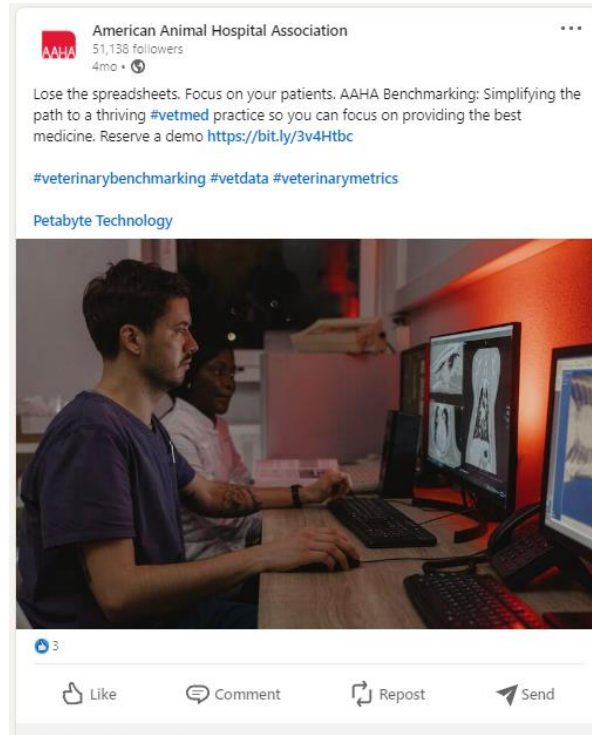
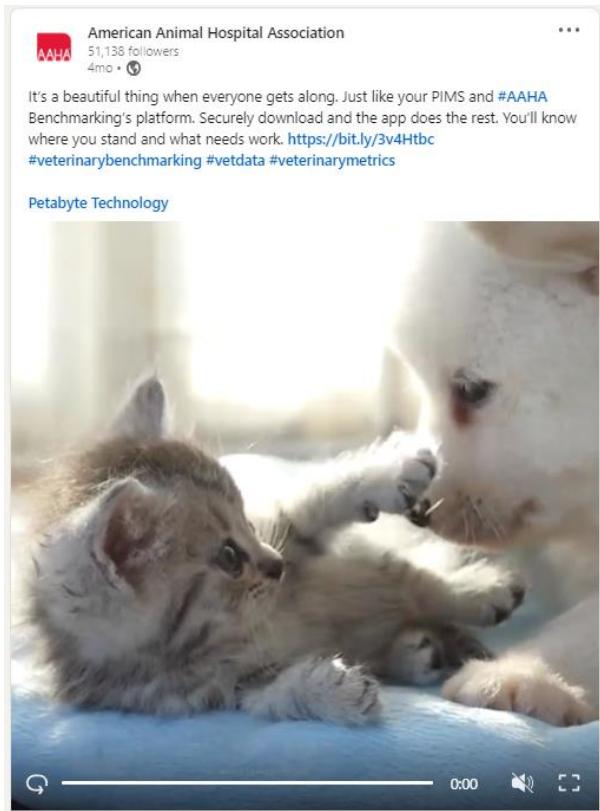
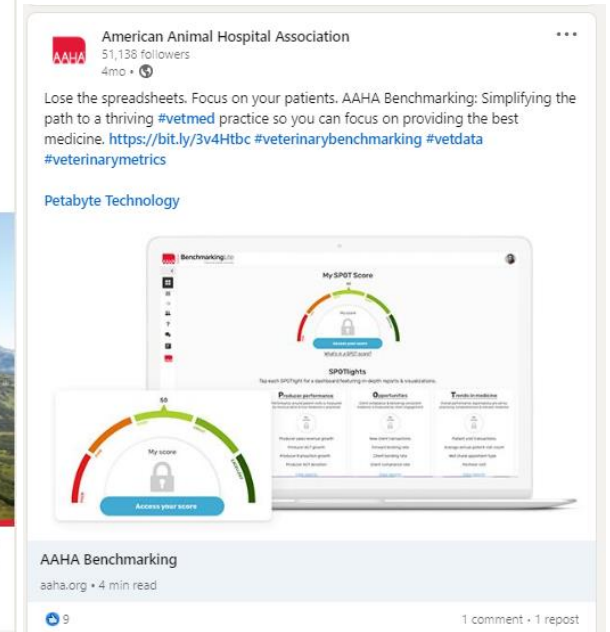
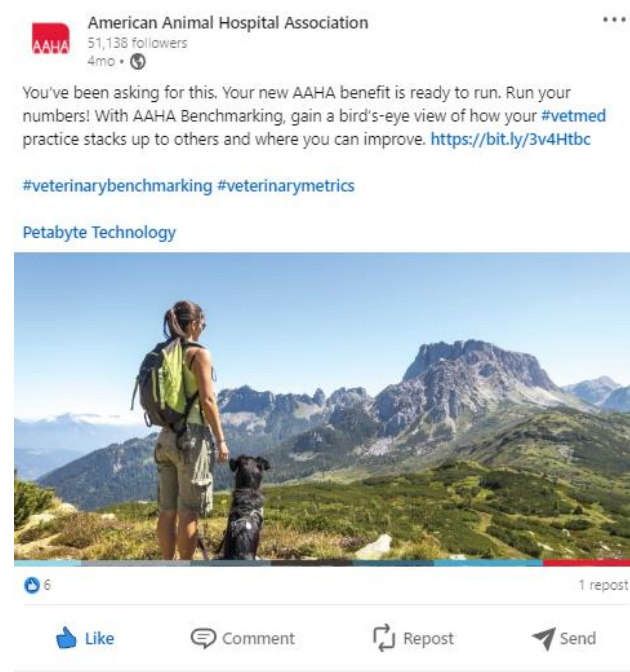


