

## Marketing Defined: Everything We Do

A major shift is taking place in the focus of AAPB. In the four strategic themes that have been adopted by the Association, professional support, research, education, and technology, marketing is a primary focus that cuts across all of these themes. As this shift takes place, AAPB recognizes the need for ongoing marketing efforts throughout all that we do, ranging from how we communicate with members and potential members, produce and promote our conference/educational offerings, and how we help elevate the presence of biofeedback in the public eye.

This philosophical shift in recognizing the key outcomes for “everything we do” as being tied to marketing also involves you, the membership of AAPB, ISNR and the certificants of BCIA. As we have noted in previous articles in this newsletter, biofeedback is at an interesting juncture in its history. Biofeedback has received the attention of public media and has been the focus of television and print media news reports. Most of that coverage has been positive. But either way, we need to collectively capitalize on this attention for the benefit of the field of biofeedback, its practitioners, clients and all stakeholders.

Here are some of the specific marketing efforts that AAPB is undertaking:

- responding to support/defend items reported from Google Alerts and inviting the originators of such articles to utilize AAPB as a resource for future biofeedback issues.
- developing and disseminating releases to market the activities and services of AAPB through an online news wire service.
- working to establish and support a working “Biofeedback Alliance” bringing together representatives from the three primary organizations that represent the biofeedback community, AAPB, ISNR, and BCIA, to address collective goals related to marketing and public awareness
- creating and identifying resources specifically designed to assist clinicians in practice management
- expanding our marketing outreach and frequency of contacts beyond existing and prior members
- seeking new educational venues that offer flexibility in participation and topics designed to advance the state of the science, the attraction of traditional and non-traditional attendees alike, and build a greater sense of community.

What does all this mean to you? Well, as AAPB grows, it can devote more resources to impact such issues as insurance reimbursement, recognition by state licensing boards, educating the public about the efficacy of biofeedback, and achieving higher referral rates throughout the medical community.

An everything-we-do approach to marketing also extends to you as practitioners, educators, and researchers. You can play a significant role in creating awareness in your local community about the effectiveness of biofeedback. Every time you see an article in

your local media or other trade media, we encourage you send a response inviting the organization to utilize you as a resource. Be sure to cite AAPB, ISNR, and BCIA as the authoritative sources representing this field. Use the AAPB publication, *Evidence-Based Practice in Biofeedback and Neurofeedback*, to support your position in corresponding with local media, the public, and the medical community. Watch for more resources to be unveiled soon on the AAPB website that you can use in responding to insurance challenges, the medical community, and your client or potential client population.

By helping AAPB get the word out about biofeedback, you can help yourself and gain greater recognition with your peers and within your community. It's all about marketing. And there is nothing like a satisfied customer to help spread the news.