



Ethical Generational Marketing Approach for Dental Patients

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ABSTRACT

Dental marketing is one of the most challenging fields of marketing in the health field, due to the combination of dentistry science and business administration. Dentists, despite their medical occupation, are the leaders of their business and to succeed, they should use ethical marketing strategies avoiding patient's deception. This narrative review analyses the current possible marketing strategies by identifying and exploiting existing opportunities; it also aims to demonstrate new approaches in dental marketing, which can be used to cope with the effects of the economic crisis, inflation, and after-Covid-19 market's competition. In addition, it mentions the marketing techniques and the ways to approach every specific generation of dental patients to get maximum results. Generational marketing is not considered a complete strategy, but it's relevant for marketers to understand their costumer's perspectives. At the stage of planning, dentists should take into consideration the characteristics of the target generation and integrate the relevant method of approach into their marketing strategy. According to the generation features, there are specific techniques of ethical and legal approach, that can be included in marketing strategy to maximize efficiency. Moreover, dentists should

never debase those characteristics, such as honesty and integrity, which are considered indisputable by people across all generations.

Keywords: dental marketing, online marketing, dental marketing strategies, social media marketing, generational marketing, dental branding, digital marketing, ethics, generation z, generation x, millennials, generations, dental practice, sustainability

INTRODUCTION

Marketing consists of the organized effort of a company or an organization to satisfy the needs and desires of their consumers. It involves advertising, selling, and delivering products or services to consumers or other businesses. A dentist is a freelancer, who to practice his profession in the best way possible, relies not only on his scientific knowledge, but also on his equipment and office design. However, in times of economic crisis, such as the post-covid 19 period, marketing must be taken into serious consideration for each dental practice for sustainability issues. The foundation for the right choice of the marketing technique that will bring the maximum results is detailed planning that has a multidimensional character. Planning involves defining the goals, setting the marketing budget, defining specific strategies and finally, monitoring and controlling the results. A marketing plan must be in accordance with the overall objectives that each dental practice wants to achieve. Further, branding is a management term, which is defined as the process of giving a meaning to a specific company by creating a unique name in the mind of consumers. At the dental marketing, branding consist of the same process, expect referring to patients not costumers. Nowadays, branding is a necessity, as “the word of mouth” technique has lost power due to digital marketing rise. Dentists should build a reputation through the internet, with positives reviews, which refer to a specific brand name, to generate and sustain their patient’s base.

In general, digital marketing refers to campaigns that appear on the internet, such as display ads, search engine marketing, paid social ads, online video, and social media posts. Nowadays, digital marketing dominates the marketing field and is expanding slowly but steadily within the dental field under the laws and restrictions proposed by dental associations all over the world [1]. Moreover, society is currently composed of six energetic generations that each one has specific features to be adapted at the techniques of marketing, to maximize efficiency. The dedication to the dental profession and values of ethical professionalism combined with the proper utilization of legal marketing techniques constitute the foundation of a thriving sustainable dental practice. In a world that is undergoing constant change and development, the dentist must be able to adapt, whilst never forgetting that the role of a doctor is a health profession, a serious career and not just a job.

In this paper, we will attempt to emphasize the necessity of dental marketing by analyzing its contents and suggest techniques and new methods based on the digital era we now live in. We will also discuss approaches accustomed to every specific generation of people who constitute our current pool of patients. Finally, we discuss ethical issues arising when addressing marketing issues in dentistry, due to the human and medical nature of the profession and the Code of Ethics of the profession.

MATERIALS AND METHODS

A broad-based literature search was conducted with the use of PubMed. Search items included “dental marketing”, “online marketing”, “dental marketing strategies”, “social media marketing”, “generational marketing”, “dental branding”, “digital marketing”, “ethics dental marketing”, “generation z”, “generation x”, “millennials”, “generations” and “dental practice”. Articles included were published until December of 2022. All studies were independently reviewed and were screened based on predefined eligibility criteria including scientific documentation of data presented. A pre-identified set of five key articles were used to generate relevant search terms and to test the effectiveness of the searches. For inclusion, studies had to relate to dentistry, dental management, dental marketing, and social media use. Studies meeting these criteria underwent full-text review.

