



AATA Marketing Highlights and 2022 Recommendations

Elevate your online marketing

2021/2022 Achievements

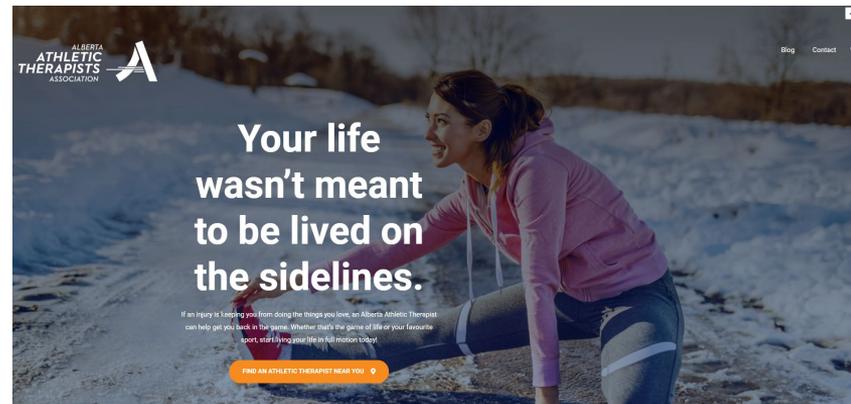
Scope of marketing work

- Your Life In Full Motion website
- Blogging
- Social media management
- Advertising
- Collateral refresh
- New tools for Members



YLIFM Website and blogging

- Your Life In Full Motion website launched in February 2021
 - 8,486 pageviews
 - Users visited 1.38 pages per session
 - Calgary & Edmonton top locations
 - Advertising and social media driving the most traffic to the site
- Strong participation from Members in contributing blog content
 - 25 blogs published since launch



What's the difference between Athletic Therapy and Physiotherapy?

May 26, 2021 /// No Comments

Are you wondering what the difference is between athletic therapy and physiotherapy? If so, you are not alone! This is one of the questions we get asked all the time and we're here to answer it for you! Certified Athletic Therapists and Physiotherapists are health care professionals whose aim is to help people move better,

[Read More »](#)

Why do I have knee pain? Is it actually coming from my knee?

April 27, 2021 /// 2 Comments

Are you an avid runner, hiker or cyclist? Have you been working from home during COVID, and sitting more than usual? Did you wake up one morning and suddenly your knee hurts? While running, hiking and biking are all different sports, they all have one thing in common, they require sagittal plane movement (bending and

[Read More »](#)

Social Media

- Relunched Facebook page and began active daily publishing
 - Audience has grown by 8.6% (519 total fans)
 - 10,309 engagements (organic and paid)
- Launched Instagram on October 1
 - 147 followers
 - 956 engagements
- Meet 'N Greet/AT Spotlight posts tend to do particularly well

Help us reach more people by sharing our posts and tagging us in your content!



@ATA.therapy



@alberta_athletic_therapists

Top post by engagement rate per impression



Alberta Athletic Therapists Association

Published by Sprout Social · February 16 ·

Something to remember: Beyond sports-related injuries, you can see an Athletic Therapist if you have experienced musculoskeletal pain following surgery, falls, for chronic or re-occurring conditions, concussions, fractures, spinal injuries, workplace accidents and motor vehicle accidents. Athletic Therapy really is for everyone: <https://bit.ly/3cPRfpr>

#athletictherapist #sportsinjury #sport #athletes #aata #feelbetter #DYK #kneepain #shoulderpain #injuryrehab #rehab #backpain #athletictherapy #athletictherapists #sportsinjury #sport #recovery #aata #alberta #athletes #lifeinfullmotion



ATHLETICTHERAPY.ORG

Videos: Athletic Therapy is for Everyone | Canadian Athletic Therapists Association

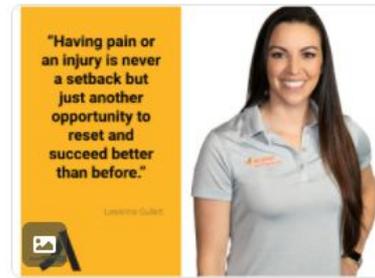
Top post by total engagements



Alberta Athletic Therapists Ass...

