

August 11, 2021

My current COC assignment is working on the member marketing subcommittee. This subcommittee has been meeting monthly and reviews AAO email and bulletin communications. The group evaluates how many members are accessing information and what type of information is garnering interest. We use metrics gathered when the emails are opened and when links are clicked from those emails to collect hard data that can guide us toward what interests our members the most. The work of the member marketing subcommittee is focused on finding ways to delight our members and to ensure member retention. On a high note, this year has been a great year for membership renewals, and members are responding to the communications sent out about renewing membership at a very high rate ranging from about 90% to 96% depending on the demographic of which group is being evaluated.

The following is an update forwarded to you from AAO Manager, Digital Marketing Almira Schult:

AAO CAP Makes Strides with Reduced Budget

In 2020, the House of Delegates voted to reduce the AAO member Consumer Awareness Program (CAP) assessment from \$600 to \$300 to provide relief from the effect of pandemic-related office closures. Nonetheless, the AAO continued to show strong results in consumer awareness, powered by award-winning campaigns and innovative concepts.

In total, the CAP drove over 4.8 million visitors to the consumer website and 2.2 million views of the Find an Orthodontist Locator – a 150% increase year-over-year – in fiscal year 2020-2021.

In 2020-21, the AAO also unveiled several consumer campaigns that garnered attention from marketing professionals around the United States. From being featured in AdWeek, calling the AAO's Happy Mouth Now campaign our "most significant foray into content marketing" to taking home two Gold ADDYs for Branded Entertainment at the American Advertising Awards in St. Louis.

As you may know, AAO members have full access to the AAO's digital library for use in your own practice. Member practices can download and customize these materials for your own practice, and share them in posts, ads, and more. **Access materials, view state-by-state CAP statistics, and learn more at aaoinfo.org/CAP.**

COC Remains Busy Spreading the AAO Message

COC continues its work of ensuring members are well-informed. The weekly AAO member eBulletins reach thousands of members each week with updates on advocacy, consumer awareness, education, practice management, and more. Last year's eBulletin redesign has allowed the AAO to increase the content and relevance of the weekly messages, and the results speak for themselves.

In complement with the redesign, member recruitment and resubscribe campaigns, the AAO has brought thousands of members back to AAO communications over the past 12 months with nearly 16,000 subscribers. Email analytics indicate that a majority of AAO members (65%) regularly view these messages, and member engagement with advocacy initiatives, news items and AAO education resources

have consistently grown over the past 18 months. Average email open rates range from 38-42%, and click rates often reach as high as 15-20%.

AAOTV is now available to all AAO members for use in their practices with entertaining, engaging, and award-winning orthodontic content. The AAO also has hundreds of members opted into a voluntary SMS text messaging service for breaking news, time sensitive updates, and event engagement. Lastly, COC has already begun work for this year's Anti-Bullying public relations initiative, set for October.

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