

2019 External Marketing Plan Proposal Lutheran Marriage Encounter / GodLovesMarriage.org

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

- This campaign will include both targeted regional marketing to directly support event registrations and national marketing efforts to increase awareness of LME throughout North America.
- This campaign will begin with targeted regional Facebook Ad placements starting 56 days prior to each scheduled LME Event.
- Twice a year, Leinicke Group will design and place targeted national Banner Ads in three (3) national online publications (proposed are *Christianity Today*, *Lutheran Witness*, and *Focus On The Family*).
- Leinicke Group is responsible for budget monitoring of each part of the campaign.
- Banner Ads and Facebook Ads are budgeted on an “Impressions” (FB) basis or on a “Pay Per Click” (Banner) basis – thus when the allocated budget amount is reached, the promotion goes dormant.

Banner Ads

Strategy: Create electronic Banner Ads to be placed on three (3) targeted online publications with a budget for 50,000 impressions for each Banner Ad.

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

Cost:

Leinicke Group Creative for Six (6) Ads.	\$1,000.00
Leinicke Group Management for Six (6) Ads	\$750.00
Estimated Media Buy*	\$3,800.00+
<i>Includes Winter & Summer placement in three (3) online publications:</i>	
<i>Lutheran Witness (Print & Digital) = \$1,500 X 2 = \$3,000</i>	
<i>Christianity Today = \$400 X 2 = \$800</i>	
<i>Focus On The Family = \$TBD X 2 = \$TBD</i>	
<i>* If desired, the NARLME credit/debit card can be used for these placements rather than billing through Leinicke Group.</i>	

Total Estimated Cost for Banner Ads \$5,550.00+
Current media budget is based on pricing from Christianity Today and Lutheran Witness; pricing of Focus on the Family may influence budget upward or downward.

Facebook Ads for LME Events

Strategy: Boost (buy placement) for up to 28 Lutheran Marriage Encounter Events using the GodLovesMarriage.org Facebook page. Beginning 8 weeks prior to an event, Leinicke Group will boost (buy placement) that event, which encompasses the Event being shown in the timeline of targeted individuals located in specific geographical regions and with a relationship status of “married” and ages 18-65. Target impressions per Event = 1.1 million.

Cost:

Leinicke Group Management of 28 Weekends	\$75 ea. = \$2,625.00
Leinicke Group Media Buy for 28 Weekends	\$35 ea. = \$980.00
Total Estimated Cost for Facebook Ads	\$3,605.00

Optional Value Added: Facebook Tracking Code available for an additional cost to buy, install, configure, and report analytics for up to 20 events throughout 2019. **\$610.00**

“Out of the Box” Marketing

Strategy: Create Marriage Secrets YouTube Channel and Create Seven (7) Two-Minute “Teaser” Videos

- Each Reflecting a Weekend Concept
- Each Ending Referring to GLM.org for “More Information”
- Click-Thru Link to GLM.org
- GLM.org Portal Page from Each Video
- SEO of Channel & Each Video with Key Words “Marriage” and “GLM.org”
- Link Posts from GLM Facebook, Twitter, and IG Accounts to Videos with Click-Thru Links to GLM.org

Possible Topics?

“Good Intentions”	“Marriage Training 101”
“Keeping the Spark Alive”	“Little Kindnesses”
“Marriage Isn’t Like Buying a Car”	“What Do I Want From Marriage?”
“Let’s Be Real – Honesty & Candor in Marriage”	“Paying Attention”
“Showing Your Spouse You Care”	“Tell Me 10 Things About Yourself”
“Intimacy Isn’t Just About Sex”	“Don’t Lose the Plot”
“Marriage At Its Best”	“Better Together”
“Why Am I Not Happy?”	“We’re Not the Same People We Once Were. . .”
“What a 20-Year-Old Should Know About Marriage”	“It’s All About Communication”
“Five Tools for a Healthy Marriage”	“Fighting Fair”
“As Advertised”	“Etc Etc Etc”

Total Estimated Cost for Out of the Box Marketing..... \$14,400.00

Projected Total Costs for Marketing Campaign

Banner Ads	\$5,550.00 +
Facebook Ads	\$3,605.00
Out of the Box Marketing	\$14,400.00
Total Cost	\$23,555.00 +

+ Symbol represents Focus On The Family Media Buy still to be determined.

Approved By: _____
Signature

Print Name: _____ Date: _____