



AAO Council on Communications
Dr. Jashleen K. Bedi

April 25, 2023

**COC Summary For Constituent Reports –
March 2023**

The COC met in-person in St. Louis February 3-4, 2023. The following is an update of COC activities:

Consumer Awareness Program (CAP)

The AAO CAP is the only mass campaign promoting orthodontic treatment by an orthodontist. The CAP is digitally focused, demographically targeted (women aged 30-45 and women aged 30-45 with kids) and behaviorally targeted digital ads (targeting individuals who are actively searching for health and wellness topics, including orthodontic treatment). The objective of the CAP is to educate the public by driving them to the AAO consumer website.

FY22-23 Performance, through January 2023

- The AAO Consumer Awareness Program (CAP) tested new digital outreach channels, including programmatic OTT/TV (any direct-to-consumer video content platform offering content customers to stream on-demand, such as Netflix, Disney+, Hulu, etc.) and programmatic digital content (automated technology is used for digital media buying, as opposed to traditional (often manual) buying methods. Programmatic media buying employs data insights and algorithms to deliver ads to users) were tested September – December 2022. While the test generated impressions, the cost per click on average was \$29.84, or 456% higher than our proven campaigns, which had an average cost per click of \$5.37. Considering these results, if these strategies continued the CAP would drive fewer potential patients to the consumer website than last year. Therefore, this campaign was paused at the end of December and will not continue to drive increased efficiency, effectiveness, and consistency with our buys.
- The CAP will continue to use Facebook, YouTube, Instagram, paid search, and paid digital ads moving forward. These historically have been strong performing channels.
- For the fiscal year, from June 2022 – January 2023, we have generated:
 - Nearly 3 million users to the AAO consumer website
 - 226 million digital ad impressions
 - 4.4 million ad clicks
 - 68 million video views
- Content being delivered on these digital platforms include videos from two popular AAO series that launched with large-scale views and engagement on Facebook and YouTube during the past two years, “The Precocious Kid” and “The Almost Right Person.”

New Digital Strategists

A digital marketing agency was hired in January. After receiving multiple proposals, we selected Steady Rain. In just a few short weeks, we have already seen improvements in our metrics, including an increase in the number of visitors to the consumer site by 35%, a decrease in media spend by 16%, the cost of driving a user to the website is down by 57%, and pageviews were up nearly 97% from December alone. Proper oversight is in place with AAO Staff monitoring them Weekly with monthly reports to COC.

Consumer Website

- The new consumer website launched in January 2023 with a refreshed look and enhanced user experience and is optimized for search engines to drive organic traffic. Work is ongoing to ensure that the website is optimized for appropriate keywords and the AAO team, along with COC will be developing additional content to drive more organic traffic.

New CAP Campaign Coming in April

- A new campaign is currently in development and is scheduled to be launched in April 2023. The overall goals of the campaign will be educating and informing consumers, dispelling myths, answer relevant consumer questions, and provide straight talk about orthodontics. The assets are being developed for a new creative approach emphasizing “bite-sized or snackable” content that is short-form and easy to consume to be distributed through Facebook, Instagram and Tik Tok (a new channel for CAP).

Bullying Bites

- In honor of National Orthodontic Health Month and World Bullying prevention month, the AAO has continued its partnership with Stand for the Silent, an organization that helps raise empathetic awareness through education and understanding.
- AAO members and office teams are encouraged to spread the word through social media and at their offices using #BullyingBites. This past year we had over 200 member offices participate.
- Patients are asked to sign a pledge card to take a stand against bullying. They too are encouraged to share on social media. In the month of October alone, we saw over 56 thousand social media impressions on our Bullying Bites social posts.
- Plus, on October 19th we celebrated Unity Day together, which is the signature event of Bullying Prevention Month. Members and their teams were encouraged to wear orange to unite for kindness, acceptance, and inclusion.
- This fiscal year, the AAO has made a variety of resources available to members to utilize in their practices. Bullying Bites promotional kits were delivered to nearly 200 practices, based on orders. The kits included 3 posters, 2 easel back counter cards, 500 pledge forms and 500 stickers. Bullying Bites 2022 was supported by ebulletins, a social media campaign and downloadable content for members. This year’s campaign was seen as a major improvement over prior years and the October 2023 program we will be generating greater awareness of the program and getting more member offices involved.

Member Marketing

The AAO Board of Trustees identified Member-Centric Marketing and Communications as one of three objectives the AAO should prioritize.

In Fall 2022, the AAO surveyed members to determine what tools we should use to communicate with members and see where members currently see news about the AAO. Members use the weekly eBulletin, single-topic emails, and the PMB as their current resources for AAO news and would also like to see AAO news provided through social media, a new member app, and texting. The results are being used to inform prioritization of channels.

Below are updates on our marketing efforts being employed:

- eBulletin: We are optimizing content in the eBulletin by doing deep dives into analytics and reviewing the layout for improved member experience.

- Social Media: A new strategy was launched in January 2023 to increase the frequency of posts across our AAO-owned channels (Facebook, LinkedIn, Twitter, Instagram). Posts will primarily focus on member information but will also include consumer-focused content.
- SMS Texting: We have ~2,600 people opted in to receive texts from the AAO, and are continuing to find ways to increase opt-ins while finalizing our strategy for the texting program (frequency, content, etc.)
- Member app: The marketing team is working with our VP of Strategy and Innovation on exploring the potential of a new AAO app.
- Member Influencers: Members are being identified now, and a member influencer program will launch later in FY24 to help bring authenticity to AAO communications and expand our reach.
- Member Website: Content audit will be performed starting late FY23, to be completed in FY24, to ensure that AAO member website content is useful, current, and searchable.

Respectfully submitted,

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