



AAO Council on Communications  
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December 21, 2023

## COC Summary for Constituent Reports – December 2023

The COC meets regularly, every other month virtually. Our last in-person meeting was September 29-30, 2023, and we are meeting again on February 2-3, 2024.

Below are the Consumer Awareness Program & Member Marketing highlights for the first half of 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.

FY23 Performance through the end of November

- Over **2.2 million visits** to aaoinfo.org
- Nearly **8 million YouTube video views**.
- Over **111 million digital media impressions**.
- Over **3 million ad clicks**

FY24 Performance through the end of November:

- Driving over **4.9 million users** to aaoinfo.org. That's double the number of users from the first half of FY23 and +50% above our FY24 goal!
- Over **11 million YouTube video views**, +37.5% over last year.
- Over **700million digital media impressions**, +531% over last year
- Over **7 million ad clicks**, +129% over last year

Below are some recent & upcoming updates within the CAP Program:

- **Bullying Bites Recap:** For the fifth year, in honor of National Orthodontic Health Month in October, the AAO observed National Bullying Prevention Month. To make it easy for you to join the #bullyingbites campaign, the AAO provided easy-to-use downloadable resources on the Practice

Marketing Tools page on the Member website. In 2023, We saw a significant increase in visits to the Bullying Bites section on the Practice Marketing Tools page: 7,000 in 2023 vs. 1,950 in 2022. We also saw an increase in social media impressions, 65K in 2023 vs 56K in 2022.

- **SEO Efforts, underway:** We have started laying the foundation of our search engine optimization efforts, including a consumer web page prioritization plan, multiple landing page content reviews, the update of title and headlines to help search engines find the relevant content on each of our landing pages, and the work has begun to start revamping both the Find and Orthodontist page and the landing pages as well. This will take some time, but we will continue to work through updates in the coming months.
- **Media Strategy in FY24:** Steady Rain, our digital marketing agency, that is coming up on its one-year anniversary in January with the AAO continues to make significant improvements in our media buying efforts. Not only have they contributed to the significant improvements in our overall visitors to the consumer website, but they continue to drive efficient media spending across all channels and lower our cost per user goals. As we head into 2024, not only will they be looking at just the traffic to the consumer website, but we will also be looking at the engagement of the users on the website as well. By ensuring that visitors not only reach our consumer website but actively engage with content, we're emphasizing the importance of informed decisions regarding orthodontic care.
- **In 2024, the AAO is partnering with influencer Taryn Newton**, a blogger, lifestyle influencer, and mom with over 760K Instagram followers. 99% of her followers are women and 80% of them are between the ages of 25-44. The goals of the campaign with Taryn will be to educate the consumer on the importance of seeing an orthodontist at age 7, increase brand awareness of AAO among one of our target demographic groups, drive traffic to [aaoinfo.org](http://aaoinfo.org), and boost engagement with AAO social media content. Taryn will post a series of engaging Instagram stories, one post, and AAO will be featured in her weekly newsletter. This campaign will kick off in January/February 2024.
- **New Creative coming Spring 2024: The Science of Smiles**, a new creative campaign for 2024 will not only places orthodontists in the spotlight but position them as the ultimate authorities in the science behind the smile. Through these engaging and educational videos, we're demystifying common consumer questions and highlighting orthodontists' unique education and training, establishing them as the go-to experts, sought after for their exceptional knowledge and skill. This new creative campaign will launch in the spring of 2024.

## 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:

- **Omni-Channel approach to membership marketing:** Our member-centric marketing and communications strategy puts our members first in what we communicate about. The strategy includes increased posting on social media, strategic solo emails on specific topics, oversight of topics covered in the eBulletin, increased texting, and keeping all-volunteer leadership in the know about all areas of the association.

- **eBulletin:** Reading the weekly eBulletin is the number 1 action we would want members to take with the AAO, and we use this to communicate the important AAO and industry news happening each week. We regularly see open rates above 60%, representing over 10,000 members.
- **Member Minute:** Our AAO member influencer program allows members to hear straight from their colleagues about important AAO news and benefits each month on social media. In recent months, Drs. Trista Felty, Neal Kravitz, and David Sarver have helped us spread the word about Annual Session registration, TechSelect, and Winter Conference.
- **Ortho Staff Outreach:** Continuing efforts to connect with members' office managers to communicate more easily with offices about marketing campaigns or relevant educational opportunities. We currently have a list of over 600 office staff contacts.
- **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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