PLANNING OF THE DENTAL MARKETING

The foundation for the right choice of the marketing technique that will bring the maximum results is detailed planning that has a multidimensional character. Planning involves defining the goals, setting the marketing budget, defining specific strategies and finally, monitoring and controlling the results. Based on these aspects of strategic planning, a marketing plan must be in accordance with the overall objectives that each dental practice wants to achieve.

In comparison to the adoption of a single marketing technique, the use of the “marketing mix” is a substantially more effective tool in the nowadays competitive dental market. The marketing mix is defined as the set of marketing tools that a company adopts to achieve the selected marketing strategy aiming at maximum results. The tools of the dental marketing mix are summarized as following:

1. **Service:** The dental office must provide comprehensive services related to the function, structure, and biology of the oral cavity, while satisfying the aesthetic requirements of the patient.
2. **Facilities:** The accessibility of the dental practice, as well as the decoration, the cleanliness, and the upgrading of the premises according to the present standards, predisposes the patients. In addition, the proper use of innovative dental equipment reduces working time and increases the efficiency of medical practice, resulting in patient satisfaction.
3. **Human Resources:** The doctor and paramedical staff interact with patients. As a result, intellectual skills such as empathy, active listening, kindness, collaboration, and professionalism, establish a relationship of trust between the practitioner and the patient, which is strengthened by the consultation and explanation of the treatment plan and the cost prior to the medical procedures.
4. **Time:** An important role in forming a positive opinion is played by shortening both the working time and waiting time, which is achieved through the proper coordination. The marketing tools contribute to the patient's satisfaction, contributing to the promotion of the traditional method of oral referral (“word of mouth” marketing) and recommendation, a rare but still relevant and timeless technique.
5. **Promotion:** The promotional tools are divided into internal and external marketing tools. The internal marketing tools are designed to improve the dental office: welcoming of the patient, existence of brochures explaining the provided services, website, follow-up telephone communication, and referral or re-examination approaching skills [2]. External marketing consists of marketing techniques such as branding and digital marketing.

DENTAL MARKETING TECHNIQUES

Dental Branding and Digital Marketing

Even though in the business world "branding" is as old as the therapeutic approach itself, in the private healthcare sector, it is either not very common or it is performed without realizing it. According to the American Marketing Association, branding is "a trademark, name, term, design, symbol, or any other characteristic that identifies a seller's good or service as distinct from those of other sellers." [3,4]. Promoting dental care services might be more challenging than promoting an actual product, because it is not visible or touchable. Therefore, successful branding will be a determinant factor in people's purchasing patterns, making the business stand out and have an edge over the competition [3]. Branding should reflect the dentist's values, integrity, and commitment to the profession, to be imprinted in people's minds. It is essential for the dental businesses to stay in sync with the digital era that we currently live in. In dentistry, "sensory dental branding" is currently trending as a new powerful and effective marketing technique. By using advertising posters, brochures, catchy logos, suitable interior design, non-verbal communication and the appropriate colors on the walls and clothing, the visual senses are stimulated. With pleasant room fragrances and our own scents; feelings of relaxation and intimacy can be aroused (smell stimulation). The choice of relaxing music in our practice (hearing stimulation) causes similar feelings. As for the taste, we can offer our patients non-sugar healthy treats. Finally, the materials and textures of the furniture, decoration, and a pleasant temperature, affect the sense of touch [4]. In Table 1, several up-to-date ideas are listed to enhance the digital branding of our dental practice [3].

Table 1. Methods of Digital Branding and their effectiveness

Methods of Digital Branding	Special features	How they affect the audience
Website	- Loading speed - Security via HTTPS over HTTP - Mobile-friendly browsing - SEO coding	48% of people listed the design of a website as the main factor in deciding about the credibility of a business. Once the page loads, users form an opinion in 0.05 seconds. If the website does not attract interest within 3 seconds of loading almost 50% will hit the return button. According to Google, 77% of smartphone owners have used them for health service searches in the last 6 months. 79% of them will revisit and/or share a mobile-friendly website.
Dental blog	- Providing advice and information - Writing articles for instruction on oral hygiene, modern trends e.g. teeth bleaching - One to two posts per month	A relationship of trust with patients can be established by the creation of a well-organized blog that includes innovative ideas which can correct various misconceptions (e.g. that if you are not in pain you don't need to go to the dentist). Elaborate on a trend (e.g. cosmetic dentistry and especially teeth whitening are current issues that patients are interested in) and help create healthy habits. People are always looking for easy ways to be healthy, searches for the "best toothbrush" have increased over 100% in the last two years.

