

## DENTAL SERVICES MARKETING IN PRACTICES

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### Abstract

**Introduction:** The rapid development and change in the digital world has had a big impact on the world of dentistry. Digital marketing is very good in the process of doing marketing management that can be applied to the intention of visiting dental care to dental clinics. Objective: To find out the digital marketing strategy in daily dental services. Method: The method of searching for articles on digital marketing strategies for dental services in dental clinics in electronic databases is Semantic Scholar. The total initial search results in the database totaled 1000 articles using the keyword "Dental Services Marketing". Furthermore, the inclusion and exclusion criteria were determined and adjusted to the population analysis, concept and context. Result: A total of 1000 articles were identified and screened and duplications were removed, resulting in 10 articles that met the inclusion criteria. Conclusion: Digital marketing strategy in dentistry is an approach used to promote services and increase patient trust through digital platforms. Some of the strategies applied are content seeding, influencer marketing, social media, website, google maps optimization, hiring a digital marketing agency and education. In the application of digital intelligence (business intelligence) in strategic management for dentistry and dental clinics that can be useful such as Digital Strategic Management, Telehealth Services, Data analytics for treatment plans, Utilizing Digital Information, Automating Administrative Duties, Utilizing Digital Imaging and Diagnostic Technologies, Feedback Mechanisms and improving and promoting patients about oral health both treatment and prevention.

**Keywords:** *Marketing Strategy, Digital, Dentistry, Scoping Review, Dental*

### INTRODUCTION

The rapid development and changes in the digital world have had a significant impact on the world of dentistry. Each year, different approaches and strategies are employed to address the changing digital landscape. Dentists in this era must quickly adapt and keep up with the changes. The large number of dental graduates and the increasing number of dental clinics opening require them to compete with the changing times. A marketing strategy is essential to address this competition. Digital marketing is a powerful marketing management tool that can be applied to drive dental visits. Many types of dental clinics operate in the community.

The business model of a dental clinic consists of:

1. Mini clinics are an unstable market segment and cannot obtain a stable number of patients.
2. A full cycle clinic is a clinic that has complete medical support facilities including x-rays, a pharmacy, general practitioners, etc.
3. Specialized clinics are clinics that are tailored to their specific specializations, such as conservative dentistry, pediatric dentistry, dentures, etc.
4. Universal clinics are more complex dental clinics that encompass dental care, restoration, prophylaxis, and aesthetics. These clinics require more capital and are the most stable market segment. (Lazviashvili, 2022).

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General and specialist dental clinics have opened in many urban areas, targeting people who prioritize aesthetic dental services. This market is highly competitive for dental clinics, requiring them to develop digital marketing strategies across various media platforms and employ competitive pricing strategies. (Sadida et al., 2024) One of the primary functions of a marketer is implementing pricing policies. Prices are influenced by factors in dentistry, including material costs, material quality, rent, general socioeconomic assessments, personal income, professionalism, competitive markets, number of loyal patients, and social discrimination. The marketing mix, including price and brand image, influences patients' decisions in choosing a dental clinic. The price paid by a patient is the total amount of money spent to obtain good dental health services. Many dentists use social media as a marketing platform for dental clinics. One optimal marketing strategy for patient visit intentions is social media. (Juliawati et al., 2023). Women are the most frequent users of social media as patients compared to men (Al-Khalifa et al., 2021). This finding should be taken into account when selecting platforms and marketing strategies. The various platforms used require a thorough understanding of their respective usage methods, target consumers, and the patient population. This scoping review aims to provide a literature overview of digital marketing strategies used in dental practice in dental clinics.

### METHOD

The literature review was conducted in May 2025. The search method for articles on digital marketing strategies for dental services in dental clinics in electronic databases was Semantic Scholar. The initial search results for the database totaled 1,000 articles using the keyword "Dental Services Marketing." Furthermore, inclusion and exclusion criteria were determined and adjusted according to population, concept, and context analysis.