Mon 5/3/2021 11:36 am MDT

MEET 'N GREET MONDAY! Welcome to our first installment of Meet 'n Greet an Athletic Therapist, where every Monday we will...



alberta_athletic_therapists

Fri 11/5/2021 10:50 am MDT

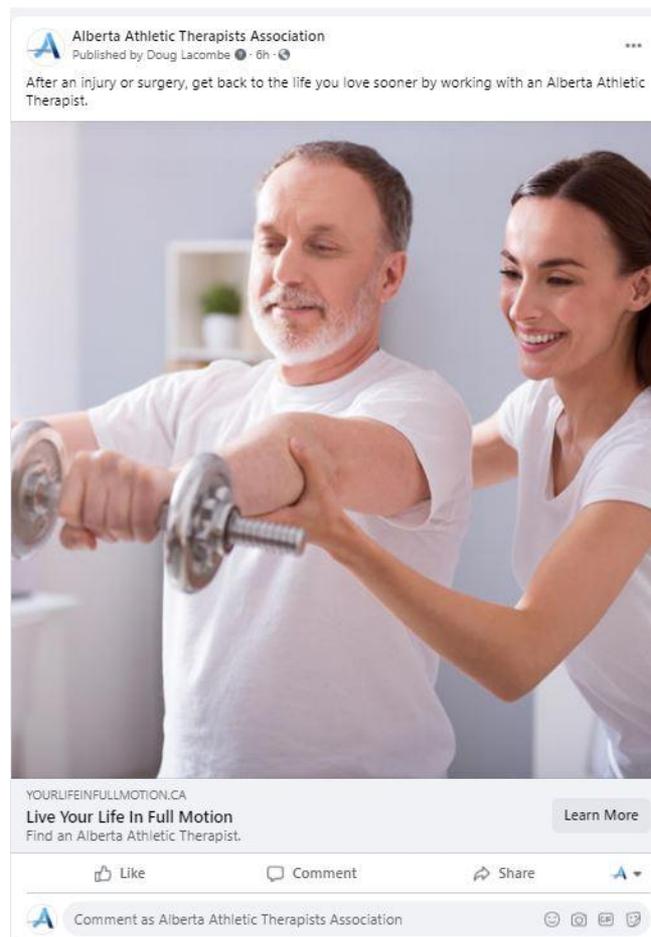
Meet Ulkar Mammadova, a Calgary-based AT, who after tearing her ACL during a rugby game at 14, felt completely lost. She wished...



Ad Campaigns

- Two social media ad campaigns launched on Facebook and Instagram in 2021
- Target audience (Albertans)
 - Mature
 - Working
 - Recreational athletes
- Reached 296,609 people
- Generated 4,801 link clicks to the YLIFM website and 257 social engagements

Ads targeting Mature Albertans had the highest performance



Alberta Athletic Therapists Association
Published by Doug Lacombe · 6h · 🌐

After an injury or surgery, get back to the life you love sooner by working with an Alberta Athletic Therapist.

YOURLIFEINFULLMOTION.CA
Live Your Life In Full Motion
Find an Alberta Athletic Therapist. [Learn More](#)

Like Comment Share

Comment as Alberta Athletic Therapists Association

Collateral Refresh

- Updated 7 posters and 2 postcards for Members to use in their own marketing efforts
- New images and new text
- Can be found on the AATA Members portal to download and print:
<https://aata.ca/members/marketing-items/>



Your life wasn't meant to be lived on the sidelines.

Certified Athletic Therapists are highly trained professionals who focus on rapidly returning you to work, sport, and play. We perform one-on-one assessments to create individualized treatment and home exercise plans that utilize contemporary and traditional evidence based techniques such as soft tissue therapy, manual therapy, activity based therapy, and modalities.

To find a therapist or clinic and to learn more about our nationally accredited programs, visit:

