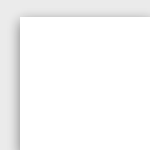


Step 2 - Marketing Creation

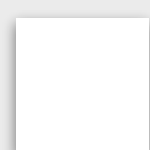


Please find listed below the recommended actions that you need to take during this step of implementation:



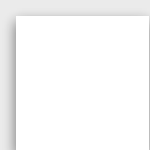
Compile Targeted Marketing Lists

You should prepare a targeted marketing list of customers at your venue who will be specifically interested in attending your Junior Playing Events. This should include those already enrolled on your Junior Academy Program and may also be adult club members or student with potentially interested dependants or parents of those already enrolled on your other junior programming elements.



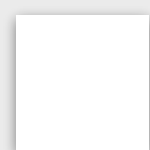
Create your Junior Academy Flyers and Posters

Within the Junior Academy page, you can view example flyers across for your Junior Playing Events. You can access editable versions of these templates which can be tailored to your business via our Marketing Toolbox.



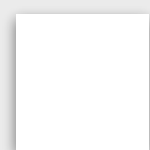
Edit the 'Targeted List' Communication Templates

Edit this communication ready to send to your targeted marketing lists. These templates are available within the Junior Playing Event page.



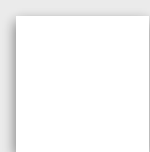
Generate your Junior Playing Events Short Links - Watch Tutorial by [CLICKING HERE](#)

Short Links enable your customers to go directly to the specific Junior Playing Events 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 Junior Academy and discuss how they can help you with filling your Junior Academy 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.



Create your Discount Code

You may decide to offer a discount to those already enrolled on your weekly Junior Academy Program. You should generate your discount code in order to add this to your communication template. Review the Support Video via the Junior Playing Event page.