### RESULTS

Articles appearing in the database will be filtered using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) diagram guidelines. (Kahale et al., 2021) which can be seen in Figure 1. A search using the keyword "Dental Services Marketing" yielded 1,000 articles, then filtered them according to the inclusion and exclusion criteria, resulting in 10 articles that met the criteria. The articles were then converted into a table containing information such as the researcher's name, year, title, publisher, country, and research results. Data obtained from articles that met the inclusion criteria are entered into Table 1.

### DISCUSSION

Digital marketing strategies through social media used in Indonesia include:

1. *Content seeding*; offering dental health services or dental and oral education products through photos/videos on Instagram (Sri Wulandari et al., 2024).
2. *Influencer marketing*; the services of a celebrity who has many followers, attracting consumers' interest in using their products/services (Sri Wulandari et al., 2024).
3. Optimizing Instagram social media through photo, image and video advertising (Nabilla & Nurlaela Arief, 2023; Pradika et al., 2021).
4. *Website* The clinic must be on the first page (Nabilla & Nurlaela Arief, 2023).
5. Optimization of Google Maps (Nabilla & Nurlaela Arief, 2023; Nazeli et al., 2023).
6. Hiring a digital marketing agency (Nabilla & Nurlaela Arief, 2023).
7. Education (Analisa & Setyonugroho, 2022).

A digital marketing strategy used in Peru utilizes Augmented Reality (AR) technology, such as the Mobile-D Methodology. The AR digital marketing application reaches more patients dynamically through social media. It was found that all patients using this application increased their satisfaction and knowledge of the simple and enjoyable service. (Beltozar-Clemente et al., 2023) In Jordan, research shows that Twitter is the most popular platform for people to share opinions and experiences regarding dental care. Twitter has a significant impact on dental practitioners and consumer perceptions of aesthetic dentistry. The most common marketing strategies on the platform are advertising whitening products and dental practices. Twitter is a customizable platform for interaction, communication, advertising, and learning, and it is successful when used appropriately, wisely, and professionally (Salim et al., 2021). Social media platforms such as WhatsApp, LinkedIn, Instagram, and Facebook are effective marketing tools used by patients in several other countries (Juliawati M et al., 2023). As many as 41.1% of patients in Spain used dental practice social media in 2023 (Freire et al., 2023). Patients who have changed practices in the past 5 years are more likely to use social media.

Social media within clinics has become more important in recent years, so dentists should consider social media as a communication and marketing tool. Strategic management for dentistry and dental clinics using digital technology has revolutionized the transformation of dental and oral care, increasing efficiency, accessibility, personalization, digital marketing, and communication. In Malaysia, the use of digital intelligence in the dental clinic business is linked to marketing ethics, which involve responsibility and transparency in promoting products and services with a priority on patient well-being (Siripipatthanakul, 2024).

