Step 2 - Marketing Creation

Please find listed below the recommended actions that you need to take during this step of implementation. You can access resources to supporting marketing you golf schools elements in the Marketing page of the Toolbox:

Compile a Targeted Marketing List of Members/ Students

Prepare a targeted marketing list of members at your venue in partnership with your golf club who will be specifically suited to your Golf School using your current databases.

Compile a Targeted Marketing List of Guests on your Database

Compile a current database of your guests who will be specifically suited to your Golf school using your current database.

Edit your Template Targeted Communications

In the Golf Schools page of the Toolbox you can access template communications to send to your targeted lists above. Edit these communications so they are tailored to your program elements and the Golf School you are offering.

Create your Golf school Digital and Physical Marketing Assets

Within the Golf Schools page, you can view example flyers across each Golf School type. You can access editable versions of these templates which can be tailored to your business via our Marketing Toolbox.

Generate your Bitly 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 Key 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.
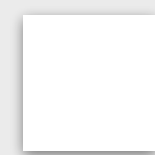
Prepare Social Media Content and Share with your Club Contacts

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.

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