

Step 3 - Marketing Distribution



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

- Make Sure your Learn to Play Program Level is Live on GLF. Connect and Check your Links**
Before pushing the button on your program, make sure that it is live on the booking system and check your short links from the perspective of a student.
- Send your 'Targeted List' Communication**
Share this email with your targeted lists and include the event flyer as an attachment.
 - Send to Event Attendees via Email - [Click Here for Tutorial Video](#)**
View the tutorial showing your how to export contact information for students already enrolled on your programs within GLF. Connect.
 - Send via GLF. Connect Messaging - [Click Here for Tutorial Video](#)**
View the tutorial showing you how to use the GLF. Connect messaging feature on the web based system.
 - Send via GLF. Connect In-App Messaging - [Click Here for Tutorial Video](#)**
View the tutorial showing you how to use the GLF. Connect in-app messaging feature.
- Display your Internal Marketing**
Ensure your event is visible around your club by displaying your program flyers and posters in the places that your customers will see.
- Update your Social Media Channels**
Update your range of social medial channels with your event information that you prepared in the previous phase.
- Inform your Club Personnel**
Inform your club contacts including your golf shop or reservations team that marketing has been released so they are informed about the program and can deal with any enquires.
- Communicate with your Club Contacts**
Inform the contacts at your club that marketing is now ready to be distributed to that they can release to the channels previous agreed in the previous phase.