Dental application	• Option to make an immediate appointment. • Push notifications to remind you of the appointment. • Electronic payment for dental procedures • Chat to ask questions	Patients tend to perceive the dentist as a trustworthy professional and modern practitioner. Patients also prefer convenient and quick ways to make appointments or payments online.
Online reviews	• A very good website • Website appears on top in search engines through active social media presence, use of the My Business page, use of Search Engine Optimization (SEO), use of Paid Search Marketing (payment is made by every click on our website) and other paid search programs such as Google Adwords or Facebook Ads	88% of consumers trust online reviews as much as a personal recommendation. A survey by Klein & Partners revealed that 11% of visitors to a healthcare service claim that their experience on the site created new, negative feelings about that structure and that a single bad experience on a website makes users 88% less likely to visit the site again.
Social media	• Posts featuring some of the activities the team does apart from dental practice or more personal moments at work. • Humorous posts • Regular posts to provide information	Nearly everybody has at least one social networking profile. A strong social media presence can create a more personal relationship between the dentist and patients, and even patients with phobias about the dentist seeing a more "human" image of the doctor can create a more friendly environment in their minds.
Dental videos	• Create a profile on YouTube. • Create informative videos for the most common questions about dental problems	Videos receive 41% higher click ratio compared to plain text posts. It is a great way to approach new patients and maintain loyal the old patients since videos make up 62% of all Google searches worldwide.
Online Press Releases	• Providing information in a formal style	By providing the material that the dentist wants to promote to all websites, he automatically distributes his business information widely. In this way other blogs, newspapers etc. can republish the material and automatically advertise the business.
Email marketing	• Sending informative emails about oral health, reviews of products for dental health, new technologies used in the practice. • Sending reminders of dental appointments • Patient lists (existing and potential) for personalized care.	Checking emails is the first thing 66% of people do immediately after waking up, so it makes sense that over 90% of adults seek better email communication from their doctor.

Communication as a Marketing Tool for Reaching Reluctant Patients

There is a wide variety of factors that influence the behavior of reluctant and hesitant patients. Via the use of theoretical behavioral models of marketing techniques, major issues can be acknowledged and resolved. Dentists should consider their communication skills as part of an overall management strategy, recognizing the different behavioral processes of their patients. Therefore, to ensure that the communication practices are effective, dentists should follow a systematic planned approach, which is discussed in Table 2. [2,3]

Table 2. Communication strategies and how they affect reluctant patients

Communication strategies	How reluctant patients are affected
Careful evaluation of current letters, brochures, Yellow Pages ads, office brochures, business cards and promotional materials to determine key objectives.	Providing a friendly and convenient dental care that will help reduce the patient's anxiety and fear of the unknown.
Business cards that include logo, emergency phone number, opening hours, any special services and the names of the reception staff and the dentist, depending on who responds to the phone.	Present a friendly message and convey information that patients (particularly reluctant ones) tend to demand to minimize the risk of uncertainty.
Sending emails in a friendly tone after the initial visit, as well as after their review, thanking them and pointing out anything else we deem necessary.	Communication becomes more personal and friendly, while avoiding an impersonal tone.
Verbal communication is one of the most powerful internal marketing tools available. Front desk staff should be encouraged and add their personal touch when dealing with a patient.	The patient feels more comfortable, more relaxed and reassured.

Photography

Nowadays, numerous reasons exist for using photography in the field of dentistry. The primary purpose is the accurate documentation of the clinical findings. In addition, photographs are used for legal documentation, publications, education, communication with colleagues and technicians, and finally in internal and external marketing. The power of photography in online branding media tools that are mentioned in Table 1 (social media, emails etc.) is undeniable. The selection of the images in the brochures or those displayed on screens within the office, can include photos of the entire dental team, the outside view of the dental practice, the reception area and the clinic, with the prerequisite of always including a smiling member of the dental staff, instead of an empty room, which is perceived as isolated and cold. Using "before" and "after" clinical pictures or photographic sequences of a treatment such as crowns, restorations and implants can be beneficial. If clinical images are provided, it is essential to avoid images that are disturbing to a patient, such as photographs of surgery, inflammation, or bleeding. [5]

