

## Media • Communications • Publicity

Craig & Connie Leinicke  
November 2016

From April 8, 2016 through November 16, 2016, the Media • Communications • Publicity efforts have pursued the following:

- Publicity to ELCA, LCMS, and NALC churches in North America via eblasts
- Social networking efforts on Facebook and Twitter
- Making Area publicity pieces available online at GLM.org as well as through eblasts
- Filming and editing video eblasts
- Filming and editing 1-minute benefits “commercial” video for churches and social media
- Creating and producing GLM branded conference exhibit booth materials

### \* Denotes funded activities

#### **GodLovesMarriage.org\***

Both the front and back ends of GodLovesMarriage.org is analyzed and tweaked continuously to add user interactivity and information.

- Traffic analytics are attached at the back of this report. These analytics will be discussed in depth during our report at the NARLME Board meeting.
- Continuous site maintenance is accomplished as Weekends are scheduled, including ongoing search engine optimization with hotel site location addresses and images.
- With mobile phone and tablet visitors now outdistancing desktop visitors, a “refresh” of the website to upgrade it to be “responsive” (which means improving its accessibility and readability on mobile devices) is now in progress. This will greatly enhance the mobile user’s experience on the website. This upgrade is projected for completion prior to April 1, 2017.

#### **Church & Video Eblasts\***

- Eblasts were sent between April 2016 and October 2016 to support Summer & Fall 2016 Weekends. Eblasts to support Winter 2017 Weekends are now being prepared for distribution. One “Connie glitch” occurred regarding the Fall 2016 Dallas Weekend, which resulted in that eblast not going out to that area’s churches.
- LME Constant Contact database now totals 45 lists for churches and encountered couples totaling approximately 11,800 database entries throughout North America. ILME leadership couples in Brazil and northern Europe also are included in the Couples database. The IFB Board is also included in the Couples.
- A total of seven (7) video eblasts have been filmed and edited and are now ready for distribution. NARLME Board couples who are interested in participating in this ongoing project should contact [conniel@leinickegroup.com](mailto:conniel@leinickegroup.com) to schedule a time/place/topic for taping. Regular monthly distribution of video eblasts will resume this month (Nov 2017) with a fundraising video provided by Kevin & Raye Guynn.

#### **Facebook Page Management\***

- Facebook “Likes” = 4,296
- NARLME’s 2017 Weekends are being added. *Action Item: We recommend that all Team Couples assigned to a Weekend who are on Facebook “Join” these Events on the GLM Facebook page to stimulate interest among their Facebook friends.*

- The “Private Group” on Facebook entitled “LME Encountered Couples” has 93 members and regular activity is improving. Several different LME areas (District I, Minnesota, etc.) have built Facebook pages for their own couples to access.

***Action Item:** We would appreciate being included in conversations regarding the need for these pages for their encountered couples as we move forward with the task of building a cohesive “community” of LME encountered couples across North America rather than segmentation along areas and/or districts.*

### **Trifold Brochures**

Less than 3,000 GLM.org trifold brochures with the application fee of \$100 are now in stock at Leinicke Group. Emails we receive from churches responding to the offer of brochures are forwarded to each area’s Application Couple and/or District Leaders for delivery to specific churches.

### **Videos**

A total of seven (7) encountered couples presentation videos have been filmed and edited. Delivery of these videos via the national couples database, however, has been on hold during 2016. Delivery will resume this month (Nov 2017) with the video created by Kevin & Raye Guynn. After this video is delivered, the additional seven (7) videos will be delivered on a monthly basis.

A 60-second “benefits” focused video to provide to churches and to use on the GodLovesMarriage.org website, in eblasts, on Facebook, in Twitter, and on the branded GodLovesMarriage.org YouTube channel is now in progress. At present, six (6) couples have been filmed and we are soliciting help from at least four (4) “young” couples to also be included in the filming to show a well-rounded age offering.

