

# SOCIAL MEDIA & FREEMASONRY

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HIGHLAND  
HOMES



woot!

redbox GameStop



**WHY ARE WE  
TALKING ABOUT  
SOCIAL MEDIA?**

**WE KEEP HEARING THE  
MESSAGE “MASONRY  
HAS TO GET BACK OUT  
IN THE COMMUNITY” ...**

**89%** OF PEOPLE USE  
SEARCH ENGINES TO  
FIND OUT MORE ABOUT  
A TOPIC BEFORE  
**MAKING A DECISION**

**90** PEOPLE SEARCH  
“HOW TO BECOME A  
FREEMASON” ...

**90** PEOPLE SEARCH  
“HOW TO BECOME A  
FREEMASON” IN  
DALLAS COUNTY...

**90** PEOPLE SEARCH  
“HOW TO BECOME A  
FREEMASON” IN  
DALLAS COUNTY,  
PER MONTH

**WE LIVE IN A DIGITAL AGE,  
AND THE COMMUNITIES  
ARE NOW ONLINE**

FACEBOOK ALONE HAS  
1.5 **BILLION** MEMBERS

IF YOUR LODGE IS NOT  
REPRESENTED **ONLINE**  
YOUR LODGE IS NOT “OUT  
IN THE COMMUNITY”

YOU CAN USE SOCIAL  
MEDIA AND YOUR BLOG  
TO **STRATEGICALLY**  
**PROMOTE YOUR LODGE**  
ONLINE.

# 1 UNDERSTANDING SEARCH ENGINE OPTIMIZATION

# WHAT IS SEARCH ENGINE OPTIMIZATION (SEO)?

SEO is the process of improving your website so that it attracts more visitors from search engines.

