

**Media • Communications • Publicity**  
**Craig & Connie Leinicke**  
**July 2023**

Asterisk (\*) behind section headings indicates currently funded tasks.

Since January 20, 2023, the Media • Communications • Publicity efforts have pursued the following:

- Optimized web pages on GLM for search engine ranking, and monitored and updated platform and theme architecture, functionality, and plug-ins to maintain effectiveness and security.
- Modified GLM web pages as necessary (“Presenting Couples” section pw = LME-pc; pw = 007 for the “Presentation Outlines • Mentality” section).
- Uploaded documents as requested to GLM.
- Added, modified, and deleted GLM experience pages.
- Assisted area registration couples as needed.
- Monitored and managed inquiries from info@godlovesmarriage.org email address.
- Added, modified, and deleted email addresses in national database as supplied by areas.
- Performed tasks as needed and/or requested by LME leadership and loving task couples.
- Updated and revised 9 application forms as needed.
- Monitored and troubleshot registration system as needed.
- Modified Constant Contact eblast formatting as needed.
- Updated and uploaded LME experience documents with new WWME logos in place (*still in progress*).
- ILME.org website documents and information integration with GLM with build of an ILME Leadership page on GLM *in progress*.
- Created and added in-person and virtual experience web banner ads to GLM for encountered couples to send to churches for website posting.
- Created two church video slides, one 8.5” x 11” poster, one web banner ad, one bulletin insert, and six bulletin announcements (which can also be used for 1-minute radio ad copy) for each upcoming experience. Added each to “Resources” section of GLM inside “Publicity & Inviting” for use in area promotional activities. (*Streetsboro, Ohio, November 17-19 publicity pieces are still in progress.*)

**GodLovesMarriage.org Site Analytics\***

- No analytics are included in this report as Google stopped using its Universal Analytics system – which has been its data collection system for a number of years – as of July 1, 2023. We were unfortunately unable to pull the analytics as reported in our January 2023 report.
- Google GA4 analytics has been installed and we have configured it for use in reporting, advertising (if needed), and helping to determine GLM/LME’s online presence going forward. Our checks on the new system so far are yielding positive indicators that it is working well. However, data so far only exists as of July 1, 2023.

## Church & Video Eblasts\*

- Created and sent eblasts to churches during this reporting period for areas requesting assistance for their scheduled experiences.
- Each eblast included – for church use – links to two church video slides, one 8.5” x 11” poster, one web banner ad, one bulletin insert, three video links, and six bulletin announcements for each upcoming experience.

**2023-24 PRIORITY Action Item:** *Active updating of area email databases. We recommend that all areas find volunteer couples to contact each church in their area to update their current active church email database...OR one motivated volunteer can perform a master state-by-state update using internet research as well as phone calls to churches as needed.*

**The lists we created in 2012 are now 11 years old and seriously out of date. This negatively affects the open rates of eblasts as well as possible attendance rates at experiences. Since church staff move frequently, performing this task across all areas 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.**

**We recommend that the NARLME Marketing Development Team work with a designated couple from each area to make this update possible.**

## Social Media Management\*

- Posted four (4) Spring LME Events on GLM Facebook page. *Posting of Fall 2023 LME Experiences in progress.*
- Facebook “Likes” as of July 2023 = 4,166.

**2023-24 Priority Action Item:** *We recommend that all Team Couples assigned to an experience as well as local community couples who are on Facebook “share” these experiences listed on the GLM Facebook page in their personal Facebook feeds to stimulate interest in these experiences among their personal Facebook friends. A casual review of individuals who have already “liked” the GLM Facebook page indicates that very few of our leadership couples like or follow our GLM page. We hope and ask that you will join us there!*

## Trifold Brochures\*

- Approximately 1,000 trifold brochures **without a registration fee** (from the early February 2022 printing) are in inventory at this time for use/distribution by both churches and areas.
- During its April 9, 2022 meeting, the NAR Board approved adding a QR code to the printed brochure. ***This task is on hold until current inventory needs replenishing (typically when inventory reaches 300 brochures).***
- Emails we receive from churches and area couples responding to the offer of brochures are forwarded to each area’s Registration Couple and/or District Leaders for delivery to specific churches.
- One request from a church in Maryland was received during this reporting period. Several active LME areas have requested and received brochures for distribution in their local areas as well.
- Please contact the Leinickes if you wish to have brochures shipped for your area’s use.

