



MARRIAGE ENCOUNTER/ENGAGED ENCOUNTER MARKETING CHECKLIST



As SOON as ME/EE Weekend Date/s is/are Set

- ☐ Complete MEEEEUM 1-Page Marketing Plan for each Weekend on your schedule
- ☐ Notify encounter.org webmaster of dates, location and highlights to call out on the web page
- ☐ Share Weekend date/s with ME/EE community
- ☐ Update brochures, posters, handouts, business cards with new date/s

12 to 6 Months Prior to ME/EE Weekend

- ☐ Double-check encounter.org to be sure the information is accurate and the best info you have to offer; notify webmaster of corrections and any additional information
- ☐ Double-check brochures, posters, handouts, business cards, etc. to be sure they are up to date
- ☐ Provide and/or refresh marketing materials at churches and other local locations
- ☐ Share specific Weekend date/s with ME/EE community in the area/s where the Weekend/s will be held; ask for help recruiting
- ☐ Check whether or not your local radio and TV stations have a community calendar for events and announcements and find out if you can add your event this far in advance. If not, make a note of the timeline and set a reminder in your personal calendar so you don't forget to add the information as soon as you can. (See "How to Create Your Own Event Calendar Contact List" and "Community Calendar Info Template" for some helpful tips.)

6 to 3 Months Prior to ME/EE Weekend

- ☐ Hold Romantic Dinner, ice cream social or other event to inform people about MEEEEUM and share upcoming Weekend date/s. (See "Romantic Dinner Planning Guide" for some helpful tips.)
- ☐ Approach local stores with the opportunity to co-market the upcoming Weekend/s. Get approval now and set up a timetable for when to actually start the promotions.
- ☐ Review 50 Low-Cost Advertising Ideas and WWME Visibility ideas to see if anything new needs to be added to the Marketing Plan

3 to 2 Months Prior to ME/EE Weekend

- ☐ Reach out to ME/EE community to help you market the Weekend.
- ☐ Create and arrange for advertising in your local media.
- ☐ Create and arrange for any social media advertising in your local area. (See How to Setup Your Ad Manager Account and How to Create a Facebook Ad if you don't know how to do this on Facebook.)
- ☐ Submit PSA information (Public Service Announcement) to radio and TV stations that will provide free (or paid, if you're willing to pay) PSA spots.
- ☐ Send bulletin and slideshow announcements to churches, ask them to add information and a link to their websites.
- ☐ Schedule pulpit talks.
- ☐ Write and send Weekend press release to local media and free online PR sites.
- ☐ Write and submit an article for your conference and/or district newsletter.
- ☐ Provide local churches, organizations and stores flyers, brochures, yard signs, etc. to promote at their location.
- ☐ See "Low-Cost Advertising Ideas" for more suggestions.

1 Month Prior to ME/EE Weekend

- ☐ Continuing free social media mentions and paid social advertising if your budget allows. Perhaps make adjustments to your target audience or how/when you promote your ads if your current strategy doesn't seem to be creating any interests.

Within 1 Month After ME/EE Weekend

- ☐ Assess your marketing activities and determine which ones worked, and which didn't. Make notes, corrections and additions to/about your plan so you remember the details for promoting the next Weekend.