high-quality dental care for all ages. The clinic provides various services, including aesthetic dental fillings, painless tooth extractions, and basic dental check-ups. Internal stakeholders such as

dentists, medical staff, administrative staff, and the marketing team collaborate to ensure service quality and build the clinic's reputation.

### **Client Description**

uSmile Dental Studio, located in Kedungmundu, Semarang, Central Java, provides trusted, professional dental care. The clinic combines modern facilities with experienced dentists to ensure safe and comfortable treatment. Services range from routine check-ups, teeth cleaning, and whitening to aesthetic dental procedures. The clinic environment is designed to make patients feel relaxed and comfortable. uSmile Dental Studio also actively promotes dental health education to increase public awareness from an early age. Each patient receives personalized care supported by advanced technology and a professional, empathetic team.

### **Product and Services**

uSmile Dental Studio offers complete dental services focusing on long-term oral health. Services include routine dental check-ups,

tartar cleaning (scaling and polishing), and dental fillings using tooth-colored materials for aesthetic results. The clinic also provides safe and painless tooth extraction and orthodontic treatments such as aligners and braces. For pediatric patients, the clinic offers child-friendly dental care, including fillings, primary tooth extractions, and fluoride applications. Periodontal treatments are also available for gum health. Educational consultations are integrated into each service to encourage patients to maintain their oral hygiene independently.

### **Internal and External Stakeholders**

uSmile Dental Studio works with various internal and external stakeholders to support its operations and development. Internal stakeholders include the clinic owner, dentists, nurses, administrative staff, and the marketing team.

#### **- Internal Stakeholders**

The clinic owner plays a key role in business planning, daily

operations, human resource management, service quality control, marketing, branding, and external partnerships. The owner ensures that the clinic's activities run smoothly and align with long-term growth objectives.

#### **- External Stakeholders**

External stakeholders include:

1. Patients: The primary stakeholders who determine the clinic's success through loyalty and satisfaction.
2. Investors: Parties who provide financial support for the clinic's growth, focusing on the clinic's financial performance and expansion.
3. Sponsors: uSmile Dental Studio partners with Pepsodent and Sensodyne, which provide dental care products such as toothpaste and mouthwash for patient packages, educational

programs, and  
promotions.

### **Communication Program**

The communication strategy focuses on increasing new patient acquisition, particularly among the 25–45 age group in Semarang, by building a modern, family-friendly brand and promoting the importance of dental care. The program utilizes Instagram and TikTok content, targeted social media advertisements, partnerships with institutions like Bunga Bangsa School to offer free “Check-Up Routine for Kids,” and public relations efforts to enhance media exposure. Key communication channels include Instagram, TikTok, and Google Ads. The success of the campaign is measured through key performance indicators such as the number of new patient bookings, growth in social media engagement, digital ad reach, and the redemption rate of the children’s check-up vouchers.

### **IMPLEMENTATION**

The implementation of uSmile Dental Studio’s marketing communication campaign focuses on expanding market reach and increasing sales through a targeted digital communication strategy. This campaign primarily utilizes social media as a platform to share information and promote uSmile’s dental services. The strategy is carefully developed based on consumer behavior and digital trends, using a visual and narrative approach relevant to the target audience.

As a Media Planner and Creative Designer, the author developed a detailed content distribution plan and created engaging visual content. The Media Planner’s role included managing the content calendar, selecting platform-specific content, and determining upload schedules. As a Creative Designer, the author produced visual assets such as Instagram Reels, feed posts, posters, and other promotional materials, while regularly evaluating performance through social media insights. This combined strategy

aims to increase new patient conversions and expand uSmile Dental Studio's presence in Semarang.

### **Media Planning Strategy**

According to Kotler & Keller (2016), effective media planning should consider reach, frequency, and message impact. The media planning at uSmile Dental Studio targets young families, professionals, and parents with children. Platforms such as Instagram, TikTok, Instagram Ads, and Google Ads were selected to optimize engagement and attract new patients. Instagram is used to increase brand awareness through dental tips, patient testimonials, and behind-the-scenes content. Instagram Stories, Reels, and influencer collaborations help expand reach and build trust. TikTok is leveraged to connect with younger audiences, using viral and educational short videos to promote dental care in a fun and accessible way.

