**Marriage-First Marketing Plan**

Emphasis- Marriage first not marriage encounter first plan.

Inspirational quote: “The true test of a champion isn’t how hard you can punch, it’s how hard you can get punched!! I didn’t hear no bell… 1 more round.”- Rocky Balboa

4 main priorities of plan:

* + Increase engagement
	+ Improve marriage enrichment
	+ Promote ME concepts
	+ Promote ME experiences
* Establish and communicate experience promotion process for districts to follow and to better communicate expectations of promotion with district leadership.
* Establish social media posting calendar.
* Establish and implement promotion of experiences/events through social media outlets and mailing campaigns.
* Establish and implement promotion of marriage enrichment resources through social media outlets and mailing campaigns.
* Establish and implement the “Tell our story strategy” to celebrate the history of ME, the amazing volunteer couples.
* Implement promotion of ME key concepts through social media outlets and mailing campaigns.
* Implement re-connection campaign with previously encountered couples with consistent contact with couples, including quarterly newsletter.
* Explore an expansion social media presence: Including Facebook, Instagram, Pinterest, Reddit, YouTube, etc. (Just prior to the pandemic closing everything down, the NAR Board approved funding a YouTube video series depicting the concepts of the program. However, once the pandemic began this work was put on hold.)
* Name what matters - establish a brand promise (See earlier comment.)
* Paid Google ads (PPC)
* Paid SEO program established to drive internet traffic (We already use every *non-paid* SEO strategy possible, including keyword phrases, meta descriptions, and meta titles SEO on all seeker pages and events, plus 30+ tags connected to each event.)
* Paid marketing coordinator for LME. NAR board has committed to $55 per hour for marketing services.
* Blogs/Podcasts/YouTube videos aligning with current marriage influencers (The Leinickes believe this is currently the #1 most affordable way for LME to move forward toward becoming a greater influencer/ministry. See next red note also.)
* Establish marketing budgets for NAR and for districts to help with localized advertising for LME.
* Expand radio advertising beyond Bott.
* Update the marketing collateral and expand on the promotional materials.
* Work with NAR board to establish local advertising budget for districts and areas to use for local advertising efforts. The marketing development team will provide the assets for such localized efforts.
* Share consistent marketing data results with NAR board to help make proactive decisions. Frequency would need to be discussed and requested by NAR board.
* Use weekend survey information to help establish future marketing plans.
* Continue working on establishing communication app to use in conjunction with other marketing campaign tools.
* Train area and district volunteers on how to promote weekends.