

**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 "Marketing Communication Campaign to Expand New Market Reach and Increase Sales through Social Media and Event Management of uSmile Dental Studio" was a strategic initiative that combined online and offline communication channels to introduce uSmile's dental services to a wider audience, especially children and parents. Using the Integrated Marketing Communication (IMC) framework, the strategy led the audience through the Attention, Interest, Desire, and Action (AIDA) model.

As a strategist, the author was in charge of creating a thorough marketing and communication plan. Creating suitable messaging and coordinating them with particular communication platforms like Instagram, TikTok, and offline events were all part of this. Since early 2025, the approach has been successful, especially in drawing interest and attention from the intended audience. In the author's capacity as a data executive, the author gathered, processed, and examined survey and social media data to gain a deeper understanding of the preferences and behaviour of the audience. More focused and pertinent campaign tactics were made possible by these insights, which served as the cornerstone for data-driven decision-making.

The successful implementation of the offline activation event, "uSmile Dental Studio Goes to Preschool," which greatly increased engagement and turned interest into actual clinic visits and service utilisation, was one of the campaign's key successes. Furthermore, offering a paediatric dental examination for just IDR 50,000 turned out to be a successful strategy for turning audience interest into tangible actions and greatly increased the number of new patient visits.

The campaign significantly increased brand awareness, social media involvement, and the acquisition of new patients, according to the evaluations that were carried out. The implemented strategy proved to be successful and can be a useful guide for upcoming marketing campaigns in the dental care sector.

## **5.2. Suggestion**

- **Optimise Social Media Management:** By using trending content formats that are in line with each platform's algorithm and maintaining regular posting schedules, you can continue and improve your management of Instagram and TikTok.
- **Promote Creative Content Flexibility:** To boost audience engagement, the content creation team should be allowed greater latitude to experiment with a variety of content formats, including interactive, educational, and hilarious ones.
- **Extend Segmentation and Targeting:** In order to better meet the demands of each category, future campaigns should think about extending their targeting efforts to include not only parents but also teenagers and the elderly.
- **Enhance Event Planning Systems:** To guarantee more efficient and timely execution, digital scheduling tools and well-coordinated logistics planning should be used to support offline events.
- **Continuous Monitoring and Evaluation:** To enable adaptive strategy revisions in response to shifting audience behaviour and preferences, social media insights and audience feedback should be examined on a regular basis.

It is anticipated that uSmile Dental Studio will increase the efficacy of its communications, expand its market reach, preserve client loyalty, and promote long-term company growth by putting these suggestions into practice.