

## **CHAPTER V**

### **CONCLUSION**

This chapter contains conclusions, suggestions, and implications of the program that has been implemented in order to increase sales and attract new target markets through social media strategies, sales promotions, and event marketing. Through various stages of implementation that have been carried out, this chapter summarizes the main findings, provides recommendations and suggestions for improving future strategies, and identifies broader implications in the field of communication.

#### **5.1 Conclusion**

Based on the implementation of the program that has been run, during the two-month campaign period on social media, the author managed to achieve and exceed various targets that had been set. The number of uSmile Dental Studio Instagram followers increased from 652 to 756 followers, exceeding the initial target of 750 followers, which increased 15.9%. In terms of Account Reached, it experienced an increase in reach from 8,600 to 28,900 accounts, exceeding the initial target of 15,000 accounts. In addition, interaction or engagement also showed a significant increase, from 83 engaged accounts to 416 accounts, exceeding the initial target of 250 accounts. On the TikTok platform, the author managed to create an official uSmile Dental Studio account and increase the number of followers to 125 followers, also exceeding the initial target of 100 followers. This achievement shows the effectiveness of the social media strategy implemented in the marketing program.

In addition, through the "uSmile Dental Studio Goes to Preschool" event, the author successfully organized activities that were in accordance with the planned target audience, as well as creating a direct experience that strengthened relationships with participants, especially the children and their parents. This event not only functions as a means of promotion, but also as a medium to build customer loyalty by presenting memorable moments. With

an interactive and participatory approach, uSmile Dental Studio successfully attracted new target markets and significantly increased audience trust and engagement.

The last program that the author implemented was a sales promotion strategy through a discount offer for routine check-up services specifically for children. Through this program, uSmile Dental Studio managed to reach a new patient segment, namely pediatric patients, which had never been reached before. This promotional strategy proved effective with the number of children who exchanged vouchers exceeding the initial target set, namely from a target of 10 children to 23 children who had routine dental check-ups. Not only stopping at routine check-up services, some of them also continued to other dental care services. This shows that the sales promotion program is not only able to attract new patients, but also encourages increased service transactions at the clinic.

As a Project Leader, the author successfully played a major role in designing, coordinating, and monitoring the entire implementation of the uSmile Dental Studio marketing program. The author ensured that each stage of the program ran according to the timeline and budget that had been set, starting from social media planning that was in accordance with the audience's needs, event implementation that was equipped with the creation of a run-down and pitching to clients, to managing sales promotion strategies, which included initial budgeting, concepts, and targets that had been set. This success was evident from the achievement of all targets that had been set and the success in achieving program objectives, such as successfully attracting pediatric patients, audience engagement and increasing the number of followers on social media, to positive responses and actions from event participants. In addition, the author was also able to manage the team effectively, maintain good communication with internal and external parties, and was able to handle various technical obstacles that arose during the implementation of the program. This shows that the role of the Project Leader made a significant contribution to the success of the entire program.

As an Account Executive, the author plays an important role in establishing and maintaining effective communication with clients, especially in terms of scheduling meetings and ensuring that every client's needs and requests can be met in a timely manner and according to expectations. The author demonstrates high accuracy and responsiveness in handling various client requests, thus creating a professional working relationship. In addition, the author also contributes to establishing communication with external parties, such as educational institutions (schools), to support the implementation of offline events and promotional activities as well as cooperation programs. The author's ability to build relationships, both with clients and external partners, also plays a role in supporting smooth operations and strengthening the positive reputation of uSmile Dental Studio in various circles.

## **5.2 Suggestion**

To improve the effectiveness of uSmile Dental Studio's communication strategy in the future, it is recommended to strengthen social media management, develop a more targeted event marketing strategy, and optimize sales increase efforts to ensure more competitive and sustainable brand growth in the market.

### **1. Social Media :**

- Increase upload frequency and consistency with a structured weekly/monthly content calendar.
- Increase engagement content with interactive features like polls, Q&A, and quizzes.
- Create content categories based on audience segments, such as parents (children's dental education content), teenagers (orthodontic care), and young adults (teeth scaling), so that messages are more targeted.

### **2. Event Marketing :**

- Host an educational event or free dental check-up at a school or community center.

- Participate in health fairs and create an interactive booth.

### 3. Optimization Increase Sales :

- Offer promotions or bundled services (such as. scaling + consultation) periodically with a certain time limit.
- Develop a loyalty program for repeat patients to make them feel appreciated and more loyal.
- Digital Booking & Reminder System

Use an online booking system with automatic reminder features via WhatsApp/SMS/email so that patients do not forget their schedules and the arrival rate remains high.