

Media • Communications • Publicity

Craig & Connie Leinicke

January 25, 2018

From July 16, 2017 through January 25, 2018, the Media • Communications • Publicity efforts have pursued the following:

- Publicity to ELCA, LCMS, and NALC churches in North America via eblasts
- A complete rebuild of the GLM website for improved accessibility by our target couples via mobile devices (tablet and smartphones)
- Troubleshooting of the Formstack registration system

* Denotes funded activities

GodLovesMarriage.org*

- Both the “yet to be encountered” and “CTJ” sides of GLM were completely rebuilt during this reporting period and launched on Dec. 21, 2017. Edits from NARLME Board members and LME application couples are now in progress.
- Traffic analytics are attached to the back of this report. Please note that these analytics are based on data accumulated for 11 months during which the 6-year-old site was live and only one month during which the new site has been live.
- Continuous site maintenance has been required during this reporting period as Encounter events were scheduled, including ongoing search engine optimization with hotel site location addresses and images, specific event/retreat hotel payment options, plugin updates, application form requirements, and text updates.
- Thrivent and information about online e-commerce sites that support charitable organizations are being planned for adding to the CTJ side of the website.

Church & Video Eblasts*

- Eblasts were sent to churches during this reporting period for all scheduled events.
- LME Constant Contact database now totals 45 lists for churches and encountered couples totaling approximately 11,800 database entries throughout North America. ILME leadership couples in Brazil and northern Europe also are included in the Couples database. The IFB Board is also included in the Couples database.
- *Action Item: We advise that all areas appoint one or two couples to contact each church in their area to update their current active church email database. The lists we created in 2012 are now 6 years old. And since church staff move frequently, performing this task will result in a current email database and also provide an ongoing capability for reporting of bounced church emails for regular updating at least once or twice each year.*

Social Media Management*

- Facebook “Likes” as of January 25, 2018 = 4,333
- The new GLM testimonial video was added to Facebook during this reporting period.
- On January 17, 2018, **God Loves Marriage was mentioned by name** in a post by the “Sharefaith” page as one of its recommended **Top Marriage Conferences**. The Sharefaith Facebook page to date has 44,498 likes and follows! Thank You, God!

- NARLME's 2018 Weekends are now being added to Facebook. *Action Item: We recommend that all Team Couples assigned to a Weekend who are on Facebook "Join" these Events on the GLM Facebook page to stimulate interest among their Facebook friends.*
- The "Private Group" on Facebook entitled "LME Encountered Couples" has 118 members. Several different LME areas (District I, Minnesota, etc.) have built Facebook pages for their own couples to access. *Action Item: We would appreciate being included in conversations regarding these pages as we move forward with the task of building a cohesive "community" of LME encountered couples across North America rather than segmentation among areas and/or districts. We ask that all social media pages please adhere to the NARLME-approved branding. Ask Leinickes for graphics if needed.*
- Very soon, Facebook algorithms will change, which will impact the effectiveness of our Facebook page presence. Our verbal report will provide more information.
- A GodLovesMarriage Instagram account was added during this reporting period.

Trifold Brochures

New trifold brochures are in stock at Leinicke Group and available to areas for use. Emails we receive from churches responding to the offer of brochures are forwarded to each area's Application Couple and/or District Leaders for delivery to specific churches.

Videos

A total of seven (7) encountered couples presentation videos have been filmed and edited. Delivery of these videos via the national couples database, however, has been on hold during 2017. Delivery will resume at the beginning of February 2018 to the encountered couple database. *Action Item: The Leinickes welcome NAR Board members and other dynamic LME couples to "present" a "talk" for use in a future monthly encountered couple video eblast. Please contact us if you are interested and/or will be attending the Summer 2018 WWME Reunion and NARLME Board meeting.*

