



Marketing Chair Report 2021

Report from: LeeAnne Gullett, Chair

Reporting Period: January 1, 2021 – December, 2022

For the Marketing update we have implemented some great additions to the AATA! Not only have we revamped the website but we have added content, features and have been able to collect data on our target audience. We have had consistent posting on Facebook, we have added Instagram to target a different demographic of population as well. I have to thank the AATA members and their time committed to helping and writing Blogs as this helps immensely with content. We really appreciate it! We have also added "Meet N Greet/AT spotlight". These Spotlights have done well on social media. Our Ad campaigns help us obtain information on people who view, click and read our material and who are future target audience may be. We also launched the member forum and to assist in communication throughout the members! Thank you everyone for their efforts and to Communicatto for their ongoing support!

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