

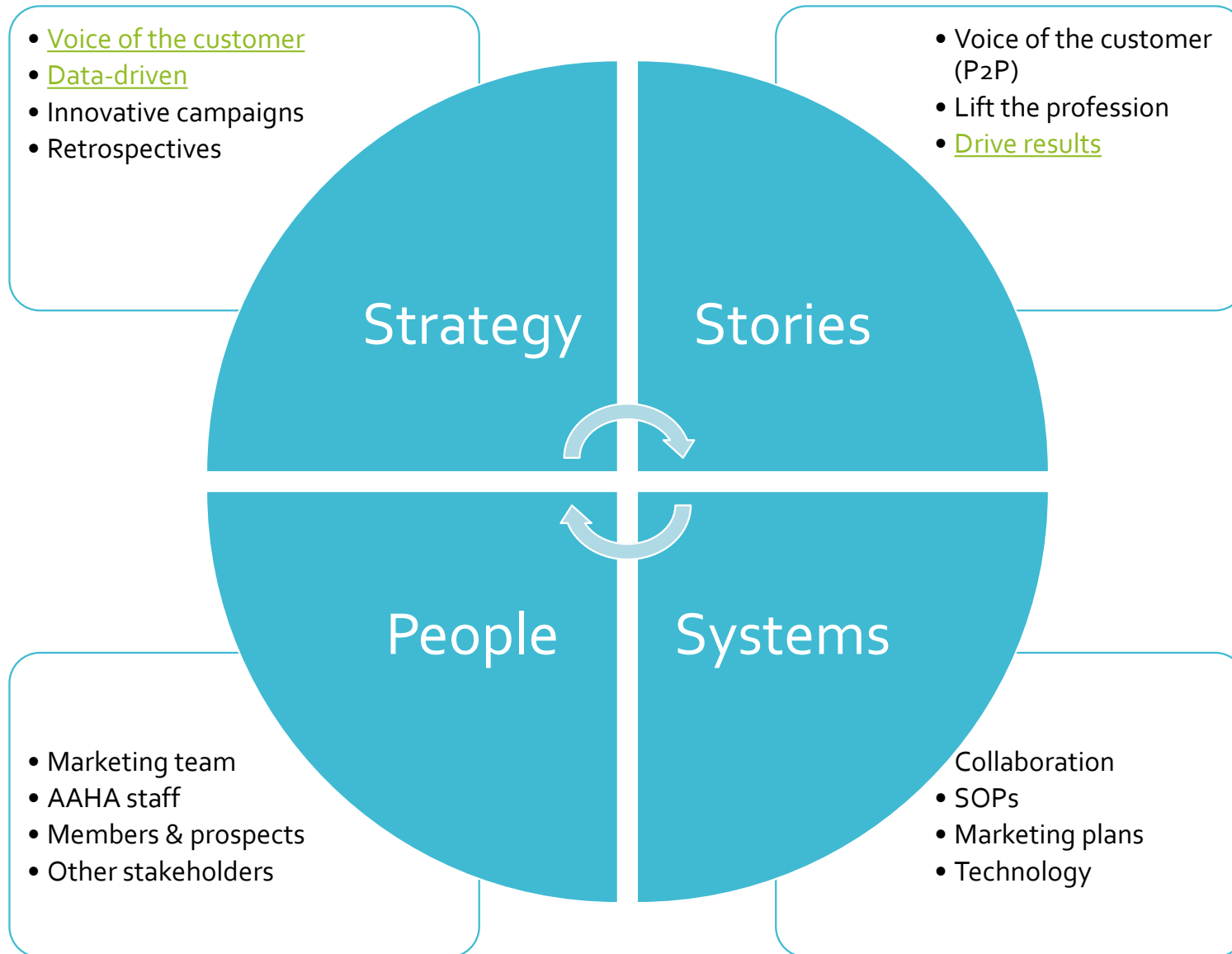


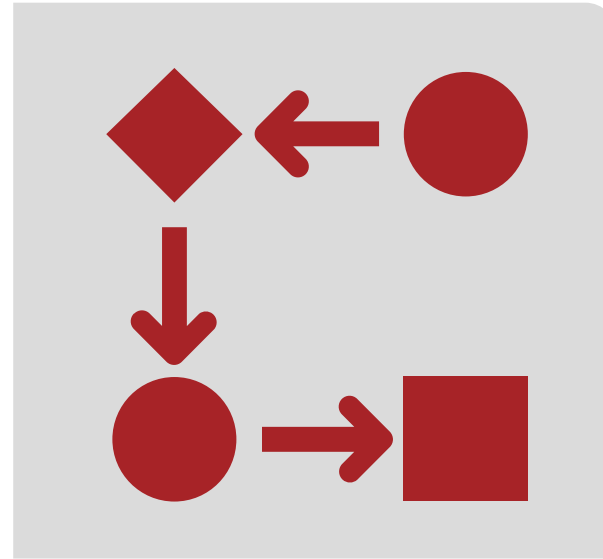
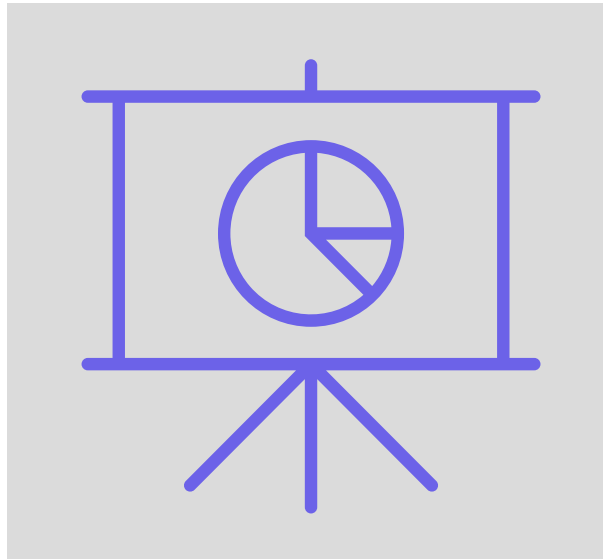
# AAHA Marketing

Q2 Training



# Marketing at AAHA





Strategy | Systems | Stories | People

# Strategy

- Voice of the customer
- Data-driven
- Innovative campaigns

Resources:

[What is a voice of the customer program?](#)

[How do you capture the voice of the customer?](#)

[What marketing metrics should we measure?](#)





# Voice of the Customer

**SARA STAFFARONI**  
CX CONTENT GetFeedback by SurveyMonkey

0:03 / 4:45



# Voice of the Customer

- A VoC program is **the way a company gathers, analyzes, and acts on customer feedback to create a customer-centric culture.**
- A successful voice of the customer program puts your customers' needs center stage, and ultimately drives brand, product, and service improvements for an unbeatable customer experience.
- Likely, gear up this year, figure out how to launch in 2023-2024
- What data sources do we have access to?



# Voice of the Customer – Data Sources

- accreditation survey evaluations
- monthly member omnibus survey
- Quarterly outlook surveys
- Website popup surveys
- focus groups/interviews conducted to launch products like Amplify and the KPI benchmark project
- social media engagement
- email engagement
- web page visits
- APOY videos
- UGC on social
- Net Promoter Score (NPS)
- Event evaluations
- MAX team conversations with members, prospective members
- Reviews on Google, Facebook



# Data-supported experimentation, innovation

- The best organizations - and people - seamlessly incorporate data (feedback) into their everyday routine, adopting a data-first mindset.
- Track metrics that matter. More is not necessarily better.
- We should be running experiments testing copy (apply behavioral economics principles), images, web pages, or emails, every few weeks, and reporting out what we learned as we use the data to optimize and/or pivot.
- When looking at organization challenges, we should strive to find the root cause and address that, rather than the symptoms of a problem.
- This also means being personally open to feedback – giving and receiving.

# Metrics: Driving improvement and iteration toward excellence

Each campaign is data-driven at a macro level (organization, team, and program goals) and a micro level (channel goals).