Conference Attendance

Includes three 3' x 8' GLM banners, white GLM branded table skirt, white GLM branded pens (as giveaway item), GLM/LME brochures in packets of 25, staff wearing white GLM branded polo shirts, and a basket with sign offering a "free" application fee to a random winner who completes a booth form

- Dan & Judy Teuscher staffed the LME exhibit at the Fall 2017 LCMS Missouri Church Workers Conference.
- Craig & Connie Leinicke and Don & Carolyn Weiss staffed the LME exhibit at the Fall 2017 Best Practices for Ministry "Heartland" conference in Richmond, IN.
- From Feb 22-24, 2018, District 4 Clergy and Lay Execs Marty & Ted Hartman and Mick & Sandy Preston, along with the Leinickes, will attend the Best Practices for Ministry "Phoenix" conference.



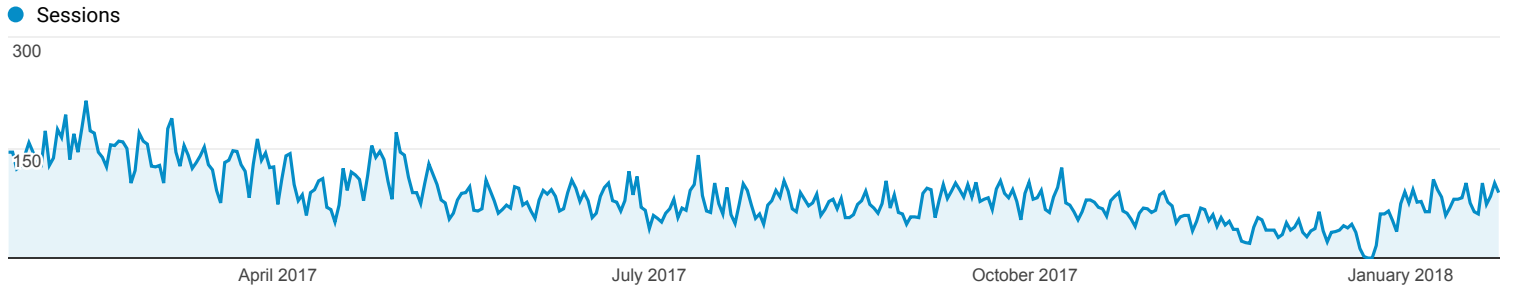
Overview

All Users
100.00% Sessions

Jan 25, 2017 - Jan 25, 2018

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions Goal 1: Submit Application Form		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit Application Form (Goal 1 Conversion Rate)	Submit Application Form (Goal 1 Completions)	Submit Application Form (Goal 1 Value)
	31,537 % of Total: 100.00% (31,537)	80.53% Avg for View: 80.47% (0.08%)	25,397 % of Total: 100.08% (25,377)	46.32% Avg for View: 46.32% (0.00%)	2.99 Avg for View: 2.99 (0.00%)	00:02:17 Avg for View: 00:02:17 (0.00%)	2.70% Avg for View: 2.70% (0.00%)	852 % of Total: 100.00% (852)	\$38,340.00 % of Total: 100.00% (\$38,340.00)
1. mobile	15,529 (49.24%)	78.69%	12,220 (48.12%)	52.88%	2.60	00:01:55	2.31%	358 (42.02%)	\$16,110.00 (42.02%)
2. desktop	13,139 (41.66%)	83.39%	10,957 (43.14%)	39.20%	3.41	00:02:37	3.17%	417 (48.94%)	\$18,765.00 (48.94%)
3. tablet	2,869 (9.10%)	77.38%	2,220 (8.74%)	43.39%	3.15	00:02:42	2.68%	77 (9.04%)	\$3,465.00 (9.04%)

