



UNITED GRAND LODGE
OF ENGLAND

DIGITAL MARKETING CAMPAIGN TOOLKIT



CONTENTS

- 03 What the campaign is (high level)
- 04 Digital Marketing Campaign toolkit - *Working together*
- 06 What to expect
- 08 Facebook advert concept
- 10 The new UGLE website
- 11 Facebook Fact File
- 12 Campaign Thesaurus
- 14 Fielding social media comments
- 15 Reporting and metrics
- 16 Considerations for Provinces
- 18 Preparing for membership enquiries
- 20 Questions

WHAT THE CAMPAIGN IS (HIGH LEVEL)

A Digital Marketing campaign is a great way to expand your membership and find future Freemasons. UGLE ran two National Digital Marketing Campaigns which led to over 24,000 Enquiries, and over 6,000 membership leads.



In this toolkit you will be given the resources to begin your own digital marketing campaign for your province. Digital Marketing Campaigns can be run through Facebook's Ad Centre, which allows you to target specific groups and alternate ad concepts to ensure maximum reach and effectiveness.

DIGITAL MARKETING CAMPAIGN TOOLKIT

- Working together

For the your Digital Marketing Campaign (DMC) to be a success it is essential that you have a clear strategy in mind, and that everyone, from Provincial Communications Officers to Provincial Membership Teams are in alignment.

Below is an overview of suggested actions:

Making A Plan:

To ensure maximum effectiveness it is best practice to spend some time ahead of your campaign planning out your content and your strategy. The NDMC run by UGLE included multiple different ad concepts and different types of copy that could be changed out as more data was received. As we discovered which ads performed best we could use that information to inform the strategy used.

When deciding on your ad concepts and copy you should keep in mind your target audience and refine your campaign based on this.

Creating Assets:

Throughout the NDMC we were constantly adapting and refining the images and copy used. You can find the best performing assets in the Brand Centre, and use the copy for inspiration when creating your own. The Facebook algorithm will do all of this hard work for you – ads that are performing poorly will be pushed less in favour of ones performing well. When using more than one ad concept, check performance regularly to stop pushing any ads that are no longer working so that you are only paying for ones that are getting good engagement.



Who To Target

As part of the planning process, it is important that you identify your audience, this will help you to refine the targeting in Facebook Ad Centre to make sure that your campaign is pushed to those who are most likely to engage with it. You will want to consider the following things:

The Age Range

You can use the data from the NDMC for this. Please see the table with the average age range of enquiries for each Province (page 6 & 7).

Your USP

What is your Province's Unique Selling Point? What Special Interest Lodges do you have? Figuring out what you can offer potential members is a great way of pinpointing your target audience. You can use Facebook Ad Centre to target people who have specific interests that align with the interests of a potential member.

Timewasters

As part of your campaign you may find an uptick in enquiries from timewasters. There is no real way to prevent this entirely but there are a couple of things you can do to reduce the number. Firstly, ensure you have a well developed targeting system. As stated in the previous point this will vastly increase your campaign's effectiveness as it will be shown only to people who have related interests. Secondly, you can exclude people who interact with specific content on Facebook that might be contrary to the values and ideals that are upheld by Freemasonry.



AGE RANGE OF ENQUIRIES PER PROVINCE

Province	Age range
London	25-34
Bedfordshire	25-34
Berkshire	25-34
Bristol	25-34
Buckinghamshire	35-44
Cambridgeshire	35-44
Cheshire	35-44
Cornwall	35-44
Cumberland & Westmoreland	25-34 and 45-54
Derbyshire	35-44 and 45-54
Devonshire	35-44
Dorset	45-54
Durham	35-44
East Kent	25-34
East Lancashire	45-54
Essex	35-44
Gloucestershire	25-34 and 35-44
Guernsey & Alderney	/
Hampshire & Isle of Wight	35-44
Herefordshire	25-34, 35-44 and 55-64
Hertfordshire	25-34
Isle of Man	45-54
Jersey	45-54
Leicestershire & Rutland	25-34

These tables show the average age range of enquiries generated as a result of the National Digital Marketing Campaign run by UGLE in 2022. You can use this data to inform your own strategy when planning your campaign.

