

NARLME Marketing Report

7/11/17

Submitted by Craig & Connie Leinicke

OVERVIEW

The first half of 2017 was busy for NARLME Marketing & Publicity. After five (5) years, it was time to implement several new online and publicity strategies for GLM assets.

Following is an overview, with details included in the second section below.

1. 9 weekends were supported by eblasts (*PA sends its own eblasts, OR/WA weekend eblast did not send, and three Feb/Mar 2017 weekend eblasts were sent in Dec 2016*) and 15 were supported by event pages on GLM.org and by Event listings on the GLM Facebook page.
2. Development of a new 1:00 minute video using couple testimonials.
3. Our organization and its ministry for married couples was promoted in February 2017 at the Best Practices in Ministry Conference in Phoenix AZ.
4. Development of the new responsive LME website (designed to optimize itself on any device).
5. Redesign of the LME trifold brochure without a registration form.
6. Website, registrations, and social media monitoring.
7. Ongoing support provided for 2017 ILME Reunion online registrations.
8. Development and delivery of February 2017 video eblast.
9. Additional Activities.

DETAILS

1. Website Maintenance and Eblasts to Support LME Events
 - a. Website Maintenance
 - i. Website strategic changes during this reporting period included (1) changes to wording regarding the value/cost/registration fee and price of a weekend experience, (2) addition of “tags” for each of the 96 pages of the website per recent Google search engine optimization algorithm changes, (3) event additions and updates,

(4) change of wording throughout the website (where applicable) from “weekend” to “experience”, and (5) other miscellaneous updates/fixes as noted by NARLME execs, District execs, and registration couples for specific weekends.

b. Registration Form Maintenance

- i. After almost 5 years of flawless performance with our registration form software, many issues arose during this reporting period due to the unknown issues our registration software company was experiencing after launching its new platform interface. After numerous attempts to get the issues fixed by the software’s tech support personnel, the decision was made to abandon this software once the new website goes live so that we have full control over all registrations, notification emails, and forms. Leinicke Group currently has a “patch” developed to override the issues of the software, which is working, but we do not want to continue with a software program that does not acknowledge an issue that arises. ***We apologize for all of the inconveniences imposed to areas by this unexpected and unfortunate problem. The end is in sight!***
- ii. Registration reports were sent as requested by area/district execs in order to make important weekend go/cancel decisions. ***Strategic Action Item: We encourage all areas to (1) let us know the date you must give your hotel a go/cancel decision when advising us of a new weekend event so we can be aware of it, and (2) request an online registration report from us 8, 6, 4, and 2 weeks out to avoid weekend cancellations.***

c. Eblasts

- i. The NARLME eblast template was completely redesigned during Q1 and Q2 to provide it in a fully responsive format (a format accessible and more readable by all mobile devices).
- ii. 11 eblasts were sent in Q1 and Q2 of 2017 to support weekends.
- iii. IMPORTANT: Eblast open rates and weekend attendance numbers indicate that church database contact email addresses are becoming out of date. With constant changes in staffing and email hosting services, it does not take long for a contact database to become ineffective. ***Local areas need to own the responsibility to update these databases and send them to the Leinickes. If your area has not yet developed a strategy to update your area’s database, please contact the Leinickes for a strategic plan.***

2. New 1-Minute Publicity Video

- a. A new 1 minute video “ad” was developed for use on Facebook, the GLM website, the GLM YouTube channel, in all eblasts, and for church video screens.
- b. This video was developed using a “benefits model” approach to messaging. For continuity of photo quality, images purchased by Leinicke Group were

found online and rights purchased for use as online video images. Professional voiceover audio was included in the video.

3. Events

- a. Branded 8 ft x 3 ft banner stands (3 total), promotional ink pens (as giveaways), trifold brochures, and LME apparel (worn by all LME workers) were used to promote our organization at the **Best Practices in Ministry Conference** in Phoenix, AZ, which was attended by over 2,000 Lutheran lay workers and clergy in February 2017. District 4 Clergy Ted & Marty Hartman, District 4 Presenting Couple Mick & Sandy Preston, and NARLME Media & Publicity Couple Craig & Connie Leinicke worked together at this important publicity and awareness event with a booth to meet, greet, and promote LME to attendees.