Rows 1 - 3 of 3

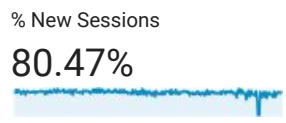
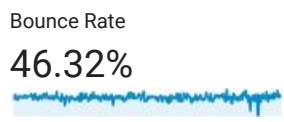
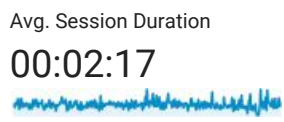
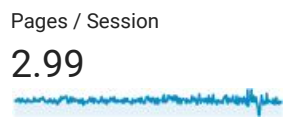
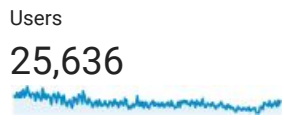
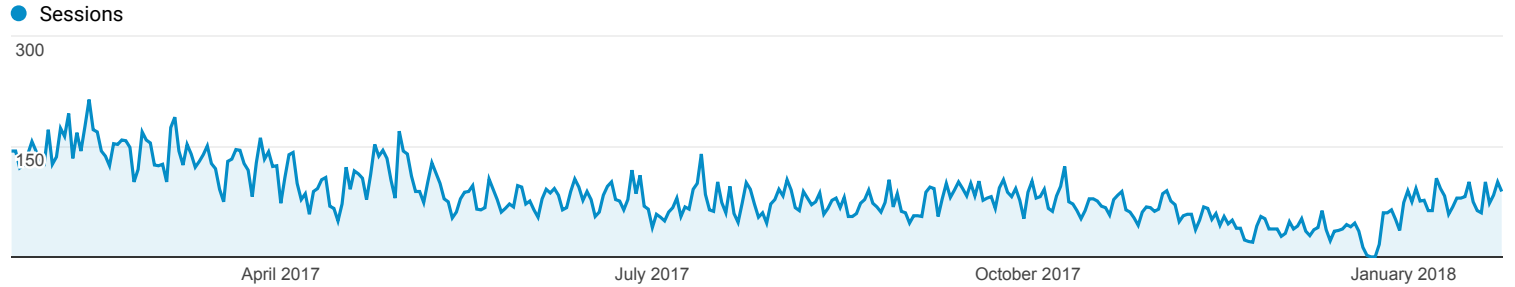


Audience Overview

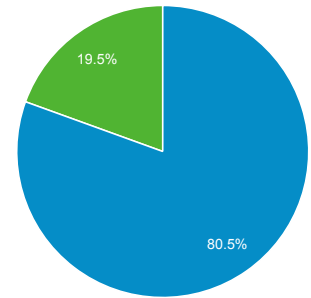
All Users
100.00% Sessions

Jan 25, 2017 - Jan 25, 2018

Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	30,183	95.71%
2. en-gb	555	1.76%
3. en-ca	195	0.62%
4. en	61	0.19%
5. en-au	52	0.16%
6. (not set)	39	0.12%
7. ko-kr	32	0.10%
8. id	30	0.10%
9. fr	29	0.09%
10. es-xl	27	0.09%



