



MARKETING YOUR LODGE

MARKETING 101

What is marketing?

Product

- Your programming
 - Meeting topics
 - Events & activities
- Heritage Connection
- Fraternal Connection
 - Multigenerational connections
 - Creating community



Place

Where do you meet?

- ☐ Is it comfortable, warm, and welcoming?
- ☐ Is it easy to get to?
- ☐ In a place that is known?
- ☐ Are there windows and good lighting?

Price

- Membership fees
- Event fees
- Using price as a marketing tool

Promotion

- Advertising
- Social Media
- Community Calendars
- Flyers



STRATEGIES

1. MEANINGFUL EXPERIENCES

- ☐ Are your meeting topics engaging?
- ☐ Are your topics relevant to young people?
- ☐ Are your meetings at a time that works?
- ☐ Value their time
- ☐ Do your meetings have social time?



2. BE RELEVANT

- ☐ Do you accept cards for payments?
- ☐ Can you buy ticket online?
- ☐ Do you advertise on social media?
- ☐ Do you use an email newsletter platform?
 - ☐ Is it concise & to the point?

3. COMMUNICATE CLEARLY —

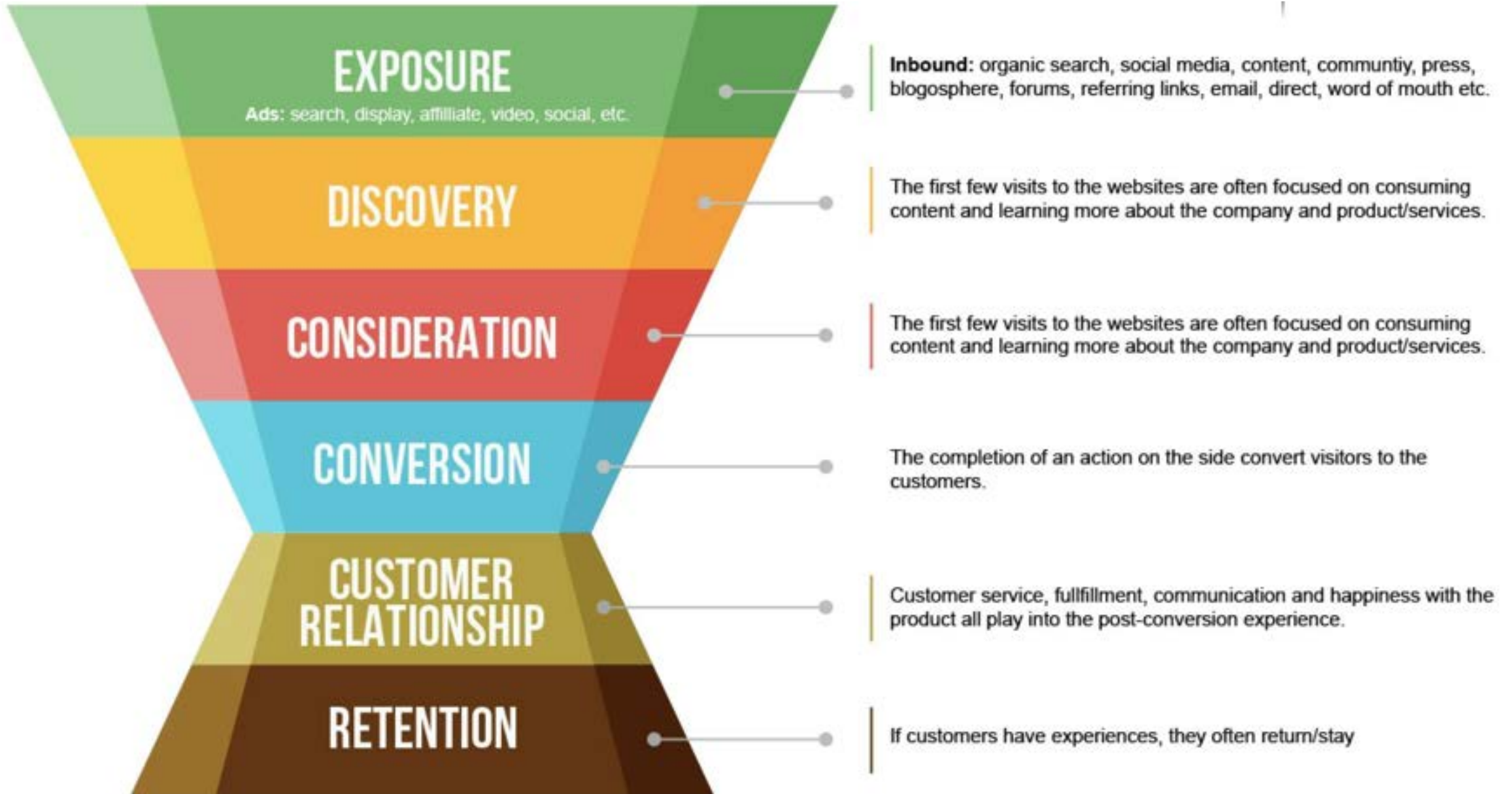
- Assume they know nothing about SofN
- Use the English translation of the word along with Norwegian
- Consider modernizing SofN language (ie. lodge vs. club, etc.)
- Don't be afraid of change