## Benchmarking Product KPI: Retargeting Ads

Item	Date	Budget	Reach	Views	Clicks	CTR	CPM	CPC
AAHA members email-based retargeting	9/17 - 9/29, 2022	\$ 125.01	9,902	14,431	122	0.85%	\$8.66	\$1.02
AAHA members email-based retargeting	10/11 - 10/31/22	\$ 60.76	6,969	11,212	129	1.28%	\$8.43	\$0.66

Analysis: We tweaked our ad creative for the second ad flight of display ads in October, focusing on the value proposition more closely and using people and animals rather than abstract art on a few of the ads. We saw a 46% decrease in cost per click and a 76% increase in the click-through rate. At both 0.85% and 1.3% click through rates we're doing better than the industry average for B2B, which is 0.22%.\*

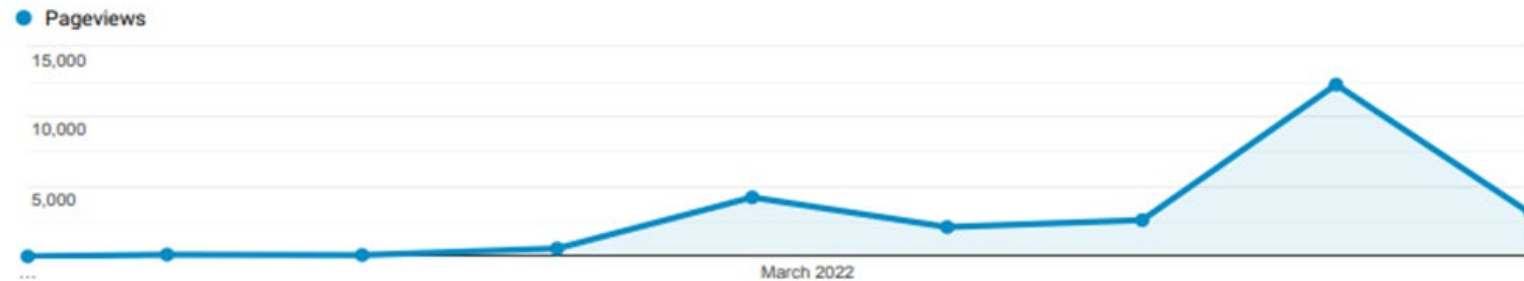




# Marketing metrics: Pain management guidelines data

Web traffic to guidelines: Feb. 1 – April 11, 2022

Pain Management Guidelines home page is currently driving about 1% of all AAHA website traffic (that's A LOT!)



## Top traffic drivers:

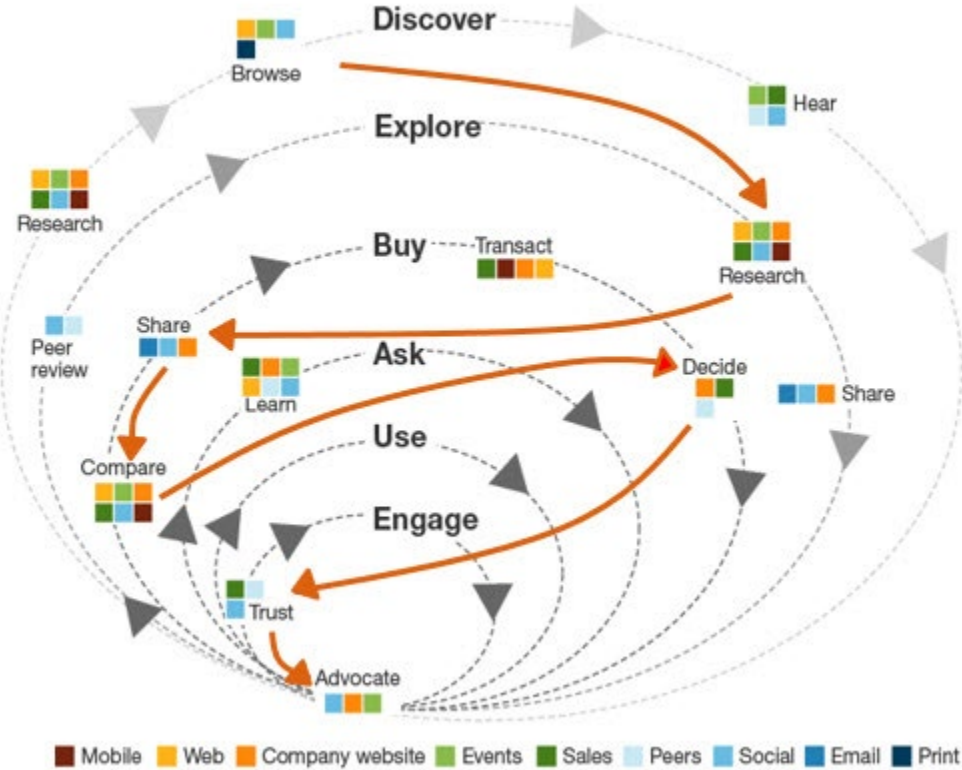
- Google (27%)
- Rasa Email (7%)
- Facebook (7%)

