

HOW TO BUILD A DIGITAL FUNNEL THAT BRINGS GOOD MEN TO THE WEST GATE



COGMNA 2026

SIGN UP TO GET SLIDES

If you would like the Full Breakdown:

- Video walkthrough of this talk
 - Full Walkthrough Recording
 - Expanded Commentary
- Full Report on the 2026 State of Digital Media for Freemasonry
 - Findings from 100,000+ leads across 7 jurisdictions
 - Implementation framework for intake + follow-up
- Benchmarks and cost ranges

Sign up to receive our newsletter at:
digitalfreemasons.org/contact/



Scan to get:

The 2026 State of Digital Media for Freemasonry

DIGITALFREEMASONS.ORG



MY BACKGROUND

HARRISON SINGER

**Founder, Digital Freemasons Guild, a division of
Singer Media Group LLC**

- 15+ years in digital and social media strategy
- 10+ years managing paid media campaigns
- Work across 7 jurisdictions and multiple appendant bodies
- Specializes in marketing, intake systems, lead qualification, and follow-up infrastructure that protect the West Gate.
- Background in franchise marketing and content systems

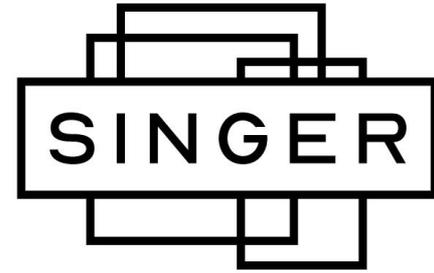


HARRISON SINGER
Speaking at COGMNA 2026



SINGER MEDIA GROUP

- Specialize in lead generation for membership orgs
- \$1,000,000+ annual media under management
- 7 Grand Lodges + Scottish Rite, NMJ
- Nonprofits & Google Ad Grant management
- Franchise systems, higher education, alumni associations, country clubs, merchant associations, christian ministries, law firms, and dealerships



AGENDA

What We'll Cover Today

- The Door Problem
- How modern men discover Masonry
- How to move them from curiosity to inquiry
- What data from 100,000+ inquiries actually show
- How to build a volunteer-sustainable intake system
- What you can do at the Grand Lodge level





**THE TOOLS
HAVE CHANGED.
THE MISSION
HAS NOT.**



WHAT THE DATA SHOWS

'The poet laureate
of civil society'
The New York Times

**Robert D.
Putnam**

with Shaylyn
Romney Garrett

THE UPSWING

How **we**
came
together
a century
ago and
how **we**
can do
it again



SRNMJ SURVEY DATA

82%
awareness

91%
core values

77%
interest



The image features three bronze statues of the first three presidents of the United States: George Washington, John Adams, and Thomas Jefferson. They are dressed in 18th-century military-style clothing, including powdered wigs and breeches. The statues are set against a background of a park-like setting with trees and a building. The entire image is overlaid with a semi-transparent blue filter. The text "WHAT THIS PROVES" is centered in a bold, white, sans-serif font.

WHAT THIS PROVES



THE DOOR PROBLEM



THE TIDE IS TURNING



Be a Freemason
NOT JUST A MAN. A MASON.



BROTHERLY LOVE. RELIEF. TRUTH.

Not Just a Man. A Mason.

A Freemason is committed to bettering himself, his community, and the world. He is on a journey of self-discovery believing in something greater than himself, a journey in which he will be supported by other good men.

Become the best version of you. Answer the call.
Begin the journey.

TAKE THE FIRST STEP

THE DOOR IS ONLINE NOW





THE ENTRYWAY PROBLEM



MARKET RESEARCH

Take the first step on your Masonic journey.

Take the first step on your Masonic journey.

First Name *

Last Name *

Email *

Confirm Email *

Phone *

City

Last Name *

Confirm Email *

Zip code *

but why you're interested. *

The Call (30s)

The world needs more than just men.
The world needs Masons.

Ready to take the next step? Find a lodge near you.

