



AAO Council on Communications
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COC Summary for Constituent Reports – Sept/Oct 2023

The COC meets regularly, every other month virtually. Our last in-person meeting was February 3-4, 2023, and we are meeting again on September 29-30, 2023.

Below are the Consumer Awareness Program & Member Marketing highlights for the full FY23 and Q1 FY24.

CONSUMER AWARENESS PROGRAM (CAP) UPDATES

The AAO CAP is the only mass campaign promoting orthodontic treatment by an orthodontist. The CAP is digitally focused; the objective of the CAP is to educate the public by driving them to the AAO consumer website.

FY22-23 Performance through the end of the fiscal year

- Over **6.1 million visits** to aaoinfo.org, a 32% increase over the fiscal year goal.
- More than **165 million video views**.
- Over **750 million digital media impressions**.
- Over **4 million visits to the "Find an Orthodontist" page**.

And we are starting FY24 in Q1 very strong:

- Driving over **2.5 million users** to the site so far this year. That's double the number of users from Q1 FY23 and 36% above our FY24 goal!
- **350 million ad impressions** this quarter
- **3.6 million ad clicks**

Below are some additional updates we've made within the CAP Program:

- **New Digital Strategists in FY23:** A digital marketing agency, Steady Rain, was hired in January 2023. Their work has contributed to significant improvements in our metrics, including an increase in the number of visitors to the consumer site by 32%, greater efficiency in media spend, and the cost of driving a user to the website down by 18%. Proper oversight is in place, with AAO Staff monitoring them weekly with ongoing reports to COC.
- **New Creative Launched in May 2023: Straight Talk**, our latest Creative Campaign, launched in May, and the momentum of this new creative has continued into the new fiscal year. The spots educate and inform consumers, dispel common myths, answer relevant consumer questions, and provide

straight talk about orthodontic treatment. The assets were developed in “bite-sized or snackable” sized content.

- The **AAO and the Holderness Family**, a well-known family of internet personalities with over 6 million subscribers on Facebook and YouTube, collaborated on a video and blog post about the importance of seeing an orthodontist. The video is a heartwarming and relatable portrayal of how braces can be a rite of passage for many teenagers and can help improve smiles, bites, and self-confidence. The video was posted on the Holderness Family's YouTube and Facebook channels and shared by the AAO on Instagram, Facebook, and Twitter. It was seen by over **1.2 users** and received over **250,000 views** with overwhelmingly positive feedback
- **AAO partnered with Paramount Pictures and the movie Teenage Mutant Ninja Turtles: Mutant Mayhem.** The AAO created various marketing resources for its member's offices and consumer engagement. These resources included posters, easel back signs, a life-size cutout of Michelangelo, and social media posts. The AAO also created a Braces 101 video and flyer featuring Michelangelo, a Which Turtle Are You Quiz, and Michelangelo took over the AAO's Instagram for an Ask Me Anything session. Our social media posts received a lot of engagement, with a **reach of over 23,000** and over **1,000 likes, comments, and shares**. The partnership helped to raise awareness about the importance of orthodontic treatment, and it made braces seem cool and approachable for kids
- **Bullying Bites is back:** For the fifth year, in honor of **National Orthodontic Health Month** in October, the AAO will observe **National Bullying Prevention Month**. To make it easy for you to join the **#bullyingbites** campaign, the AAO provides easy-to-use resources. Visit the Practice Marketing Tools page on the Member website and download the resources today. Plus, post your photos on social media and tag the AAO!
- **SEO Efforts, Coming Soon:** As most of you know, we launched our new Consumer website this past year in January 2023. The COC Web Subcommittee, the AAO Staff, and the digital agency will work on an SEO project to update landing page content and create new content to drive more organic traffic to the consumer website. This will take a lot of time and effort, but laying this foundation will be beneficial for the future to increase our organic search rankings.

MEMBER MARKETING UPDATES

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

Below are updates on our marketing efforts being employed:

- **Introduced an Omni-Channel approach to membership marketing:** Created a member-centric marketing and communications strategy to put our members first in what we communicate about, which included a new social media strategy and increasing our posts on social. The strategy also included the eBulletin, solo emails, texting, and keeping all-volunteer leadership in the know about all areas of the association.
- **Member Minute:** In June, we launched the new member influencer program that allows our members to hear straight from other members about important AAO news and benefits. This is a monthly social video campaign.
- **Increasing eBulletin recipients by 19.5%:** Removed an outdated field in our contact database to reintroduce over 2,000 members to the weekly eBulletin.
- **Ortho Staff Outreach:** Connected with members through a Propfuel campaign to get office manager contact info to communicate more easily with offices about marketing campaigns or relevant educational opportunities. This campaign received over 1,200 responses from members.

- **Redesigning eBulletin:** Launched a new eBulletin design to refresh the look and put a better focus on all stories shared each week.
- **Texting:** Increased texting with members to highlight AAO news, benefits, events, and programs better.

Respectfully submitted,

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GLAO Representative to the AAO Council on Communications

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