## Data:

- Total Pageviews: 28.7K
- Avg. Time on Page: 3 min. 33 SECS.
- Bounce Rate: 55.48% (Ideal)
- Guideline Rank: 3<sup>rd</sup>

Overall Website Stats for Comparison	
Total Pageviews	2.1 million
Avg. Time on Page	2 min. 55 secs.
Bounce Rate	60.03% (higher = worse)
Guideline Rank 1	Canine Vaccinations
Guideline Rank 2	Infection Control

# The customer journey is not linear... we need to meet them where they are, with the right tools, timing, message

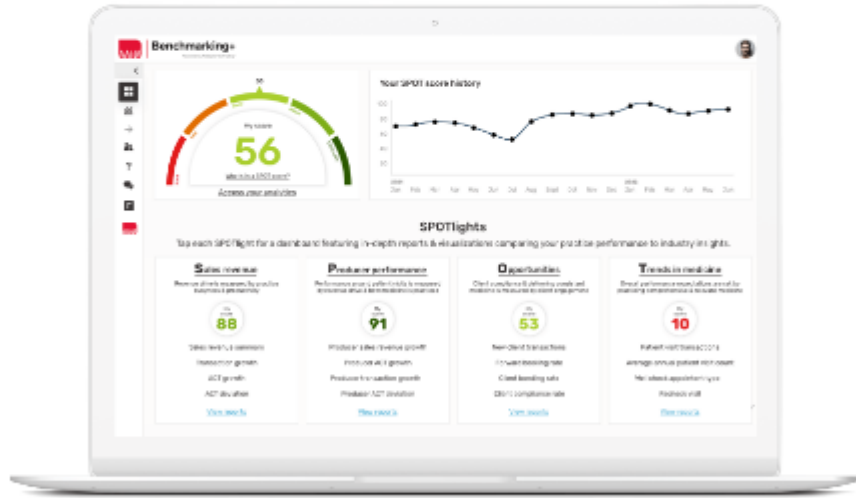


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Claim 3 free months - act by October 31!

[Click to view this email in your browser.](#)



**Lose the spreadsheets. Focus on your patients.**

**AAHA Benchmarking: Simplifying the path to a thriving practice so you can focus on providing the best medicine.**

**Act by October 31 to get 3 months of AAHA Benchmarking+ for**

# Campaigns

American Animal Hospital Association  
48,340 followers  
23h • 🌐

#Veteams know this for sure. It's all in the numbers. They help you plan. Show where you are today to help set pace for tomorrow. Compare your data to other #vetmed practices. Elevate yours to be best of breed! <http://ow.ly/JNI> ...see more

35%

AAHA | Bench

American Animal Hospital Association (AAHA)  
September 9 at 2:02 PM · 🌐

While you and your #veteam spend all day checking on the health of your patients, who's checking up on the health of your practice? It's an easy lift with AAHA Benchmarking. <https://bit.ly/3v4Htbc> #veterinarybenchmarking #vetdata #veterinarymetrics

**HOW FAR WILL YOU GO WHEN YOU HAVE THE RIGHT TOOLS?**

*{Test drive your path to a stronger business}*

Schedule a demo here ➔

AAHA | Benchmarking  
Powered by Petabyte Technology



Strategy | Systems | Stories | People

# Stories

- Voice of the customer
- Lift the profession
- Drive results

Resources:

[The science of storytelling](#)

[Storytelling as a business tool to drive results](#)





# Which moves you more? Makes you want to act? What will you remember?

Your veterinary practice needs good data dictionaries – lists of common terms and their meanings – connected to your price lists so that you ensure consistent billing and performance metrics.

AAHA Benchmarking relies on the Matcher Tool provided by Petabyte Technology to standardize and normalize your data. It doesn't matter what PIMS your practice uses, the Matcher will turn it into a good data dictionary to use as a basis for benchmarking.

A Petabyte consultant was working with a practice manager wanting to investigate really sharp differences in doctor billings in the system. One doctor was billing nearly double what the other doctors were billing. Was one doctor simply seeing more patients? If so, was that something the other doctors could replicate? Was one doctor getting more complex cases that required more care? That would require a different approach to understand and potentially adjust.