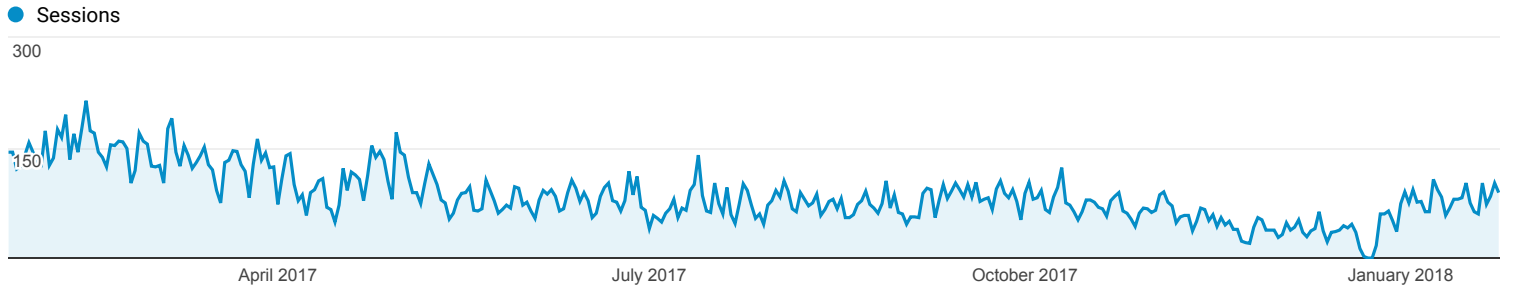
New vs Returning

All Users
100.00% Sessions

Jan 25, 2017 - Jan 25, 2018

Explorer

Summary



User Type	Acquisition			Behavior			Conversions Goal 1: Submit Application Form		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit Application Form (Goal 1 Conversion Rate)	Submit Application Form (Goal 1 Completions)	Submit Application Form (Goal 1 Value)
	31,537 % of Total: 100.00% (31,537)	80.53% Avg for View: 80.47% (0.08%)	25,397 % of Total: 100.08% (25,377)	46.32% Avg for View: 46.32% (0.00%)	2.99 Avg for View: 2.99 (0.00%)	00:02:17 Avg for View: 00:02:17 (0.00%)	2.70% Avg for View: 2.70% (0.00%)	852 % of Total: 100.00% (852)	\$38,340.00 % of Total: 100.00% (\$38,340.00)
1. New Visitor	25,397 (80.53%)	100.00%	25,397 (100.00%)	43.91%	3.09	00:02:12	2.22%	563 (66.08%)	\$25,335.00 (66.08%)
2. Returning Visitor	6,140 (19.47%)	0.00%	0 (0.00%)	56.25%	2.57	00:02:34	4.71%	289 (33.92%)	\$13,005.00 (33.92%)

Rows 1 - 2 of 2



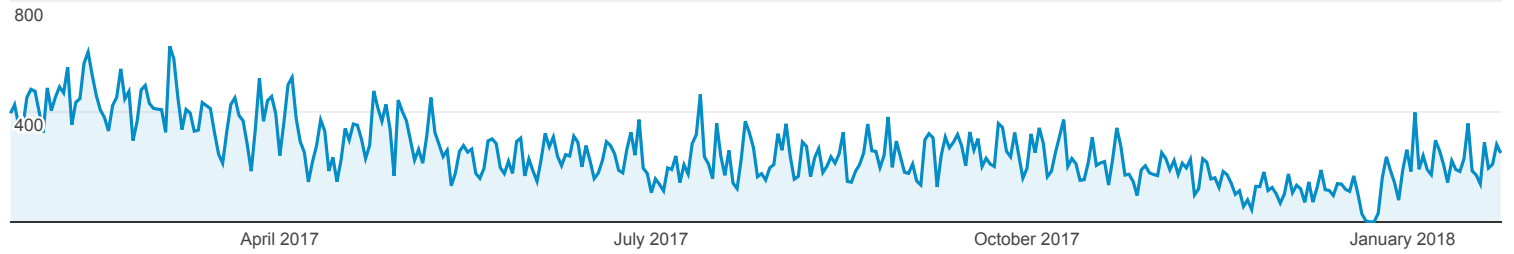
Overview

All Users
100.00% Pageviews

Jan 25, 2017 - Jan 25, 2018

Overview

Pageviews



Page	Pageviews	% Pageviews
1. /	30,613	32.46%
2. /events/upcoming/	6,939	7.36%
3. /whats-the-schedule/	6,847	7.26%
4. /events/	6,117	6.49%
5. /whats-the-cost/	5,968	6.33%
6. /what-happens/	3,552	3.77%
7. /who-can-attend/	2,187	2.32%
8. /worldwide-marriage-encounter/	2,072	2.20%
9. /why-attend/	1,976	2.10%
10. /more-info/	1,216	1.29%



