

Analysis of the effectiveness of direct marketing media and other promotional tools on the sale of dental equipment

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Abstract

Marketing is considered to be one of the functions that means efficient sales and in order for its purpose to be realized, it must focus on the needs, desires, attitudes, opinions and habits of consumers, in the specific case business customers who they buy dental equipment - dental practices and other entities that need such products. This is especially important with the sector of marketing activities to promote dental equipment for the reasons that it is a specific area which is part of medicine. The subject

of research of this paper is the media of direct marketing which are represented in the promotion and sale of dental equipment, i.e. the presentation of their specificities, advantages and disadvantages, as well as the examination of their effectiveness by examining the reactions of buyers-customers to certain media from direct marketing that is practiced in this activity. In this paper, through empirical research, the emphasis is placed on the analysis of the effects of direct marketing media on the sale of certain dental equipment.

Keywords: direct marketing, direct marketing media, effectiveness, dental equipment, promotional tools.

1. Direct marketing of electronic media

In the digital economy, relationships with consumers represent a new phase of marketing development in the 21st century, where key features are reflected in the development of close relationships and cooperation between companies and customers, primarily on the Internet. The digital revolution in the market space and its impact on consumers present numerous challenges for enterprises.

Digital technologies allow companies to maintain relations with a much larger number of consumers in an efficient way, to collect and analyze complex data about their behavior in the purchase process, their personal characteristics, the way they adapt to certain products and the way on which they accept the messages^[19]. And, precisely digital technologies and internet media occupy a significant place in the field of direct marketing.^[19]

The digital revolution conditioned the following changes in the business environment:

- **Consumers have more power than before,**
- **Consumers have access to a much larger amount of information than in the past,**
- **Companies can offer many more products or services than before,**
- **New technologies enable customization (personalization) of promotional messages aimed at numerous consumers,**
- **The exchange between companies and consumers is more interactive and faster,**
- **It is faster and easier to collect information about consumers,**
- **Given that virtual competition eliminates advantages in terms of space (distance) and location,**
- **The way consumers communicate with each other has changed drastically.**

Digital media allow adaptation of advertisements in real time, they represent a dynamic adjustment of messages to the target group. ^[19] Thanks to new media, consumers themselves become authors and distributors of content, exchange advice, comment and more. According to certain researches, more than 90% of consumers read online reviews, before deciding to buy, they mostly use the companies' home pages and their social networks.^[19]

2. Acceptance and adoption of the internet media of direct marketing as a marketing innovation in the Republic of North Macedonia

The adoption and acceptance of internet marketing by the consumers of the Republic of North Macedonia, as a type of innovation in marketing, both in terms of the way of communication between consumers and sellers, as well as in terms of modern ways of buying, with special emphasis on dental materials and equipment, it is precisely presented in this paper, for the needs of which several analyzes have been made and will be presented in the following. What is particularly important for Macedonian consumers is for them to gain knowledge about how much they practice direct marketing in terms of information about certain products, campaigns of certain companies, and the realization of an order for certain products or services. All the data on how much Macedonian buyers use and apply the tools of direct marketing can best be determined through research conducted by companies that serve the Macedonian market, which research is focused on the marketing innovations that consumers seek and need and the same show great universality in their application.

In order to obtain adequate knowledge, consumers are divided into five categories according to age (keeping in mind the fact that the working population can directly use the Internet for both private and work purposes). In order to perceive the frequency of the use of the Internet as a medium of direct marketing, the Likert scale is used, thus obtaining data on the regression and correlation of the variables obtained from these data. [19] The use of social networks was also considered (Facebook, Instagram) and from them it can be determined that tests are very important and necessary for inclusion in the direct marketing strategies of Macedonian companies, regardless of the activity they are engaged in. What is especially important for the Macedonian nation as a user of direct marketing instruments is that they seek and want to be informed about rapid changes, they want to follow them and for them "fresh" - updated data is extremely important for defining adequate marketing effects .

3. Analysis of the effectiveness of direct marketing media on the sale of dental equipment

Dental - dental equipment, as part of a specific branch - medicine, includes a series of products: consumables, dental devices for wide application, but also dental units. In order to improve their services as much as possible and to get closer to the buyers, the companies engaged in this activity carry out various forms of sales and promotion of the products, starting from the regular sending of information about the seasonal actions to the addresses of the dental offices, advertising in professional magazines, organization of professional gatherings, participation in specialized fairs and congresses, up to a special telemarketing offer. Social media is also used, as one of the most important tools for promoting and getting closer to its customers, especially the Facebook web page is used, through which they approach their sales assortments, various information about actions, events and news related to their offers.

