

Media • Communications • Publicity

Craig & Connie Leinicke

February 2014

In 2013, the Media • Communications • Publicity efforts have pursued the following:

- Improvements/maintenance of website functionality and ease of the application process
- Outreach to ELCA, LCMS, and NALC churches in North America via eblasts
- Wider outreach through social media efforts on Facebook and Twitter
- Distribution of printed brochures to areas and churches
- Increasing online linking with churches via banner ads

*** Denotes funded activities**

GodLovesMarriage.org*

GodLovesMarriage.org is analyzed and tweaked continuously to add user interactivity and information.

- A separate submission form for Canadian residents was developed and made active in mid-2013 in order to more clearly separate Canadian and US financial tax requirements.
- Traffic analytics are attached at the back of this report.
- Continuous site maintenance is accomplished as Weekends are scheduled, including ongoing search engine optimization with hotel site location addresses and images.
- Ideas received from Gen X & Y couples at the District II leadership meeting inspired us to create a preliminary “hidden” online post-Weekend “library” of the Weekend Packet materials. So far we have only the WEDS Manual in the library, but have created “space” to add the other materials for couples who no longer deal in “paper” resources. We solicit digitally formatted Weekend Packet information from areas to make this resource available online to newly encountered couples in 2014.
- A total of 297 applications were received via the GLM.org site in 2013. A total of 1,926 views and 801 applications have been submitted via the GLM.org site since going live in March 2012.

HELP: The Pastor’s Information section of the website is in need of editing/updating to the new CPO outline talks by a competent resource. We ask for a volunteer to supply updated text.

Church Eblasts*

- Eblasts were sent during 2013 to support forty-one (41) 2013 Weekends (six eblasts were sent twice) and five (5) 2014 Weekends. Five (5) more have been sent in 2014 so far to support 2014 Winter/Spring Weekends. *Local area leadership is encouraged to use their area’s eblast to inform and invigorate community support of Weekends by pressing the “Forward This Email” button at the bottom of the eblast and sending it to all or key couples in the community with a note to please distribute to their own church and to their friends with their own “testimonial” regarding their Weekend experience. When community couples forward the eblast in this way, communities can spread LME awareness to their church so their church will feel more comfortable placing the / announcements in their bulletin and other church communications. Just doing this one step is not time consuming, but will allow community couples to “invite” without leaving their computer screen or moving out of their “comfort” zone when inviting.*

Facebook Page Management*

- Facebook page analytics as of February 1, 2014 will be announced at the meeting.
- Facebook “Likes” = 3,054 (as of 1/15/14)
- The “Private Group” on Facebook entitled “LME Encountered Couples now has 90 couples.
- Posts are continuing using a “today’s world” voice and include Scripture, positive general messages, and positive couple relationship/marriage observations.
- Facebook ads to generate more “Likes” will appear monthly as a result of a generous donation from an angel couple who wishes to remain anonymous.
- NARLME’s 2014 Weekends have been added to the GodLovesMarriage.org Facebook Page “Events” section. *We recommend that all Team Couples assigned to a Weekend who are on Facebook “Join” these Events on the GLM Facebook page to stimulate support.*

Trifold Brochures

A total of 3,600 GLM.org trifold brochures are currently in stock at Leinicke Group. Church eblasts offer free delivery of 100 free brochures to church requests. Any church responding to this offer via email to info@godlovesmarriage.org is forwarded to that area’s Application Couple for follow-up with a warm Thank You for their interest in LME, verification of whose attention to send the brochures to, and mailing of the brochures *stickered with their contact information.*

DVD Label

A DVD label was created in digital format in September 2013 and provided to the PA area for use on its Inviting DVDs. We are unsure at this time if the label has been added to the ilme.org site. We did not submit it, however, because we believe PA’s DVD area couple created another digital version from our format.

Videos

When the PA area requested a newly branded DVD label, we decided it also was time to update the existing Gary Chapman and Couples Testimonials videos with new branding as well. Thus we edited the videos to change the branding, shorten them only slightly per requests/comments we’d received over the years, and be able to use them online for inviting and publicity purposes.