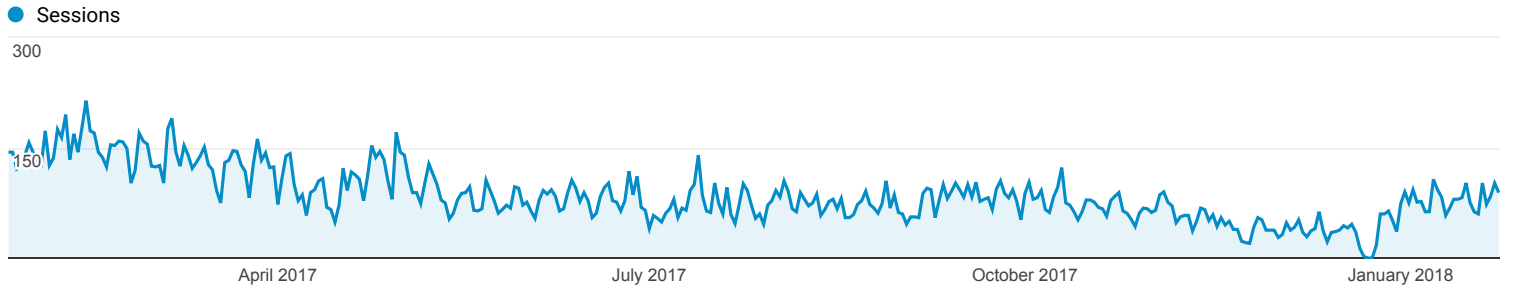
Landing Pages

All Users
100.00% Entrances

Jan 25, 2017 - Jan 25, 2018

Explorer

Summary



Landing Page	Acquisition			Behavior			Conversions Goal 1: Submit Application Form		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit Application Form (Goal 1 Conversion Rate)	Submit Application Form (Goal 1 Completions)	Submit Application Form (Goal 1 Value)
	31,537 % of Total: 100.00% (31,537)	80.53% Avg for View: 80.47% (0.08%)	25,397 % of Total: 100.08% (25,377)	46.32% Avg for View: 46.32% (0.00%)	2.99 Avg for View: 2.99 (0.00%)	00:02:17 Avg for View: 00:02:17 (0.00%)	2.70% Avg for View: 2.70% (0.00%)	852 % of Total: 100.00% (852)	\$38,340.00 % of Total: 100.00% (\$38,340.00)
1. /	21,837 (69.24%)	87.09%	19,018 (74.88%)	41.56%	3.16	00:02:19	2.33%	508 (59.62%)	\$22,860.00 (59.62%)
2. /whats-the-schedule/	2,084 (6.61%)	78.69%	1,640 (6.46%)	43.86%	3.10	00:02:09	1.87%	39 (4.58%)	\$1,755.00 (4.58%)
3. /whats-the-cost/	768 (2.44%)	74.22%	570 (2.24%)	58.46%	2.49	00:01:52	2.86%	22 (2.58%)	\$990.00 (2.58%)
4. /events/upcoming/	715 (2.27%)	56.78%	406 (1.60%)	59.72%	2.25	00:01:48	2.10%	15 (1.76%)	\$675.00 (1.76%)
5. /events/	480 (1.52%)	46.25%	222 (0.87%)	62.29%	2.27	00:02:21	2.50%	12 (1.41%)	\$540.00 (1.41%)
6. /what-happens/	401 (1.27%)	70.82%	284 (1.12%)	54.11%	2.29	00:01:26	0.25%	1 (0.12%)	\$45.00 (0.12%)
7. /event/marriage-encounter-s-ioux-falls-sd/	387 (1.23%)	82.17%	318 (1.25%)	57.88%	3.09	00:02:15	3.10%	12 (1.41%)	\$540.00 (1.41%)
8. /event/marriage-encounter-colorado-springs-co-2/	285 (0.90%)	92.63%	264 (1.04%)	59.65%	2.47	00:01:33	2.46%	7 (0.82%)	\$315.00 (0.82%)
9. /worldwide-marriage-encounter/	283 (0.90%)	61.84%	175 (0.69%)	60.42%	2.76	00:02:23	2.12%	6 (0.70%)	\$270.00 (0.70%)
10. /event/marriage-encounter-s-t-cloud-mn/	254 (0.81%)	82.28%	209 (0.82%)	68.11%	2.30	00:01:47	3.54%	9 (1.06%)	\$405.00 (1.06%)