Discount Offers

A typical marketing practice is to offer discounts or certain free services to attract a constant influx of new patients. Such a policy could be used both to potential and regular patients. For a dentist to differentiate him/herself among other practitioners, it is quite reasonable to think that by offering a simple discount, a patient - who has a list of dentists offering similar services

- will select his or her practice [6]. Prospective patients would possibly enjoy the thought of receiving a cheaper service, but this might create the perception that there is an inability to attract new patients to the practice. Patients who make their health decisions based on how cheap a service might be, are causing trouble throughout the process of their treatment. An initial discount of even 50%, to potential patients who are in search of a dentist for their first consultation, a scaling, or a discussion of any issues they may be experiencing, is acceptable if they contribute to showing to these prospective patients the quality of our service. Regarding regular patients, providing a discount as a form of “reward”, could be a wonderful opportunity to the doctor for developing a strong relationship with them and may encourage them to recommend the dentist to their friends and family. Frequently, a dentist can partially reduce the service cost, due to the reduced time needed for its completion. This discount is a wonderful opportunity for developing a strong relationship with patients because they will be grateful and feel that they have been treated fairly [7,8].

GENERATIONS AND DENTAL MARKETING

The modern society is composed of a mixture of people, who can be categorized into generations according to the periods of time in which they were born and the perceptions that existed during their socialization and character formation (Fig.1).

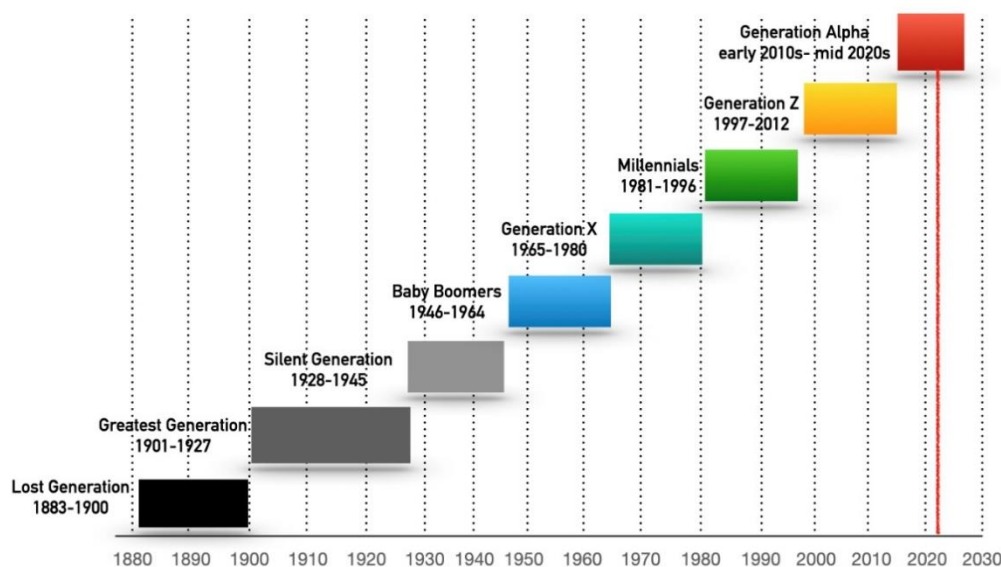


Fig.1. Timeframe of current generations

This categorization is helpful for the segmentation of the market and the selection of the most effective marketing technique for approaching either a specific target group or different target groups. It is noted that the categorization refers to general characteristics of each generation, without diminishing the individual's personality and his/her deviation from the characteristics of his/her generation. Even though the various methods that are used for approaching each generation differ from one another, they all have in common the credibility of the medical profession and the avoidance of misleading patients. The generations that constitute today's society vary mainly in their use of technology, with the millennials and Generation Z (Gen Z)

being more frequent users of the internet and showing greater interest in technological innovations. Each generation uses different online platforms, each dealing with different content, which is a major factor that should be considered when planning marketing techniques; all these are mentioned in Table 3. [9-13]

Table 3. Generations' categorization, characteristics of each generation and approaching methods