As the most gradual offer of products from this area are the following categories:

- a) **dental equipment,**
- b) **dental devices,**
- c) **dental equipment, and**
- d) **dental materials.**

A) Dental equipment []: this category includes dental units, dental radiology, implant instruments, sterilizers, saugers, compressors and therapeutic chairs. The group of dental units includes the so-called dental chairs:

Figure 1. KaVo ESTETICA E50 Life S



Source: Retrieved from <http://vik-dental.hr/>, [accessed, 10,23.2023],

B) Dental devices [19]: in the category of dental devices, polymerization lamps and Apex locators and Endo motors are included. There are three types of polymerization lamps and all types are intended for the polymerization of dental materials, Apex locators allow detailed locating of various dental problems and Endo motors allow using smart technology to precisely and reliably monitor the work of certain dental problems in patients .

C) Dental instruments[19]: this category of products has the widest range of reasons that includes: basic instruments, modeling instruments, forceps, surgical instruments, spoons for impressions, syringes, rubber dams, clamps, scissors and other dental instruments. The following are considered basic dental instruments: the holder for the dental mirror, the dental tweezers and the dental probe. The category of modeling instruments includes all instruments that are used for basic and composite modeling of dental materials that dentists work with in the treatment of certain problems in their patients. The Dental Pliers, Surgical Instruments, Impression Spoon, on the other hand, contains spoons for the upper and lower jaw with and without teeth, partial spoons and many others used in oral cosmetic surgery. Like the previous ones, all the others (syringes, rubber dams, clamps, scissors and other instruments) are widely used and come in different types, depending on their purpose and the needs of dentistry.

D) Dental materials [19]: materials for implantology and surgery, impression table, retraction, endodontics, disinfectants, restoratives, consumables and oral hygiene are covered.

The companies are not only distributors of dental equipment and materials, but also offer their clients-consumers a series of services such as: service and installation, regular maintenance of the equipment and of course replacement of parts of the equipment.

Something that these companies especially milk and pay a lot of attention to is education. Their goal is to provide a wide choice of education, which would help in the career development of all subjects on the one hand, and on the other hand, they will strengthen communication and contact with patients, which will contribute to alleviating the challenges faced by this daily occupation. As the most practiced educational tools, they use: scientific lectures by renowned experts, hands-on workshops, international symposia for dental medicine, webinars and the like.

Like any well-organized and modern company, companies from this business have their own privacy policy that defines the way they collect certain data about their customers, the way they share their information and how long they keep their information.

In terms of how they collect personal data and why, they have included comments, media, customer contact in the form of cookies and embedded content from other websites.

Regarding the way they share their information and how long they keep their information, comments and those data that are a field of interest are saved forever, users have the opportunity to change their comments, edit their data, they cannot change only their username, and website administrators can also view and edit that information. The comments of visitors to the website are used in order for the company to obtain necessary data on the behavior of consumers in the market and their affinities, needs, expectations.

Using the most up-to-date tools of direct marketing give companies a great competitive advantage, on the one hand, but also reliability and stability of the market segment they belong to, even helping them strengthen their image

Conclusion

In today's business conditions, which are characterized by an extremely high level of competitiveness in the market, companies that want to survive, but also grow and develop, regardless of their size and the activity they perform, must have in their focus consumers and their expectations, demands, needs and desires. But on the other hand, changes are also taking place in the market, which are imposed not only by changes in consumer behavior, but also by the movements made by the competition. What consumers today have easy access to the information they are interested in, are able to compare products from different manufacturers much more easily and choose those that provide them with the greatest use value (utility) for a certain price.

Mass communication reaches a wide range of audiences, some of which are not targeted audiences, while direct marketing targets target consumers with great precision. In relation to other instruments of marketing communications, direct marketing usually requires an immediate response, which means that the effectiveness of a larger number of companies can be measured quantitatively and evaluated. Direct marketing everywhere in the world is becoming an integral part of regular operations. This way of communication is not a short-term, but a long-term activity with the aim of developing permanent, direct relations with consumers in order to obtain loyal customers as a result, who are also the greatest value of a company. This type of

marketing is applicable in any organization regardless of its size, activity, number of buyers (size of market share) and other factors. From the aspect of marketing in the dental business, as well as its development, it is necessary to know the degree of acceptance of new knowledge and technologies in connection with the Internet media of direct marketing, so that they can be applied in direct communication with consumers. and to know if the effects can be achieved that justify the investments in the modern forms of this type of marketing.

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