LEARN MORE



KEYWORD THEMES

**Self-Improvement
& Growth**



KEYWORD THEMES



**Brotherhood,
Belonging, and
Camaraderie**



KEYWORD THEMES

**Curiosity About
the Esoteric or
Historical**



KEYWORD THEMES

Family Legacy or Lineage



KEYWORD THEMES



**Moral and
Spiritual
Alignment**



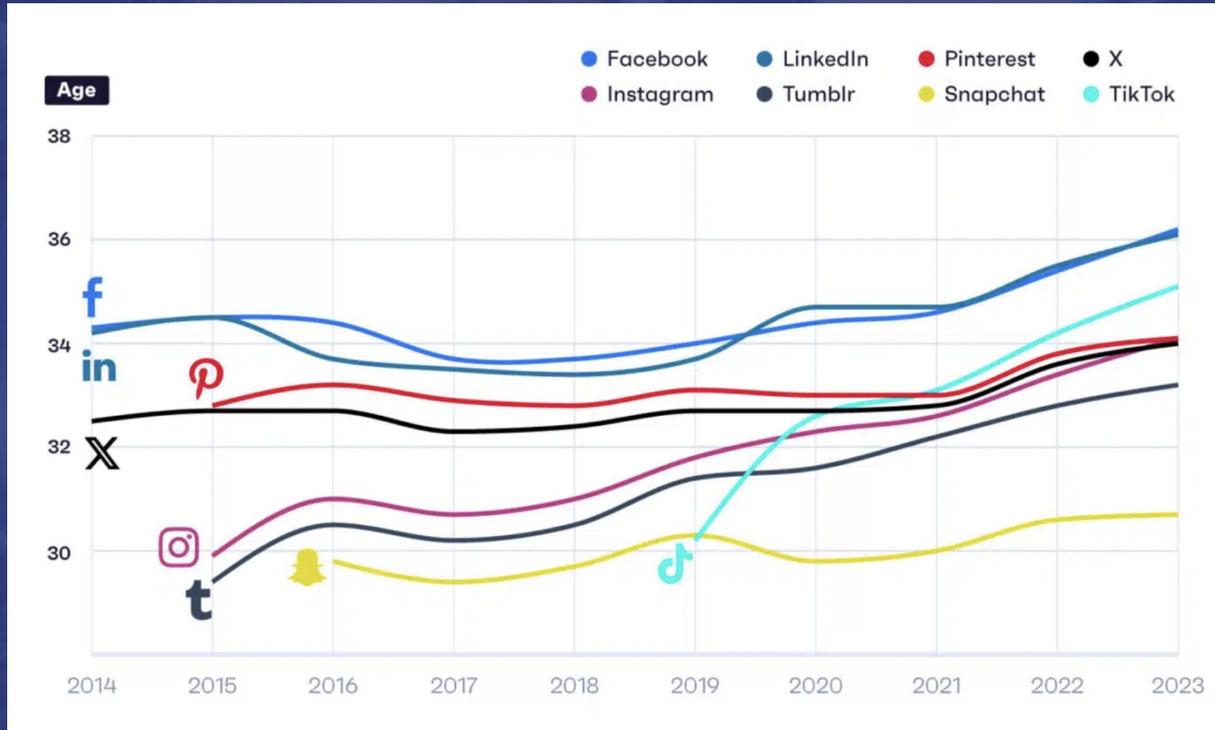
SEARCH THEMES

Themes	What to Avoid	What to Lean Into
1. Self-Improvement & Growth	Abstract self-help language. “Better yourself” without structure.	Freemasonry as a system for growth through mentorship, discipline, and values.
2. Brotherhood & Belonging	Social club tropes (bowling night, casual hangouts).	Deep emotional connection, mutual support, and family-level trust.
3. Esoteric & Intellectual	Occult, tarot, or fringe mysticism.	Hidden wisdom, Western thought, symbolism, and personal reflection within structure.
4. Family Legacy or Lineage	Overly nostalgic or “old man’s club” tone.	Honor, tradition, generational pride, and identity through joining.
5. Moral & Spiritual Alignment	Vague “values” or religious overreach.	Interfaith brotherhood, civility, purpose, and shared moral grounding.