Generations	Silent	Baby Boomer	Generation X	Millenials	Generation Z	Generation A
Time Period	1928-1945	1946-1964	1965-1977	1977-1994	1994 – 2010	Mid 2010-mid 2020
Perceptions	• WWII • McCarthy era • Red scare • Great Depression • Space Age • Civil rights movement	• Vietnam War • "HIPPIE" culture • Rock n' roll era • Movements for human rights and women's rights	• Explosion of the Space Shuttle Challenger • Fall of the Berlin Wall • AIDS outbreak • Cable television • Beginning of the internet and advanced technology	• Financial crisis • Internet • Growth of mobile phones, social media, Google	• Tablet devices and smartphone • Personalization of social media • Development of various mobile applications • Coronavirus pandemic	• Ipad • Instagram • Siri, Alexa • AI technology • Pandemic Covid-19
Characteristics	• Thrifty • Respectful • Loyal to their careers, beliefs, families • Determined	• Workaholics • Loyal to professional ethics • Innovative	• Independent • Seeking Opportunities	• Self-confident • Positively valuing diversity and contribution to society • Teamwork • Engaging with technology and the Internet	• Optimistic • Alternative • Interested in the environment. • Dependent on technology • Looking for alternative ways of education	• The most educated • Seamless intergration of technology • Personalized learning • Not following the rules • Unpredictable • Preferring technology over humans • Living in the moment • Funky

Expression of Characteristics	Because they are looking for stability, is more likely to be loyal to businesses which affiliate with. They prefer services and products that help them in everyday life. They like to develop relations of trust and respect.	Post-war times of economic growth made this generation spend their time seeking opportunities to develop their careers, therefore they have the most purchasing power, nowadays. They have spent a large part of their life without the internet, but they are adapted, resulting in using social media, mobile. They seek for good deals and stay loyal to brands, that satisfied them.	They are skeptical of spending money on brands that do not represent value-to-money. Their resistance to innovation is due to their preference to stick with what they know. They are most responsive to nostalgia and word of mouth and reviews from other users. They can use new technology.	They grow up with modern technology. Authentic brand messaging and supportive social and environmental cause's brands are their choices. They respond better to the word-of-mouth marketing. They prefer more value for money services than discounts.	The generation who seeks financial stability due to the stress they experience surrounding personal debt. They considered technologically advanced and that leads to the fact that digital marketing is the most effective way to approach them. Despite to others generation, Gen Z are less likely to sign up for loyalty programs, because their priority is to save money.	Generation A is considered to be the most educated generation in history. Growing up with technology in every aspect of their life could lead to shorter attention spans and delayed social development. Gen A is reputed to be the generation of thinking out of the box.
Internet Platforms (Usa)	Facebook	56% Facebook 10% Twitter 21% LinkedIn 17% Pinterest 6% Instagram	63% Facebook 30% LinkedIn 12% Twitter, Instagram 11% Pinterest	73% Facebook 31% LinkedIn 28% Pinterest 25% Twitter, Instagram, Tik Tok	83% Facebook 60% Tik Tok 53% Instagram 37% Twitter 37% Pinterest 23% LinkedIn	YouTube Instagram Tik Tok
Methods of Approach	I. Prove to them that your work is worth their time and their money. II. Remind them that they still have a lot of years to live. III. Develop a relationship of respect. IV. Prioritize direct mail over digital marketing.	I. Develop a relationship of trust. II. High quality dental treatment. III. Active on the platform they use	I. Investing in security and peace of mind II. Authenticity III. Active on the platform they use. IV. Use of traditional ways of advertising	I. Presenting cases via Facebook II. Facilitate communication online. III. Electronic appointment scheduling IV. Upgrading the practice website V. Flexible payment options	I. Approach at an early age II. Active presence in social media III. Electronic marketing appointment scheduling IV. Use of new technology in the practice V. Flexibility and transparency	I. Preference in purchasing products used by their favorite Instagram or YouTube influencer. II. Buying products, which seem to be cool at social media.

