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STP BASED DIGITAL COMMUNICATION IN DENTAL CLINIC MARKETING

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Abstract. The thesis explains how segmentation targeting positioning can guide digital communication in dental clinics. It proposes a patient-centered communication cycle in which a clinic identifies relevant segments, selects serviceable groups, creates a credible value proposition, and evaluates feedback without compromising confidentiality.

Keywords. STP, dental marketing, patient segment, digital communication, positioning, service quality.

Relevance

Dental clinics increasingly use websites, social networks, messaging services, and online appointment systems to communicate with patients. Yet digital presence alone does not create a strategy. A message is effective only when it reflects a defined patient group, a realistic clinical offer, and a value proposition that the clinic can deliver. STP is useful because it turns an undifferentiated audience into meaningful patient groups and directs limited communication resources toward the groups a clinic is prepared to serve [1].

Main Findings

Segmentation in dental services can draw on demographic, geographic, behavioral, and needs-based criteria. For example, families seeking preventive care, adults considering restorative treatment, and patients who need urgent appointments may require different information and different appointment pathways. The purpose is not to exclude patients unfairly; it is to understand recurring needs and make access to relevant information easier.

Targeting requires an honest assessment of clinical competence, capacity, equipment, and schedule. A clinic should select priority groups only where it can offer safe and consistent service. Positioning then communicates a distinctive but verifiable benefit: clear consultation, continuity of care, child-friendly interaction, convenient scheduling, or a particular clinical focus. In service marketing, the patient's experience is shaped by the entire care process, not by promotion alone [2; 3].

Digital tools strengthen STP when used as feedback channels. Appointment requests, frequently asked questions, website searches, and post-visit feedback can indicate what information patients still need. The clinic may then refine content and service pathways. However, patient medical data must not be used in promotional communication without a lawful and ethical basis. Trust depends on confidentiality as much as on convenience.

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Conclusion

STP-based digital communication helps dental clinics move from general advertising to patient-centered communication. Its practical value lies in matching messages, access channels, and service capacity to the needs of clearly defined patient groups. A sustainable strategy combines digital convenience with accurate information, clinical responsibility, and ongoing feedback analysis.

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