Rows 1 - 10 of 237

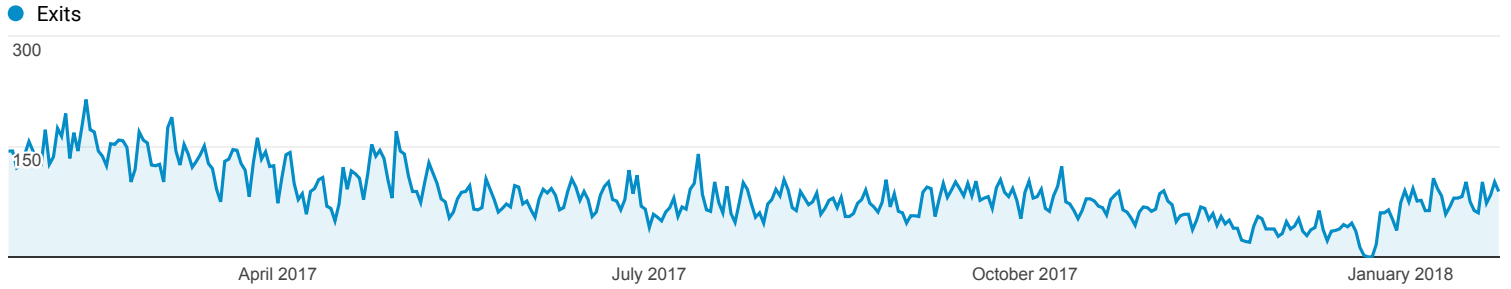


Exit Pages

All Users
100.00% Exits

Jan 25, 2017 - Jan 25, 2018

Explorer



Page	Exits	Pageviews	% Exit
	31,537 % of Total: 100.00% (31,537)	94,296 % of Total: 100.00% (94,296)	33.44% Avg for View: 33.44% (0.00%)
1. /	14,450 (45.82%)	30,613 (32.46%)	47.20%
2. /whats-the-schedule/	2,179 (6.91%)	6,847 (7.26%)	31.82%
3. /events/upcoming/	1,926 (6.11%)	6,939 (7.36%)	27.76%
4. /events/	1,533 (4.86%)	6,117 (6.49%)	25.06%
5. /whats-the-cost/	1,385 (4.39%)	5,968 (6.33%)	23.21%
6. /worldwide-marriage-encounter/	712 (2.26%)	2,072 (2.20%)	34.36%
7. /what-happens/	566 (1.79%)	3,552 (3.77%)	15.93%
8. /weekend-us-application/	436 (1.38%)	1,063 (1.13%)	41.02%
9. /event/marriage-encounter-sioux-falls-sd/	348 (1.10%)	696 (0.74%)	50.00%
10. /event/marriage-encounter-myrtle-beach-sc/	300 (0.95%)	711 (0.75%)	42.19%