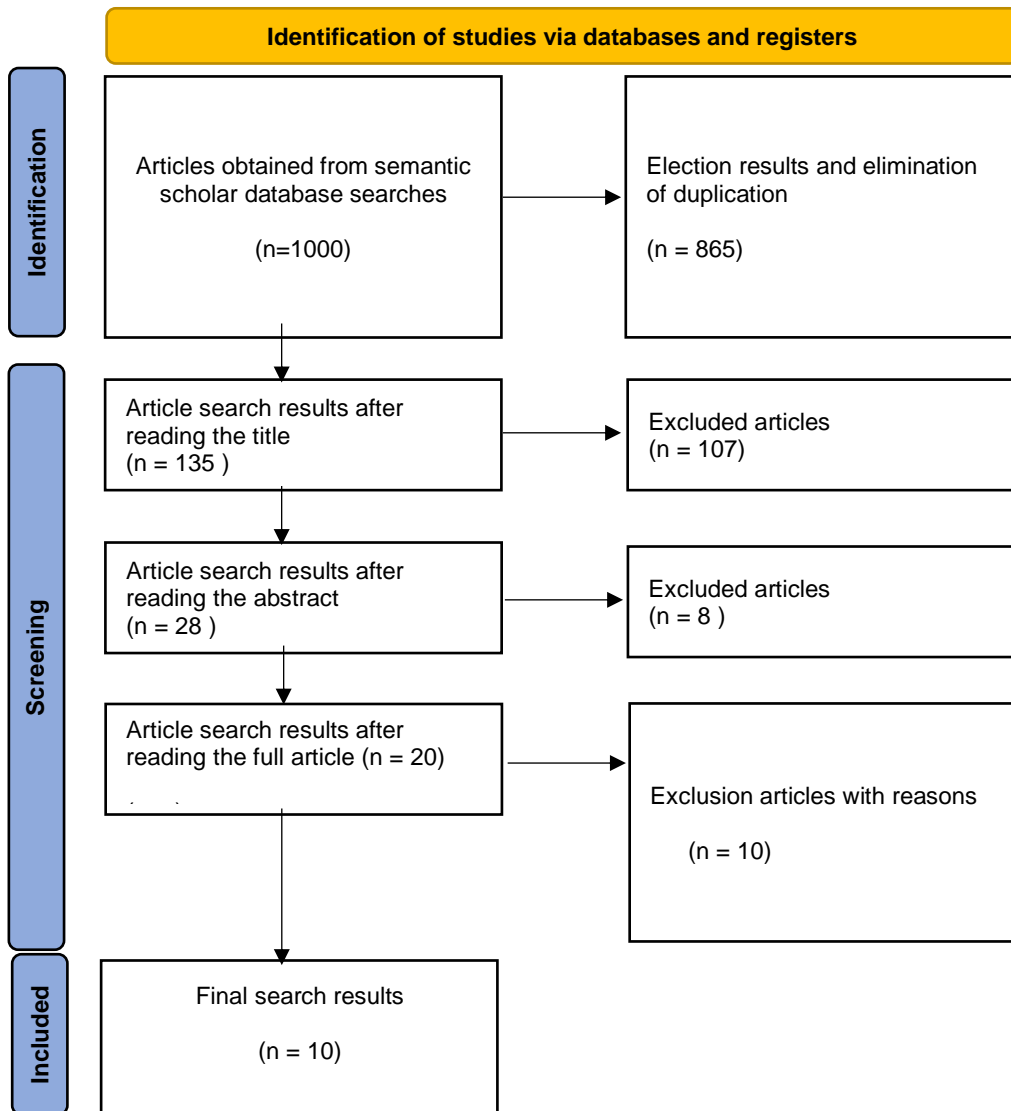


Figure 1. PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) Flow Diagram

Table 1. Data Extraction Table

No.	Author and Title	Design	Publisher	Country	Results
1	(Beltozar-Clemente et al., 2023)	Mobile Application with AR as a Strategy to Improve the Marketing Process in a Dental Center	Experimental	International Journal of Interactive Mobile Technologies	Peru Using augmented reality (AR) technology like the Mobile-D Methodology can improve marketing at Anga Dental Center compared to traditional methods. The digital marketing app, which utilizes AR technology, dynamically reaches more patients through social media. Patients using this app have been found to have increased satisfaction and knowledge about the simple and enjoyable services.
2	(Sri Wulandari et al., 2024)	Experiential Marketing Strategy to increase patient visits at the General Dental Poly of Bunda Medika Pratama Clinic Tulungagung	Cross-sectional study	STRADA; Scientific Journal of Health	Indonesia There are 2 types of strategies through social media: 1. Content seeding: offering dental health services or dental and oral education through photos/videos on Instagram. 2. Influencer marketing; a service provided by a celebrity with a large following to attract consumers to use their products/services. Clinic management uses marketing strategies through social media to reach and interact with more consumers.