However, without clear data pointing to the cause, the practice manager was stumped. After the practice connected its PIMS data feed to Petabyte's data normalization and standardization software, the reason for the nearly 100% difference in doctor billings suddenly became clear. One doctor was entering spay procedures for his canine clients as “dog comma spay” and the price was \$125. The other doctors were entering “spay comma dog” and the price in the PIMS was \$75.



Storytelling is powerful because **it creates an emotional connection between a company, its products and its customers.** Effective storytelling increases engagement between a brand and its audience, which helps drive conversions and, ultimately, revenue growth.

[Forbes.com](https://www.forbes.com)



Storytelling in a nonprofit does drive revenue growth and customer loyalty... but we have a BIGGER purpose.

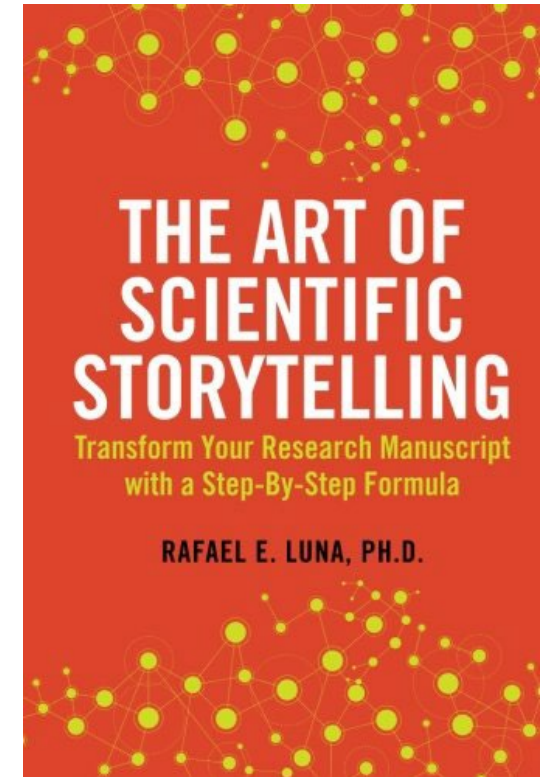
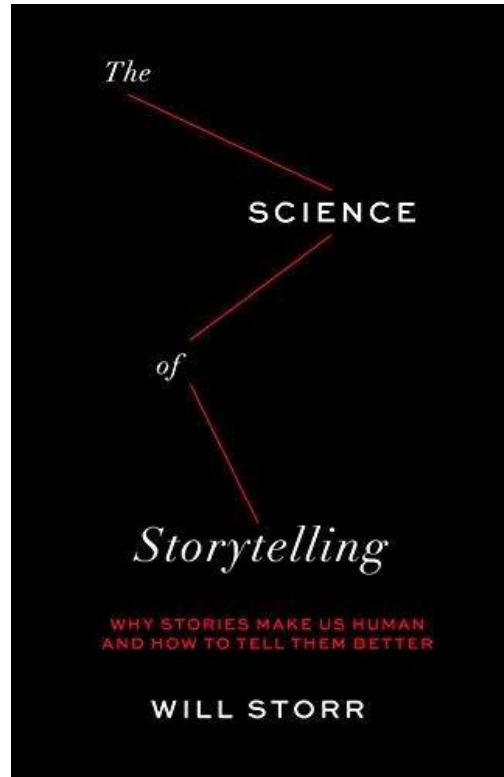
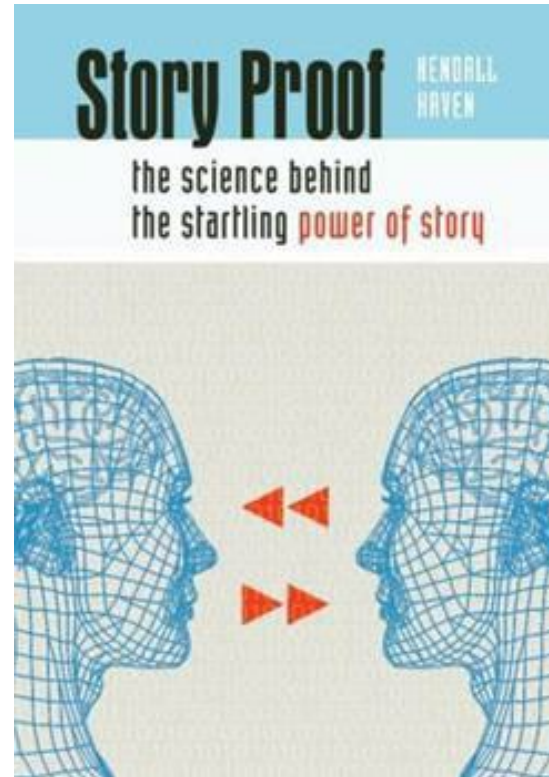
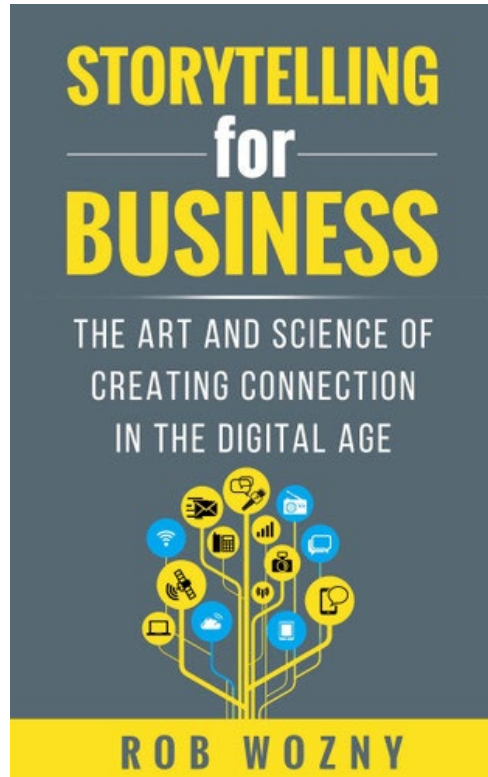
We exist to help our members be and do the best they can treating our beloved pets, raising the bar of excellence across an entire profession.