We created a YouTube Channel for GodLovesMarriage.org in early October 2013 and uploaded the newly branded/updated videos to it, which include:

- Gary Chapman video = 112 views (as of 1/15/14)
- How Was Your ME Weekend? video = 122 views (as of 1/15/14)

We added links to both videos on the GodLovesMarriage.org website as well as on each eblast sent since 10/1/13.

We recommend that the NARLME Board consider production of a series of 30-second “benefits” focused videos in to use on the GodLovesMarriage.org website, in eblasts, on Facebook, in Twitter, and on a branded GodLovesMarriage.org YouTube channel.

CPO / Ecumenical Weekend Support

We worked with the UCC/Disciples of Christ* Lay Execs to provide support for their CPO Weekend in Portland OR. A report of this “test” CPO Weekend will provide evidence for other expressions to determine if they would like to participate in the GodLovesMarriage site.

The Meriden CT area LME Fall 2014 Weekend also was developed as an ecumenical Weekend, with the McGurns leading the way to include both the UCC/Disciples of Christ and Episcopal Expressions. We have received no feedback on the success of this Weekend. However, the Meriden CT area again is developing a Spring 2014 Weekend as ecumenical with the same expressions participating plus the Methodists.

Posters & Bulletin Inserts

Requests from areas for posters and bulletin inserts provided us with a directive to create these two publicity pieces and add them to the downloadable forms included in each Weekend's eblast. *Area leadership and community couples who receive the eblasts can also download these publicity pieces to distribute to their church staff and/or couples they want to invite to their Weekend.*

An ongoing request from several areas is inspiring us to rebrand and recreate the "posters" we initially created as part of the 2000 WWME Inviting Campaign:

- Is God In Your Marriage?
- Get Connected
- Mothers In Love + Fathers In Love = Families In Love
- Renew Your Romance

These posters will be recreated with the new branding and uploaded to ilme.org for use sometime during 2014 as time allows.

Pocket Poster

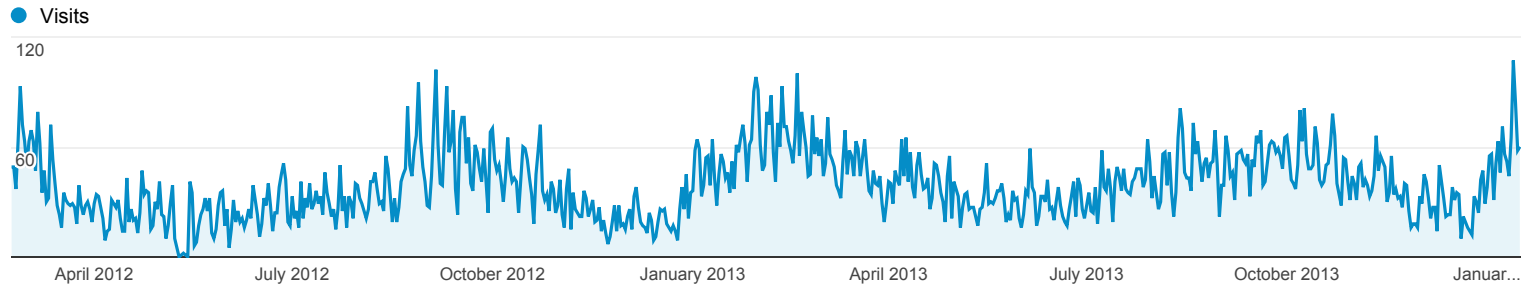
The pocket poster we designed to replace the one formerly branded by WWME, which was shared at the August 2013 NARLME Board meeting, was not funded by NARLME for printing due to lack of interest from areas.

