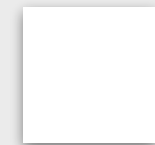




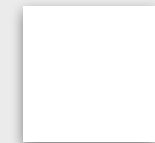
# Step 2 - Marketing Creation

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



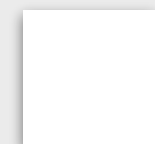
## **Compile a Targeted Marketing List of Members/ Students**

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



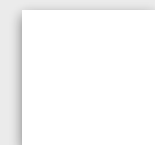
## **Compile a Targeted Marketing List of Guests on your Database**

Compile a current database of your students who will be specifically suited to your Scoring School.



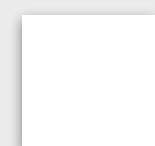
## **Edit your Template Targeted Communications**

In the Scoring 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 Scoring School you are offering.



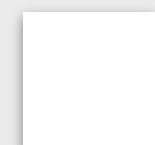
## **Create your Scoring School Digital and Physical Marketing Assets**

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



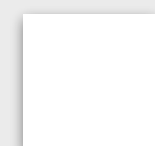
## **Generate your Store Product Link**

Your customers should sign up to your Scoring School by purchasing the subscription based product on the Coaching Store. You should ensure this product is activated and you can grab the product URL to add to your marketing.



## **Communicate with Key Club Contacts**

Inform the most important contacts at your club/ facility about your Scoring Schools and discuss how they can help you with filling your Scoring Schools 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.