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3	(Nabilla & Nurlaela Arief, 2023)	Digital Marketing strategy to attract new customers for Dental Clinic (case study: Bandung Dental Center)	Quantitative descriptive verification	International Journal of Current Science Research and Reviews	Indonesia	To improve marketing in today's era, improving the quality of social media, the most important and crucial aspect for dental clinics and dentists, is the impact of customer service and online reputation on customer decisions. Examples include: <ol style="list-style-type: none"> <li>1. Optimizing Instagram social media.</li> <li>2. The clinic website must be on the first page.</li> <li>3. Google maps optimization.</li> <li>4. Hire a digital marketing agency</li> </ol>
4	(Pradika et al., 2021)	Visual and Scant as sensory marketing tools in the Dental Care Services: An Experimental Research Design Approach	Experimental	Turkish Journal of Computer and Mathematics Education	Indonesia	The use of visuals in dental clinics for marketing to the public is aimed at attracting customers through image and photo advertisements on social media platforms. Consumers today rely on social media for information. The use of visuals is effective in increasing clinic familiarity and reducing anxiety about dental care, especially among the younger generation.
5	(Nazeli et al., 2023)	Digital Marketing analysis in Dental Healthcare: The role of digital marketing in promoting dental health	Descriptive quantitative	East Asian Journal of Multidisciplinary Research	Indonesia	The key to effective and efficient promotion as a suitable online marketing strategy is the internet. Dental clinics must have a well-developed marketing communications

		in the community				strategy to reach more patients and introduce services to the public. Internet marketing, or digital marketing, is not just a communication tool but a powerful tool for increasing patient numbers and expanding dental services.
6	(Analysis & Setyonugroho, 2022)	Can dentists use social media marketing effectively while adhering to ethical guidelines?	Descriptive quantitative	Aisyah Journal: Journal of health sciences	Indonesia	Social media marketing is a dental profession adaptation to the rapid development of the digital world. Advertising dental services on Instagram is both an educational approach and a marketing communication strategy for clinics to introduce themselves to consumers.
7	(Salim et al., 2021)	Esthetic dentistry on Twitter: Benefits and dangers	Cross-sectional study	Hindawi International Journal of Dentistry	Jordan	Research shows that Twitter is an important platform for individuals to express opinions and share experiences regarding dental care. Twitter has a significant impact on dental practitioners' and consumers' perceptions of aesthetic dentistry. The most common marketing strategies on the platform are advertising whitening products and dental practices. Twitter is a customizable platform for interaction, communication, advertising, learning and success if used

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						appropriately, wisely and professionally.
8	(Freire et al., 2023)	Influence of the use of social media on patients changing dental practice: a web-based questionnaire study	Cross-sectional study	BMC Oral Health	Spain	A total of 41.1% of patients use their dental practice's social media. Patients who have changed practices in the past five years are more likely to use social media. Clinic social media has become more important in recent years, so dentists should consider it as a communication and marketing tool.
9	(Siripipatthanakul, 2024)	Strategic management adopting digital intelligence (Business Intelligence) for dentistry and dental clinics: Case report	Qualitative	Journal of Dental Sciences	Malaysia	Strategic management for dentistry and dental clinics using digital technology brings about a revolutionary transformation in dental and oral care, improving efficiency, accessibility, personalization, digital marketing, and communication. Digital intelligence in the dental clinic business is linked to marketing ethics that involve responsibility and transparency in promoting products and services with patient well-being as a priority.
10	(Chongthanavanit & Kheokao, 2019)	Uses of Thai Dental Clinics/centers Websites for Marketing Communication in Dental Tourism:	Quantitative	International Conference on Social Sciences in the 21st century	Thailand	Online interactivity is a crucial factor in influencing patient perceptions of trustworthiness, attitudes toward dental clinics, and visit intentions. Dental clinic websites

<p>Content Analysis</p>	<p>promoting dental tourism should be developed to provide more reliable and credible dental services. Dental clinics should provide business-related content, such as facilities, equipment, and staff. Dental clinics employ communication strategies using photos/videos for facility tours and patient testimonials.</p>
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In the application of digital intelligence (business intelligence) in strategic management for dentistry and dental clinics, it can be useful, such as:

1. Digital Strategic Management

To improve the overall patient experience, use digital intelligence in dentistry and dental clinics, such as electronic dental records, appointment organization systems, and communication systems (Analisa & Setyonugroho, 2022).