Audience Overview

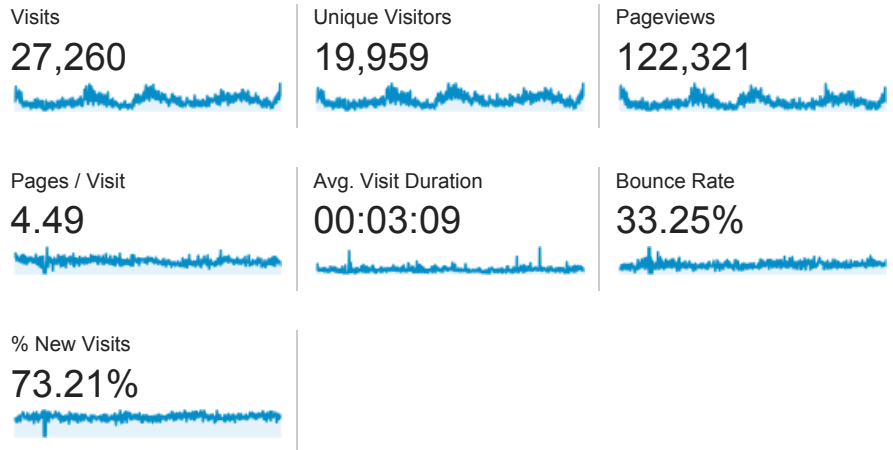
Feb 23, 2012 - Jan 16, 2014



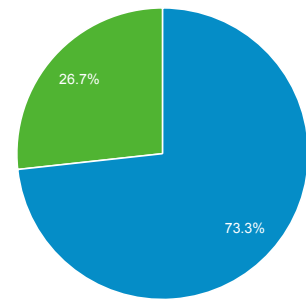
Overview



19,959 people visited this site



■ New Visitor ■ Returning Visitor



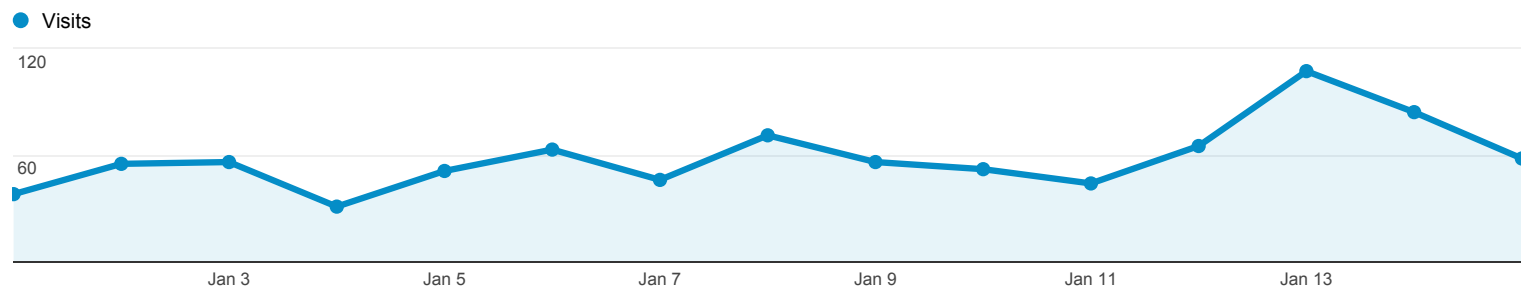
Language	Visits	% Visits
1. en-us	25,724	94.37%
2. en	1,014	3.72%
3. en-gb	141	0.52%
4. fi	37	0.14%
5. c	33	0.12%
6. fi-fi	29	0.11%
7. fr	27	0.10%
8. nb-no	26	0.10%
9. en_us	22	0.08%
10. sv-se	15	0.06%