Lincolnshire	45-54
Middlesex	25-34
Monmouthshire	35-44
Norfolk	45-54
North Wales	45-54
Northamptonshire & Huntingdonshire	45-54
Northumberland	35-44
Nottinghamshire	35-44
Oxfordshire	35-44
Shropshire	35-44
Somerset	45-54
South Wales	35-44
Staffordshire	35-44
Suffolk	45-54
Surrey	35-44
Sussex	45-54
Warwickshire	25-34
West Kent	35-44
West Lancashire	35-44
West Wales	35-44
Wiltshire	35-44
Worcestershire	45-54
Yorkshire North & East Ridings	25-34
Yorkshire West Riding	35-44



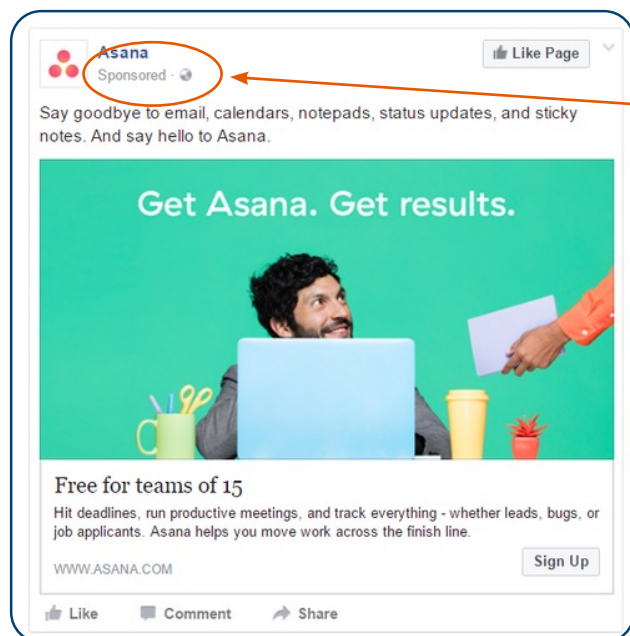
WHAT TO EXPECT

Facebook advertising is the means of creating online paid-for advertisements that are published on Facebook to a targeted audience. These adverts can only be seen by those Facebook users (audience) that have been selected by the detailed profiling that the Facebook advertising management console supports.



be interested in joining and becoming a Freemason and to demonstrate our fully inclusive and diverse range of membership. So, for example, you can ask Facebook to only show your advert to 18-34 year old males who live within your Province, who have an interest in charitable giving and are already a fan of social clubs and networking organisations.

Your advertising campaign can optimise data capture via various methods, such as directing Facebook users towards the Interested in Joining page on the UGLE website and capturing the potential member data within Facebook to be sent directly to you. When done effectively, your campaign should result in more membership enquiries and you may receive more messages than usual.



Facebook ads mainly appear in the Facebook newsfeed, in between all of the other posts you might see from your friends and family. You can tell an ad because it will say “**sponsored**” below the organisation’s name, as shown in the photo here.

PLEASE REMEMBER:

To like and share the campaigns when they go live – the more potential members who see the ads the better!

Facebook legally collects data on all of their users, enabling those organisations who wish to advertise to their audience, an opportunity to ensure that adverts are only published on pages that have relevant and a targeted audience, thus mitigating against the risk of a poor return on investment.