Strategic Action Item #1: Our own awareness was raised at this event regarding the critical importance of good marriages being a priority for clergy and lay workers, as well as a resource for school administrators to offer parents of children attending Lutheran schools. NARLME can/should make outreach to Lutheran schools/parents a priority going forward. What resources do we already possess to gain access to this important demographic needing our ministry?

Strategic Action Item #2: We became more aware that clergy and lay workers attending this event have been largely unaware that LME is still a viable resource for their congregation. We heard the phrase "I didn't know Lutheran Marriage Encounter was still around!" many times at the booth. How can we improve this perception of our ministry? What must we do?

- b. Upcoming 2017 event Publicity & Awareness opportunities include:
 - i. October 11-13, 2017, Heartland Best Practices for Ministry Conference, Columbus, IN
 - ii. November 14-15, 2017, Missouri Lay Workers Conference, Lake Ozark, MO
 - iii. ***Are there others across the US and Canada of which we're unaware?***

4. New LME Responsive Website

- a. Development of the LME website on a responsive template allows the website to intuitively determine what type of device is asking to view it, and it reconfigures itself to optimally display content on that device.
- b. The new site is being developed to (1) improve benefits messaging through the new benefits video, (2) provide a better user experience, (3) improve navigation, (4) provide the most frequently viewed information on the home page, and (5) offer encountered couples a better experience and access to resource pages.
- c. Development of a new online registration form is also in process to eliminate reliance on the 3rd party software (Formstack) that has created issues for LME since October 2016. This work is now in progress.

5. Redesigned Trifold Brochure
 - a. The current inventory of NARLME brochures is zero (0). ***Kudos to all of NARLME for getting these “off the shelf” and into the hands of couples, churches, and schools! If your area has not yet developed a strategy to effectively distribute brochures to churches and school administrators, please contact the Leinickes for information.***
 - b. The brochure is currently being redesigned by Leinicke Group to eliminate the registration form and become a pure marketing tool per the request of the NARLME Board executives.
 - c. The brochure content is ready for review by the NARLME Board. ***(Brochure copies will be distributed to the NARLME Board at the meeting.)***
 - d. Upon approval of content, Leinicke Group will prepare print-ready electronic files and email the files to a printer chosen by the NARLME executives.
6. God Loves Marriage Website, Registrations, and Social Media statistics will be distributed and reported during the Media Report at the NARLME meeting.
7. Video Eblast for Encountered Couples
 - a. The video eblast for encountered couples was completely redesigned during Q1 to present this information in a responsive format accessible by all mobile devices.
 - b. A video eblast was sent to 3000+ encountered couples on February 13, 2017, showcasing a video presentation acquired by Leinicke Group that featured a valentine’s day theme plus we supplied eleven (11) 10&10 questions, a reunion update, Continuing the Journey resource links, and news about the Best Ministry Practices Conference in Phoenix AZ.
 - c. Leinicke Group currently has six (6) videos ready for delivery between July–December 2017.
 - d. ***More video presentations are needed to continue this resource effort for encountered couples. We encourage everyone to contact us about presenting an online video! It’s easy and maybe even a little fun!***
8. Additional Activities
 - a. In March/April 2016, Leinicke Group began online support of the ILME 2017 Reunion with (1) buildout of a Reunion page on the GLM website as well as (2) buildout of an online Registration Form with multiple registration and activity options, and (3) buildout of a special Reunion Video Eblast under the direction and supervision of Kevin & Raye Guynn, with delivery to the Encountered Couple database of 3,000+ email addresses. Support efforts continued under the Guynns’ direction until early June 2017 when online registration closed.
 - b. Created and delivered one Fundraising eblast on 12/30/17 via email to 3,000+ encountered couple email database.
 - c. Management of all online accounts listed in “d” and “e” below.

- d. Access information (including domain info, user name, and password) for each of the following GLM online assets was provided by Leinicke Group to the Rufes per request of the NARLME executives, including:
 - i. GLM Wordpress website
 - ii. Facebook account
 - iii. Twitter account
 - iv. YouTube account
 - v. Formstack account
 - vi. Constant Contact account
- e. The following online accounts are currently part of the larger Leinicke Group account and can be transferred to a different account holder per NARLME executives' preference. *(NOTE: Leinicke Group will then have no control over the following online accounts on behalf of NARLME.)*
 - i. Google Analytics
 - ii. Google+
 - iii. Network Solutions (this is the domain registrar for the domain names GodLovesMarriage.org, GodLovesMarriage.com, and GodLovesmarriage.net)
- f. Contact information for Leinicke Group key personnel regarding GLM online assets and accounts as well as key personnel at Spire Consulting (GLM's website host) also were provided by Leinicke Group to the NARLME Board executives per their request.

