

Case Study: Enhancing the Digital Engagement of AAOE

The Client

American Association of Orthopaedic Executives (AAOE)

The Challenge

AAOE, a non-profit organization, grappled with limited resources and a confined budget dedicated to marketing. Their marketing initiatives were often fragmented, focusing mostly on campaigns without a robust overarching strategy. This approach yielded disappointing engagement levels. To optimize their marketing assets and distribution, AAOE worked with multiple contractors. Recognizing a gap in their email marketing efforts, they approached Iceberg, given our recognized certification as an ActiveCampaign partner.

The Solution

Iceberg Digital seamlessly integrated into AAOE's in-house marketing team, leveraging our comprehensive digital marketing expertise. We revamped their email marketing approach, crafting new procedures and campaigns. The outcome? A staggering 50% surge in click-through rates.

Building on this momentum, Iceberg and AAOE have now embarked on a digital transformation journey. The focus is on refining communication, amplifying membership rates, innovating their social media strategy, and weaving a consistent brand story. All these efforts converge towards one goal: heightened customer engagement. Notably, through our strategic initiatives, we've managed to cut down their digital technology costs by half.

Conclusion

Iceberg Digital's partnership with AAOE showcases how tailored digital strategies can rejuvenate an organization's engagement metrics while ensuring cost-effectiveness.



Results

- Achieved a 45% email rate and saw a twofold increase in click-through rates for campaigns.
- Delivered precise communications, leading to heightened member activity and involvement.
- Revamped the brand identity for major campaigns, leading to increased participation from existing members and attracting new ones.
- Continual partnership towards an extensive digital transformation.
- Anticipated savings of 50% on digital technology costs.