

## AIS Public Relations Committee Report'—Robert Pries, chairman

It has been a tough year for me personally as chair of this committee. Moving to North Carolina, building a house and trying to sell a house while all market forces were conspiring against me has depleted my energy and my resources and because of the timing of the sale of my old house I possibly will not make it to the fall meeting. I am offering the following information on the activity of our committee.

We were able to create the AIS toolbox for the Website early in the year. Mike Unser is gratefully acknowledged for his helping to make a dream a reality.

Membership packets have been handled efficiently by Ann Violette

The AIS displays have been in the care of my able assistants William Plotner and Ernie Henson.

Much thanks to everyone who has helped.

I have terminated the adwords campaign which I have been funding out of my own pocket to a total of \$1,926.84 over the last 2 years. During that time it has been seen by 2,907,262 people of which 0.22% clicked on the ads and went to the AIS website for a total of 6,383 visitors. We did not measure how many of these if any became members because it was considered to be too much work to place the cookies on our website.

It is hard to say that this was a failure or a success. Sending people to the website without having any form of sales presentation was probably not wise. Although the board authorized landing pads ( separate pages selling a visitor on the points for which they were searching), the landing pads were never completed. A new campaign at some future date utilizing all the proper tools may have much better results. One should not conclude from this experience that advertising does not work

Much information was gleaned from the Ad-words campaign. It turns out the people searching for Tall-bearded Iris are very expensive to reach. People searching for Siberian Iris are coming to a less competitive market and are substantial in numbers. People looking for species Iris were the most effectively reached and the most cost effective. This would indicate that Species and Siberian Iris should play a prominent role on our website.

The committee has no new initiatives but would like to insure a role in working with the website redesign, to insure a gain in membership through the site. The website will be asked to perform many functions, It needs to serve both the new visitor and the established member. It can not be stressed that more that the future of this society is going to depend on the elegant use of the internet. The AIS wikki is still in the works and I believe it to be the single most important opportunity for the Society to grow its membership and maintain its mission.