

Media • Communications • Publicity
Craig & Connie Leinicke
January 2024

Asterisk (*) behind section headings indicates currently funded tasks.

Media • Communications • Publicity efforts have performed the following tasks during this reporting period:

GLM Website

- Optimized web pages on GLM for search engine ranking, and monitored and updated platform and theme architecture, functionality, and plug-ins to maintain effectiveness and security.
- Modified GLM web pages as necessary.
- Monitored “Presenting Couples” section (pw = LME-pc) and “Presentation Outlines • Mentality” section (pw = 007).
- Uploaded documents as requested to GLM.
- Added, modified, and deleted GLM experience pages.
- Assisted area registration couples as needed with registrations.
- Monitored and managed inquiries from info@godlovesmarriage.org email address.
- Updated, revised, and removed 9 application forms as needed.
- Maintained website documents and information on GLM (note: build of ILME Leadership page on GLM is currently *on hold*).
- Monitored and troubleshoot GLM registration system as needed.

Email Database

- Modified Constant Contact eblast formatting as needed.
- Added, modified, and deleted email addresses in national database to remove bounced/suspended church email addresses.
- Created church video slides, 8.5” x 11” poster, web banner ads, bulletin insert, and six bulletin announcements (which can also be used for 1-minute radio ad copy) for in-person and virtual Fall 2023 and Winter/Spring 2024 upcoming experiences. Added each to “Resources” section of GLM inside “Publicity & Inviting” for use in area promotional activities.
- Updated and uploaded LME experience documents as needed to Community > Resources > Presenting Couples section of GLM.

GodLovesMarriage.org Site Analytics*

- Google GA4 analytics has been installed and configured for use in reporting, advertising (if needed), and helping to determine GLM/LME’s online presence going forward. Our checks on the new system so far are yielding positive indicators that it is working well. However, data so far only exists as of July 1, 2023. Please see the attached sheets for reporting from July 1, 2023 through January 12, 2024.
- Added Jetpack analytics to the GLM website to afford yet another means to accurately report website traffic and activity.

Action Item: Discuss subscribing to Yoast Premium to increase website visibility.

Church & Video Eblasts*

- Created and sent eblasts to churches during this reporting period for each area (regional churches) and virtual (nationwide) experience.
- Each eblast included – for church use – links to up to two church video slides, one 8.5” x 11” poster, one web banner ad, one bulletin insert, one poster, three video links, and six bulletin announcements / radio ads for each upcoming experience.
- No video blasts were distributed during this period to LME’s encountered couple email database, but work by Jim & Jill Steinke and Dean & Marcia Redman has produced a list with which to compare against our current Constant Contact database for USA/CAN encountered couples.

2024 PRIORITY Action Item: *Active updating of ALL area email databases.*

Social Media Management*

- Posted four (4) Fall 2023 LME Events on GLM Facebook page. (Also removed experiences that had no or low registrations.)
- Posted two (3) Winter/Spring LME experiences on GLM Facebook page.
- January/February 2024 Social Media posting calendar was developed for posting during this reporting period. March/April 2024 posting calendar is currently in progress.
- Social media posting campaign began on January 5, 2024 with posting to FB several days per week.
- *Facebook “Likes” as of January 12, 2024 = 4,166.*

2024 Priority Action Item: *We recommend that all Team Couples assigned to an upcoming GLM experience as well as local community couples who are on Facebook “share” these experiences listed on the GLM Facebook page in their personal Facebook feeds to stimulate interest in these experiences among their personal Facebook friends. A casual review of LME individuals who have already “liked” the GLM Facebook page indicates that very few of our leadership couples like or follow our GLM page. We hope and ask that you will join us there, like, and be sure to make “today’s world” comments!*

Trifold Brochures*

- Approximately 1,000 trifold brochures ***without a registration fee*** (from the early February 2022 printing) are in inventory at this time for use/distribution by both churches and areas.
- During its April 9, 2022 meeting, the NAR Board approved adding a QR code to the printed brochure. *This task is on hold until current inventory needs replenishing (typically when inventory reaches 300 brochures).*
- No requests from churches were received during this reporting period.
- Please contact the Leinickes if you wish to have brochures shipped for your area’s use.

Videos*

- GLM 10&10 presentation videos on YouTube are linked on the GLM website in the
- Community > Resources section for use by areas and Journey Groups. Three (3) new community presentation videos have been uploaded to the GLM YouTube channel for use by Journey Groups as 10/10 presentations. They are listed under the Community > Watch Our Videos section of the

site. These videos also will be sent out over the next 6 months (every other month) to return to our contact with the encountered couple database.