It's not all about the dollars.

**Cathy Lada**



# The Power of Stories



Further reading:

<https://www.harvardbusiness.org/the-science-behind-the-art-of-storytelling/>

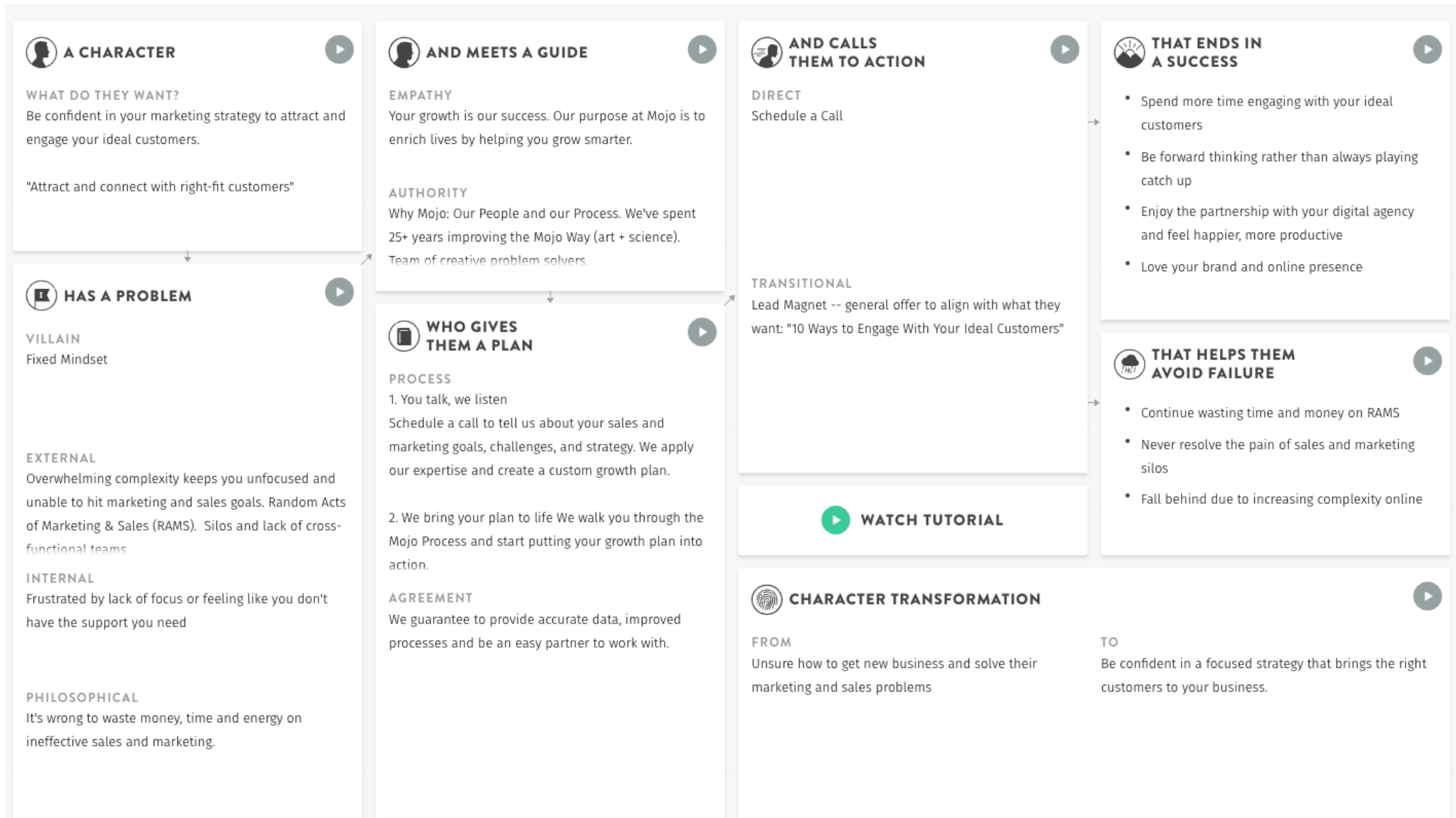
<https://hbr.org/2003/06/storytelling-that-moves-people>