Gold Country
**SCANDINAVIAN
CLUB**

4. PROMOTE

- Make it a family tradition
- Booths at popular community events
- Utilize your community calendars
- Flyers in places young people go
- Keep asking and encouraging
- Social media

MARKETING FUNNEL



SOCIAL MEDIA

How has social media changed the way we market?



Tell Your Story





Syttende Mai

Potluck Picnic!

Join us for a fun picnic celebrating Norway's National Day (Syttende Mai)!
Please bring a potluck dish to share and a blanket or a chair.
Lemonade will be provided. BYOB.
Wear a bunad or Scandinavian attire if you have it.

Saturday, May 18th

12-2:30pm

At Pioneer Park

(412 Nimrod St., Nevada City—near the meadow, look for the flag)

For more info contact: gulldalen.lodge128@gmail.com



Syttende Mai

Scandinavian Picnic!

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IMAGES

- Focus on high quality images
 - Should tell a story
 - Don't need to be professional
 - Include people when you can
 - Convey the day-to-day life
 - Minimize flyers and text in images
 - Should be relevant & timely







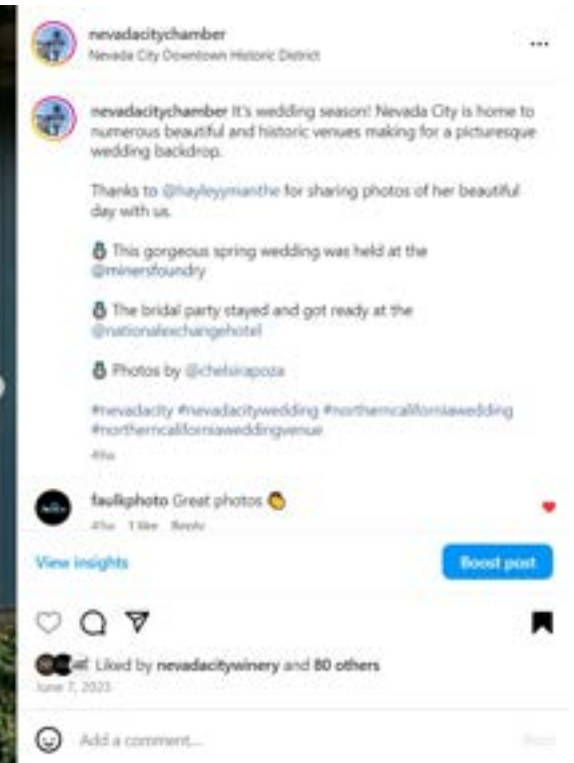


ANATOMY OF A POST



CAPTIONS

- Should be direct, yet convey feeling
- Keep it simple and straight forward
 - What are you trying to sell?
- Look to others inspiration
- Don't overthink it!
- Follow the 80/20 rule





This?

One River: Many Visions Reception on Saturday, February 10 from 6-8pm at the Seven Stars Galley, 210 Spring Street, Nevada City. The artists who will be showing their work include Eileen Blodgett, Yvon Dockter, Jonathan Feinghold, Tynowyn French-Woolman, Lilia Gudmundsdottir, Jenny Hale, Della Heywood, Chic Lotz, Nika Mottarella, Jean Potts, Elizabeth Titus, Denise Way, Annette Wolters and Boni Woodland.

Or this?

Join us in celebrating the majestic river and its wondrous journey from the mountains to the lowlands! Seven Stars Gallery proudly presents 'One River: Many Visions', an exhibition featuring Eileen Blodgett, Yvon Dockter, Lilia Gudmundsdottir, and more.

KNOW & GO

When: Saturday, February 10, 2024 from 6-8pm

Where: The Seven Stars Gallery, 210 Spring Street

More Info: nevadacityoddfellows.com

POST vs. STORY vs. REELS

POSTS

- Photos
- More polished
- Should be all about you
- Original content only
- Needs a caption
- Stays forever
- View insights – adjust and pivot

REELS

- Videos
- More polished
- Should be all about you
- Original content only
- Needs a caption
- Stays forever
- View insights – adjust and pivot
- Gets more views (Instagram pushes)

STORIES

- Photos or Videos
- Share others content (no permission needed)
 - Encourage your members to share in their stories and tag you
- Share all your posts to your stories
- Disappears in 24 hours

Just Do It!



THANK YOU!



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