Marketing Strategies	Traditional marketing such as TV, print, radio and postcards, newsletters, and fliers.	Traditional marketing. Digital marketing: simple campaigns on the platform that are more active and email campaigns.	Traditional marketing, such as word of mouth and offers. Digital marketing: social media and email.	Digital marketing: social media marketing based on either influencers or interesting and individualized content.	Digital marketing: social media marketing based on influencers. A site that gathers many good reviews. Videos on Tik Tok, snapchat and YouTube.	Digital marketing: Social media campaigns, including videos on Tik Tok snapchat, YouTube and Instagram.
Most Responsive To	Message that contains simple and interesting content, which appeals to their generation.	Service, which is user friendly. They place a premium on simple content messages and prefer customer service.	Digital marketing, either email or social media campaigns with honest and simple messages.	Digital marketing, such as good reviews and social media campaigns. They prefer services that worth their time and money.	Short video contains hands-on reviews by their favorite influencers. Application that makes their life easier.	Influencer marketing and social media campaigns, such as short video on Tik Tok.

Silent Generation

The generation that seek for trust, respect and proven value and worth. The vast majority do not use internet and prefer face-to-face settings. It is suggested to target them with traditional marketing tools, without excluding digital marketing at Facebook, because some of them use it. Invest in simple printed information and develop a relationship of trust and respect. Embrace their years of experience in life and be honest with them, as they are the generation which respect and value relationships with those, they do business with.

Baby Boomers

They have spent a large part of their life without the internet, but they have adapted. It is more likely to use laptops and mobile phones and their preferable media platform is Facebook. Digital marketing on Facebook is an option for dentists, who target baby boomers. They prefer comprehensive content, which can be leveraged by dental practices by posting a comprehensive blog post, an informative video, or an easily shareable image most likely on Facebook. Boomers take a large share of the disposable income, but they must be convinced of the value of the dental service they are purchasing. In the contrary, they are less likely to make decisions based only on cost than younger generations. You should use positive words and logical language to acknowledge their challenges and provide some answers instead of scare tactics which do not affect them at all. They tend to build relationships based on trust and they stay loyal to their chosen health care provider, so you must be extremely specific and do not give them false promises. Finally, we should take into consideration that targeting boomers does not mean that your practice is senior-centered, because they are the parents and grandparents, and in some cases directly responsible for making dental care decisions for others under their care, so they can influence their decisions [11,14,15].

Generation X

The generation of Baby Boomers and Millennials, should not be underestimated, as they are more possible to support both their parents and their children financially. Gen Xers is a bridge

between two noisy goliaths. They are the generation of intelligence, skepticism, self-reliance, and self-confidence, which makes them the ones that do not care about others' opinions. Moreover, they gather features from both generations, and this makes traditional and digital marketing successful options. As far as technology is concerned, they use all the devices and they are more active on Facebook and to some extent at Instagram, but they prefer email communication. Gen Xers liked to save money and receive awards for purchases they make, so dental practices should consider this behavior and appeal to this generation with rewards to keep them loyal. In your marketing plan, you can relate to Gen Xers by acknowledging their challenges, emphasizing security, and assuring them that your dental practice can be reliable by presenting real-life reviews and customer stories [12,16,17].

Millennials

On the contrary with previous generations, Millennials grew up in technology's rise and that makes them considered tech-savvy. They use social media, literate, for everything, from communication to solicit health care recommendations. Their priorities are their careers their appearance, and because they are mostly the people who will attend to dentists when they have toothache, is important to associate healthy smile with both career and appearance, by creating a social media campaign, showing millennials all the data that will highlight the link between bad oral hygiene and career opportunities. One way of approach is to make the communication via internet, by scheduling their appointment online, checking their next visit and asking questions without having to postpone anything else in their lives. This age group seek for communication and technology updates, so to establish the relationship of dentist and regular patients you should create a constant communication by sending them surveys via email after their visits, and encouraging them to rate their experiences, offering the opportunity to address the specified problems before they turn into negative online reviews which can affect young adults' decisions. Consider in mind that, building strong relationships with this target group of young adults now while their oral hygiene is still in good condition and their careers are at the beginning, is important for establishing long-term relationships [9,14,18].

Generation Z

Generation Z was born in technological advances; they are unfamiliar with a life without social media. They are the most educated age group between the previous and seeking alternatives ways. Gen Z is concerned about global warming and environmentally friendly practices. They adopt a healthier lifestyle earlier on in their life. It is important to approach them early to make a connection with them. Convenience and the internet play an important role in post-Millennials life, so if the dentists can offer an initial online consultation before meeting in person could soothe possible anxieties about the dental practice. Moreover, Gen Z values the use of new technologies, so new dental techniques, as well as updated dental equipment appeals to them. Finally, digital marketing on social media should be the first option in marketing strategies. [10,13,18-20].