CONTENT PILLARS



DIGITAL CHANNELS



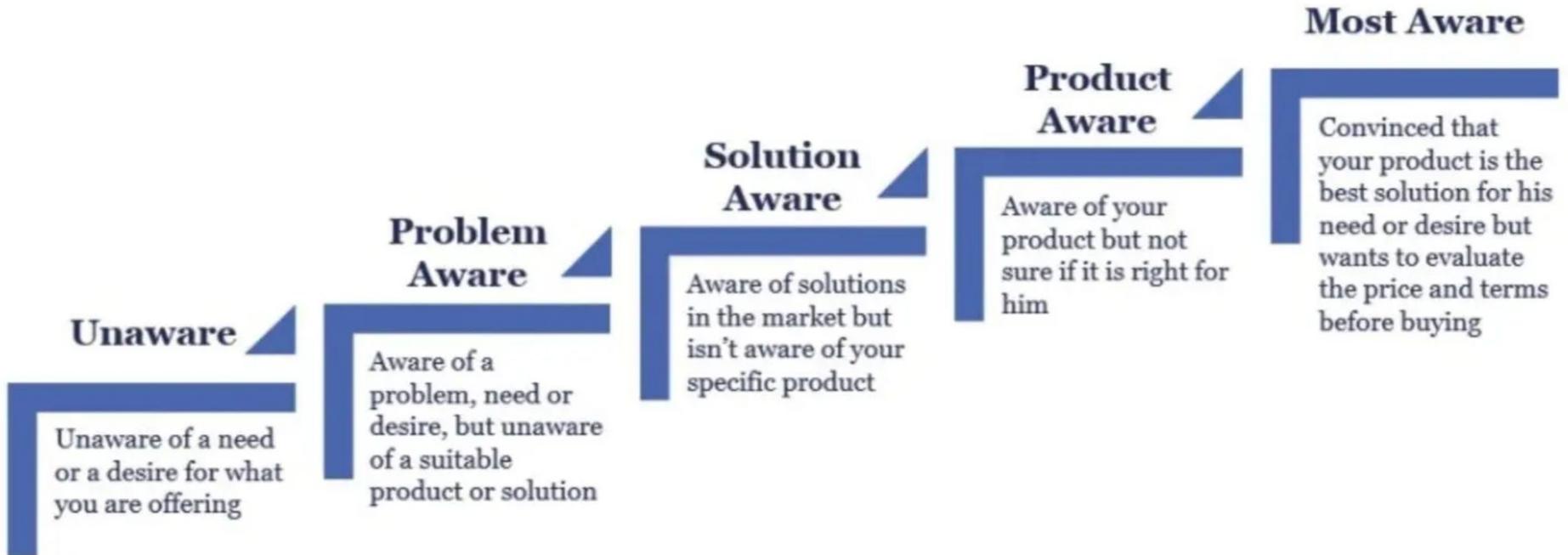
THE MISSING FEEDBACK LOOP



MARKETING VS. SALES



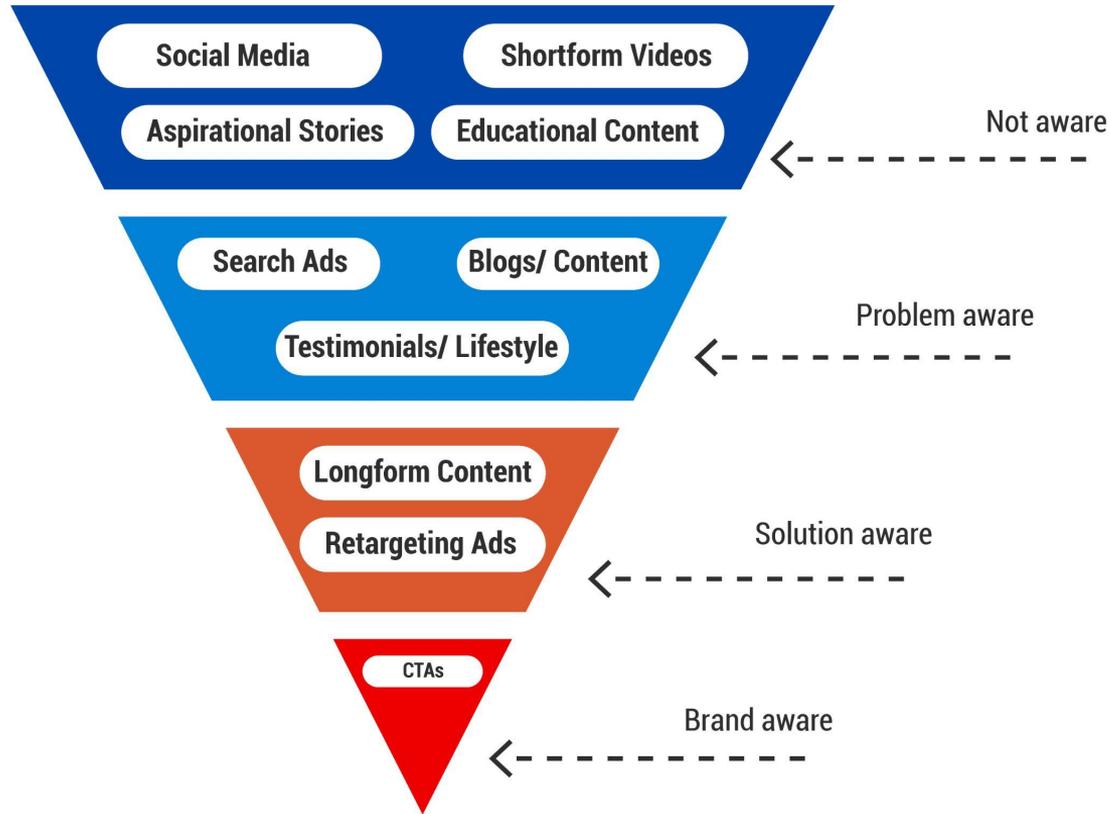
MARKETING STRATEGY



LEVELS OF AWARENESS

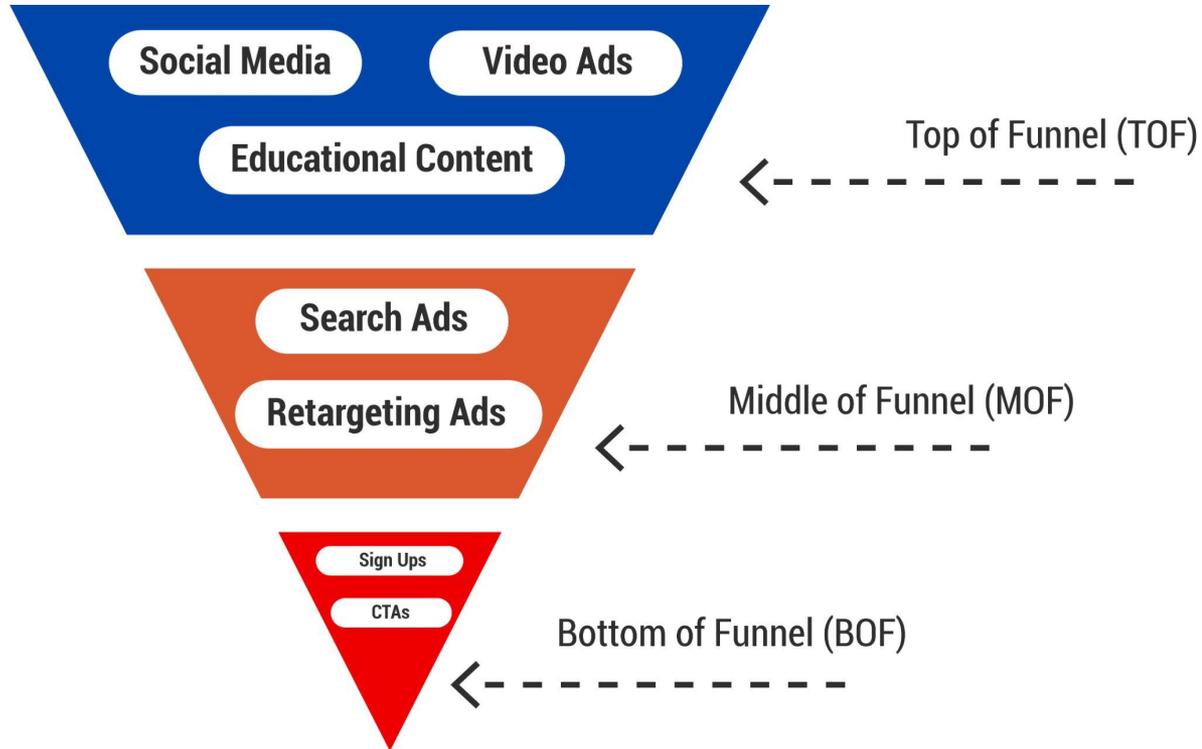


ORGANIC STRATEGY



PAID STRATEGY

o



LEAD FUNNEL BENCHMARKS

Lead → Member Journey:

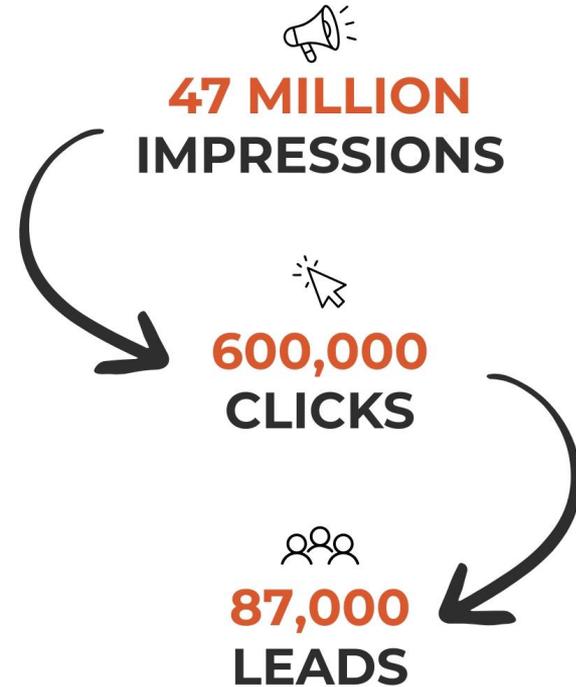
- 58% Lead → Prospect
- 17.7% Prospect → Petitioner
- 87% Petitioner → EA
- 69% EA → FC
- 90% FC → Master Mason

Email Marketing Averages

- 56% average email open rate
- 7.9% click rate (2.5x industry average)

Digital Advertising Averages (as of Jan 2026):

- 65,000,000 impressions
- 1,000,000+ clicks (1.54% Avg. CTR)
- Generated over 100,000 inquiries (10%)
- 16K Qualified Leads (16% conv rate)