OTHER STUFF WE WOULD LIKE YOU TO KNOW...

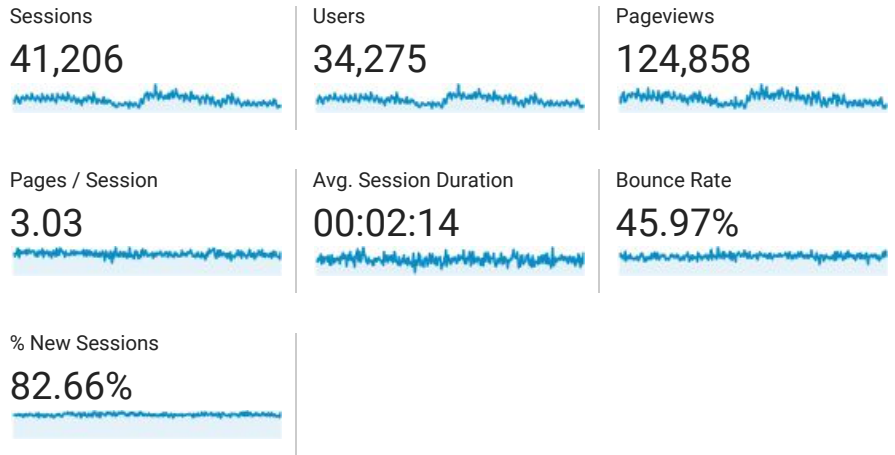
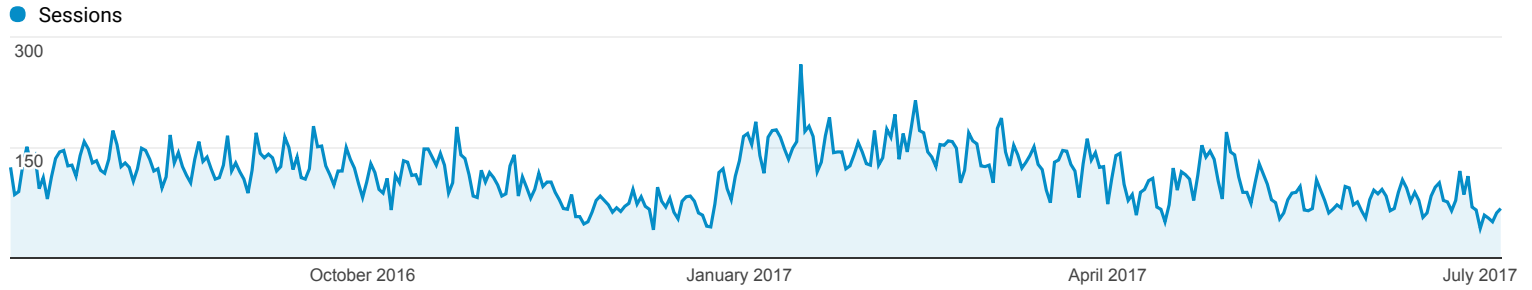
- Please visit the GLM Facebook page (GodLovesMarriage.org). Click "Events". Then click your area's weekend event page(s) and click "going" to throw the net wider amongst your Facebook friends regarding your area's upcoming weekend(s).
- Please join the LME Encountered Couples Facebook group if you haven't already. You can do this by requesting Sue Rufe or Connie to add you as a Facebook friend. Then once you are added, you need to privately message Sue or Connie on Facebook to ask to bring you into the group.
- Please share the new LME/GLM 1-min video that is on Facebook (click on videos to see it or find the Facebook post and share it).
- Encourage Journey Groups to share and use the online resources we have placed on GodLovesMarriage.org/continuing-the-journey – these resources can be used by couples individually or by Journey Groups. Updates are made regularly to add resources as we receive and/or find them.