Audience Overview

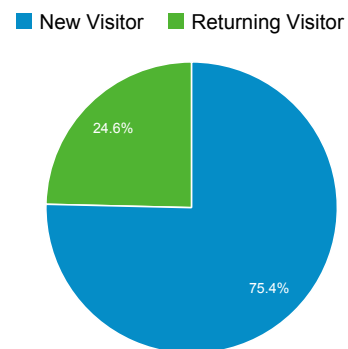
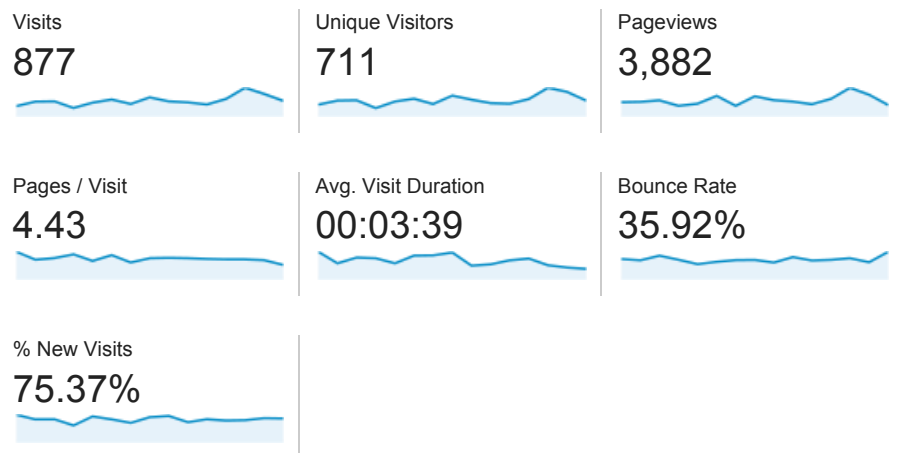
Jan 1, 2014 - Jan 15, 2014



Overview



711 people visited this site



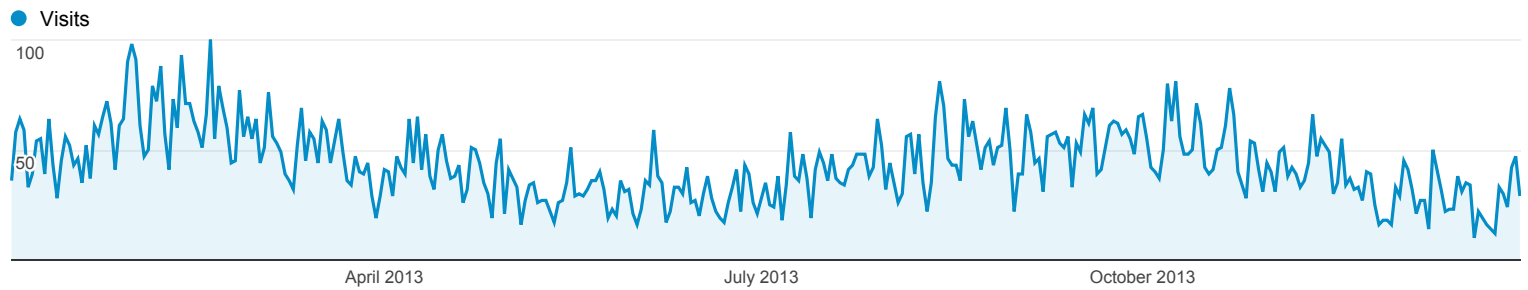
Language	Visits	% Visits
1. en-us	843	96.12%
2. en	15	1.71%
3. en-gb	5	0.57%
4. it	2	0.23%
5. c	1	0.11%
6. de	1	0.11%
7. de-de	1	0.11%
8. en_us	1	0.11%
9. en-ca	1	0.11%
10. fi-fi	1	0.11%

Jan 1, 2013 - Dec 31, 2013

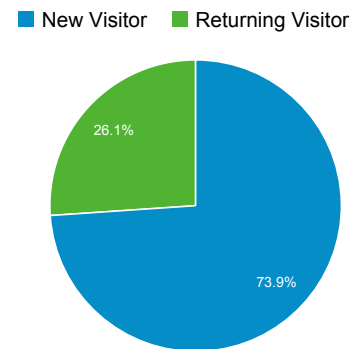
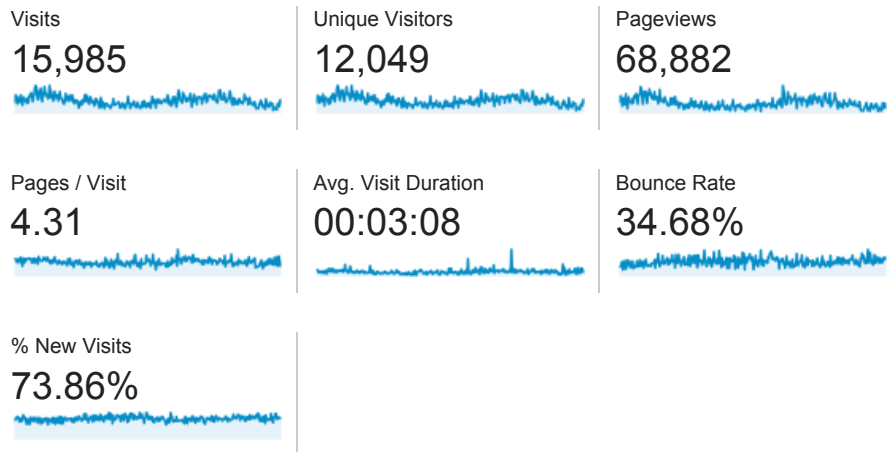
Audience Overview



