

ARABIAN HORSE ASSOCIATION

# MEDIA GROWTH & FUTURE PLANS

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# INTRODUCTION

Welcome to the Media Growth and Future Plans presentation during AHA's 2022 Convention! This presentation is intended to give you insight into how AHA has grown their media in the digital space and AHA's future plans to continue to showcase the Arabian breed.



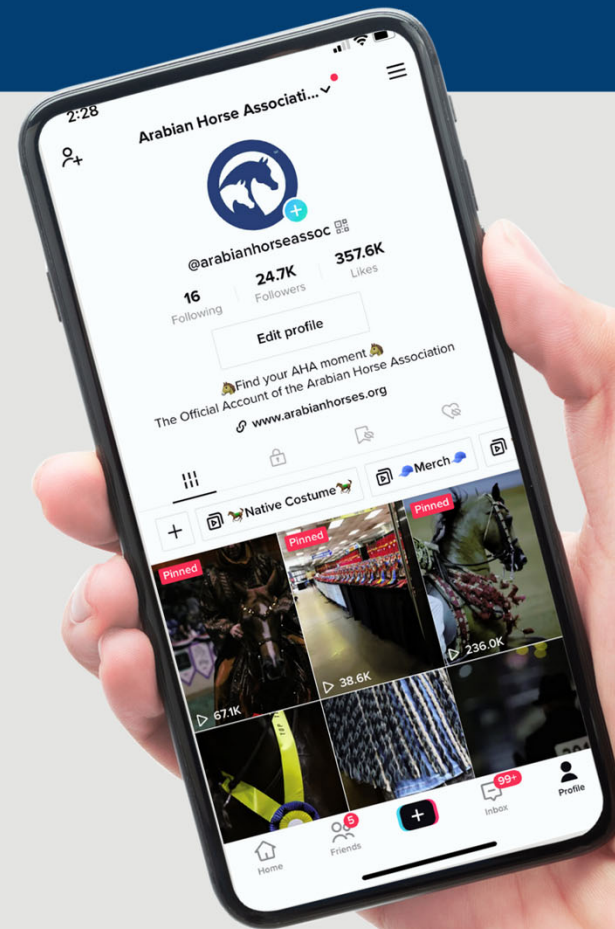
A person wearing a blue vest and a helmet is riding a dark horse in a desert landscape. The horse is in profile, facing right. The background features a clear blue sky and sparse, dry vegetation. A dark blue banner is overlaid at the bottom of the image, containing white text.

# A VISION FOR MEDIA GROWTH

Creating relevant content that connects the viewer back to the Arabian breed through eye catching video and current trends.

# MEDIA GROWTH

- Platform trends
- Viral sounds
- Culture & Community
- Video Concepts

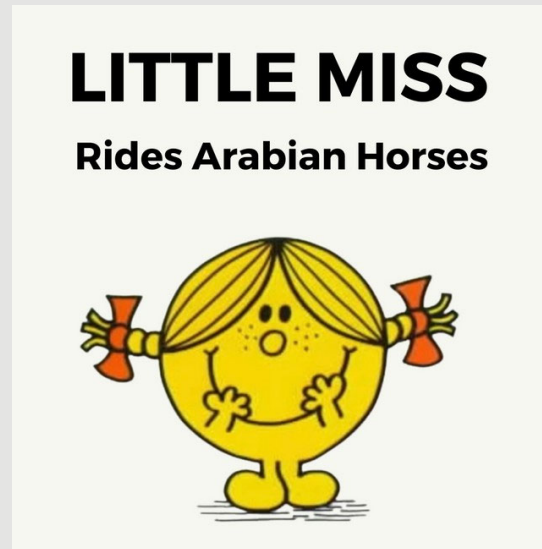


# FOLLOWING TRENDS



21,000+ reach

6% Engagement Rate



5,000+ reach

5% Engagement Rate



105,000+ reach

9% Engagement Rate

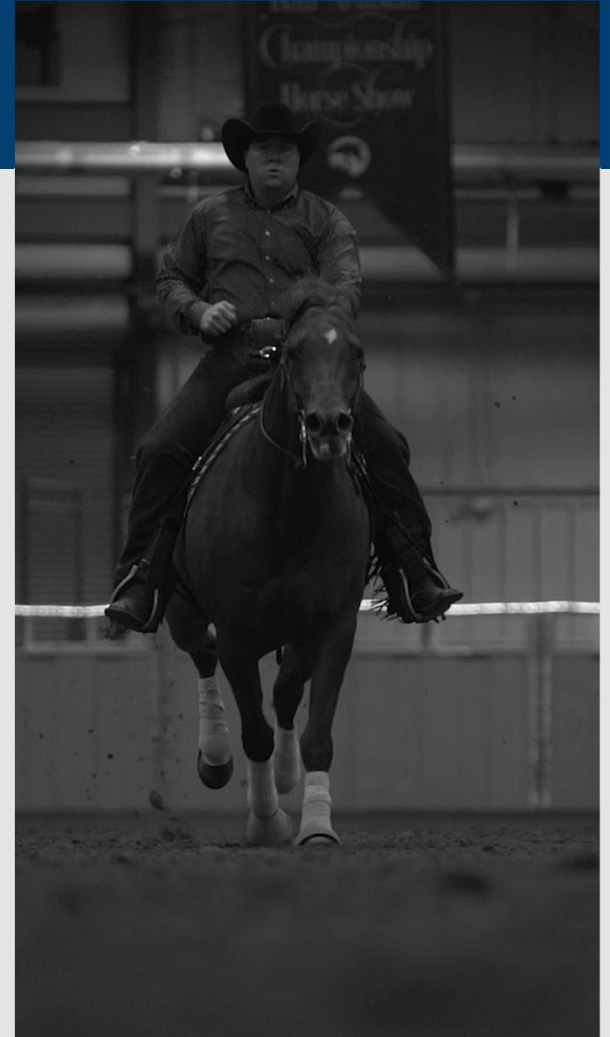


# IMPLEMENTATION



# IMPLEMENTATION

Unique style of video that brands content as the Arabian Horse Association.





# 2023 GOALS & FUTURE PLANS

- Continue to communicate with our members via email blasts, mailings, and AHA App
- Continue positive digital growth to make the Arabian breed mainstream
- Support all AHA programs, finding ways to increase sponsorships and new memberships
- Showcase the versatility of the Arabian breed in a positive manner within the digital space

# SOCIAL MEDIA HANDLES



Arabian Horse Association



@arabianhorseassoc



@arabianhorseassoc



Arabian Horse Association



@AHAArabian



Arabian Horse Association



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