



Marketing Chair Report 2020

Report from: LeeAnne Gullett, Chair

Reporting Period: November 2019 – April 2021

Although COVID created many obstacles for mostly everyone we were still able to accomplish and reach our Marketing goals in collaboration with Communicato.

As most know, there was a rebrand for AATA/new logo that took place. Marketing/Ad campaign were discussed, created, and have established an increase in content for our webpage and Facebook/social media. Communicato and AATA built and created AATA Key messages and social media guide to help us through. Also blog guidelines were created for those who wanted to be involved.

Many of the blog content has come from our very own Athletic Therapist Members (Thank you) and we hope to use this to not only educate the general population but also be able to promote you and your profession. With this increase in overall content, we have been able reach out to more people, identify our target audience, increase webpage hits, and promote people to navigate Athletic Therapy.

Ad campaign, marketing material has been created and performing well. Over the past couple months, we have been working hard to have Facebook posts every day and blog post/content every other week. Through these posts and clicks, it has been shown and identified that we have a high “mature audience” click through (out of the mature Albertans, recreational Albertans and working Albertans). There have been 3,344 pageviews and 182,816 Reach (people) through the AATA ads.

Moving forward we would like to continue with the consistent posts and content. Building posters and other Ad campaigns. We will also be looking to do “AT Spotlights” as well!

I cannot thank everyone enough that has come forward and offered help, written blogs and have been active in sharing and liking remarks on Facebook.