

Proposal for

# External Marketing Promotion 2018 - 2019

Prepared for

## Lutheran Marriage Encounter God Loves Marriage

Submitted

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by



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## External Marketing Plan Proposal

### Lutheran Marriage Encounter / GodLovesMarriage.org

#### Phase One

#### **Create Marketing Materials for Use in External Marketing Campaign**

Proposed assets to include the following.

##### **Create and Produce Local Radio Spots**

*Strategy:* Air 15-second spots on local radio stations near GLM Weekends. Ads to be aired 10x per week for 5 days, M-F, 6 am-10 am and 3 pm-7 pm. Dates to be determined and scheduled ahead of each Event. **Media Buy Cost TBD.**

- Develop 15-second radio spots with 3 different messages using male voice and female voice – 6 total radio spots
- Recording and editing in one 4-hour recording session
- Professional recording talent
- Suggested messages may include: Disillusionment, Joy, How We Felt As Newlyweds, Marriage Upgrade, Marriage Tune-Up, etc.

**Total Estimated Cost** ..... **\$2,500.00**

Includes script development, talent selection, recording, editing, and distribution prior to 35 events. **Media Buy Cost TBD.**

##### **Create and Produce YouTube In-Stream Video Ads**

*Strategy:* Create 3 in-stream video ads for YouTube for 14 days during each Event registration period. **Media Buy Cost TBD.**

- Develop 3 HIGH IMPACT 30-second video ads to play in front of selected YouTube videos
- Shot in three 4-hour recording sessions in separate locations
- Professional or LME volunteer on-screen talent to be used, depending on scripts developed
- Suggested video content may include: Disillusionment, The Secret to Marriage Success, Lifetime Honeymoon, etc.

**Total Estimated Cost** ..... **\$6,000.00**

Includes script development, talent selection, recording, editing, and distribution. On-screen talent, location rental, licensing agreements, and Media Buy Costs TBD.

##### **Create and Place Banner Ads on Targeted Websites**

*Strategy:* Create electronic Banner Ads to be placed on targeted websites (5) with a budget for 4,000 impressions at each site. **Media Buy Cost TBD.**

- Develop three Banner Ad messages
- Create electronic Banner Ads in popular sizes
- Suggested messaging may include: Disillusionment, Joy, A Fresh Start, etc.

**Total Estimated Cost for Banner Ad Development.** ..... **\$1,000.00**

**Create and Place Facebook Ads**

*Strategy:* Two weeks of targeted Facebook Ads 7 weeks prior to each Event.

- Develop three Facebook Ad messages
- Create electronic banner ads in popular Facebook sizes
- Suggested messaging may include: Disillusionment, Joy, A Fresh Start, etc.

**Total Estimated Cost for Facebook Ad Development. . . . . \$1,000.00**

**Total Phase One Costs for Development of Marketing Assets. . . . . \$10,500.00**

Plus media buys, on-screen talent, licensing, and location rental TBD

## Phase Two

### **Lutheran Marriage Encounter Promotion Budget**

Leinicke Group will create a Marketing Campaign on a per Event basis, with the ability to adjust budget allocations based on performance data of each proposed media.

- Preliminary Event budget allocations for onnline Video Ads, Banner Ads, and Facebook Ads would be: 30% Video Ads; 40% Banner Ads; 30% Facebook
- This campaign would begin with regional ad/video placements starting 97 days prior to each scheduled LME Event
- Leinicke Group would be responsible for placement and budget monitoring of each phase of the campaign
- Video Ads, Banner Ads, and Facebook Ads are budgeted on a “Pay Per View” basis or on a “Pay Per Click” basis – thus when the allocated budget amount is reached, the promotion goes dormant

### **Radio Advertising Campaign**

- Radio advertising support of LME Events will vary widely by region and event location.  
**EXAMPLE:** St. Louis Area Christian Radio Stations appear to be commercial free which only allows for program sponsorship or public service placement of radio promotions. (KFUO, iHeart Christian radio/gospel, 99.1 JOY)

### **FREQUENCY = CREDIBILITY**

Here is an example of what a proper frequency of spots would be in a radio test campaign:

- 2-3 Stations in a market (more or less, depending on the size of the market)
- 2 Months on each station; 4 weeks per month; 5 Days per week (Monday-Friday);  
1 commercial airing every 2-4 hours

**Projected Total Costs (Including Media Buys)  
for Proposed Marketing Campaign**

**Radio Advertising**

Creative .....	\$2,500
Management .....	\$350 ea. / \$12,250
Placement as Outlined .....	\$1,625 ea. / \$56,875

**YouTube In-Stream Video Ads\***

Creative .....	\$6,000
Management .....	\$450 ea. / \$15,750
Placement as Outlined .....	\$140 ea./ \$4,900

*\*Plus on-screen talent, location rental, and licensing.*

**Online Banner Ads**

Creative .....	\$1,000
Management .....	\$250 ea. / \$1,250
Placement as Outlined .....	\$1,000

**Facebook Ads**

Creative .....	\$1,000
Management .....	\$75 ea. / \$2,625
Placement as Outlined .....	\$980

# “Out of the Box” Marketing

or

## *How Lutheran Marriage Encounter Can Globally Reach Millions 24/7/365*

<b>Where?</b>	YouTube
<b>What?</b>	Create “Marriage Secrets” YouTube Channel
<b>When?</b>	ASAP
<b>Why?</b>	Growing Number of Couples Finding LME Thru Web Searches (including Lutherans, Other Christians, and Unchurched)
<b>How?</b>	<p>Create an Ongoing Series of Two-Minute “Teaser” Videos</p> <ul style="list-style-type: none"> <li>• Each Reflecting a Weekend Concept</li> <li>• Each Ending Referring to GLM.org for “More Information”</li> <li>• Click-Thru Link to GLM.org</li> <li>• GLM.org Portal Page from Each Video</li> <li>• SEO of Channel &amp; Each Video with Key Words “Marriage” and “GLM.org”</li> <li>• Link Posts from GLM Facebook, Twitter, and IG Accounts to Videos with Click-Thru Links to GLM.org</li> </ul>
<b>Possible Topics?</b>	<p>“Marriage Isn’t Like Buying a Car”</p> <p>“Marriage Training 101”</p> <p>“What Do I Want From Marriage?”</p> <p>“Let’s Be Real – Honesty &amp; Candor in Marriage”</p> <p>“Paying Attention”</p> <p>“Showing Your Spouse You Care”</p> <p>“Good Intentions”</p> <p>“Tell Me 10 Things About Yourself”</p> <p>“Intimacy Isn’t Just About Sex”</p> <p>“Keeping the Spark Alive”</p> <p>“Don’t Lose the Plot”</p> <p>“Marriage At Its Best”</p> <p>“Better Together”</p> <p>“Little Kindnesses”</p> <p>“Why Am I Not Happy?”</p> <p>“We’re Not the Same People We Once Were. . .”</p> <p>“What a 20-Year-Old Should Know About Marriage”</p> <p>“It’s All About Communication”</p> <p>“Five Tools for a Healthy Marriage”</p> <p>“Fighting Fair”</p> <p>“As Advertised”</p> <p>“Etc Etc Etc”</p>

<u>Year</u>	<u>Weekends</u>	<u>Total Couples</u>
2008	20 (?)	255
2009	20	208
2010	39	478 (?)
2011	34 (?)	406 (?)
2012	36	432 (?)
2013	29	306
2014	29	285
2015	22	209
2016	19	196 (?)
2017	??	205 (?)

### ***Possible Reasons for Lower LME Attendance***

- 1) Cost added to event pages (added Sep 2016)
- 2) USA economic recession from 2008-2017 (lack of discretionary income)
- 3) Lack of personal inviting by encountered couples
- 4) Gay marriage official in USA (June 26, 2015)
- 5) Decline in active encountered couples and “aging” of those remaining
- 6) Decline in churches promoting our events (various reasons)
- 7) Decline in church attendance by millennials (PEW Research)
- 8) Decline in married couples
- 9) Shifting interest from “work”-like and/or introspective activities
- 10) Commitment to children’s activity schedules