

## 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 their 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



## 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



Ads: search, display, affilliate, video, social, etc.

DISCOVERY

CONSIDERATION

CONVERSION

CUSTOMER RELATIONSHIP

RETENTION

Inbound: organic search, social media, content, community, press, blogosphere, forums, referring links, email, direct, word of mouth etc.

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The completion of an action on the side convert visitors to the customers.

Customer service, fullfillment, communication and happiness with the product all play into the post-conversion experience.

If customers have experiences, they often return/stay

## 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)



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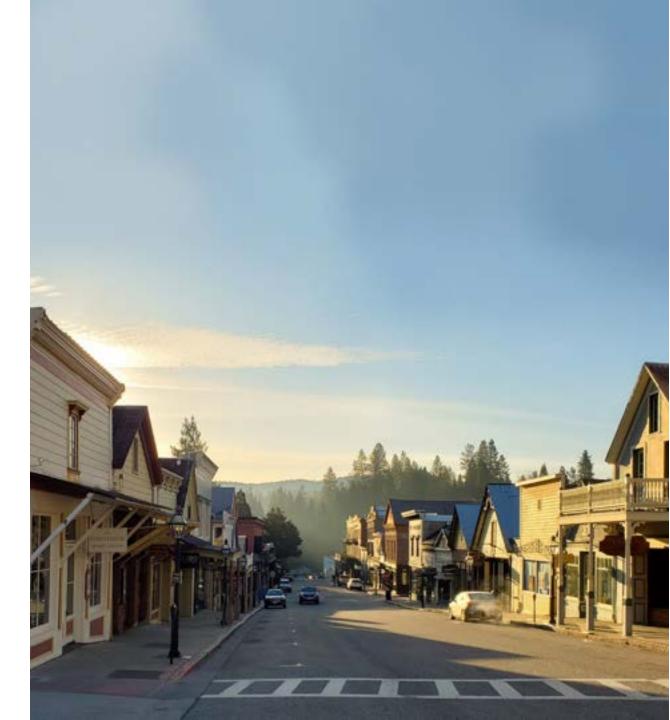
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For more info contact: gulidalen.lodge128@gmail.com

#### **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**





nevadacitychamber



nevadacitychamber Tickets are almost sold out! Sign-up now to join us for our al fresco Awards Dinner on May 18th at 6pm.

This year's awardees include:

- @two.runner Live Music Award
- . @theparsonage1865 Stan Halls Architectural Award
- . @crudorsey Dr. Leland and Sally Lewis Visual Arts Award
- . @rxtrent Business Person of the Year
- . @furtraders Business of the Year
- . @brewhaus nc New Business of the Year
- · Chief of Police Dan Foss Elza Kilroy Award
- Dan Reinhart Dave Irons Lifetime Achievement Award
- · Off Broadstreet Theatre Dr. Lewis Performing Arts Award
- · Rotary Club of Nevada City Community Service Award

Tickets are \$75.

Link in bio

https://www.nevadacitychamber.com/awardsdinner/

#### View insights

**Boost post** 











P Liked by theparsonage1865 and 78 others



Add a comment...

#### **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

















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: <u>nevadacityoddfellows.com</u>

#### 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

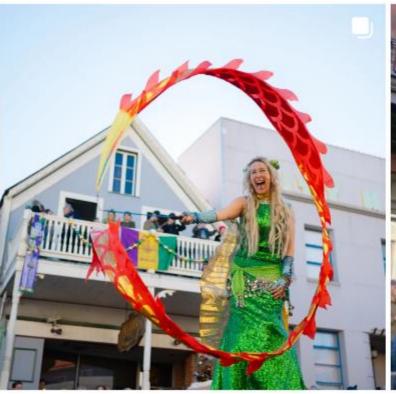
- Videos
- More polished
- Should be all about you
- Original content only
- Needs a caption
- Stays forever
- View insights adjust and pivot
- Gets more views (Instagram pushes)

#### **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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