

COUNCIL ON COMMUNICATIONS (COC)

It is hard to believe we have started a new decade! In that regard many changes have occurred with the COC to keep current and relevant in our efforts with the Consumer Awareness Program (CAP) to educate the public on both the benefits of receiving orthodontic treatment and the importance of being treated by an AAO orthodontic specialist. After changing from a TV, PR ads and print media in 2017, to an all-digital format, we have increased our reach to consumers exponentially and receive a much larger impact with our limited financial resources. It also allows us to change quickly as the market changes. Digital CAP ads drive consumers to our consumer website (AAOinfo.org).

During the past year, the website (both member and consumer) has been overhauled and updated. The web content committee has worked tirelessly to refresh our blog posts with interesting and relevant information, based on research on the most effective terms for our message to be viewed by consumers. Our most recent blog post “Athletes are more likely to have poor oral health” did very well in Google rankings and also helped drive organic traffic to our site. Our *Adult and Parent Guides to Orthodontics* not only keep visitors on our site for an extended time, but also help to drive organic (unpaid) traffic to the consumer site. While on our site, consumers can locate an orthodontist near them through our “Find an Orthodontist” service. When you log onto your AAO account, you can see the number of times that your name has been given to consumers seeking a local provider. Be sure to check your listing on the AAO website to make sure that all pertinent information is correct and reach out to the AAO if it needs to be updated.

Here is an end of 2019 recap:

- 1.2 billion+ ad impressions
- 5.9 million website visitors
- 1 million views of “Find An Orthodontist” Locator (up 324% Year-Over-Year)
 - Form submissions up 183% YOY
- Top performing assets
 - Webpage: Consumer Alert “Questions To Consider” – 2.2 million views!!!
 - Ads:
 1. Below the Surface video – 1.29 million referrals
 2. That Feeling When You Show Off Your New Smile – 920k referrals
 3. That Feeling When You Rock Your Ortho Appointment – 400k referrals
 4. 4 ways your smile changes as you age – 352k referrals
 5. Parent’s Guide to Orthodontics – 290k referrals

During the past year, we have increased our outreach to educate our member doctors as to our media efforts and results. You should have received an email from me in the fall updating you with CAP statistics. Our member website has been refreshed and we have been increasing member engagement via the production of our “member stories.” The

AAO has also hired **Brecht Mulvihill** to serve as our Member Marketing Specialist. Brecht has been instrumental with helping us to better communicate with our members.

A recent new addition was our Anti-Bullying initiative that we launched during the month of October (National Bullying Prevention Month). We partnered with a non-profit “Stand for the Silent” to increase awareness on bullying. Did you know that children are most often bullied on the appearance of their teeth? Although we created content for the entire month of October, many of our member offices observed “Wear Orange Day” on October 23. This initiative was very successful. Look for more to come on this.

Our team is currently updating and refreshing the AAO brochures that can be purchased or downloaded at no charge from the AAO. We recently started a social influencer program with outreach specifically to millennial moms with orthodontic aged children, which was very successful. Our creative committee is adding new video content and animations to the consumer website. The following is the latest numbers on our CAP spending and in what formats.

FISCAL YEAR '20-'21 TOTAL			
Platform	Impressions	Clicks	Spend
Facebook/Instagram	260,407,665	1,770,536	\$ 1,291,449.81
Snapchat	296,213,381	2,999,076	\$ 717,766.73
Google Search	7,861,948	318,157	\$ 1,280,688.58
Google Display	153,553,687	867,137	\$ 235,686.25
YouTube	56,164,974	534,095	\$ 875,034.17
Special Projects			\$ 2,472.00
TOTAL FY '19 SPEND	774,201,655	6,489,001	\$ 4,403,097.54
FY '19 TOTAL BUDGET			\$ 8,200,000.00
Total Web Traffic	Users	Pageviews	
	3,884,033	5,588,434	

BUDGET REMAINING

\$ 3,796,902.46

We appreciate the continued support of the MSO in all our efforts with the CAP and other member education efforts. Please feel free to contact me with any questions.

Yours in COC service,

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