

CHAPTER V
CLOSING OF MARKETING COMMUNICATION CAMPAIGN TO
EXPAND NEW MARKET REACH AND INCREASE SALES THROUGH
SOCIAL MEDIA AND EVENT MANAGEMENT OF USMILE DENTAL
STUDIO

5.1 Conclusion

The "uSmile Dental Studio Goes to Preschool" campaign, which expertly leads its audience through each step of the AIDA (Attention, Interest, Desire, Action) model, is a powerful example of the effectiveness of a well-planned Integrated Marketing Communication (IMC) strategy. This comprehensive initiative not only met its primary goals of increasing brand awareness and reaching the crucial parent and kid market, but it also effectively converted awareness into real new service transactions, confirming its significant growth impact.

The strategic coordination of digital and experiential channels was essential to this accomplishment. The effectiveness of Instagram and TikTok as the major communication channels was enhanced by their imaginative designs and astute media strategy. The media planner's careful management of the campaign's digital backbone made sure that material flowed smoothly and on time while following an exact editorial calendar. Platform-specific strategies, such as the strategic application of dynamic Instagram Reels and TikTok mirroring, greatly increased digital reach and engagement while maintaining a constant brand message. This ongoing digital conversation throughout the course of the campaign resulted in a spectacular rise in online visibility, characterised by a significant expansion in reach, a noteworthy rise in interaction, and a thriving following, all of which together garnered a great deal of attention and sparked real interest.

Meanwhile, the creative design painstakingly crafted captivating content pillars that ideally reflected the four main values of uSmile Dental Studio: promotion, education, instruction, and entertainment. Informational pieces like "Check-up Routine for Kids" and attention-grabbing "Facility Highlights" struck a deep chord with the intended demographic. Character-driven tales, striking visuals, and unified campaign-branded images were all skilfully used to communicate

important points, creating a powerful brand identity and fostering interest in uSmile's offerings.

Crucially, the incident that took place on the ground acted as a strong impetus for direct action. A sizable percentage of participants in the post-event poll said that they will definitely return for dental care, clearly demonstrating the event's major impact in translating initial curiosity into specific purpose. Deep trust and familiarity were developed through this hands-on experience, opening the door for clinic visits and further service use. In addition to raising awareness, the campaign's cohesive and skilfully executed communication strategy also directly increased service usage, strengthened uSmile's online presence, and above all built a closer, more trustworthy relationship with families, solidifying the company's standing as a beloved and trustworthy dental care provider in the neighbourhood.

5.2 Suggestion

Building on the "uSmile Dental Studio Goes to Preschool" campaign's proven effectiveness, the following tactical suggestions are put forth to enhance its Integrated Marketing Communication (IMC) initiatives and maintain momentum in drawing in and keeping young families.

1. **Maintain and Grow Your Event-Based Marketing Plan.**

Engaging new consumer segments and immediately building trust with parents have been two of the most successful outcomes of the 'uSmile Dental Studio Goes to Preschool' event. It is therefore strongly advised that uSmile Dental Studio think about extending its outreach programs to a larger network of primary and preschool institutions. This makes direct use of their IMC's successful experiential marketing element, since in-person meetings are unmatched in their capacity to grab attention, generate interest right away, and pique desire through one-on-one communication and favourable early experiences. Wider market penetration and ongoing direct communication with the target audience in a low-barrier, high-trust setting will be possible with the scaling of this tested model.

2. **Improve the TikTok content strategy.**

There is a lot of room for deeper involvement because TikTok was still a relatively new channel for uSmile at the time of this campaign. Future initiatives should focus on more thorough content innovation based on platform-native trends and short-form narrative, rather than just replicating Instagram content. uSmile Dental Studio may reach an even larger and more engaged audience of young parents by investing in incredibly gripping storytelling and utilising TikTok's distinctive algorithm. More subtle brand expression and audience engagement will be possible thanks to this IMC social media specialisation, which will optimise material for maximum attention and interest on a platform noted for its viral reach.

3. Increase Promotional Follow-Ups and Post-Event Advertising.

An important window of opportunity is shown by the success of instant post-event conversions. uSmile should improve its post-offline event promotion in order to further optimize the conversion of developed Desire into direct Action. This entails employing focused marketing strategies like limited-time discounts on follow-up care, providing paediatric services in bundles for all-inclusive care, or giving referral bonuses to encourage current patients to recommend new ones. The customer journey will be streamlined and prospective parents will find it simpler to proceed with scheduling an appointment if these follow-up initiatives are constantly reinforced and conveyed properly through digital platforms.

4. Use more thorough analytics and tracking for conversions.

It is essential to keep a closer eye on conversion rates in order to fully comprehend the return on investment (ROI) and maximise future IMC initiatives. To track user journeys more thoroughly, future campaigns should make use of advanced analytics tools. This includes tracking from early social media interaction or event participation to clinic visits and service acceptance. With the use of this deeper analytical understanding, uSmile will be able to pinpoint the precise messages and touchpoints that motivate action the most. This will allow for ongoing improvements to the content, media placement, and promotional strategies, which will eventually increase productivity and optimise patient acquisition.