THE CHALLENGE





**SYSTEMS SCALE.
PEOPLE DON'T.**



RECOMMENDED TECH STACK

→ **Email Marketing**

Marketing automation tools like Mailchimp, ActiveCampaign, Klaviyo or AutoClose.

→ **Local SEO Listing Syndication**

Google is still the king and the hack to rank your location on map listings is still to use a tool like Yext or Moz Local to ensure that your local business information is accurate and up-to-date across all the relevant directories.

→ **Marketing Analytics Tools and Dashboards**

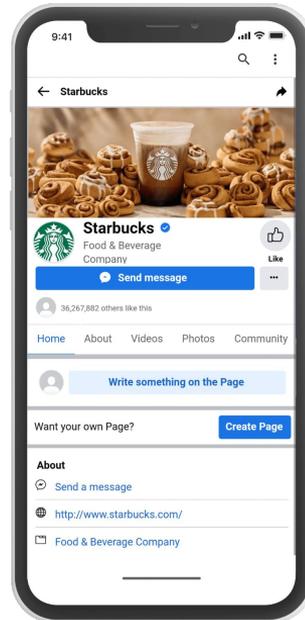
Data insights and analytics tools, for instance, Google Analytics, Search Console, Looker Studio, and heat mapping tools like Clarity or Hotjar. Extra credit for using a CRM (such as Hubspot, Grandview, or Groupable).