### **Content Strategy and Execution**

As Ainsworth & Ballantine (2017) suggest, successful content strategies require emotionally engaging and visually attractive materials that align with digital trends. At uSmile Dental Studio, the content focuses on promoting dental health to parents and children. Instagram content includes images of children's dental check-ups, educational carousels, and event videos, supported by brief, engaging content like testimonials and oral health tips through Instagram Stories and Reels.

The newly launched TikTok account mirrors successful Instagram content, including promotions, event highlights, and light educational videos, ensuring consistent brand identity across both platforms. The Media Planner manages content uploads according to a structured schedule using a tracking table to maintain content flow and ensure message consistency. Timely and consistent uploads help sustain audience interest, particularly targeting parents and children as potential patients.



## **Editorial Scheduling and Organized Content Submission**

The digital marketing strategy at uSmile Dental Studio emphasizes both the quality of visual content and the consistency of posting schedules. An editorial calendar is essential to systematically plan and organize upload timings to ensure each post reaches its target audience primarily parents and children at the most effective moment. This scheduling not only maintains posting consistency but also ensures coherent brand messaging, diverse content types, and maximized opportunities for social media engagement.

### **Editorial Planning**

An editorial calendar was developed to support the marketing communication campaign, aiming to increase sales and brand awareness by consistently engaging the target audience. Instagram remains the primary platform, featuring visually appealing and educational content such as carousel posts highlighting

clinic services, child-friendly environments, educational activities, and dental care tips for children. Short and interactive content, including promotions for children's dental check-ups, brushing tutorials, and patient testimonials, are distributed via Instagram Stories and Reels. The use of relevant hashtags helps broaden audience reach and engagement. On TikTok, the content mirrors Instagram's approach, focusing on educational yet entertaining videos, clinic activity snippets, and children's dental health trends. This cross-platform strategy is designed to effectively connect with families and reach a wider audience.

The editorial calendar helps the Media Planner maintain content variety and ensures that each post aligns with the campaign's strategic goals. It provides balanced themes across clinic promotions, service information, and dental health education while enabling regular performance evaluations. Through continuous analysis of engagement, reach, and audience responses,

content can be optimized to stay relevant and appealing to parents and children. This approach strengthens uSmile Dental Studio's online presence and supports its reputation as a trusted family dental clinic in Semarang.

### **Editorial Implementation**

During the content publication phase, the Media Planner ensures all scheduled posts for

Instagram and TikTok are uploaded on time based on the pre-arranged calendar. The tracking table created in the planning stage is used to monitor the posting schedule. Regular and timely content uploads maintain message consistency, increase campaign effectiveness, and ensure the content remains relevant and targeted, particularly for parents and children.

evaluation also examines the use of the "Check-up Routine for Kids" service discount and the offline event "uSmile Dental Studio Goes to Preschool."

## **RESULT ANALYSIS**

The purpose of this program evaluation is to assess the effectiveness of the strategies implemented in collaboration with uSmile Dental Studio, focusing on event management, sales promotion, and social media management. The analysis emphasizes the program's impact on increasing awareness, sales, and new patient acquisition, especially among the children's market segment. Key indicators used include follower growth, engagement rates, content reach, audience responses to promotional content, and offline event outcomes. The

### **Offline Event Result Analysis**

The "uSmile Dental Studio Goes to Preschool" event was evaluated based on participation rates, satisfaction levels, and its effectiveness in reaching new market segments. Initially targeting at least 20 attendees, the event successfully attracted 32 parent-child pairs. Feedback surveys showed that 63.6% of participants were satisfied with the educational materials, and 81.8% expressed interest in utilizing dental

services at uSmile Dental Studio. However, 13.6% cited price concerns as a barrier. Additionally, 77.3% showed interest in taking advantage of special promotions. Post-event data indicated that many participants proceeded to visit the clinic and use additional services, confirming the event's success in converting prospects into active patients.