Jul 7, 2016 - Jul 6, 2017

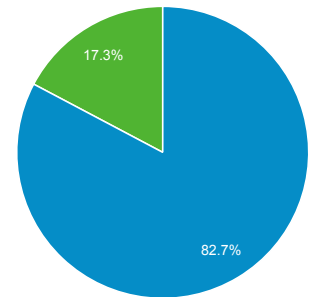
Audience Overview

All Users
100.00% Sessions

Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	39,282	95.33%
2. en-gb	752	1.82%
3. en-ca	309	0.75%
4. en	94	0.23%
5. en-au	75	0.18%
6. fi-fi	56	0.14%
7. ko-kr	47	0.11%
8. fr	44	0.11%
9. en-za	41	0.10%
10. (not set)	33	0.08%

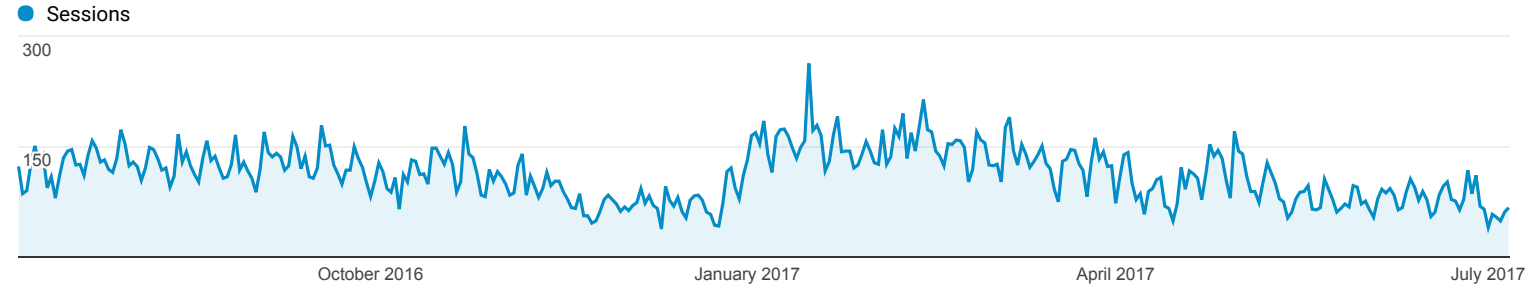
Jul 7, 2016 - Jul 6, 2017

Overview

All Users
100.00% Sessions

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)
	41,206 % of Total: 100.00% (41,206)	82.74% Avg for View: 82.66% (0.09%)	34,093 % of Total: 100.09% (34,062)	45.97% Avg for View: 45.97% (0.00%)	3.03 Avg for View: 3.03 (0.00%)	00:02:14 Avg for View: 00:02:14 (0.00%)	2.76% Avg for View: 2.76% (0.00%)	1,139 % of Total: 100.00% (1,139)	\$51,255.00 % of Total: 100.00% (\$51,255.00)
1. mobile	20,200 (49.02%)	80.26%	16,212 (47.55%)	52.24%	2.65	00:01:55	2.26%	456 (40.04%)	\$20,520.00 (40.04%)
2. desktop	17,027 (41.32%)	86.53%	14,734 (43.22%)	38.97%	3.44	00:02:32	3.36%	572 (50.22%)	\$25,740.00 (50.22%)
3. tablet	3,979 (9.66%)	79.09%	3,147 (9.23%)	44.08%	3.21	00:02:39	2.79%	111 (9.75%)	\$4,995.00 (9.75%)