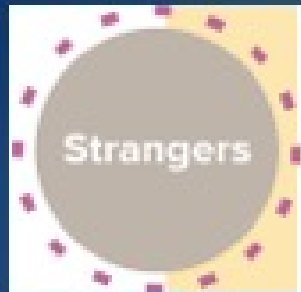
# Inbound Methodology

ATTRACT

CONVERT

CLOSE

EVANGELIZE



Blog  
Keywords  
Social Publishing

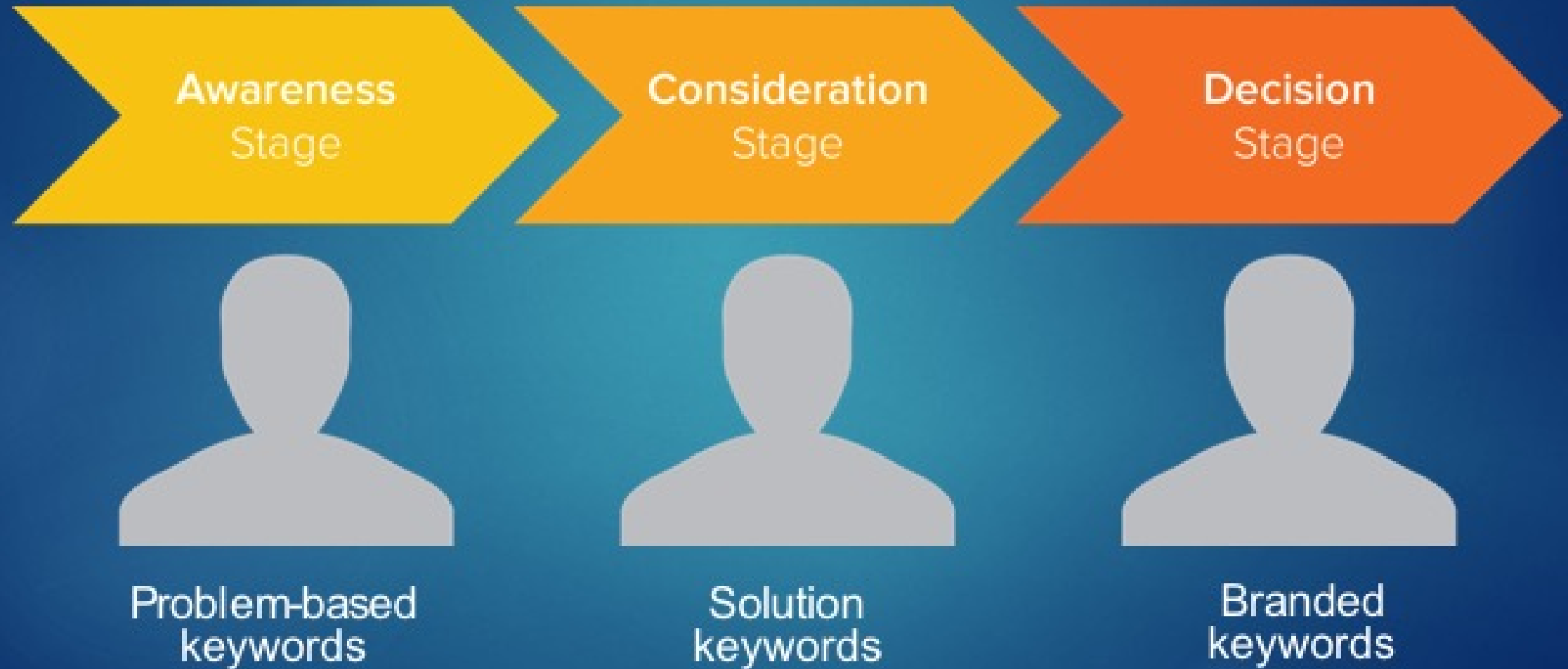
Forms  
Calls-to-Action  
Landing Pages

CRM  
Email  
Workflows

Surveys  
Smart Content  
Social Monitoring

# THE BUYER'S JOURNEY

Categorize keywords by the stages of the buyer's journey.



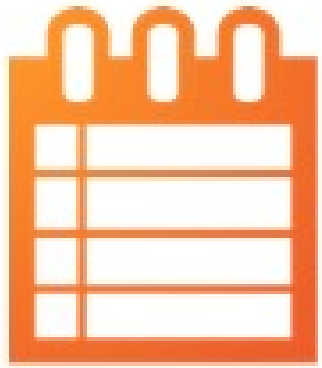


# Optimize your website for **mobile.**

Make sure your website pages can be easily viewed on any screen size.

More and more of the world is using mobile devices to find answers to their questions on the internet. Make sure that people coming to your site have a good experience on mobile.

# THE CONTENT PROCESS



1. Plan



2. Create



3. Distribute







4. Analyze



(Repeat)

# BEST PRACTICES FOR CONTENT CREATION

-  Always focus on mapping content to your buyer personas AND where they are in the buyer's journey. (Example: A man looking to join a lodge and what questions he might have at various stages of interest.)
-  Less is more: your buyer personas are probably just as busy as you are—make it easy for them to consume your content.
-  Keep it educational, not promotional. It's not until the decision stage of the buyer's journey when your product should be discussed in detail.
-  Focus on the informational part of the content first, worry about design second. Prioritize writing great content over making that content look nice.

# 2 WHY DOES BLOGGING HELP YOUR INBOUND MARKETING?

# WHAT IS BLOGGING?

Your blog is a place to regularly publish and promote new content related to your business and industry.

**BLOGGING HELPS YOU  
STAND OUT AS AN EXPERT  
AND BUILD TRUST.**

# 3 HOW DO YOU CREATE A SUCCESSFUL BLOG?

**WRITE ABOUT YOUR  
INDUSTRY,  
NOT YOURSELF.**

**WRITE CONSISTENTLY AND  
FREQUENTLY.**

# BLOGGING BEST PRACTICES

- Pick a topic and a title.
- Format and optimize the post.
- Promote offers on your blog to increase lead generation.
- Promote your blog posts.
- Analyze the performance of your blog posts.

