

# Step 2 - Marketing Creation



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



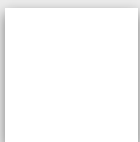
**Compile a Targeted Marketing List**

As your Fun Days are designed to engage new participants into your Junior Monthly & Junior Camp programs, prepare a targeted marketing list of customers at your venue who will be specifically interested in your event. This may be adult club members or student with potentially interested dependants or parents of those already enrolled on your Junior programming who are like to share with friends.



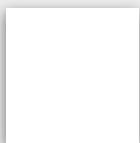
**Create your Fun Day Event Flyers & Posters**

Within the Fun Days Events page, you can view example flyers across each fun 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 Fun Days event page.



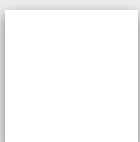
**Edit the ‘Introduce a Friend’ Communication Template**

Edit this communication ready to send to your current juniors parents. This is available within the Fun Days event page.



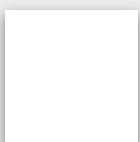
**Generate your Event Short Links - Watch Tutorial by [CLICKING HERE](#)**

Short Links enable your customers to go directly to the specific fun day event within the booking system when this shared within them through marketing or any other communication methods you choose. Get familiar with this functionality so you are ready to add it to your marketing.



**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. You club contacts can also distribute this to their channels and you should be prepared with the information they they need.