→ **Social Media Management Tools**

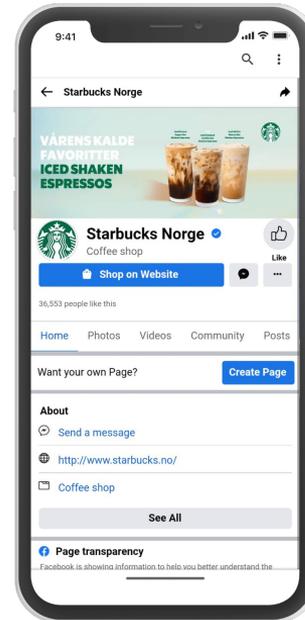
Social media platforms have matured to the point that it is necessary to post the same content to many different platforms (Facebook, Instagram, YouTube, Snapchat, TikTok, Twitter/X, etc.). They also pull in every message into one inbox.

PAGE MODERATION

Facebook **Brand Page**



Facebook **Local Page**



TARGETED DIGITAL ADVERTISING

How We Find Good Men

- Similar to existing members (Lookalike audiences)
- Community-engaged men (behavioral targeting)
- Values-driven (psychographics interests targeting)
- Professions (titles, industries)
- Younger men (demographics)
 - Parents, not a parent

DIGITAL MARKETING
CAMPAIGN MANAGEMENT
ANALYTICS
SOCIAL MEDIA



BEFORE YOU SCALE

- 01 RESPONSIVE SITE
- 02 SMART FORM BUILDER
- 03 AUTOMATED EMAILS
- 04 CRM/EMAIL INBOXES
- 05 ANALYTICS SETUP



A blue-tinted photograph of a crowd of people, possibly at a protest or rally, with the text "RAGE, RAGE AGAINST THE DYING OF THE LIGHT" overlaid in white. The background shows several individuals in dark clothing and hats, some looking towards the camera. The overall mood is somber and intense.

**RAGE, RAGE
AGAINST THE
DYING OF THE
LIGHT**

APPENDIX

ADDITIONAL CONTEXT



CRO - WHAT IT IS

WHY IT MATTERS

EXPLANATION

- Run **one structured A/B test per month** on client landing pages.
- Make **small but meaningful design/layout/copy changes**.
- Use **data-driven insights** to improve conversions.
- Deliver a **monthly summary** of test results and recommendations.

VALUE

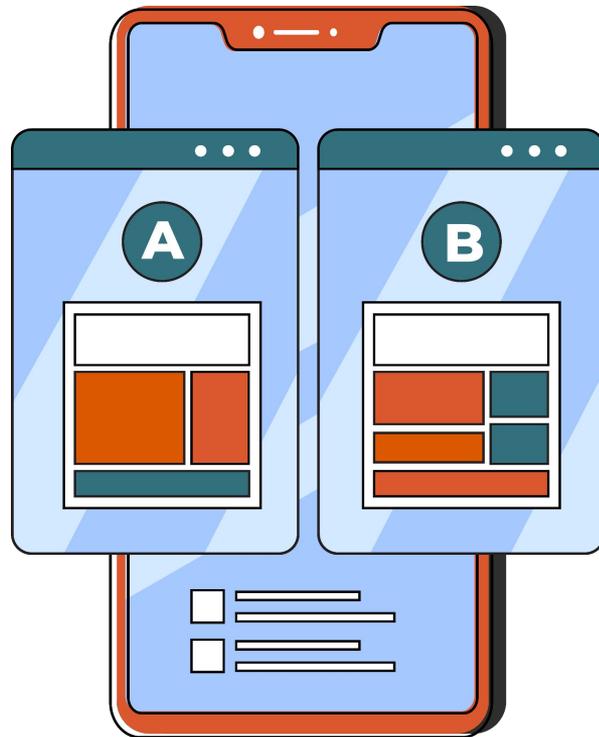
- Increases **lead generation without more ad spend**.
- Provides **ongoing, measurable optimization**.
- Creates a testing roadmap for future improvements.
- Keeps scope lean (**5–6 hrs/month**).