Overview



12,049 people visited this site



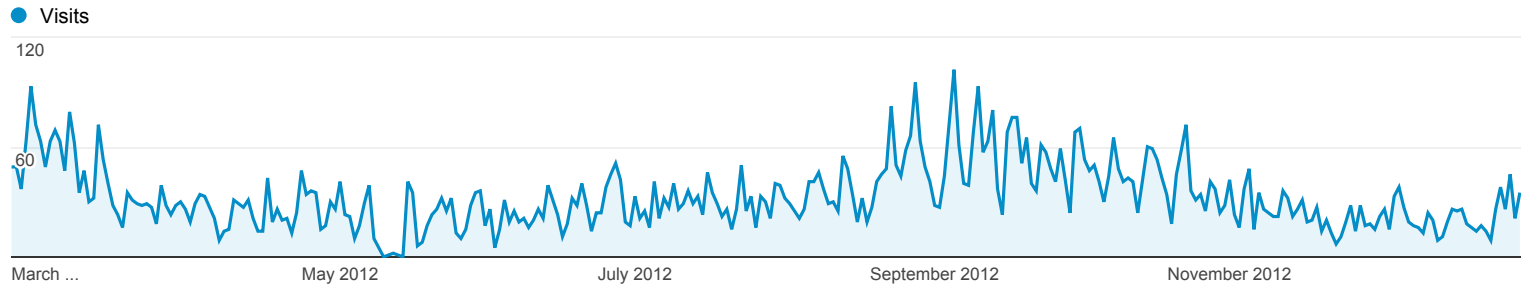
Language	Visits	% Visits
1. en-us	15,187	95.01%
2. en	504	3.15%
3. en-gb	82	0.51%
4. c	21	0.13%
5. fr	15	0.09%
6. fi-fi	14	0.09%
7. sv-se	12	0.08%
8. fi	11	0.07%
9. nb-no	9	0.06%
10. en_us	8	0.05%