Rows 1 - 10 of 579



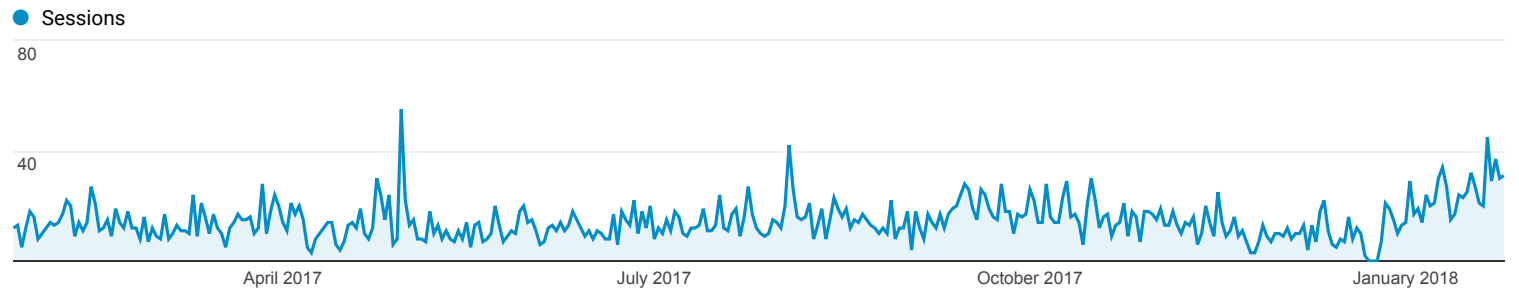
Referral Traffic

All Users
16.91% Sessions

Jan 25, 2017 - Jan 25, 2018

Explorer

Summary



Source	Acquisition			Behavior			Conversions Goal 1: Submit Application Form		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Submit Application Form (Goal 1 Conversion Rate)	Submit Application Form (Goal 1 Completions)	Submit Application Form (Goal 1 Value)
	5,332 % of Total: 16.91% (31,537)	78.06% Avg for View: 80.47% (-3.00%)	4,162 % of Total: 16.40% (25,377)	38.99% Avg for View: 46.32% (-15.82%)	3.28 Avg for View: 2.99 (9.77%)	00:02:33 Avg for View: 00:02:17 (11.83%)	3.32% Avg for View: 2.70% (22.88%)	177 % of Total: 20.77% (852)	\$7,965.00 % of Total: 20.77% (\$38,340.00)
1. theologydegrees.org	1,520 (28.51%)	83.95%	1,276 (30.66%)	27.70%	3.64	00:02:30	2.43%	37 (20.90%)	\$1,665.00 (20.90%)
2. ilme.org	711 (13.33%)	63.01%	448 (10.76%)	28.83%	3.97	00:02:49	2.95%	21 (11.86%)	\$945.00 (11.86%)
3. wwme.org	531 (9.96%)	79.10%	420 (10.09%)	30.13%	3.69	00:03:06	2.82%	15 (8.47%)	\$675.00 (8.47%)
4. com.google.android.googlequ icksearchbox	476 (8.93%)	81.93%	390 (9.37%)	46.85%	3.10	00:02:36	3.57%	17 (9.60%)	\$765.00 (9.60%)
5. m.facebook.com	462 (8.66%)	91.34%	422 (10.14%)	68.18%	1.98	00:01:17	3.25%	15 (8.47%)	\$675.00 (8.47%)
6. encounter.org	269 (5.05%)	76.58%	206 (4.95%)	47.58%	2.38	00:01:15	1.12%	3 (1.69%)	\$135.00 (1.69%)
7. facebook.com	123 (2.31%)	60.98%	75 (1.80%)	41.46%	2.88	00:03:16	5.69%	7 (3.95%)	\$315.00 (3.95%)
8. godlovesmarriage.com	115 (2.16%)	53.91%	62 (1.49%)	37.39%	3.21	00:03:37	10.43%	12 (6.78%)	\$540.00 (6.78%)
9. joyfmonline.org	103 (1.93%)	92.23%	95 (2.28%)	23.30%	4.13	00:03:03	8.74%	9 (5.08%)	\$405.00 (5.08%)
10. l.facebook.com	81 (1.52%)	86.42%	70 (1.68%)	70.37%	2.28	00:01:33	1.23%	1 (0.56%)	\$45.00 (0.56%)

Rows 1 - 10 of 182

Users Flow

Jan 25, 2017 - Jan 25, 2018

All Users
100.00% Sessions