2. Telehealth Services

Dentists can now conduct consultations and follow-up appointments remotely using teledentistry services. This can expand the scope of dental services and assist patients facing challenges due to distance and physical conditions (Nazeli et al., 2023; Analisa & Setyonugroho, 2022).

3. Data analytics for treatment plans

To create treatment plans for patients in hospitals and dental clinics, digital intelligence can be used to create focused and highly efficient dental care facilities, which improve treatment outcomes (Chongthanavanit & Kheokao, 2019).

4. Utilizing digital information (Utilizing Digital Information)

Strong internet marketing and a strong digital presence can work together to attract new patients to a dental clinic. Digital relationship marketing, which involves the use of social media, automated search, and other forms of digital marketing, can attract more customers and keep them loyal (Nabilla & Nurlaela Arief, 2023; Sri Wulandari et al., 2024).

5. Automating Administrative Duties

Digital intelligence has the ability to automate various administrative tasks such as billing, insurance claims, and inventory management, to increase productivity and reduce common errors in operational activities (Chongthanavanit & Kheokao, 2019).

6. Utilizing Digital Imaging and Diagnostic Technologies

Technologies such as 3D imaging, intraoral cameras, and Computer-aided design (CAD) and Computer-aided manufacturing (CAM) systems can help improve the accuracy and efficiency of operations in dental diagnostic dentistry (Chongthanavanit & Kheokao, 2019).

7. Increase patient understanding of oral health and promote preventive care practices.

This can be achieved by utilizing digital channels such as interactive websites and instructional videos to teach patients, such as Instagram, Tiktok, and dental clinic websites (Nabilla & Nurlaela Arief, 2023; Beltozar-Clemente et al., 2023; Analisa & Setyonugroho, 2022).

8. Feedback Mechanisms

By using digital intelligence, dental clinics can utilize feedback mechanisms that allow patients to provide direct feedback based on their own experiences. This can help dental clinics implement ongoing improvements and adapt to changing patient needs. Examples include Facebook accounts and the Line app (Analisa & Setyonugroho, 2022). In



Thailand, online interaction is a crucial factor in influencing patient perceptions of trust, experience, attitudes toward dental clinics, and visit intentions. Dental clinic websites that promote dental tourism should be developed to provide more reliable and credible dental services. Dental clinics should provide business-related content, such as facilities, equipment, and staff. Dental clinics employ communication strategies with photos/videos for facility tours and patient testimonials. ASEAN countries such as Indonesia, Malaysia, and Thailand have implemented strategic management for dental clinics by utilizing digital technology through social media, resulting in a revolutionary transformation in dental and oral care, compared to European countries that have already adopted digital marketing as a tool for their dental clinics.

## CONCLUSION

Digital marketing strategies in dentistry are approaches used to promote services and increase patient trust through digital platforms. Some strategies implemented include content seeding, influencer marketing, social media, websites, Google Maps optimization, hiring a digital marketing agency, and education. Applying digital intelligence (business intelligence) to strategic management for dentistry and dental clinics can be useful, such as Digital Strategic Management, Telehealth Services, Data analytics for treatment plans, Utilizing Digital Information, Automating Administrative Duties, Utilizing Digital Imaging and Diagnostic Technologies, Feedback Mechanisms and improving and promoting patients about oral health, both treatment and prevention.

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