Rows 1 - 3 of 3

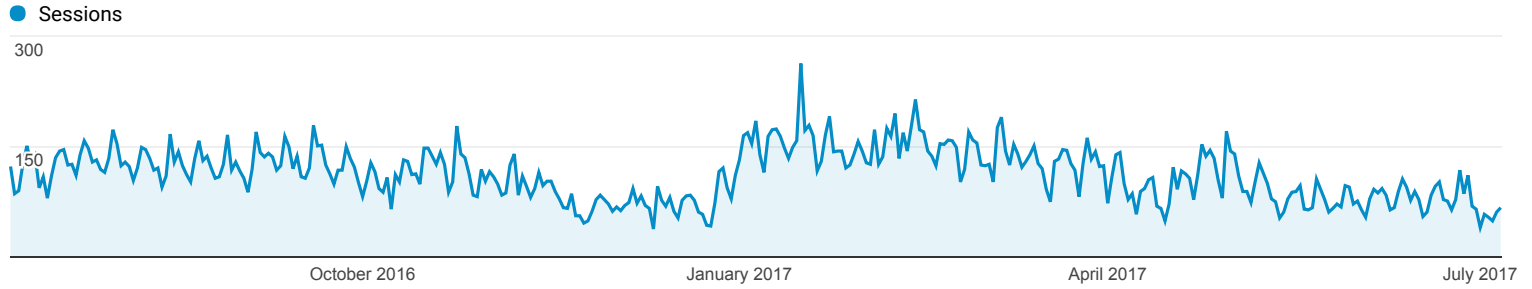
All Traffic

Jul 7, 2016 - Jul 6, 2017

All Users
100.00% Sessions

Explorer

Summary



Source / Medium	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)
	41,206 % of Total: 100.00% (41,206)	82.74% Avg for View: 82.66% (0.09%)	34,093 % of Total: 100.09% (34,062)	45.97% Avg for View: 45.97% (0.00%)	3.03 Avg for View: 3.03 (0.00%)	00:02:14 Avg for View: 00:02:14 (0.00%)	2.76% Avg for View: 2.76% (0.00%)	1,139 % of Total: 100.00% (1,139)	\$51,255.00 % of Total: 100.00% (\$51,255.00)
1. google / organic	27,511 (66.76%)	85.80%	23,605 (69.24%)	45.41%	3.04	00:02:08	2.22%	611 (53.64%)	\$27,495.00 (53.64%)
2. (direct) / (none)	6,768 (16.42%)	73.06%	4,945 (14.50%)	54.40%	2.68	00:02:19	4.58%	310 (27.22%)	\$13,950.00 (27.22%)
3. bing / organic	1,268 (3.08%)	84.38%	1,070 (3.14%)	37.78%	3.90	00:02:59	3.94%	50 (4.39%)	\$2,250.00 (4.39%)
4. yahoo / organic	1,182 (2.87%)	80.96%	957 (2.81%)	41.79%	3.08	00:02:35	2.79%	33 (2.90%)	\$1,485.00 (2.90%)
5. com.google.android.googlequicksearchbox / referral	666 (1.62%)	86.34%	575 (1.69%)	45.95%	3.27	00:02:27	3.15%	21 (1.84%)	\$945.00 (1.84%)
6. ilme.org / referral	660 (1.60%)	63.33%	418 (1.23%)	27.42%	3.80	00:02:40	3.33%	22 (1.93%)	\$990.00 (1.93%)
7. wwme.org / referral	591 (1.43%)	77.33%	457 (1.34%)	29.27%	3.75	00:03:37	2.03%	12 (1.05%)	\$540.00 (1.05%)
8. theologydegrees.org / referral	473 (1.15%)	87.74%	415 (1.22%)	25.37%	3.67	00:02:35	2.33%	11 (0.97%)	\$495.00 (0.97%)
9. m.facebook.com / referral	407 (0.99%)	93.37%	380 (1.11%)	63.88%	2.08	00:01:21	1.47%	6 (0.53%)	\$270.00 (0.53%)
10. encounter.org / referral	271 (0.66%)	81.18%	220 (0.65%)	47.60%	2.49	00:01:17	0.74%	2 (0.18%)	\$90.00 (0.18%)

Rows 1 - 10 of 202

Jul 7, 2016 - Jul 6, 2017

Acquisition Overview

All Users
100.00% Sessions

Primary Dimension:

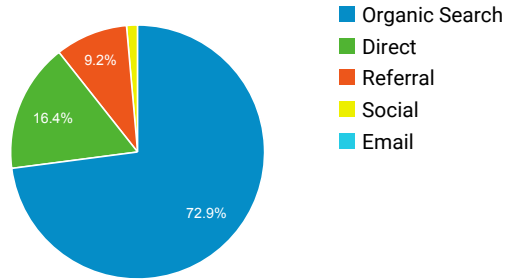
Conversion:

Top Channels

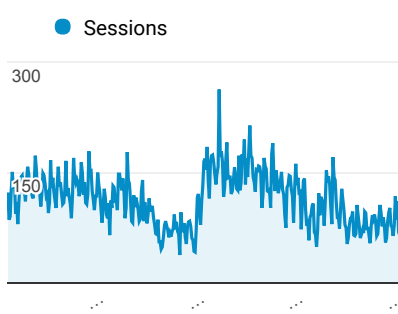
Goal 1: Submit Application Form

Edit Channel Grouping

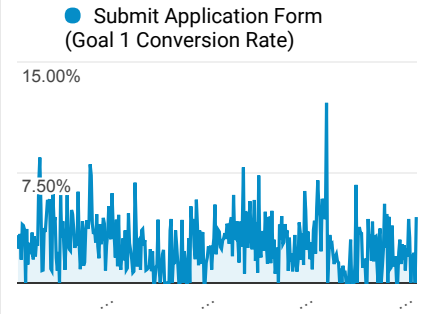
Top Channels



Sessions



Conversions



	Acquisition			Behavior			Conversions		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	Goal 1 Conversion Rate ↓	Goal 1 Completion ↓	Goal 1 Value ↓
	41,206	82.66%	34,062	45.97%	3.03	00:02:14	2.76%	1,139	\$51,255.00
1 Organic Search	30,054			44.94%			2.31%		
2 Direct	6,768			54.40%			4.58%		
3 Referral	3,807			36.59%			3.34%		
4 Social	576			62.67%			1.39%		
5 Email	1			100.00%			0.00%		

To see all 5 Channels click [here](#).



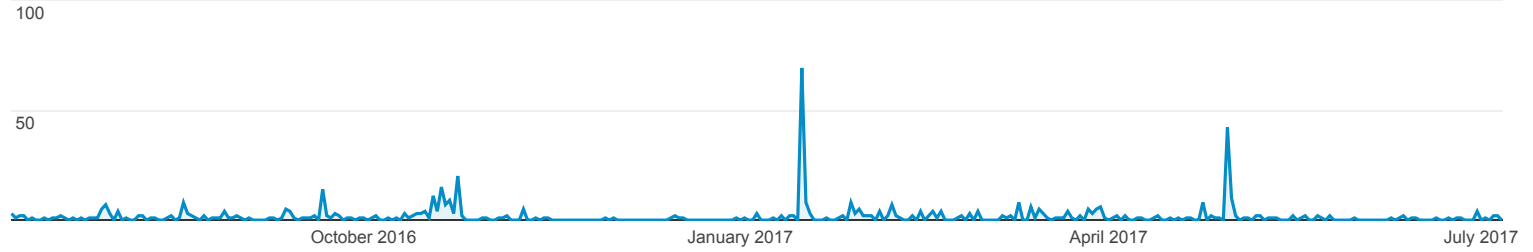
Jul 7, 2016 - Jul 6, 2017

Network Referrals

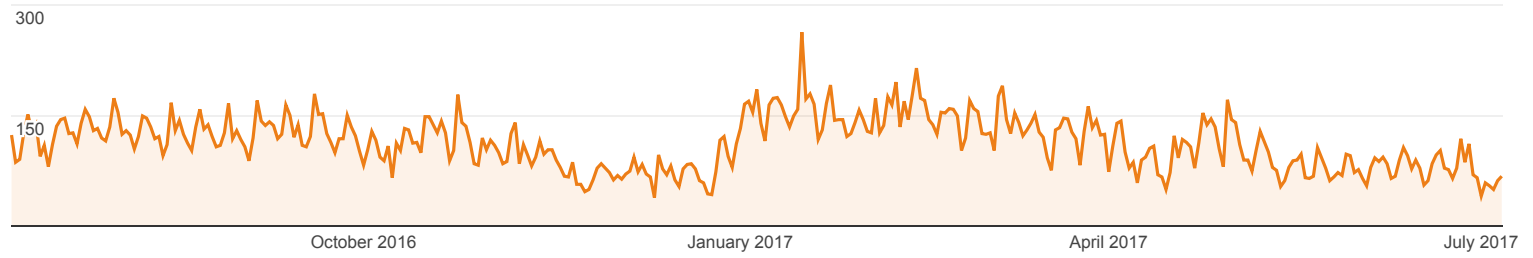
All Users
100.00% Sessions

Social Referral

Sessions via Social Referral



All Sessions



Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
1. Facebook	562 (97.57%)	1,160 (96.91%)	00:01:24	2.06
2. Pinterest	10 (1.74%)	30 (2.51%)	00:02:50	3.00
3. Twitter	2 (0.35%)	4 (0.33%)	00:09:01	2.00
4. Weebly	2 (0.35%)	3 (0.25%)	00:01:25	1.50