I created a multi-channel content and marketing strategy for AAHA Benchmarking, a new product the association had invested over \$500,000 into. Below are several examples of posts I wrote, edited, or reviewed and below that are the metrics. This campaign was only a small part of the overall social strategy for this association. The metrics only include the campaign results for a few months.





**Content Calendar: AAHA Benchmarking Campaign Q4 2022 (partial) and Metrics**

Item	Date	Time	Impressions	Click	Engagement	Shares	Comments
LinkedIn post - Who's got the power? You do when you rely on AAHA Benchmarking.	10/1/2022	2:00 PM	379	3%	5%	-	1
LinkedIn post - Lose the spreadsheets. Focus on your patients.	9/23/2022	10:00 PM	273	2.60%	3.70%	-	-
LinkedIn post - You've been asking for this. Your new AAHA benefit is ready to run.	9/14/2022	6:01 PM	521	2.50%	3.80%	1	-
LinkedIn post - The American Animal Hospital Association (AAHA) and Petabyte Technology have teamed up	7/21/2022	7:30 PM	964	2.40%	5.50%	2	2

Item	Date	Time	Impressions	Click	Engagement	Shares	Comments
LinkedIn post - When you change how you look at things, the things you look at change.	9/21/2022	8:00 PM	408	2.20%	4.70%	-	-
LinkedIn post - If you were treating a three-legged dog on a lot of meds...	10/12/2022		438	2%	3.40%	2	-
LinkedIn post - Lose the spreadsheets. Focus on your patients. AAHA Benchmarking: Simplifying	9/12/2022	1:06 PM	364	1.90%	4.90%	1	1
Twitter post - Lose the spreadsheets. Focus on your patients.	9/23/2022	10:01 PM	155	1.80%	3.23%	-	-
LinkedIn post - It's a beautiful thing when everyone gets along. Just like your PIMS and #AAHA	9/27/2022	10:00 PM	873	1.80%	3.60%	-	-
LinkedIn post - Can you go hiking in the wilderness without a compass? Sure!	7/31/2022	1:24 PM	1,001	1.75%	2.90%	2	-
Twitter post - It's a beautiful thing when everyone gets along. Just like your PIMS	9/27/2022	9:53 PM	176	1.70%	2.27%	-	-
Facebook post - It's all in the numbers. The numbers that help you plan.	9/2/2022	6:02 PM	1,309	1.60%	1.53%	-	-
LinkedIn post - How do you make impactful clinical and operational decisions? You have to get into the data.	10/6/2022	8:00 AM	325	1%	1.30%	-	-
LinkedIn post - You have all the right tools to treat your patients. But do you have the right tools	9/1/2022	7:00 PM	409	1.20%	2%	-	-
LinkedIn post - It's all in the numbers. The numbers that help you plan. Comparing your data	9/2/2022	6:00 PM	512	1.20%	2.10%	1	-
Twitter post - AAHA & Petabyte Technology teamed up to bring the veterinary community AAHA Benchmarking,	7/21/2022	2:30 PM	172	1.16%	1.70%	-	-
LinkedIn post - Making veterinary data better together: AAHA, Petabyte, and you (podcast)	8/17/2022	10:00 PM	663	1.10%	4.10%	2	1
Facebook post - Can you go hiking in the wilderness without a compass? Sure!	7/31/2022	1:19 PM	1,207	0.99%	2.24%	-	-
LinkedIn post - DYK that each #vetmed practice has 20 million+ data points covering everything	9/7/2022	11:45 AM	233	0.90%	5.60%	2	-