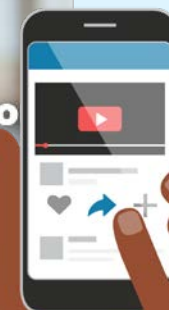
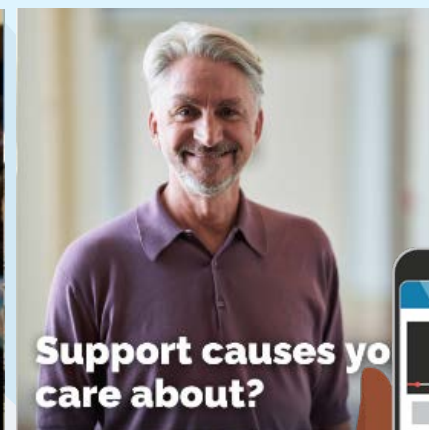
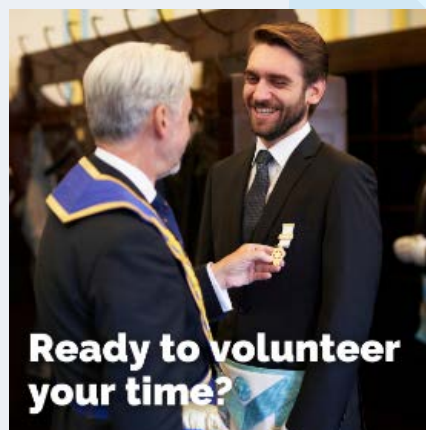
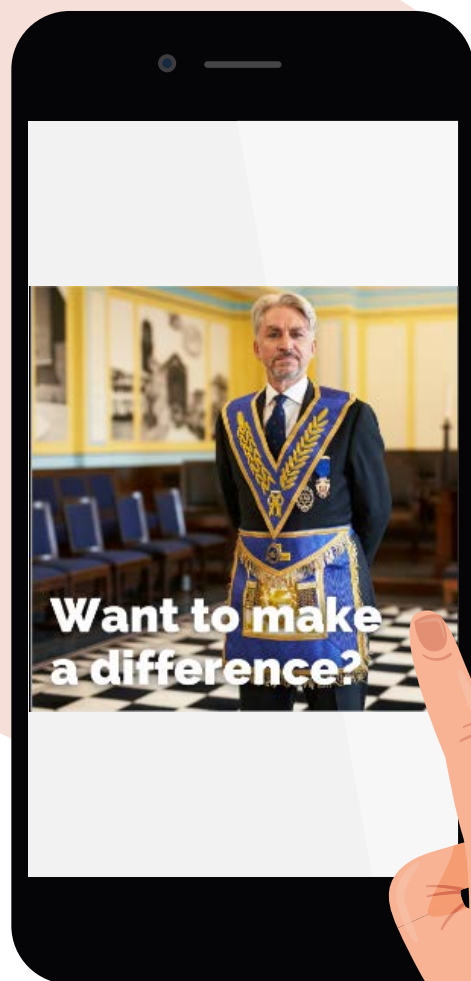
You can therefore target people on Facebook according to their age, their location, their gender, and their interests. This allows you to advertise to people who you know are likely to

You can target specific locations, genders and age ranges to ensure maximum effectiveness of your campaign.



FACEBOOK ADVERT CONCEPT

Below is an example of the type of advert that we have run on Facebook. As you can see, Facebook users were able to scroll through a number of different tiles, each with unique messaging and high quality images, depicting our values. We will also utilise video and our increased press presence to craft additional adverts that were used throughout the campaign. You can access all of the assets used in the *NDMC* through the *Brand Centre*, and repurpose them for your own Digital Marketing Campaign.



FACEBOOK FACT FILE

1.5million

BUSINESSES ROUND THE WORLD USE FACEBOOK ADVERTISING



FACEBOOK IS THE WORLD'S
THIRD-MOST VISITED WEBSITE

FACEBOOK
REACHES

59%

OF THE WORLD'S SOCIAL
NETWORKING POPULATION

9.2%

of marketers use
Facebook for their digital
advertising campaigns



98%

OF FACEBOOK
ADS TRAFFIC
IS VIA MOBILE
DEVICES



An average Facebook
user clicks on
12 ads
per month

CAMPAIGN THESAURUS



Targeting

When an advert is directed towards a specific audience, based on who will be most interested in the product or service advertised



Audience

The group of people you're promoting your adverts to.



Reach

The number of people who will see your adverts



Engagement

The number of people who will interact with your adverts (e.g. like, comment or share).



Click-throughs

The number of people who click on the advert to visit your website.



Traffic

The amount of visitors sent to your website from the Facebook adverts.



FIELDING SOCIAL MEDIA COMMENTS

As mentioned above, you may find that as a result of your campaign, you receive more messages than usual from prospective members. We thought it would be useful to provide you with some suggested responses to questions that you may receive regularly.

Please note - this is different to the FAQ section on your website and only applies to messages that you should expect to receive on posts within Facebook due to the increased awareness of Freemasonry as a result of the campaign.

Q

Are Freemasons the same as the Illuminati?

Suggested answer: No – the Illuminati were a 17th century group that were in no way related to Freemasonry. In modern times, scammers have taken advantage of conspiracy theories and commonly held misconceptions to entice innocent people into trading money for membership of the group. Conflation of Freemasonry and the Illuminati is a common trick used by scammers. For avoidance of doubt:

- Becoming a Freemason will not make you rich or famous
- You cannot become a Freemason over the internet
- You should not give any money.

Q

Do you have to be invited to join?

Suggested answer: No you do not – please get in touch with us here for more information: *share your website address*



?!

Q

I am a woman – why can't I become a Freemason?