Generation A

Gen A is the age group born entirely in the 21ST Century, which means growing up with AI technology as their assistant and experiencing virtual reality such as "meta" universe. They are not advanced, as far as technology is concerned, they are technology itself. According to Mark McCrindle, a social researcher from Australia, Generation Alpha will most likely delay standard life markers such as marriage, childbirth, and retirements, as did the previous generations. It is

supposed that it will be the generation who could live longer and have smaller families. They will be considered the most educated generation in history, due to the plethora of information and scientific innovation in their growing era. They are characterized by personalized learning, as they have immediate access to the internet, underestimating old models of learning obsolete. They are supposed to be the anti-sharing generation and have low social skills, such as interactive communication, due to social media communication. They are more likely to reciprocate better in influencer and social marketing than traditional marketing. In conclusion, it is mentioned that, right now generation A includes kids and it's impossible to draw accurate conclusion about them. Over the years, and when they reach their adulthood, it could be more efficient to seek marketing approaches, which appeal to them [21,26-31].

DISCUSSION

The Greek philosopher Aristotle, born in 384 BC, is considered as 'the father of Western philosophy' and has affected modern marketing strategies by contributing useful insights into persuasion. According to Aristotle, using 'ethos', 'pathos' and 'logos', you can reinforce persuasion, which is essential for any results-based marketing campaign. The word 'ethic' is derived from the Greek word Ethos; it transmits credibility and authenticity for your service and can be created by using tactics such as articles, success stories, case studies, testimonials, personal videos, resumes and more. Pathos is the Greek word for 'experience' which includes strong emotions that can appeal to a person's value system inspiring them to act, such as purchasing your services. Persuasive messaging and visuals can make people feel like they need to schedule a dental appointment. Logos is the root for the word 'logic' and applies to the analytical decision-making process through reason. From the three basic ways to persuade your audience, according to Aristotle, "logos" is the only one based on facts, numbers, and evidence. You can create Logos by using historical or service-based data that are true and credible.

In the dental field, the "logos" dimension of the sales process addresses the financial impact of purchasing dental services by demonstrating a financially strong business from which patients would trust buying services. At this point though there are two traps that should be considered in dental marketing. The first one is using false information and mislead potential patients to buy services or to remain loyal to the office after choosing the business [23]. One consideration regarding marketing strategies to motivate a practice's regular patients to return for their scheduled appointments, is that an important part of the practice of dentistry involves educating the patients, so that they are regularly reminded of the need to attend their scheduled appointments. As Lantz and Foy noted, dentists have an ethical obligation to include an evidence-based approach when making treatment recommendations [6]. In Section 5 of the American Dental Association Principles of Ethics and Code of Professional Conduct (ADA Code), the Principle of Truth is stated, "the dentist has a duty to communicate honestly"[22]. The second and more common trap is having strong Ethos and Pathos, and not building Logos at all which could lead potential patients not choosing you, because you cannot justify the investment, they are willing to make without the Logos part.

The above three basic dimensions of persuasion are widely known, but there is also one final not widely known component, according to Aristotle, which is Kairos, indicating the "Right Time to Take Action". Kairos is about the timing for making an investment decision and can be used by creating a sense of necessity to buy your service now [23]. In this point it is important

to consider that all the dimensions of persuasion do not apply equally to all offerings nor to all patients [35-37]. A low-priced offer with almost no need of investment from your customers, needs less Logos; on the contrary, a vast investment requires both Ethos and Logos. Even though Pathos is almost always a factor of persuasion because nobody wants to buy from someone they do not like or trust, in the end it doesn't really matter how much they like you; if the customers cannot justify their investment to you, they won't proceed. It is then obvious that practical tips and marketing methods can be incorporated in dental branding and marketing as the market rules are changing in our VUCA world based on Volatility, Uncertainty, Complexity, and Ambiguity. To correspond to these challenges we should use values, vision, understanding clarity and agility in our marketing decisions [24].

Regardless of the inter-generational differences, brands can profit from the similarities of each generation. Although dentists might not use identical channels or messages, their strategies could follow similar ethical approaches. [34,35]. "Honesty" and "Integrity" are traits that patients seek from the brands regardless of their generation. Relevant articles reveal that most of the approaches lack in "Logos" and "Kairos". Thus, for dental marketing to be ethical, reasonable, and effective it should be focused on these two factors [25].