### **Social Media Result Analysis**

The social media campaign focused on Instagram and TikTok. On Instagram, followers increased from 652 to 756 during the campaign, supported by the consistent publication of 43 pieces of content in formats such as Stories, Reels, and Feeds. Meta analytics showed significant growth in views, engagement, reach, and content interactions from March to May 2025. TikTok activation, using mirrored content from Instagram, resulted in 125 followers and over 8,700 total views within the same period. Insights showed that social media became a key driver in attracting new patients, with many citing Instagram and TikTok as their

primary source of information about uSmile Dental Studio.

### **Sales Promotion Result Analysis**

Out of 32 children attending the event, 23 redeemed the "Check-up Routine for Kids" sales promotion vouchers. This success was supported by collaboration with Bunga Bangsa School and targeted promotions via school communication channels. Several patients also utilized additional dental services, demonstrating that the campaign effectively encouraged both initial and follow-up treatments, aligning with the goal to expand the clinic's pediatric market.

### **Google Ads Result Analysis**

Google Ads was used to enhance brand visibility and patient acquisition through search-based advertising. Strategic keywords such as "Dental clinic in Semarang" and "Pediatric dentist Semarang" were selected. The Google Ads campaign showed significant user interaction between March and May 2025, with click volumes influenced by monthly budget allocations. Patient data

indicated that Google Ads contributed to attracting new clients who found the clinic via search engines. This demonstrates that Google Ads is an effective tool for consistently driving patient growth and increasing clinic visibility.

## **CLOSING**

### **Conclusion**

The "uSmile Dental Studio Goes to Preschool" campaign demonstrates the effectiveness of a well-planned Integrated Marketing Communication (IMC) strategy using the AIDA (Attention, Interest, Desire, Action) model. The campaign successfully achieved its main objectives of increasing brand awareness, engaging the parent and child market segment, and converting public interest into new patient visits. The coordinated use of digital platforms and on-ground events proved crucial in delivering consistent messaging and driving audience action.

Instagram and TikTok served as the primary digital channels,

supported by a carefully managed editorial calendar and platform-specific strategies. The creative use of Instagram Reels, TikTok content mirroring, and targeted educational promotions helped to significantly expand uSmile Dental Studio's online reach and engagement. Throughout the campaign, the creative design consistently reflected the clinic's core values of promotion, education, instruction, and entertainment, with content pillars that resonated strongly with the target audience.

The offline event acted as a powerful activation tool that not only attracted participants but also successfully converted them into active patients. Post-event surveys indicated that many attendees were motivated to visit the clinic and use additional services. The direct interaction during the event fostered trust and built stronger relationships with families. This cohesive strategy not only boosted clinic visits but also enhanced uSmile's brand positioning as a trusted and family-friendly

dental care provider in the community.

### **Suggestions**

To build on the success of this campaign, the following strategies are recommended for future marketing activities:

1. **Expand Event-Based Marketing.** Continuing and scaling the event concept to other preschools and primary schools will strengthen direct engagement with parents and children. Experiential marketing through in-person events has proven highly effective in building trust and increasing awareness in target markets.
2. **Optimize TikTok Content Strategy.** Future campaigns should develop original TikTok content tailored to the platform's trends and audience preferences. By creating native, story-driven, and visually appealing content, uSmile Dental Studio can maximize reach and

engagement among young parents and social media users.

3. **Enhance Post-Event Promotions.** Post-event conversions can be further increased by offering time-limited promotions, bundling pediatric dental services, or introducing referral programs. These follow-up strategies should be consistently promoted through digital channels to encourage faster patient action.
4. **Strengthen Conversion Tracking and Analytics.** Future campaigns should utilize more advanced analytics to track the customer journey from social media engagement to clinic visits. This will help identify the most effective content, channels, and touchpoints, allowing for data-driven improvements in campaign strategies and resource allocation.

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