

Step 3 - Marketing Distribution

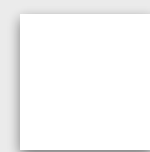


Please find listed below the recommended actions that you need to take during this step of implementation:



Make Sure your Fun Day Event is Live on GLF. Connect and Check your Links

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



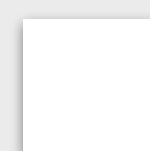
Send your 'Targeted List' Communication

Share this email with your targeted list and include the event flyer as an attachment.



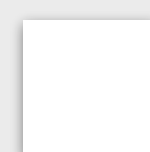
Send your 'Introduce a Friend' Communication

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



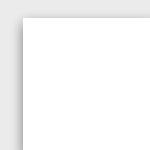
Send to Event Attendees via Email - [Click Here for Tutorial Video](#)

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



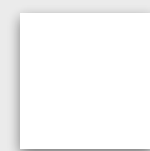
Send via GLF. Connect Messaging - [Click Here for Tutorial Video](#)

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



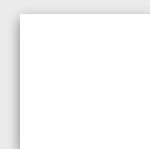
Send via GLF. Connect In-App Messaging - [Click Here for Tutorial Video](#)

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



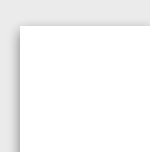
Display your Internal Marketing

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



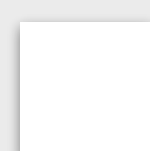
Update your Social Media Channels

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.