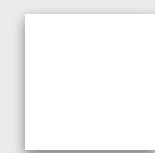


# Step 3 - Marketing Distribution



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



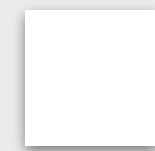
## **Make Sure your Golf Camp is Live on GLF. Connect and Check your Links**

Before pushing the button on your camp, make sure that it is live on the booking system and check your short links from the perspective of a student.



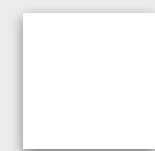
## **Send your 'Targeted List' Communication**

Share these emails with your targeted lists and include the camp flyer as an attachment.



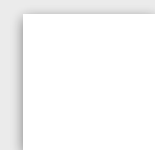
## **Send your 'Introduce a Friend' Communication**

Send your communication to parents with children currently enrolled on your program via the following methods:



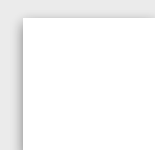
### **Send to Camp Attendees via Email - [Click Here for Tutorial Video](#)**

View the tutorial showing your how to export contact information for students already enrolled on your junior academy programs within GLF. Connect.



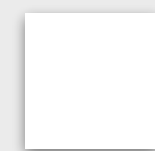
### **Send via GLF. Connect Messaging - [Click Here for Tutorial Video](#)**

View the tutorial showing you how to use the GLF. Connect messaging feature on the web based system.



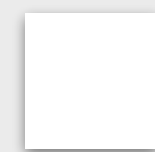
### **Send via GLF. Connect In-App Messaging - [Click Here for Tutorial Video](#)**

View the tutorial showing you how to use the GLF. Connect in-app messaging feature.



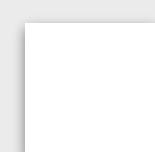
## **Display your Internal Marketing**

Ensure your camp is visible around your club by displaying your camp flyers and posters in the places that your customers will see.



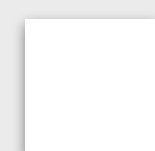
## **Update your Social Media Channels**

Update your range of social medial channels with your camp 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.