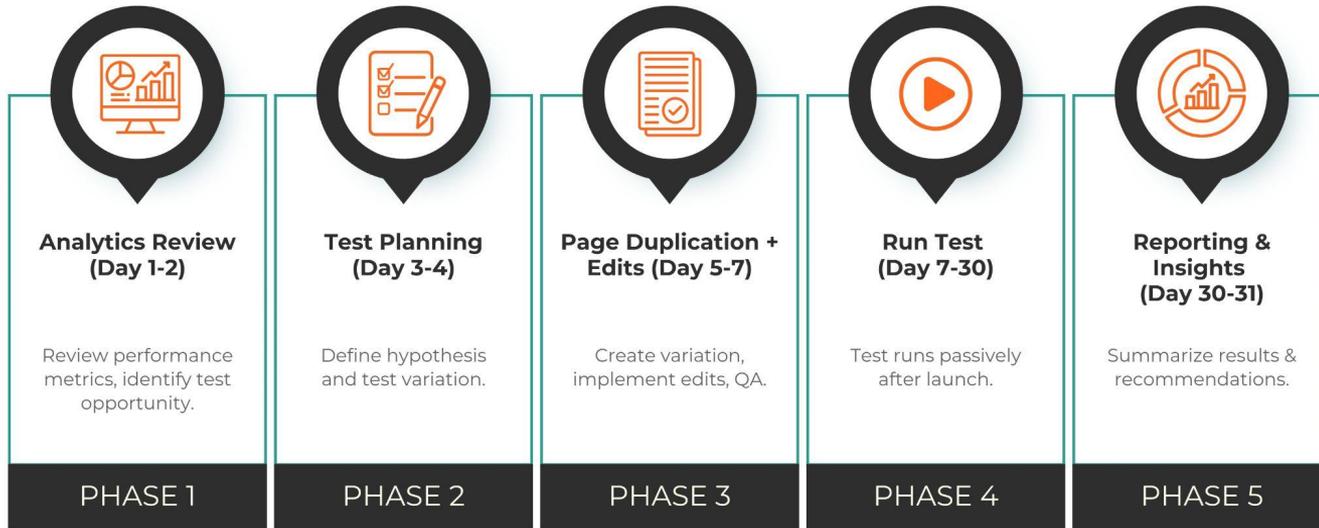
A/B TESTING IN WP

Recommended Plugin

The best option for simplicity and reliability is **Split Test for Elementor**. It's purpose-built for Elementor, lightweight, and allows you to run tests directly inside the page builder without needing extra dashboards or complicated integrations. Because it's integrated into the editing workflow, you don't have to learn a separate tool — you simply duplicate a section or widget, make your edits, and assign each as a test variant. The plugin then automatically divides traffic, tracks conversions based on your chosen goal (like form submissions or button clicks), and reports back with results. This makes it an efficient, low-friction solution that fits perfectly into a monthly CRO workflow without adding unnecessary complexity.



PROCESS & TIME BREAKDOWN



CREATIVE BEST PRACTICES

Minimum Viable Creative Needed:

- Total Number of Creative Assets
 - Minimum 4-6 videos (15-30 seconds)
 - Horizontal (16:9)
 - Square (1:1)
 - Vertical (9:16)
 - Minimum 3-5 static images for mid/bottom funnel
- Top of Funnel (creating awareness for men less familiar with your organization)
 - 2-3 videos (with at least one vertical)
 - 3-5 headlines (30-40 characters)
 - 2-5 descriptions (90-125 characters)
- Mid Funnel (men with some level of awareness; watched videos or been on the website)
 - 3-5 static images
 - 2-3 longer form videos (with at least one vertical) - unique from ToF
 - 3-5 headlines (30-40 characters)
 - 2-5 descriptions (90-125 characters)
- Bottom of Funnel (asking men to take an action - submit form, sign up, download PDF)
 - 3-5 static images
 - 2-3 videos (with at least one vertical) - unique from ToF / MoF
 - 3-5 headlines (30-40 characters)
 - 2-5 descriptions (90-125 characters)

*Character limits vary by platform

Creative Direction

- Recommend prioritizing video creative over graphics / static imagery
- Videos in vertical format preferred (TikTok/Reel/Shorts style)
- Suggest making shorter versions of videos for testing
 - Top of funnel videos should be shorter (10-15 seconds)
 - Middle of funnel: 1-2 longer videos (30-60 seconds)
 - Bottom of Funnel:
 - Longest form content (30-60 seconds)
 - Lead magnet/downloadable content (PDF)

Technical Requirements

- File Format: MP4, MOV, or GIF
- Maximum File Size: 4GB
- Aspect Ratios:
 - Square (1:1): Minimum 1080 x 1080 pixels
 - Vertical (4:5): Minimum 1080 x 1350 pixels
 - Full Portrait (9:16): Minimum 1080 x 1920 pixels
- Aspect Ratio Tolerance: ±1%



LANDING PAGE BEST PRACTICES

1. Speed & Performance

- Load time under 3 seconds (ideal is <2s)
- Optimized images (compressed, WebP preferred)
- Minified CSS/JS and lazy loading for assets
- CDN usage for fast global delivery (e.g., Cloudflare)
- Mobile-first performance (especially on 3G/4G connections)

2. Mobile Responsiveness

- Responsive design across all screen sizes
- Touch-friendly buttons and form inputs
- Easy scrolling and vertical layout (no horizontal scroll)
- Mobile keyboard behavior optimized (e.g., number pad for phone fields)

3. UI/UX & Conversion Optimization

- Minimal friction: 1 clear CTA above the fold
- Form fields: 3-5 max (Name, Email, Zip/Phone, maybe 1 optional)
- Progressive disclosure: show only essential fields upfront
- Visual hierarchy: strong headline, supporting text, trust indicators
- No navigation links (avoid distractions)
- Sticky CTA (on mobile or longer pages)

4. CRM & Marketing Integration

- Native or API integration with:
 - CRM (e.g., HubSpot, Salesforce, Zoho)
 - Email marketing platform (e.g., Mailchimp, ActiveCampaign)
 - Google Sheets or Airtable (for simpler setups)
- Real-time lead capture
- UTM parameter passing (into hidden form fields for attribution)
- Optional: webhook support or Zapier integration

