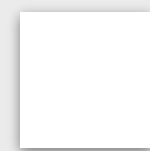


Step 2 - Marketing Creation

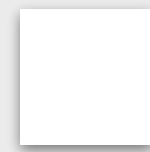


Please find listed below the recommended actions that you need to take during this step of implementation:



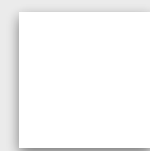
Compile a Targeted Marketing List

As your Learn to Play Programs is designed to engage new participants into your LTPG program, you should prepare a targeted marketing list of customers at your venue who will be specifically interested in your program. This may be adult social or gym club members as well as members or students with potentially interested dependants, friends or spouses.



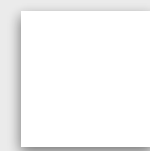
Compile a Targeted Marketing List of Experience Day Attendees

You may have previously ran an experience day event and you should compile a targeted list of these attendees who have not yet enrolled onto your program.



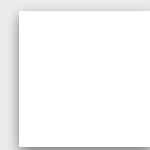
Create your Learn to Play Program Level Flyers & Posters

Within the Learn to Play 3 Level Program page, you can view example flyers across each Learn to Play Program Level as well as a general flyer. You can access editable versions of these templates which can be tailored to your business via our Marketing Toolbox.



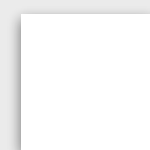
Edit the 'Targeted List' Communication Template

Edit these communications ready to send to your targeted marketing lists. This is available within the Learn to Play Program 3 Level program page.



Generate your Program Short Links

Short Links enable your customers to go directly to the specific Learn to Play Program within the booking system when this shared within them through marketing or any other communication methods you choose. You can access a support video from with the Learn to Play Program page of the toolbox.



Communicate with Club Contacts

Inform the most important contacts at your club/ facility about your program and discuss how they can help you with filling your program through their marketing channels when you are ready to distribute your marketing.



Prepare Social Content & Share with your Club Contact

You should prepare your marketing content ready to share across a range of social channels that you use. You club contacts can also distribute this to their channels and you should be prepared with the information they they need.