Audience Overview

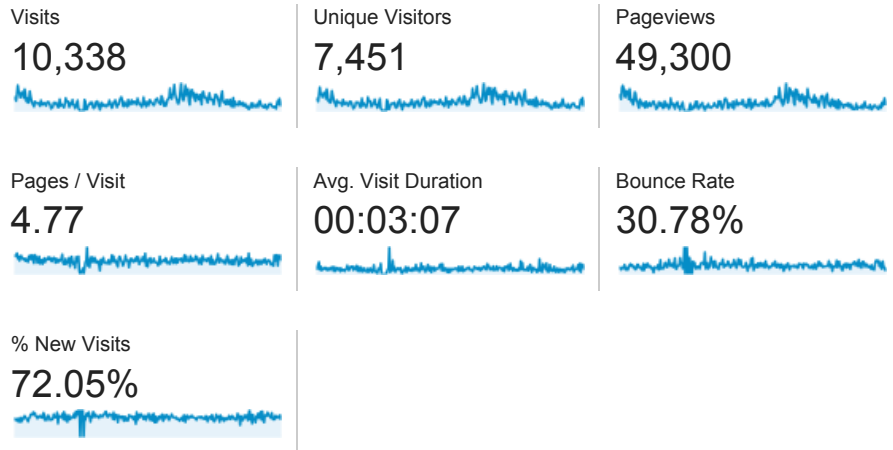
Feb 23, 2012 - Dec 31, 2012



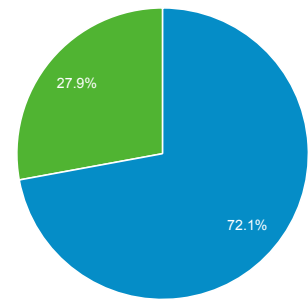
Overview



7,451 people visited this site



■ New Visitor ■ Returning Visitor



Language	Visits	% Visits
1. en-us	9,636	93.21%
2. en	495	4.79%
3. en-gb	54	0.52%
4. fi	26	0.25%
5. nb-no	16	0.15%
6. fi-fi	14	0.14%
7. en_us	13	0.13%
8. c	11	0.11%
9. fr	11	0.11%
10. da	6	0.06%

Visitors Flow

All Visits
100.00%

Country / Territory

United States
6.39K

Canada
154

Philippines
52

United Kingdom
46

(not set)
30

...
265

Starting pages
6.93K visits, 2.63K drop-offs

/
5.24K

/event
355

/whats-the-schedule/
213

/events/
115

/whats-the-cost/
113

(+63 more pages)
893

1st Interaction
4.3K visits, 819 drop-offs

/events/
556

/events/upcoming/
506

/whats-the-cost/
499

/events/category
394

/why-attend/
272

(+75 more pages)
2.08K

2nd Interaction
3.48K visits, 833 drop-offs

/event
595

/
536

/whats-the-cost/
295

/who-can-attend/
222

/what-happens/
204

(+62 more pages)
1.63K

3rd Interaction
2.65K visits, 470 drop-offs

/whats-the-cost/
361

/what-happens/
303

/event
216

/
203

/weekend-us...plication/
197

(+59 more pages)
1.37K

http://godlovesmarriage.org - http://godlovesmarriage.org
godlovesmarriage.org

Aug 15, 2013 - Jan 15, 2014

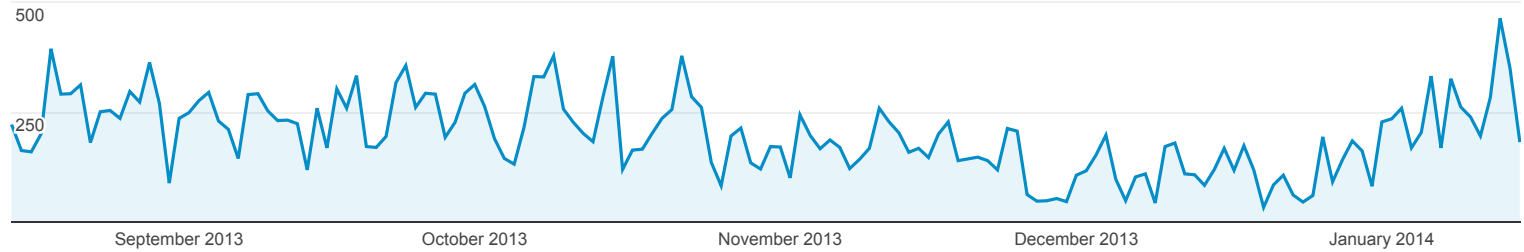
Overview



All Visits
100.00%

Overview

Pageviews



Pages on this site were viewed a total of 30,537 times

<p>Pageviews</p> <p>30,537</p>	<p>Unique Pageviews</p> <p>22,854</p>	<p>Avg. Time on Page</p> <p>00:01:01</p>	<p>Bounce Rate</p> <p>34.59%</p>	<p>% Exit</p> <p>22.70%</p>
---------------------------------------	----------------------------------------------	-------------------------------------------------	-----------------------------------------	------------------------------------

Page	Pageviews	% Pageviews
1. /	7,554	24.74%
2. /whats-the-cost/	2,506	8.21%
3. /events/	2,038	6.67%
4. /whats-the-schedule/	1,711	5.60%
5. /what-happens/	1,621	5.31%
6. /events/upcoming/	1,370	4.49%
7. /who-can-attend/	1,062	3.48%
8. /why-attend/	1,034	3.39%
9. /weekend-us-application/	988	3.24%
10. /how-do-we-apply/	950	3.11%