Item	Date	Time	Impressions	Click	Engagement	Shares	Comments
Twitter post - You've been asking for this. Your new AAHA benefit is ready to run	9/14/2022	6:03 PM	252	0.79%	3.17%	1	-
Twitter post - If you were treating a three-legged dog who was on a lot of meds	10/10/2022	12:00 PM	253	0.79%	4.35%	1	-
Twitter post - Join AAHA CEO Garth Jordan & Petabyte VP of Veterinary Strategy Kim Fish	8/17/2022	10:00 PM	271	0.74%	2.58%	1	-
LinkedIn post - Can you go whitewater rafting without wearing quick-dry clothes?	7/28/2022	12:39 PM	866	0.70%	2.30%	2	-
Twitter post - While you and your #vetteam spend all day checking on the health of your patients	9/9/2022	6:02 PM	149	0.67%	0.67%	-	-
Twitter post - When you change how you look at things, the things you look at change.	9/21/2022	8:02 PM	151	0.66%	0.66%	-	-
LinkedIn post - If you had a three-legged dog as a patient who was on a lot of meds,	9/16/2022	6:00 PM	995	0.60%	0.80%	-	-
LinkedIn Ad - Lose the spreadsheets. Focus on your patients. With the help of AAHA Benchmarking.  The American Animal Hospital Association (AAHA) has partnered with a leading technology company, Petabyte Technology, to bring the profession the first true, live veterinary benchmarking product available on the market.	10/20/2022	18 Days	7,335	0.60%	0.61%	-	-
Twitter post - Ready to take a dive into new #vetmed technology?	10/4/2022	10:01 PM	168	0.59%	0.60%	-	-
LinkedIn Ad - Choose your level. Set up your account. Connect your PIMS. Start Benchmarking! AAHA Benchmarking: Simplifying the path to a thriving practice so you can focus on providing the best medicine. In partnership with Petabyte Technology!	10/20/2022	18 Days	6,784	0.55%	0.55%	-	-
Facebook post - you have all the right tools to treat your patients. But do you have the right tools to efficiently	9/1/2022	7:00 PM	2,511	0.52%	0.56%	-	-
Facebook post - The American Animal Hospital Association (AAHA) and Petabyte Technology have teamed up	7/21/2022	7:28 PM	2,213	0.50%	0.68%	-	-

Item	Date	Time	Impressions	Click	Engagement	Shares	Comments
Twitter post - Who's got the power? You do with #AAHA #Benchmarking.	10/1/2022	2:02 PM	211	0.47%	2.84%	-	-
Facebook post - Can you go whitewater rafting without wearing quick-dry clothes? Sure!	7/28/2022	12:38 PM	1,535	0.46%	1.30%	-	-
Facebook post - While you and your #vetteam spend all day checking on the health of your patients,	9/9/2022	6:00 PM	1,162	0.43%	0.77%	-	-
Facebook post - You have all the right tools to treat your patients. But do you have the right tools to efficiently run	9/3/2022	10:00 PM	1,378	0.36%	0.44%	-	-
Twitter post - You have all the right tools to treat your patients.	9/25/2022	10:26 PM	280	0.36%	3.57%	1	-
Twitter post - How do you make impactful clinical and operational decisions?	10/6/2022	8:02 AM	319	0.31%	1.88%	1	-
LinkedIn post - You have all the right tools to treat your patients. But do you have the right tools	9/3/2022	10:00 PM	312	0.30%	1.30%	1	-
Facebook post - Making veterinary data better together: AAHA, Petabyte, and you (podcast)	8/17/2022	10:01 PM	2,276	0.18%	3.12%	1	-
Twitter post - Whitewater rafters need quick-dry clothing just like veterinary practice managers need good data.	7/28/2022	12:47 PM	163	-	1.23%	-	-
Instagram post - Better data is the key to unlocking your practice's potential and the future of the veterinary profession.	8/17/2022	10:00 PM	171	-	3.50%	-	-
Twitter post - You have all the right tools to treat your patients.	9/1/2022	7:01 PM	157	-	0.16%	-	-
Twitter post - It's all in the numbers. The numbers that help you plan.	9/2/2022	6:02 PM	129	-	3.15%	1	-
Twitter post - You have all the right tools to treat your patients.	9/3/2022	10:00 PM	222	-	1.80%	-	-
Twitter post - DYK that each #vetmed practice has 20 million+ data points covering	9/7/2022	11:45 AM	221	-	2.26%	1	-
LinkedIn post - While you and your #vetteam spend all day checking on the health of your patients	9/9/2022	6:00 PM	150	0.00%	0.00%	-	-

Item	Date	Time	Impressions	Click	Engagement	Shares	Comments
Twitter post - If you had a three-legged dog as a patient who was on a lot of meds,	9/16/2022	6:00 PM	283	-	3.18%	2	-
LinkedIn post - You have all the right tools to treat your patients. But do you have the right tools	9/25/2022	10:26 PM	10	0%	0%	-	-
LinkedIn post - Did you know that each #vetmed practice holds 20-150 million data points	9/29/2022	4:02 PM	22	0%	0%	-	-
Twitter post - Did you know that each #vetmed practice holds 20-150 million data points	9/29/2022	4:04 PM	196	-	-	-	-
LinkedIn post - Ready to take a dive into new #vetmed technology? Install a secure app to access	10/4/2022	10:00 PM	6	0%	0%	-	-
LinkedIn post - #Veteams know this for sure. It's all in the numbers. They help you plan.	10/8/2022	2:00 PM	34	0%	0%	-	-
Twitter post - It's all in the numbers. They help you plan. Show where you are today	10/8/2022	12:32 PM	256	-	2.56%	1	-
Averages				0.82%	2.15%		
Benchmark				0.35%			
Difference				134%			
<b>Analysis: On average, our posts out-performed the benchmark click-through rate by 134%. Three of the top 10 social posts that received the highest click-throughs used our tagline.</b>							