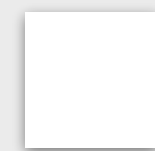


# Step 2 - Marketing Creation



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



## Compile a Targeted Marketing List

As your Experience Days are 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 event. This may be adult social or gym club members as well as members or students with potentially interested dependants, friends or spouses.



## Create your Experience Day Flyers & Posters

Within the Experience Day Events page, you can view example flyers across each Experience Day duration. You can access editable versions of these templates which can be tailored to your business via our Marketing Toolbox.



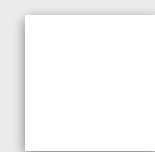
## Edit the 'Targeted List' Communication Template

Edit this communication ready to send to your targeted marketing lists. This is available within the Experience Day event page.



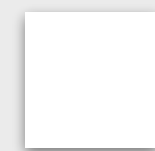
## Generate your Event Short Links

Short Links enable your customers to go directly to the specific Experience Day 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 Experience Day page of the toolbox.



## Communicate with Club Contacts

Inform the most important contacts at your club/ facility about your event and discuss how they can help you with filling your event 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. Your club contacts can also distribute this to their channels and you should be prepared with the information they need.