It is important to mention that although each generation tends to prefer customized communication and experiences, from the brands with which they are associated with, "email" is a channel applicable to every generation. In addition, "data aggregation tools" for data collection, analysis and experimentation and "technology" for the optimization of patient touchpoints, are also two major types of tools that dentists could utilize regardless of the patient's age. [32,33]. This analysis has demonstrated that despite the differences in generational dental marketing, similarities are also existent. There are some basic ethical marketing rules applied to almost all dental patients, such as knowing the audience, highlighting the value proposition of the practitioner, staying focused on specific goals and objectives, utilizing short term plays, duplicating what works, understanding the power of current customers, identifying the ideal patient, using free promotional tools permitted by the dental professional associations, developing a website to establish the online presence of the dental practice, considering writing blogs or videos to attract potential customers to the website, promoting on social media through social events and environmental activities, investing in advertising when it is legal and possible, ensuring that the information of online prospects are captured, using email marketing to nurture prospective patients, managing relationships with colleagues and neighbors and finally, relying on word of mouth as a promotion campaign [35-37].

As we conclude, we should bear in mind the importance of compliance with the law regarding dental marketing and the avoidance of using unfair means; a sufficient and necessary condition to avoid legal issues. The significance of this issue is illustrated by the case of a dentist practicing in Belgium, who was prosecuted for violating the national legislation, that prohibits any advertising for oral and dental care services. The decision of the EU case C-339/15 according to the article 26 addressed on 4th May 2017 was condemning the dentist for undertaking marketing actions against the Belgian law. In short, he had installed an advertising sign with three printed sides on which his name, dental status, website address and telephone number were displayed. According to law only one sign is permitted, and the displayed information must be the name, title, opening hours, name of the practice and specialization of the

practitioner. In addition, he had published advertisements of his practice in the local newspapers and created a website intended to inform patients about various types of treatment, with the latter being regarded as a means of influencing patients in other EU member states. The court ruled that all advertising of oral health and dental care services are generally prohibited and specific discretionary requirements regarding the signs of the dental clinic, were set [39]. In short, all EU country members have specific laws that correspond to the ethical professional dental code applied in the specific country. With the eyes in the digital future of the market, administrative bodies should though re-examine modern and ethical ways to promote dental services from professionals for the benefit of the community's oral health status and sustainability of the profession. Equality and justice in dental marketing and branding development and tools should be a fair play, served by all dentists.

CONCLUSIONS

The effectiveness of dental marketing is based on the accurate education of dentists about the strategies of dental marketing. The proper design of the marketing strategy, combined with its evaluation, establishes the foundation of its success. Nowadays, as digital marketing has established itself in the global market, dentists will have to embrace the change, while honoring the medical nature of the profession. However, it should be highlighted that in the marketing field, the approach should differ regarding the target group. Generational dental marketing is the new incomer for dental offices to being successful.

Millennials have been ferociously at the center of branding and marketing conversations over the last few years. Marketers keep talking about them often with misguided and unfounded generalizations. This generation of over 70 million individuals is projected to overtake baby boomers in size and are different in their attitudes and behaviors. Generation X has essentially fallen off the radar among marketers; yet this generation amongst baby boomers are the most financially stable individuals who can maintain our dental offices for many years. Finally, younger generations such as Gen Z are the future of our offices, and we should ensure that we take into consideration their needs and their problems. We should also show them that we care so we can build a strong, long relationship that will guarantee our future growth. Gen A born entirely in the 21st century, the era of technological innovation, will be consistent with a large part of the community in the future and future patients, so it is important to study their characteristics and adapt the marketing strategies accordingly. Virtues, such as honesty and integrity appeal to every generation, despite their differences, and they are the cornerstone for developing strong relationship of trust among patient and dentist. A successful marketing strategy will bring new patients to the office, but dentist's ethics, scientific knowledge and the respect of each personality will establish a long-term success. Dentists should bear in mind that patients are not consumers, but people seeking the right treatment at the right time. Ethical dental marketing should give prominence to real skills and services by promoting only the necessary procedures and keeping the equilibrium between profit for sustainability and happiness from treating patients right and fair.

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