5. Privacy, Tracking & Compliance

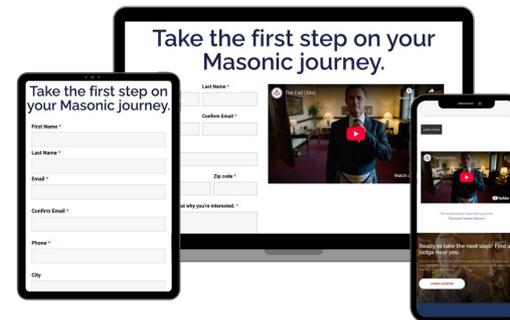
- SSL certificate (HTTPS) required
- Cookie consent banner if tracking or using retargeting
- Google Tag Manager with Google Analytics 4 & Meta Pixel
- Optionally support reCAPTCHA v3 to reduce spam
- Clear link to privacy policy

6. Analytics & A/B Testing Ready

- Tag manager (e.g., GTM) installed
- Scroll tracking, click tracking, and form conversion events
- Optional: heatmaps (e.g., Hotjar) for user behavior analysis
- Easy to duplicate and modify for A/B or multivariate testing

7. Scalability & Maintenance

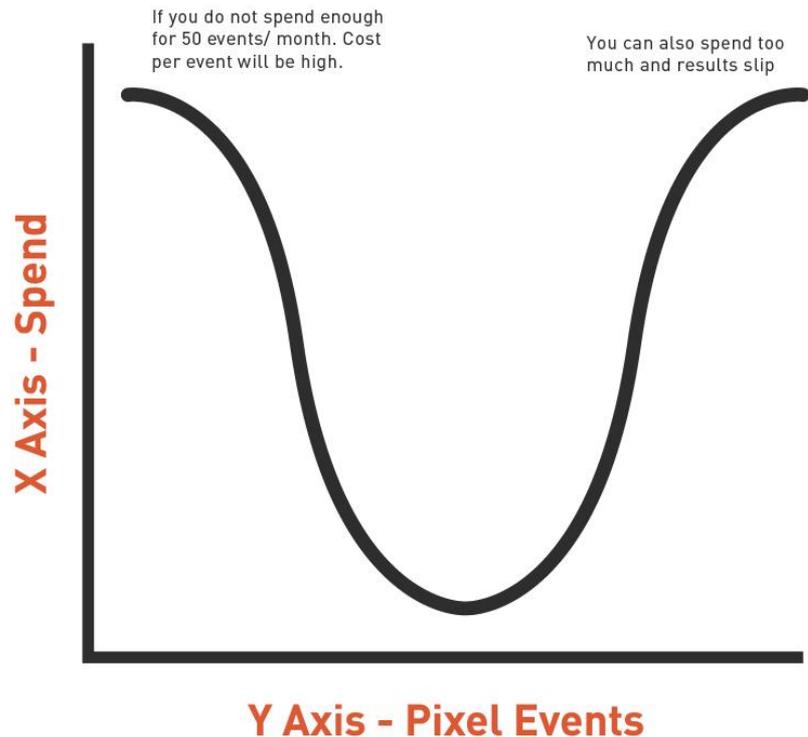
- Built with a templated system or CMS (e.g., Webflow, Unbounce, WordPress w/ Elementor or Oxygen)
- Easy to clone/update without developer support



SPEND OPTIMIZATION CURVE

In digital advertising, reaching optimal performance requires striking a careful balance between spend and event volume. This illustrates two critical points:

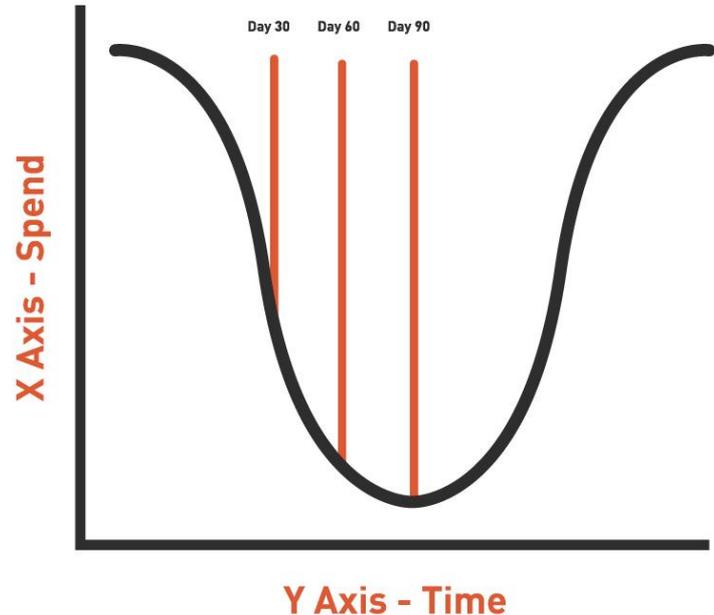
- 1. Under-Spending:** When you spend too little, you fail to generate sufficient pixel fires. Without enough data points, the algorithm cannot effectively learn or optimize, resulting in high costs per event and inefficient campaigns.
- 2. Overspending:** Spending too much can be equally harmful. When budget scales too rapidly without strategic adjustments, creative fatigue sets in, and ads are shown too frequently to the same audience, causing diminishing returns as engagement drops.



