



Marketing Chair Report 2023

Report from: LeeAnne Gullett, Chair

Reporting Period: January 1, 2022 – December, 2022

Marketing activity in 2022 included blogging, social media posting (Facebook, Instagram), and social media advertising. We do have a LinkedIn account that we update when new blog posts are published, but it is not a focused channel for, AATA and we are not actively trying to grow it. In the future, it could be used to target/speak to the AT community with information on events, professional development, etc.

Your Life in Full Motion website and blogging

- Your Life in Full Motion website analytics
 - 4,819 pageviews
 - Users visited 1.52 pages per session
 - Calgary & Edmonton are the top locations
 - Advertising and social media driving the most traffic to the site
- Strong participation from Members in contributing blog content
 - 20 blogs published in 2022

Social Media

- Facebook
 - We have 545 followers. The audience grew by four percent in 2022.
 - There were 8,819 total engagements on the channel (paid and unpaid)
 - AT spotlights continue to be the most popular posts
- Instagram
 - We have 286 followers on the channel.
 - There were 2,406 total engagements on the channel (paid and unpaid)
 - AT spotlights continue to be the most popular posts

Advertising

- We had two ad campaigns in market in 2022. One in the spring/summer and one in the winter. There were no changes to the audience targeting (mature persona, working persona and recreational athlete persona). Ads were targeted to the interests of each audience and drove

them to a customized blog post on the YLIFM website. Our Mature persona continues to be our most engaged audience.

- Reach: 243,136 people
- Impressions: 794,450
- Link clicks: 3,158
- Social engagements: 111