YourLifeInFullMotion.ca



Your life wasn't meant to be lived on the sidelines.
YourLifeInFullMotion.ca

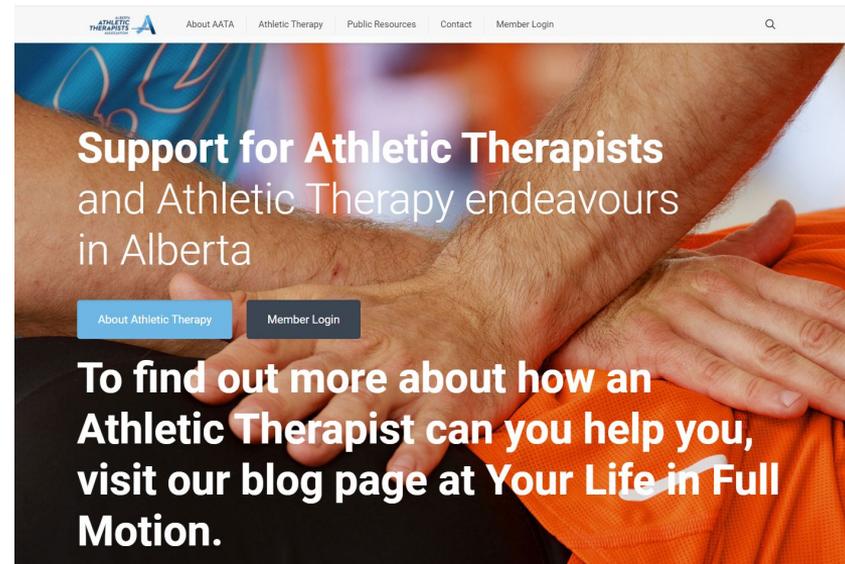


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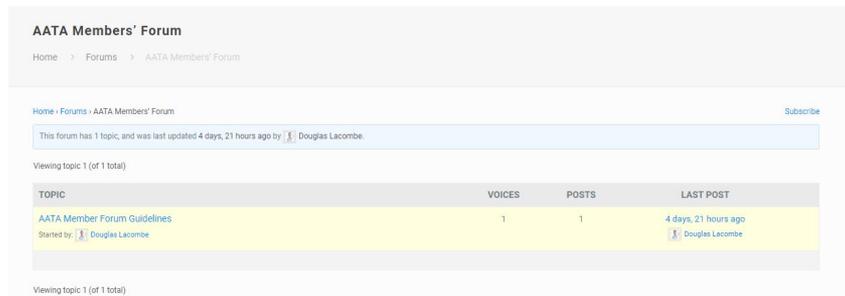


AATA.CA Website

- Member Forum launched - join the conversation. Gather as an AT community to talk about the profession, get advice and network.
- Member Database completed
 - Enhanced tracking on contact links
 - Updated Member profiles - if you haven't already, login to update your profile. This information can help us feature the great work you are doing as part of our social media promotion!



The image shows the top section of the AATA website. At the top is a navigation bar with links for 'About AATA', 'Athletic Therapy', 'Public Resources', 'Contact', and 'Member Login'. Below the navigation bar is a large hero image of a person's arm being supported by another person's hands. Overlaid on the image is the text 'Support for Athletic Therapists and Athletic Therapy endeavours in Alberta'. Below this text are two buttons: 'About Athletic Therapy' and 'Member Login'. At the bottom of the hero section is a call to action: 'To find out more about how an Athletic Therapist can help you, visit our blog page at Your Life in Full Motion.'



The image shows a screenshot of the AATA Members' Forum. The forum title is 'AATA Members' Forum'. Below the title is a breadcrumb trail: 'Home > Forums > AATA Members' Forum'. There is a 'Subscribe' button on the right. The forum content shows a single topic: 'AATA Member Forum Guidelines', started by Douglas Lacombe 4 days, 21 hours ago. The forum has 1 topic and was last updated 4 days, 21 hours ago by Douglas Lacombe. Below the forum content is a table with the following data:

TOPIC	VOICES	POSTS	LAST POST
AATA Member Forum Guidelines Started by Douglas Lacombe	1	1	4 days, 21 hours ago Douglas Lacombe



2022 Marketing

2022 Marketing

- Two new ad campaigns planned for 2022 in the spring and fall featuring blog posts that speak directly to the opportunities AT provides for our 3 key audiences:
 - Mature Albertans – Get the most out of your retirement! How an AT can help keep you healthy and active.
 - Recreational Athlete – Make the most of your summer. Let an AT help you prep for an injury free summer recreation season.
 - Alberta Worker – Injured on the job? An AT can help you get back to work faster.
- Continue to publish timely and relevant blogs - please let us know if you would like to volunteer to write a post; blogs include an author bio and are frequently featured on our social media channels.
- Continued publishing to our social media channels - we are always looking for new content ideas. Share your own tips, testimonials, videos, blogs, etc. with us and we will add it to our calendar.

**Want to get involved in helping us
promote AT in Alberta?**

Email LeeAnne at: marketingchair@aata.ca