

Community-Focused Digital Marketing Plan for Your Lodge's Open House Event

With our statewide open house events coming up, this example checklist will help ensure you are set up for success to market your event to the local community. Every item below requires no budget and could be run through in an afternoon. Checklist inspired by activities with Blendon 339 in Westerville, Ohio.

1. Digital Presence Setup & Accuracy/Freshness Audit:

- a. [Google My Business](#): Ensure your lodge is listed, it ensures GPS navigation to your lodge.
- b. Social Media: Confirm your lodge has active/up to date [Facebook](#) and [Instagram](#) pages.
- c. If you have a [website](#), ensure the information is current and accurate. If you don't have a website, get one asap, it's easier than you think and is an absolute must-have.

2. Local Hashtag Use for Targeting:

- a. Use simple searches on Instagram or Facebook to identify local hashtags for broader reach and specific targeting. Find more information on how/why to do this [here](#). Examples are #WestervilleOhio and #UptownWesterville. See what other local groups use and copy!

3. Facebook Event - Social Media Engagement:

- a. Create a [Facebook Event](#) to direct the public to engage with. [Kick off a countdown](#) on social media with engaging posts that encourage community RSVPs and sharing.

4. Community Collaboration:

- a. When posting for local interests, tag [local entities](#) (ex: Westerville History Museum) to spread the word when relevant.

5. Google My Business Posts:

- a. Utilize the [Posts](#) feature to share quick, engaging updates about your event.

6. Regular, Simple Updates:

- a. Keep the community engaged on social media with short, [impactful posts](#) about the event leading up to it.

7. Leverage Local Media:

- a. Send a concise, engaging press note to local media, online community boards and local event calendars highlighting the event.

8. Printed Collateral

- a. Consider if having small brochures or pamphlets would make sense to leave around your building. Allowing visitors to pick up information to-go.

9. Share Highlights:

- a. As you bring the public's attention to your lodge, use past event photos or speak of your [history](#) to build credibility and show the community impact of your lodge's events. Ex

10. Signage:

- a. If your location allows for it, creating a simple, easy to read sign to put outside leading up to the event is great publicity.

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