### **Conference Booth Materials**

In an attempt to enhance our stature with Missouri churches, the St. Louis area chose to exhibit at the Fall 2016 LCMS Missouri Pastors’ Conference at Tan-Tar-A Resort. In order to catch the attention of pastors, we produced three 8 ft x 3 ft 4-color banner stands, a table skirt, fliers, giveaway pens, polo shirts, and tee shirts to use in the exhibit booth. All were branded with the GLM information. In addition, we offered a “free” Weekend registration deposit for all pastors who registered at our booth, giving us their email address. Four (4) couples talked with pastors during booth hours over 1.5 days. Forty (40) registrations were received and many packets of 25 brochures, free pens, and fliers were distributed. All team members wore either a polo shirt or tee shirt the entire conference. . .even when we communed with these pastors.

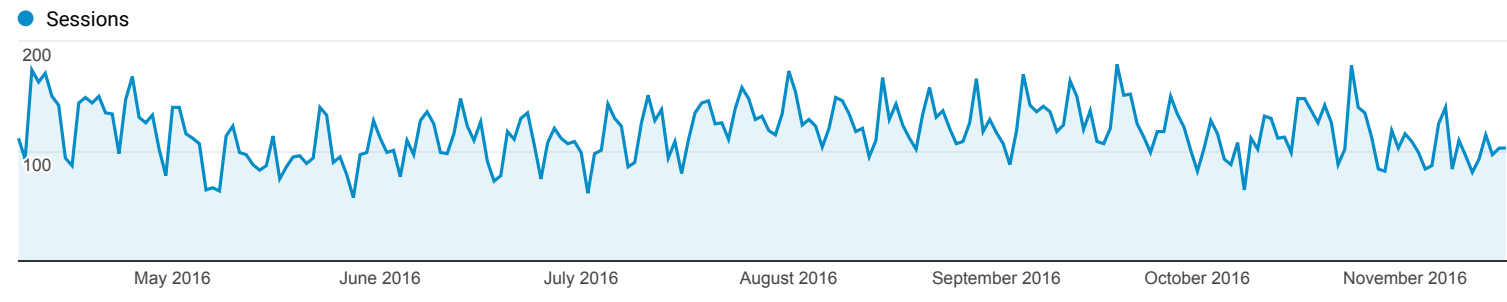
Photos of the booth and teams are included at the end of this report. The banner stands and table skirt are available for use by all Districts/Areas as needed. We will ship to you. We also will prepare your flier and can order pen giveaways if desired.

Apr 8, 2016 - Nov 16, 2016

# Audience Overview

**All Users**  
100.00% Sessions

**Overview**



Sessions  
**26,182**

Users  
**21,987**

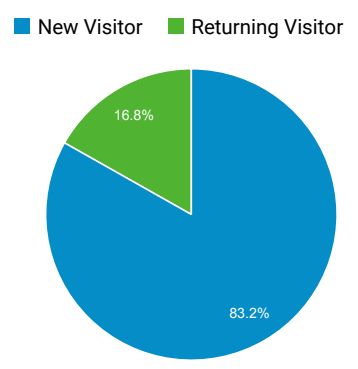
Pageviews  
**80,377**

Pages / Session  
**3.07**

Avg. Session Duration  
**00:02:13**

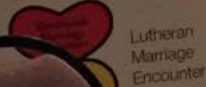
Bounce Rate  
**45.41%**

% New Sessions  
**83.11%**



Language	Sessions	% Sessions
1. en-us	24,628	94.06%
2. en-gb	456	1.74%
3. en-ca	203	0.78%
4. (not set)	162	0.62%
5. pt-br	116	0.44%
6. en	76	0.29%
7. en-au	59	0.23%
8. fi-fi	59	0.23%
9. en-za	38	0.15%
10. fr	23	0.09%

strong  
marriages  
strengthen  
churches



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- Improve your communication skills
- Rekindle your romance
- Renew your commitment to each other
- Rediscover intimacy and joy



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