<https://hbr.org/2014/07/how-to-tell-a-great-story>

<https://hbr.org/2014/03/the-irresistible-power-of-storytelling-as-a-strategic-business-tool>



# Storybrand script: future training

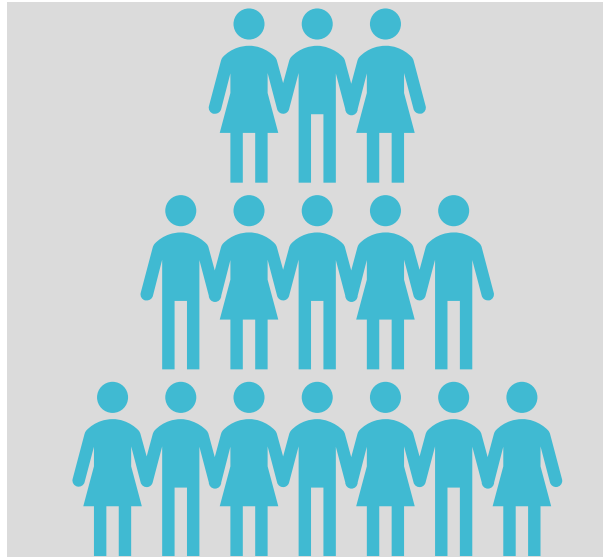




Strategy | Systems | Stories | People

# Systems

- Collaboration
- SOPs
- Technology



Strategy | Systems | Stories | People

# People

- Marketing team
- AAHA staff
- Members & prospects
- Other stakeholders

# Leaders are learners

- Curiosity is a virtue. Ask questions.
- You don't need formal leadership title to lead - we should all lead from where we are and we do that by learning.
- We stay on top of our fields, what our colleagues are working on, and what the association priorities are. We make time for retrospectives and reflection.
- We share what we learn with the team.
- We create systems and processes that are effective and efficient.
- We innovate.
- We are strengths-based: we will use our combined group strengths to improve our individual weaknesses. We will work effectively and efficiently to maximize our productivity.

# Collaboration & integrity

- Active listening
- Transparency on the work
- Accountability
- Recognizing others' needs, goals, and feelings, empathy, monitoring our own emotional intelligence.
- Recognize your own and each other's strengths.
- Agreed-upon standards of quality, common success metrics.
- We are all responsible for the success of the team, of marketing, of the association.

# Simplicity

- SOPs
- Templates
- Campaigns
- Making the member journey simpler

What are  
your ideas  
for how we  
live our  
principles?



