



*MASONIC
MARKETING
SERIES*

By 32° Scottish Rite Freemasonry, NMJ

MASONIC MARKETING SERIES

Digital Marketing

4 Ways to Promote Your Organization Online

SCOTTISH RITE
Northern Masonic Jurisdiction

Digital Marketing 101

Digital marketing - you've probably heard of and read about it online but what is it exactly? To be concise, digital marketing is the promotion of products or services using online tools such as social media, email, advertising, and more. When it comes to connecting with existing and potential Brothers, there couldn't be a greater tool at your disposal than the Internet.

The future of Freemasonry is bright. To help you promote our craft and grow your lodge's fraternal bonds, we're excited to share our toolkit of digital marketing essentials. Whether you're a digital wizard or brand new, this guide will help you get started.

Utilize Our Free Resources

View our "Not Just A Man. A Mason." campaign assets at www.notjustaman.org. You'll find everything you need to build a compelling campaign – from web and email banners, to social media branding assets.

Four Essential Digital Marketing Tactics

Follow our digital marketing checklist below for our recommended tactics proven to strengthen Brother engagement, increase member retention, and further Freemasonry:

1. Create A Website:

Services like [Wix](#) or [Squarespace](#) can make building a website simple and affordable. Create different pages covering a range of topics including the history of your lodge, how to join, a blog or a news bulletin. And don't forget a calendar of events (updated regularly) to keep members and prospects informed. Also, be sure to add a contact form to your site for easy communication between members, prospects, and those who are curious. The form responses can be forwarded directly to your email, ensuring you never miss a message. Already have a website? Consider updating it with new content and imagery like the "Not Just A Man. A Mason" campaign. Or start fresh with the "Not Just a Man." branding materials in a sleek, modern design from one of the providers mentioned above.

2. Create A Facebook Page:

Are you on Facebook? If not, sign up ASAP! If you are and want to forge stronger bonds with your Brothers, consider creating a Facebook "page" for your lodge. In fact, 93% of membership-based associations use Facebook in their recruitment and engagement efforts.¹

With a dedicated Facebook page, you can share news in real-time with existing and potential Masons from anywhere in the world. You can also easily communicate with members and visitors using Facebook's Messenger feature. Be sure to check for messages often, and follow up promptly!

Visit our [Social Media e-book](#) for tips on creating and maintaining an organizational Facebook page - even if you're currently managing a page, our guide has some unique content ideas for you to try with your local Brethren.

3. Leverage Email Marketing:

Email is used by organizations of all sizes for a reason. It remains the most effective way to communicate with your members directly. News of what is new and exciting at your lodge lands directly in a Brother's inbox.

Almost everyone today has email, making it a highly effective and efficient tool for engaging with Brothers on a regular basis. Download our [Email Marketing e-book](#) for everything you need to know – from getting started, to segmenting mailing lists, to design.

4. Reach More Prospects With Facebook Advertising:

Why advertise on Facebook? You may not know this, but not everything you post to Facebook is seen by your page followers. In fact, your post is delivered to just over 15% of a page's followers.

At its core, Facebook is a pay-to-play platform. It costs a little money to increase exposure to your followers, but Facebook makes it easy to do. Facebook advertising allows you to “boost” important posts (think of an event you are hosting, for example) helping you reach a larger audience. With precise targeting options at a cost-effective price, Facebook advertising is a game-changer for recruiting new members, driving event attendance, or promoting fundraising efforts among page followers. Learn how to set up, manage, and optimize Facebook ads in our [Boosted Posts e-book](#).

For more tips and step-by-step guides, check out our [Masonic Marketing Series](#) resources.