



ALLIANCE OF
CARDIOVASCULAR
PROFESSIONALS

The Alliance of Cardiovascular Professionals' **Strategic Alliance™**

Let's Get The Conversation Started!

Spread the word about your company's emerging products, your hospital's cutting edge approaches and solutions in cardiovascular treatment, or upcoming events through ACVP's multi-platform multimedia campaign!

We are creating a stream of new, regular content that is curated, strategic, and optimized across channels in terms of engaging headlines and compelling graphics. Featuring original content that we blog at least once a week, ACVP's informational outreach has gained excellent traction, and lends itself to search engine optimization.

You want numbers? Traffic to www.acp-online.com, our association website, is running at a rate of 2000+ unique views each month and growing, accompanied by a corresponding rising rate of organic search. Content creation, being a vehicle for social platforms and marketing strategy, in combination with content like infographics that are easily shareable on Facebook, LinkedIn and Twitter, drives our success and reach.

In addition, **ACVP's E-Blast™**, which goes out to over 12,000 opted-in recipients, helps reinforce and spread the message. Our headlines are driving strong engagement metrics like email opens, click-throughs, and social media reach. Our Association magazine, **CV Directions**, is delivered electronically to over 18,000 readers and pull-through recipients, every quarter.

Whether your focus is getting your message heard by the invasive or noninvasive practitioner, whether your end product or service user is an Administrator, works in the Cath Lab, Radiology, EP, Nursing, Holter, Stress or Rehab, access to ACVP's communication channels gives you input in a curated stream of content that reinforces your goals.

Our communications are not one way, either. In response to our members' need for information on specific topics, we built ACVP CONNETWORK™, our premier "ask the expert" member-to-member information resource and networking program. As participant in **CONNETWORK™**, your sales and marketing team can respond to practitioners' questions directly, in real time, on subjects related to your products, services and areas of expertise. Rarely has it been easier for your potential customer to contact you, with needs YOU can support.

But this access is restricted to our partners. Our Corporate partners understand the impact and value of our communications systems, which touch both Association members and non-members alike. It's an exclusive benefit, available only to members of the **Strategic Alliance™**.

If your organization markets to the Cardiovascular community, shouldn't it make sense to cast as wide a communications web as possible in front of your target audience? As a member of **ACVP's Strategic Alliance™** affinity program, we will help get your voice in front of the very people you need to reach: our members.

ACVP's Strategic Alliance™ program: Trusted, reliable and present. Join today! For more info contact us at smcelgunn.acvp.corp.relations@gmail.com.

INSIDE ACVP COMMUNICATIONS

Our content strategy uses strong headlines that drive engagement,

social-optimal graphics that keep our reach consistent,

and ACVP's network and partners to boost reach exponentially.

Our search-engine optimization drives organic traffic as well.

- The keyword / phrase appears in the URL for this page.
- The images on this page contain alt tags with the target keyword / phrase.
- This page has 4 outbound link(s).
- The keyword appears in the first paragraph of the copy.
- The keyword density is 2.25%, which is great, the keyword was found 11 times.
- The page title contains keyword / phrase, at the beginning which is considered to improve rankings.
- The page title is more than 40 characters and less than the recommended 70 character limit.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The meta description contains the primary keyword / phrase.
- There are 511 words contained in the body copy, this is more than the 300 word recommended minimum.
- You've never used this focus keyword before, very good.

SEO analysis on our post "Team-Based Care Isn't Controversial."

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