Rows 1 - 4 of 4

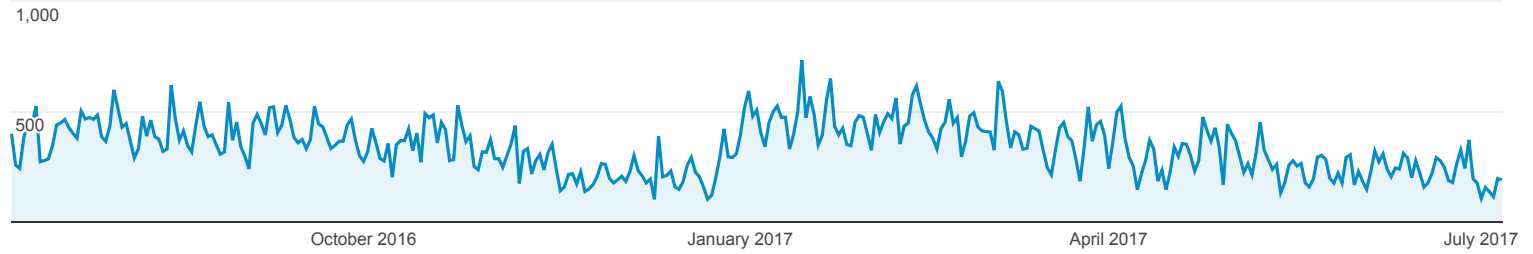
Jul 7, 2016 - Jul 6, 2017

Overview

All Users
 100.00% Pageviews

Overview

Pageviews



Pageviews

124,858

Unique Pageviews

94,657

Avg. Time on Page

00:01:06

Bounce Rate

45.97%

% Exit

33.00%

Page	Pageviews	% Pageviews
1. /	43,749	35.04%
2. /events/upcoming/	9,212	7.38%
3. /whats-the-cost/	8,996	7.20%
4. /whats-the-schedule/	8,636	6.92%
5. /events/	7,712	6.18%
6. /what-happens/	4,548	3.64%
7. /who-can-attend/	3,168	2.54%
8. /worldwide-marriage-encounter/	2,841	2.28%
9. /why-attend/	2,765	2.21%
10. /what-about-privacy/	1,637	1.31%