## Videos\*

- Three (3) couples in the Michigan area volunteered and presented their personally written community talks for video recording by the Leinickes during the November 2022 Michigan Veterans Retreat. *These recordings are currently being edited by Leinicke/Spire staff to add to the LME YouTube channel, as well as to use in future LME encountered couple eblasts. We thank them – Piazzas, Zelnors, and Matlins – for their wonderful presentations!*
  - A total of 23 GLM YouTube videos are currently on the GLM YouTube channel for use by encountered couples, churches, and areas for inviting activities.
  - Promotional videos are linked from the main section of the GLM home page.
  - The 10&10 presentation videos on YouTube are linked on the GLM website in the Community > Resources section for use by areas and Journey Groups.
- 2023-24 Priority Action Item #1:** *NAR Board members and other dynamic LME couples are invited to “present” talks for use in a future video. Please contact us if you are interested or know a couple who could provide a dynamic presentation that we can video.*
- 2023-24 Priority Action Item #2:** *NAR needs to make updating of the “How Was Your Weekend?” video from the 1980s/90s a main priority in the coming year to help interested couples move past their objections to attending an experience and register.*

## Experience Materials\*

- Following are in-experience materials that currently need updating to meet both the new outline and LME branding needs:
    - Powerpoint presentation
    - Workbook (*in progress*)
    - Handouts for registration table and presentations
  - Additional in-experience materials (workbook cover, important handouts, care package handouts, admin documents, financial donation docs, etc) have been updated to meet our branding needs and uploaded to GLM.org > Resources > Presenting Couples (pw: 007)
- 2023-24 Priority Action Item:** *Area leadership should review all admin documents currently uploaded to GLM.org and contact Connie Leinicke at [conniel@leinickegroup.com](mailto:conniel@leinickegroup.com) if documents you use but cannot find there are needed. Connie will be happy to brand and upload the documents you need.*

## Promotional Materials\*

- A few of the 2022 new promotional materials are still in stock. Please contact Connie Leinicke at [conniel@leinickegroup.com](mailto:conniel@leinickegroup.com) to order more for your area experiences:
  - 1-inch circle stickers
  - Notebook/candle stickers
- Conference materials on hand and recommended for use at local/regional church conferences also include:
  - One white GLM-branded 8-foot table skirt
  - GLM/LME brochures in packets of 50 for distribution to church staff
  - Several GLM-branded polo shirts (on the “endangered” list as inventory is very low)
  - A basket with a sign offering a “free” experience to a random winner who completes a booth form
- The Prestons and Hartmans staffed an LME “booth/table” at the February 2023 Best Practices in Ministry in-person conference in Phoenix AZ during this reporting period.

**2023-24 Action Item:** *We encourage each leadership couple to attend at least one church-related conference – regional, state, or national – during 2023 as ambassadors to remind the larger church organizations of the existence and mission of Lutheran Marriage Encounter. Our newly branded Conference materials can support your outreach at events.*

### **Encountered Couples Email Database\***

- We remind all areas to send the post-experience “Allowed Contact” form to the Leinickes at [conniel@leinickegroup.com](mailto:conniel@leinickegroup.com) to add newly encountered couples to the Constant Contact “Couples” database, including Virtual Experience couple lists!
- Connie Leinicke has started culling our current database for suspended and non-existent email addresses to improve our current couples databases. *This activity is still in progress.*

**Action Item:** Active areas can submit their current list of active LME encountered couples to Connie Leinicke for updating of their list. Please contact Connie at [conniel@leinickegroup.com](mailto:conniel@leinickegroup.com) if you would like her to download the current list in our database for your area.

## 2023 Eblast Campaigns to Date Results

### All Eblasts Since 2012-13

#### Trends

Compare your stats over time and across your industry during the selected time range.

Your open rate:	24%	Your click rate:	2%
vs. previous 12 months	+5% ↗	vs. previous 12 months	+1% ↗
vs. industry average	-21% ↘	vs. industry average	+0% —

### 2023 Eblasts

2023 Email Campaign Reports

Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate	Bounces	Bounce Rate	Unsubscribes	Unsubscribe Rate
2023/07/11 3:16 PM	Mesa AZ – November 10-12, 2023	1853	300	27.9%	4.1%	95.9%	11	1.0%	777	41.9%	10	0.9%
2023/03/14 9:25 AM	Mesa AZ – June 16-18, 2023	1782	222	21.6%	1.3%	98.7%	5	0.5%	755	42.4%	7	0.7%
2023/02/14 10:01 AM	MARCH 2023 VIRTUAL EXPERIENCE (MN) 2	6757	794	19.1%	2.6%	97.4%	38	0.9%	2596	38.4%	25	0.6%
2023/02/07 4:06 PM	Birch Run MI - March 2023 (plus PA & OH)	819	107	26.0%	1.4%	98.6%	9	2.2%	407	49.7%	1	0.2%
2023/02/07 3:54 PM	Lancaster PA - May 2023 (plus MI & OH)	1257	300	26.3%	2.7%	97.3%	27	2.4%	115	9.1%	5	0.4%
2023/02/07 3:41 PM	Streetsboro OH - April 2023 (plus MI & PA)	1540	385	28.9%	3.0%	97.0%	15	1.1%	206	13.4%	6	0.4%
2023/01/18 9:46 AM	MARCH 2023 VIRTUAL EXPERIENCE (MN)	9837	1576	23.0%	3.2%	96.8%	117	1.7%	2973	30.2%	45	0.7%
2023/01/18 9:20 AM	Birch Run MI - March 10 - 12, 2023	821	105	25.2%	1.8%	98.2%	14	3.4%	404	49.2%	0	0.0%

