

January 30, 2020

- The COC has implemented some new strategies to get the word out about orthodontic specialists
- One of the new programs is a KEY Influencer campaign, it's doing fantastic!
- End of 2019 recap of ads placed and the results of the campaigns:
  - 1.2 billion+ impressions
  - 5.9 million site visitors
  - 1 million views of Locator (up 324% YOY)
    - Form submissions up 183% YOY
  - Top performing assets
    - Webpage: Consumer Alert "Questions To Consider" – 2.2 million views
    - Some of the specific Ads and the attention they have garnered:
      1. Below the Surface video – 1.29 million referrals
      2. That Feeling When You Show Off Your New Smile – 920k referrals
      3. That Feeling When You Rock Your Ortho Appointment – 400k referrals
      4. 4 ways your smile changes as you age – 352k referrals
      5. Parent's Guide to Orthodontics – 290k referrals

For 2020 look for more information out about the anti-bullying campaign, when and how to promote that through your own practices on Facebook or through other social media posts

COC is working on new creative videos for ads to be placed throughout the year. Focus will remain on the benefits of choosing a specialist, Don't DIY, and focusing on parenting related orthodontic issues.

The success of Ad's that have run over the last two years, has increased web traffic to the AAO website, and generated lots of traffic for the blog posts found there. This traffic leads to increased relevancy of AAO content in google search results, and has resulted in (non paid) increase in visibility on the web when people search for orthodontic related terms!

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