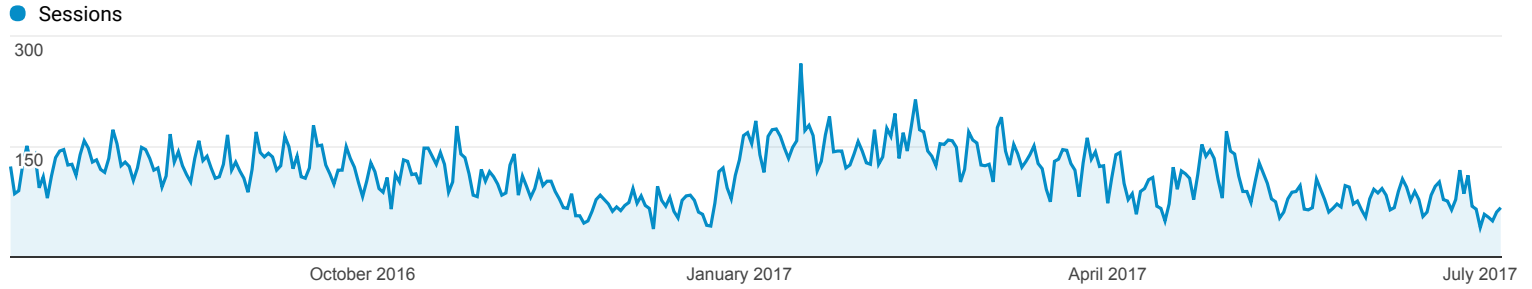
Jul 7, 2016 - Jul 6, 2017

Landing Pages

All Users
100.00% Entrances

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)
	41,206 % of Total: 100.00% (41,206)	82.74% Avg for View: 82.66% (0.09%)	34,093 % of Total: 100.09% (34,062)	45.97% Avg for View: 45.97% (0.00%)	3.03 Avg for View: 3.03 (0.00%)	00:02:14 Avg for View: 00:02:14 (0.00%)	2.76% Avg for View: 2.76% (0.00%)	1,139 % of Total: 100.00% (1,139)	\$51,255.00 % of Total: 100.00% (\$51,255.00)
1. /	31,315 (76.00%)	89.79%	28,119 (82.48%)	42.29%	3.17	00:02:14	2.38%	745 (65.41%)	\$33,525.00 (65.41%)
2. /whats-the-schedule/	2,072 (5.03%)	75.97%	1,574 (4.62%)	46.19%	3.14	00:02:23	1.93%	40 (3.51%)	\$1,800.00 (3.51%)
3. /events/upcoming/	811 (1.97%)	53.76%	436 (1.28%)	58.32%	2.38	00:01:53	2.22%	18 (1.58%)	\$810.00 (1.58%)
4. /whats-the-cost/	783 (1.90%)	64.75%	507 (1.49%)	61.17%	2.45	00:01:48	2.04%	16 (1.40%)	\$720.00 (1.40%)
5. /events/	504 (1.22%)	50.99%	257 (0.75%)	60.32%	2.35	00:02:24	2.98%	15 (1.32%)	\$675.00 (1.32%)
6. /event/marriage-encounter-colorado-springs-co-2/	467 (1.13%)	86.30%	403 (1.18%)	58.24%	2.53	00:01:56	3.85%	18 (1.58%)	\$810.00 (1.58%)
7. /worldwide-marriage-encounter/	373 (0.91%)	54.96%	205 (0.60%)	65.68%	2.33	00:02:06	1.34%	5 (0.44%)	\$225.00 (0.44%)
8. /what-happens/	310 (0.75%)	59.03%	183 (0.54%)	52.58%	2.38	00:01:52	1.94%	6 (0.53%)	\$270.00 (0.53%)
9. /ilme-2017-reunion/	294 (0.71%)	55.78%	164 (0.48%)	63.95%	2.03	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. /event/marriage-encounter-sioux-falls-sd/	187 (0.45%)	86.63%	162 (0.48%)	53.48%	3.04	00:02:29	3.21%	6 (0.53%)	\$270.00 (0.53%)

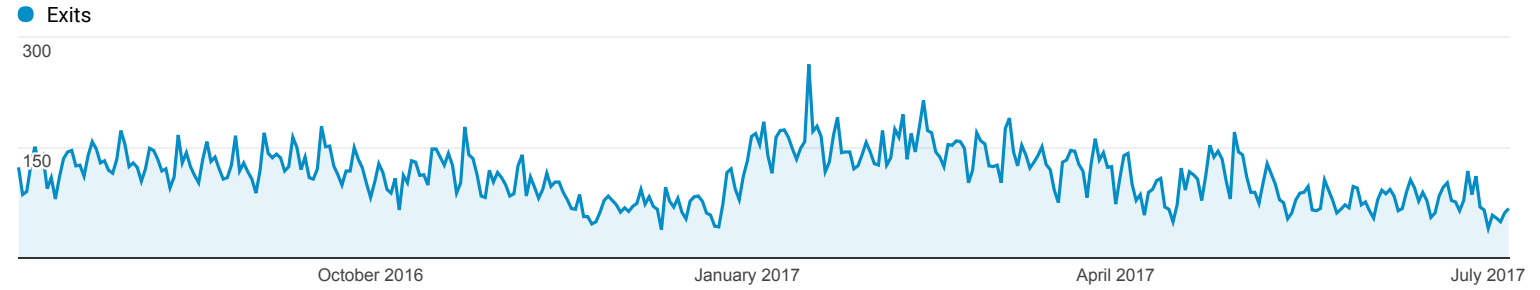
Rows 1 - 10 of 206

Exit Pages

Jul 7, 2016 - Jul 6, 2017

All Users
100.00% Exits

Explorer



Page	Exits	Pageviews	% Exit
	41,206 % of Total: 100.00% (41,206)	124,858 % of Total: 100.00% (124,858)	33.00% Avg for View: 33.00% (0.00%)
1. /	21,358 (51.83%)	43,749 (35.04%)	48.82%
2. /whats-the-schedule/	2,481 (6.02%)	8,636 (6.92%)	28.73%
3. /events/upcoming/	2,369 (5.75%)	9,212 (7.38%)	25.72%
4. /whats-the-cost/	1,812 (4.40%)	8,996 (7.20%)	20.14%
5. /events/	1,774 (4.31%)	7,712 (6.18%)	23.00%
6. /worldwide-marriage-encounter/	968 (2.35%)	2,841 (2.28%)	34.07%
7. /weekend-us-application/	579 (1.41%)	1,393 (1.12%)	41.56%
8. /what-happens/	570 (1.38%)	4,548 (3.64%)	12.53%
9. /event/marriage-encounter-colorado-springs-co-2/	400 (0.97%)	816 (0.65%)	49.02%
10. /why-attend/	376 (0.91%)	2,765 (2.21%)	13.60%

Rows 1 - 10 of 517