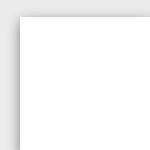# Step 2 - Marketing Creation

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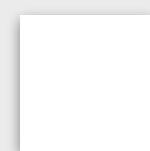
Compile Targeted Marketing Lists

You should prepare a targeted marketing list of customers at your venue who will be specifically interested in your Golf Camp. This may be adult club members or student with potentially interested dependants or parents of those already enrolled on your Junior programing who are like to share with friends or sign their juniors up to the camps.
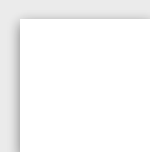
Create your Golf Camp Flyers & Posters

Within the Golf Camps page, you can view example flyers across each Golf Camp types and day options. You can access editable versions of these templates which can be tailored to your business via our Marketing Toolbox.
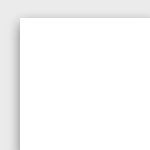
Edit the 'Targeted List' Communication Template

Edit this communication ready to send to your targeted marketing lists. This is available within the Golf Camps page.
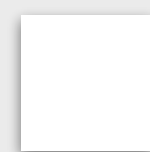
Edit the 'Introduce a Friend' Communication Template

Edit this communication ready to send to your current juniors parents. This is available within the Golf Camps page.

Generate your Golf Camp Short Links - Watch Tutorial by CLICKING HERE

Short Links enable your customers to go directly to the specific Golf Camp 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.
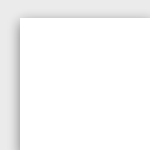
Communicate with Club Contacts

Inform the most important contacts at your club/ facility about your Golf Camp and discuss how they can help you with filling your Golf Camp through their marketing channels when you are ready to distribute your marketing.
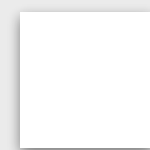
Prepare Social Content & Share with your Club Contact

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.