# **4** WHY IS SOCIAL MEDIA IMPORTANT TO INBOUND MARKETING?

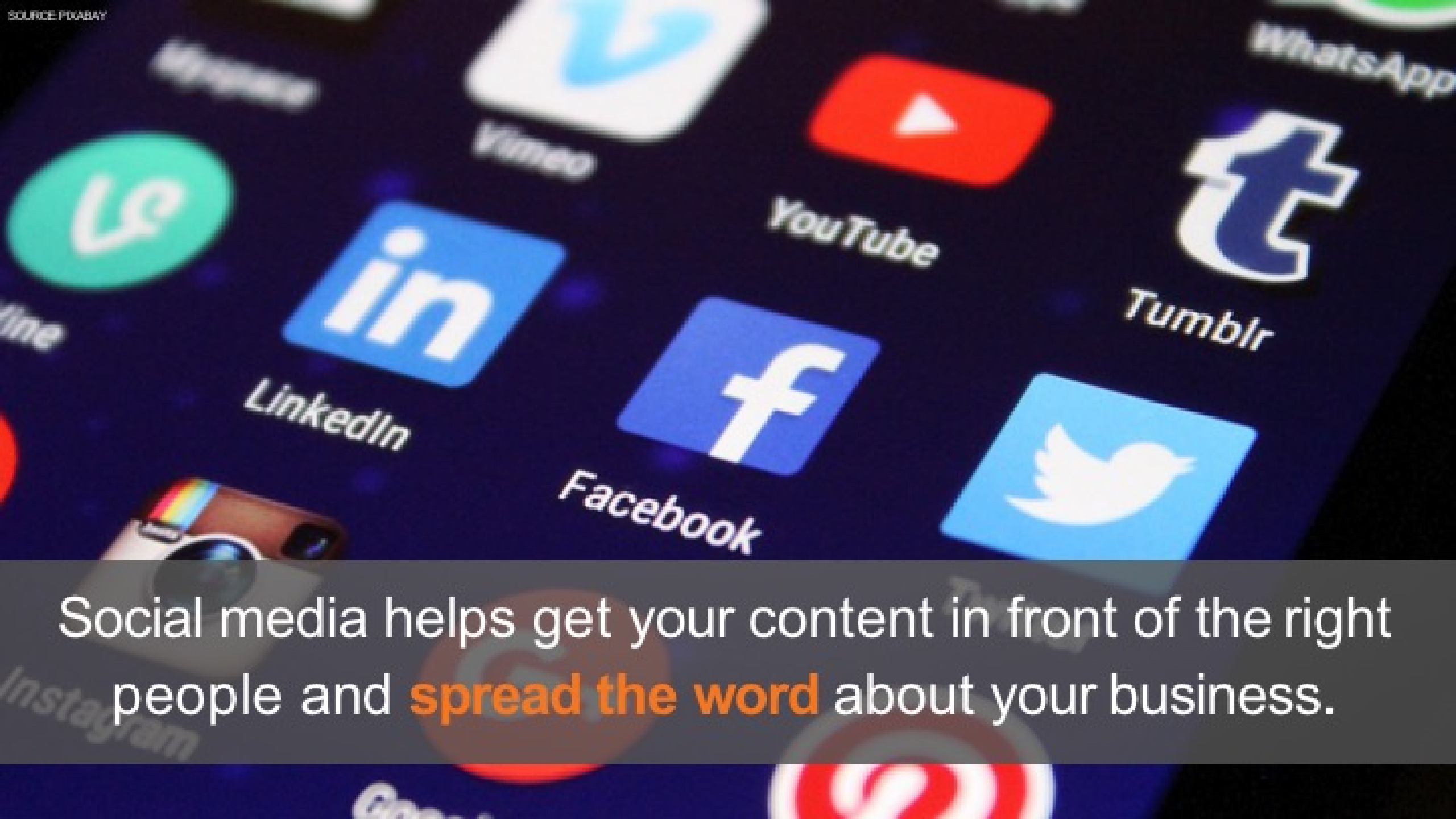
# +2 BILLION

active social media users worldwide.

This number is projected to grow at 25% year over year.

9 / 10

U.S. businesses maintain an active presence on social media.



Social media helps get your content in front of the right people and **spread the word** about your business.

66%

of businesses use social media as a core strategy.

DRIVE TRAFFIC.  
GENERATE LEADS.  
BUILD COMMUNITY.  
SOCIAL MEDIA.

# A REMARKABLE SOCIAL MEDIA CONTENT PLAN:

- Clearly communicates company's brand and values.
- Delivers helpful content that add value.
- Provides relevant content for each platform.

Content with relevant images gets

**94%**

more views than content without relevant images.

Use *clear images* that are easy to distinguish.



# LEAD NURTURING

The process of building relationships with prospects with the goal of earning their business when they are ready.

73%

Of all B2B leads are not sales-ready.

# MARKETING & SALES FUNNEL

Defining the 6 stages of the marketing and sales funnel.



Sales reps that follow up with new contacts are

**60x**

more likely to qualify a lead than sales reps who wait 24 hours or longer.

**“Customer Experience is the new marketing.** If you don’t have a passionate, committed executive leadership team you won’t get out of the gate unless you have that. It’s the most important thing we do. We have the most demanding customers on the planet. Customer Experience better be at the top of your list when it comes to priorities in your organization.”

- Steve Cannon, President & CEO of Mercedes-Benz USA

“Customer service shouldn’t just be a department, it should be the **entire company.**”

- Tony Hsieh, CEO of Zappos

# 65%

of consumers surveyed said they've cut ties with a brand over a single poor customer service experience.

# THE THREE PILLARS OF DELIGHT

- 1 Innovation
- 2 Communication
- 3 Education

# INNOVATION

**Change is better than the status quo.**

**Innovate to serve** people with the right products.

I AM NOT SAYING WE CHANGE OUR  
“PRODUCT” OR “SERVICES”

I AM SAYING WE MUST CHANGE OUR  
PROCESSES AND APPROACHES

# COMMUNICATION

**Personal is better than impersonal.**

Communicate to help people.

# EDUCATION

**Empowering is better than ignoring.**

Educate people to grow their knowledge.



“Customers will never  
love a company until the  
employees love it first.”

-Simon Sinek

Your **hiring methodology**  
is critical to delighting  
your customers.

# CREATE A HIRING METHODOLOGY

- Skills
- Culture fit
- Beliefs
- Experience
- Ideas





“The  
businesses  
who are  
the best  
educators  
**will be the  
most  
successful.”**”

@MarkKilens

# INNEXPENSIVE OR FREE TECHNOLOGIES TO PROMOTE YOUR LODGE ONLINE:

**Wordpress** - A free blogging platform that you can publish blog articles, events pages, or even configure to take online payments through paypal

**Digital Ocean** – a hosting service that can host wordpress sites for as little as \$10 per month

**Google Keyword Tool** – A free way to discover what people are asking the search engines around you

**Google Maps** – Make sure your lodge's location can be found online (free)

**Facebook, Twitter & LinkedIn** – All great channels to build a community of followers that you can share your blog posts with and gain traffic (free)

**Google Analytics** – A free analytics platform to monitor your websites performance