SPEND OPTIMIZATION CURVE

This chart demonstrates the relationship between time, spend, and creative effectiveness over the duration of a campaign:

- **Optimization Period:** During the first 30-60 days, spend should be calibrated to generate enough pixel events for proper algorithm learning. Under-spending here will delay optimization and drive up costs over the long run.
- **Creative Decay:** As time progresses beyond 60 to 90 days, creative fatigue becomes a risk if new assets aren't introduced. Audience saturation causes engagement rates to decline, resulting in higher costs per lead.
- **Solution:** To avoid decay, we recommend refreshing creative assets periodically (every 60–90 days) and maintaining spend levels that allow for consistent optimization without overwhelming the audience.



SOCIAL MEDIA MANAGEMENT FOR FRANCHISES

STRATEGIC POINT OF VIEW

Based on our decade of experience managing social media for restaurants and franchises, we know what happens when there are too many cooks in the kitchen.

While we always advocate and encourage your staff to submit photos and videos to support our efforts, we strongly suggest having all of the content funnel through a central repository for quality assurance and control. This way, our team can help ensure that everything that is posted is compliant with X-Golf's corporate brand and messaging guidelines.

Social Media Is A Team Sport

Multiple people posting on a single account takes away from the consistency of the brand voice. (We also recognize that oftentimes managing these platforms is not someone's full-time job.) We strongly recommend that we implement a plan, structure and hierarchy for content and publishing on the social media accounts.

Content Strategy

Our team will continually update our monthly content and social media strategy to ensure that both of our teams know exactly what the priorities are each month so we can work as a cohesive unit towards creating and sourcing content to support our goals for the business.

Tech Stack

There are some useful tools we can recommend. Plus the native tools built into the platforms can cut down on the amount of management and monitoring required. Plus we have some pro tips and tricks of the trade that we're happy to share with you and your team to help streamline the content creation and posting process.

Social Media Comment Moderation

Facebook and Instagram allows us to [automatically hide swear words, phrases, and emojis](#) so they don't show up on your page. We can also block certain accounts (trolls) from being able to post or comment on your pages.



PROS OF THIRD-PARTY MANAGEMENT

Based on our experience working with other franchises and organizations, we've seen and heard a number of things that our clients like about working with a third party to manage the digital aspects of their brand.

Given that social media ad platforms are self-serve, they make it very easy to spend money, and offer little support or guidance. Our job is to ensure that your organization has a well-thought-out strategy and execution plan rooted in data and best practices before we spend a dollar of your advertising budget.

The challenge is that with so many moving parts, and diagnosing issues when things are not going to plan can be difficult and confusing without experience. That's why having a team is crucial to not only execute your social media strategy with the highest level of optimization, but also actively monitor your accounts on and troubleshoot performance issues a regular basis.

FIDUCIARY RESPONSIBILITY

Our goal is to maximize your investment in digital and manage it in a financially responsible way by ensuring that we're mitigating risk and allocating your monthly investment based on key performance metrics.

CONTINUITY AND CONSISTENCY

If there's a changing of the guard, or someone decides to "no call, no show", you won't have to worry about disruptions to your operations or something going off the rails. You have a team of professionals actively monitoring and managing your account.

EXTERNAL PERSPECTIVE

We're up-to-speed on platform best practices and able to bring new ideas from constantly testing different offers.

IMMUNE FROM INTERNAL DRAMA OR POLITICS

We play nice with others. Plus we don't have any ambitions beyond the goals and scope of the plan.



CONS OF THIRD-PARTY MANAGEMENT

In addition to all of the benefits of third-party management, we've also experienced some of the drawbacks and want to be above board about the limitations of outsourcing some of these activities.

- Misalignment
 - Our outsourced team may not fully grasp the brand values and culture, which could lead to misaligned marketing efforts.
- Communication Challenges
 - Our team is always a call or message away but we are not "in the weeds" with you
- Removed From the Day-To-Day Operations
 - We're unable to capture every day moments and respond as quickly as staff
- Scheduling issues
 - Our team only works 9-5pm during the week and it will be difficult to make changes over holidays or weekends

Team Communications

We'll put a protocol in place and communicate proactively about weekends or holidays in case emergencies arise.

Content Creation

Due to proximity, we recommend that your team helps create & film content for social media and digital advertising efforts.

Training and Enablement

We're plan on helping to train an in-house person that can help us capture and source native content from members.

Regular Feedback Loops

We'll need to talk on a consistent basis so that we can gather:

- ❑ Regular feedback about what's working (lead quality)
- ❑ Brief input and feedback on content direction prior to social media and ad creative development each month
- ❑ Sending us raw images or videos to our team to help edit and add to our campaigns.



LET'S BUILD TOGETHER



HARRISON@SINGERDIGITAL.COM
[\(716\) 203-1066](tel:(716)203-1066)

Full report + video walkthrough:
digitalfreemasons.org/contact/