- A total of 26 GLM YouTube videos are currently on the GLM YouTube channel for use by encountered couples, churches, Journey Groups, and areas for inviting activities.
- Promotional videos are linked from the main section of the GLM home page.

2024 Priority Action Item #1: *NAR Board members and other dynamic LME couples are invited to “present” talks for use in a future video. Please contact us if you are interested or know a couple who could provide a dynamic presentation that we can video.*

2024 Priority Action Item #2: *NAR needs to make updating of the “How Was Your Weekend?” video from the 1980s/90s a main priority in the coming year to help interested couples move past their objections to attending an experience and register. Could this possibly be “staged” to video it before/after our next NAR Board meeting using our NAR Board members as the “actors”?*

Experience Materials*

- Following are in-experience materials that currently need updating to meet both the new outline and LME branding needs:
 - Powerpoint presentation
 - Workbook (*in progress*)
 - Handouts for registration table and presentations (*in progress*)
- Additional in-experience materials (workbook cover, important handouts, care package handouts, admin documents, financial donation docs, etc) have been updated to meet our branding needs and uploaded to GLM.org > Resources > Presenting Couples (pw: 007) for use during all experiences.

2024 Priority Action Item: *Area leadership should review all admin documents currently uploaded to GLM.org and contact Connie Leinicke at conniel@leinickegroup.com if documents you use but cannot find at GLM.org are needed. Connie will be happy to brand and upload the documents you need.*

Promotional Materials*

- A few of the 2022 new promotional materials are still in stock. Please contact Connie Leinicke at conniel@leinickegroup.com to order these for your upcoming area experiences:
 - 1-inch circle stickers
 - Notebook/candle stickers
- Conference materials on hand and recommended for use at local/regional church conferences also include:
 - One white GLM-branded 8-foot table skirt
 - GLM/LME brochures in packets of 50 for distribution to church staff
 - Several GLM-branded polo shirts (*on the “endangered” list as inventory is very low*)
 - A basket with a sign offering a “free” experience to a random winner who completes a booth form

- Digital files for 3 separately messaged 3 ft x 8 ft pull-up banners were updated during this reporting period and can be purchased for less than \$100 each (we watch for good sales!) for interested areas. Pre-approval by our NAR execs is needed for the Leinickes to place the order.
- The Prestons and Hartmans will staff an LME “booth/table” to spread the word about our 2024 experiences at the 2024 **Best Practices in Ministry** in-person conference in Phoenix AZ from Feb 22-24. Please inform them if you plan to attend and would also like to “work” the booth. The Leinickes may be able to attend this event as well.

2024 Action Item: *We encourage each leadership couple to attend at least one church-related conference – regional, state, or national – during 2024 as LME ambassadors to remind the larger church organizations of the existence and mission of Lutheran Marriage Encounter. Our newly branded Conference materials can support your outreach at events.*

