

# 2017-18 NAR LME Marketing Campaign

## Cost Reconciliation

### **OBJECTIVE: Manage & Update “God Loves Marriage” Website**

Includes security updates to system, marketing copywriting, photos, link building with Facebook, and ongoing updates.

**Paid Total for 2 Years = \$3,000.00**

**Actual Total Accrued Cost** . . . . . **\$4,000.00+**

*Includes rebuild of site functionality to accommodate \$50 discount code, pre-payment, re-ups, financial assistance, and gift certificates.*

### **OBJECTIVE: Search Engine Optimization for “God Loves Marriage” Website**

Monthly review of site analytics, adjustments made as necessary to alt tags, page descriptions, and key words as well as semi-annual reporting of visitor statistics to NARLME Board.

**Paid Total for 2 Years = \$1,500.00**

**Actual Total Accrued Cost** . . . . . **\$1,500.00**

### **OBJECTIVE: Church Publicity with “God Loves Marriage” eBlasts**

Includes creating, writing, and layout of up to 60 eblasts over a 2-year period to publicize Marriage Encounter experiences in churches – including writing and producing church bulletin announcements, inserts, posters, video board slides, and web banners for each eblast – and store, manage, and monitor over 11,000+ email.

**Paid Total for 2 Years = \$9,600.00**

*(NOTE: \$4,680.00 of this pays for 2-yr subscription billed to Leinicke Group @ \$195/mo for LME Constant Contact account. Cost of \$195/mo is based on the total database entries in the account.)*

**Actual Total Accrued Cost** . . . . . **\$9,600.00+**

### **OBJECTIVE: Maintain “God Loves Marriage” Facebook Page**

Writing and posting of entries to page “wall” and to Events, with links to website and YouTube videos, monitoring of comments/messages and reply/management when needed, and account maintenance as necessary.

**Paid Total for 2 Years = \$1,200.00**

**Actual Total Accrued Cost** . . . . . **\$1,200.00**

### **OBJECTIVE: Provide Ongoing Online Resources for Encountered Couples**

**Paid Total for 2 Years = \$6,000.00**

**Part One:** Creation, writing, videography, video editing, posting (unlisted) on GLM YouTube account, and delivery of videos with targeted dialogue questions to approximately 3,500 encountered couple NAR database added to LME Constant Contact account.

**Actual Total: One completed and distributed video, plus seven completed videos ready for distribution** . . . . . **\$1,300.00**

**Part Two:** Development and ongoing management of encountered couple GLM “Continuing the Journey” resource library for weekend packet resources, thousands of dialogue questions categorized by topic (continually being added), WEDs manual, verbal questions to ask during dialogue, acronym key, guidelines for open sharing, links to videos, weekend publicity pieces, one ringer details, national newsletter sign-up, financial support/donation, volunteer opportunities, couple inviting techniques, temple talks, area news/events/resources, reunion announcement and registration form, etc.

**Actual Total Accrued Cost** . . . . . **\$4,750.00+**