Suggested answer: Being a woman does not stop you from becoming a Freemason. You can find out more about women's Freemasonry here for more information:
OWF: www.owf.org.uk
HFAF: hfaf.org

Q

Do I have to be rich to become a Freemason?

Suggested answer: No – you can join a Lodge that fits with your own personal circumstances, although there are some costs involved. We welcome members from all backgrounds, regardless of race, religion or other perceived divisions within society.



REPORTING AND METRICS

There is a wide range of information and metrics you can report on as Facebook provides a lot of information about how the ads are performing. You will be able to find out:

How many people have engaged with the ad (e.g. watched the video, clicked to read the caption, liked, commented or shared).

How many people have seen the ads for your individual Province.

How the adverts are performing amongst various groups of people (e.g. which age group clicks through the most).

How many people have clicked on the advert.



CONSIDERATIONS FOR PROVINCES

- 1 Review who, within the Province, will receive and be the first responders to the Interested in Joining enquiries. Do you have a small team to manage what could be a spike in enquiries, if so does it need to be enhanced?
- 2 Check that the email address set up to receive Interested in Joining enquiries is generic and accessible by the team.
- 3 As most people may be working remotely, consider a schedule for who will manage the queries during a given week between start of campaign to end.
- 4 Agree what happens when an enquiry is received. Do you have an internal charter to guide you? Please visit the  UGLE Brand Centre for good practice.
- 5 Set up an auto reply to your email address in 2 above to thank them for their enquiry and advise when they can expect to be contacted as per your guide in 4 above. An automatic reply could include a link to your website or the UGLE website, whichever you prefer.
- 6 As per your guide in 4 above, follow the next steps to give the enquirer a positive first experience of Freemasonry.



PREPARING FOR MEMBERSHIP ENQUIRIES

The submission of an enquiry from an unsponsored candidate may be the first contact he has with Freemasonry, so it is essential that the experience is a positive one.

Please find below suggested tasks to help prepare for an increase in enquiries from unsponsored candidates.

Agree what happens when an enquiry is received. Do you have an internal charter to guide you? Please visit the UGLE Brand Centre for good practice, for example the Discover Freemasonry leaflet and the new Mission Statement.

Review / create / sign off your Membership Charter which will agree time scales for those all-important first contacts with the interested individual. There are a number of good examples in the UGLE Brand Centre.

Review your strategy to identify how to profile members and ensure they are placed in the right Lodge?

Update your first responders to the Interested in Joining enquiries on the campaign and the content of the new website. This should help them provide a consistent message. If required, they can then filter the enquiries before they are sent on to the established membership team.

Do you need additional resources for any of your teams to deal with the expected spike in interest?

Check that the email address set up to receive Interested in Joining enquiries is accessible by a number of people within your team to spread the workload.

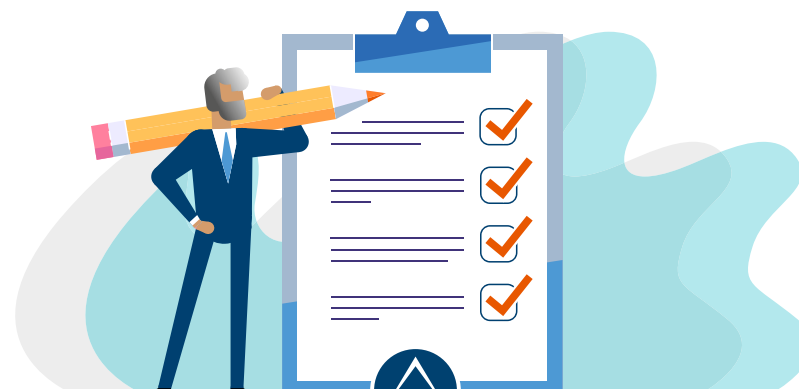
Liaise with the Lodge Membership Teams of approved receptor Lodges so they are fully aware of the campaign.

Read the new Level 1 Pathway Leaflet which is available in the UGLE Brand Centre.

As most people may be working remotely, consider a schedule for who will manage the queries during a given week between the start of campaign to the end.

Consider setting up an auto-reply to your email address to thank them for their enquiry and advise when they can expect to be contacted. An automatic reply could include a link to your website or the UGLE website, whichever you prefer!

Create an internal system to ensure you can track the success of your campaign. You will need to track the success of your campaign in order to fine tune your strategy in future campaigns.





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