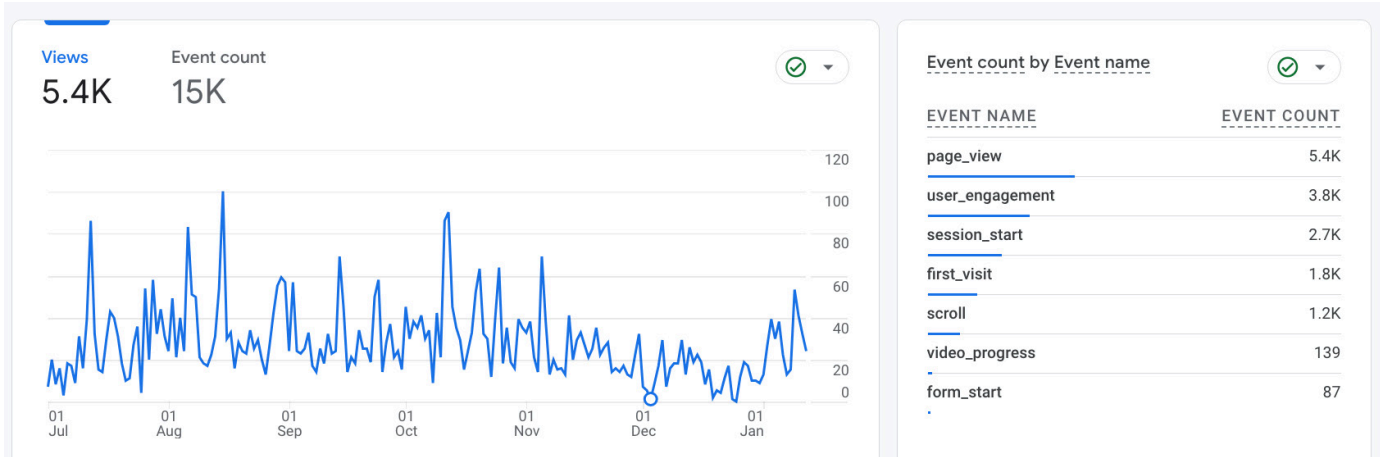
Encountered Couples Email Database*

- We remind all areas to send the post-experience “Allowed Contact” form to the Leinickes at conniel@leinickegroup.com to add newly encountered couples to the Constant Contact “Couples” database, including Virtual Experience couple lists!
- Jim & Jill Steinke have reviewed/edited a list of encountered couples since 2015(?) that Dean & Marcia Redman compiled.
- Connie Leinicke has started culling our current database for suspended and non-existent email addresses to improve our current couples databases. *This activity is still in progress.*

Action Item: Active areas can submit their current list of active LME encountered couples to Connie Leinicke for updating. Please contact Connie at conniel@leinickegroup.com if you would like her to download the current list in our database for your area.

July 1, 2023 - January 12, 2024 GLM.org Analytics

Views & Engagement (Event Count)



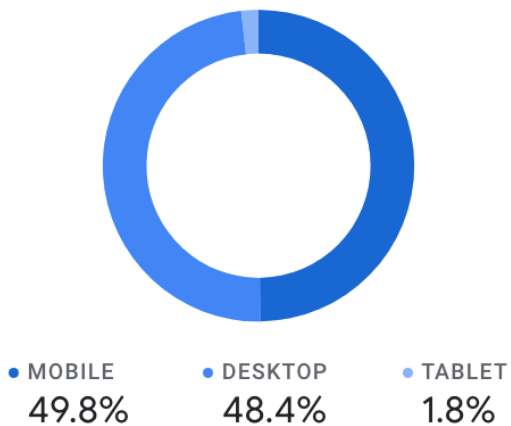
How New Users Found Us

FIRST USER DEFAULT CH...	NEW USERS
Direct	862
Organic Search	755
Referral	117
Organic Social	80
Email	5

How All Users Found Us

	Users	Sessions
	1,842 100% of total	2,757 100% of total
Direct	871	1,518
Organic Search	767	969
Referral	119	153
Organic Social	80	88
Unassigned	17	21
Email	5	6

Devices Used by Users



Users by City (Showing 7 Largest Counts)

CITY	USERS
Chicago	57
Columbus	49
Ashburn	38
New York	37
Dallas	30
San Antonio	24
Minneapolis	19

July 1, 2023 - January 12, 2024 GLM.org Analytics (p. 2)

Landing Pages

Landing page		↓ Sessions	Users	New users
		2,757 100% of total	1,842 100% of total	1,819 100% of total
1	/	1,587	1,059	1,037
2	(not set)	133	82	1
3	/what-happens	126	117	111
4	/about-us	101	97	94
5	/event/virtual-experience	89	83	75
6	/how-it-works	74	65	60
7	/faqs	55	49	41
8	/download/bulletin-inserts	54	51	46
9	/download/bulletin-announcements	53	46	39
10	/event/kalamazoo-mi-marriage-encounter	36	27	24

Page Paths

Page path and screen class		↓ Views	Users	Views per user	Average engagement time
		5,410 100% of total	1,842 100% of total	2.94 Avg 0%	1m 11s Avg 0%
1	/	2,102	1,136	1.85	28s
2	/what-happens/	258	217	1.19	1m 02s
3	/about-us/	251	215	1.17	41s
4	/how-it-works/	220	181	1.22	52s
5	/continuing-the-journey/	176	100	1.76	39s
6	/event/virtual-experience/	175	154	1.14	37s
7	/faqs/	173	145	1.19	45s
8	/apply-now/	169	120	1.41	30s
9	/cost/	156	127	1.23	34s
10	/download/bulletin-inserts/	103	73	1.41	13s

Actions Taken by Users

Event name		↓ Event count	Total users
		15,283 100% of total	1,842 100% of total
1	page_view	5,410	1,832
2	user_engagement	3,767	1,150
3	session_start	2,736	1,828
4	first_visit	1,819	1,818
5	scroll	1,187	648
6	video_progress	139	42
7	form_start	87	60
8	form_submit	55	30
9	video_start	46	43
10	video_complete	22	21