# How do we live the principles in our day-to-day?

- Agendas for meetings, processes focused on providing excellent work and strong communications with every stakeholder
- Share 1 thing learned about your job, the association, or the member at every team meeting
- Create team notebook to track decisions and definitions and values etc.
- Start team meetings with charter, mission in view
- Marketing metrics dashboard
- Holding each other accountable / responsible for delivering great results well and on time / in budget
- Keeping meetings on track – jellyfish principle
- Quarterly retrospectives – everyone share 1 success, 1 failure, do RCA on them; review team charter and grade ourselves, what can we do better, what should we start/stop/continue; most important customer insight we learned





## 3 Keys to Stronger Collaboration

1. Transparency
2. Input
3. Collateral & Campaigns

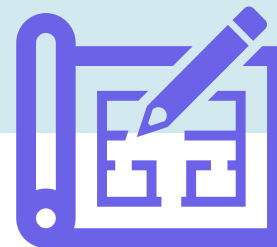
## Transparency

- Asana portfolio view
- Asana project view
- Standard follow-up times
- Data /reporting



## Input

- Weekly leadership meetings
- Monthly meetings
- Quarterly planning meetings
- Marketing request form



## Collateral

- Sell sheet: will be SOP for all projects
- SharePoint: one-stop access to all (coming soon)



+ Add work


Progress type: Task

Name	Status	Task Progress	Date	Owner	+
<b>AAHA Website Revamp</b> AAHA Marketing	<span>● On track</span> Status Update - Apr 19 · Will be kicking off web team meetings soon!	4%	Apr 19		
<b>KPI Benchmarking Marketing</b> AAHA Marketing	<span>● On hold</span> Status Update - Apr 19 · Project coming soon!	0%	Apr 19		
<b>DEVTP 2022 Marketing</b> ... AAHA Marketing	<span>● On track</span> Status Update - Apr 19 · 2022 marketing is underway with email, web, and social.	22%	Apr 19		
<b>Veterinary Visionaries Marketing</b> AAHA Marketing · 3 overdue tasks	<span>● On track</span> Status Update - Apr 19 · First email in 10-email series launches 4/21 along with social posts.	17%	Apr 19		
<b>Evergreen Membership Recruitment</b> AAHA Marketing	<span>● On track</span> Status Update - Apr 24 · Getting ready to preview ideas with MAX and Content teams!	1%	Apr 18		
<b>Amplify Marketing</b> AAHA Marketing	<span>● On track</span> Status Update - Apr 19 · Recruiting of initial cohorts underway. Planning now for ramped-up marketing.	0%	Apr 16		
<b>Connexity Marketing 2022</b>	<span>● On track</span>	11%	Apr 16		

2022

+ Add work

May June

 AAHA Website Re...  
● On track


Owned by Cathy Lada  
Due Apr 19

Project planning launch date  
Apr 4


Thi...  
Due ...

Write project brief  
Due May 6


Staff content training  
Due May 25

 KPI Benchmarking...  
● On hold

Owned by Cathy Lada  
Due Apr 19

 DEVTP 2022 Mark...  
● On track

Owned by Justin Lowe  
Due Apr 19

 Veterinary Visiona...  
● On track

Owned by Justin Lowe  
Due Apr 19

Campaign brief

3 miles...  
Due Apr 21

Week 2 V...  
Due Wednesd...


Week 3 V...  
Due May 4

Week 4 V...  
Due May 11

Week 5 V...  
Due May 18

Even...  
Due Ma...


Week 7 VV email campaign  
Due Jun 1

 Evergreen Membe...  
● On hold

Owned by Cathy Lada  
Due Apr 18

Project pl...  
Due Apr 18

Write campaign brief  
Due Tomorrow

 Amplify Marketing  
● On track

Owned by Cathy Lada  
Due Apr 16

+ Add new

April May Today All tasks Weeks Sort Color: Default Customize Unscheduled Link active

Overview

Write campaign brief Due Friday

Milestones

Sell Sheet: Connexity

Write sell sheet: Conn... Due Friday

Design final check sell... Due May 10

Design final proof sell... Due May 9

Distribute Connexity s... Due May 10

Route sell sheet proof... Due May 5

Design sell sheet: Con... Due May 4

Design file release: Conne... Due May 10

Sell Sheet: Central ...

Email Campaign #1

Post email week 1 lan... Due May 13

Generate list for week... Due May 10



# Further Discussion & Questions

