



AAO Council on Communications
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The COC met virtually both in April and June 2023. The following is an update on COC activities:

Consumer Awareness Program (CAP)

The AAO CAP is the largest 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 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.

FY23 Performance through the end of the fiscal year:

- For the fiscal year from June 2022 – May 2023, we have generated:
 - Over 6.1 million users to the AAO consumer website, representing an increase of 32% to our original fiscal year goal and actuals from fiscal year 2022!
 - 751 million digital ad impressions
 - 13.2 million ad clicks
- The CAP continues to leverage Facebook, YouTube, Instagram, paid search, and paid digital ads, which historically have been strong-performing channels.

Digital Strategy Agency

The digital marketing agency that came on board in January continues to exceed expectations. Their accomplishments since coming on board have included the following:

- 57.1% increase in average monthly users, as compared to previous months
- 79.2% increase in Q4 users, as compared to our Q4 fiscal year goal
- 32% increase in our full-year user total, as compared to the original goal

They continue to optimize our media spend and ensure we reach the right target audience on the right channel. Proper oversight is in place, with AAO Staff monitoring performance weekly and monthly reporting to COC.

New CAP Campaign Launched in April 2023

AAO began releasing new content as part of our Straight Talk campaign. The campaign's overall goals are to educate and inform consumers, dispel myths, answer relevant consumer questions, and provide straight talk about orthodontics. The assets are "bite-sized or snackable" content that is short-form and easy to consume to be distributed through Facebook, YouTube, and Instagram.

New Influencer Program Launched in May 2023

Continuing the influencer marketing strategy this year, the AAO partnered with the Holderness Family. They are internet personalities best known for their Facebook and YouTube channels with over 6 million followers, and their videos have over 1 billion views. The dad, Penn Sr., and the son, Penn Charles, are going through orthodontic treatment together, and they created a fun and engaging video and blog on the importance of seeing an orthodontist. The video launched in May 2023, and to date, we have seen nearly 1M impressions, 190K video views, and over 8K engagement actions. The AAO Staff will continue to promote the Holderness video and blog in social media channels, member emails, and paid social outreach.

Additional Promotions – Coming Soon

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. This organization 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.
- Patients are asked to sign a pledge card to take a stand against bullying, and they are encouraged to share on social media.
- In June 2023, the AAO will mail out Bullying Bites information kits to all member offices to help raise awareness of the program, create excitement, and encourage more offices to get involved.
- Members will have two options for implementing the Bullying Bites program in their offices.
 - They can purchase a complete kit (starting in July 2023) from the AAO Store, including pledge cards, patient stickers, and in-office signage.
 - They can download the Bullying Bites assets from the Member Website (starting July 2023) and have them printed locally. These assets will include pledge cards, stickers, in-office signage, and social media post copy and graphics.

Teenage Mutant Ninja Turtles Partnership

The AAO has partnered with Paramount Pictures and the Teenage Mutant Ninja Turtles: Mutant Mayhem for a summer of fun and a chance to spread the news about the importance of visiting an orthodontist. The movie will be released on August 2, 2023. In the film, Mikey has braces, and we will use various digital and printed tools to help promote braces care, AAO in general, and the movie launch. This promotion will run from June 25, 2023 – August 18, 2023.

- Digital assets will be available for you and your teams to use on the Practice Marketing Tools page on the Member Website. Add these to your website and social media channels, or print the digital assets with your local printer to use in your office.
- There will also be great opportunities for your patients to engage with the movie release, including a sweepstakes, a turtle quiz, and a braces care flyer featuring Mikey. These will be available on the consumer website starting on June 25th.

Member Marketing

The AAO Staff continues to look for opportunities to engage and delight our members through member-centric marketing and communications. Our goal is to increase engagement, attendance at AAO events, and awareness of our Consumer Awareness Program, Advocacy initiatives, and member benefits overall.

Recent Member Marketing and Communication efforts:

- eBulletin: While we consistently see above-average open rates (60-65%), we continue to work on increasing our click-through rates. In May 2023, we launched a new layout and refreshed look. This will help with member experience and provide the AAO staff with additional analytics to optimize future content based on member interest.
- Social Media: We are continuing the social media strategy 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 Influencers: Starting in June 2023, the AAO is launching a new member influencer program, the Member Minute. The goal is to leverage influential members in the AAO community to help build connections with other members and highlight AAO initiatives and benefits. Plus, we are asking these members to share on their social media, as well as within the private Facebook groups, to extend the reach of the AAO outside of our existing marketing channels.
- Member Website: Content audit started in June 2023, to be completed in FY24, to ensure that AAO member website content is valuable, current, and searchable.

Respectfully submitted,

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