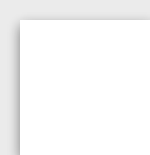


# Step 3 - Marketing Distribution

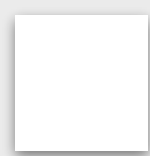


Please find listed below the recommended actions that you need to take during this step of implementation:



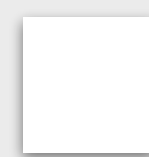
## **Make Sure your Junior Playing Event(s) are Live on GLF. Connect and Check your Links**

Before pushing the button on your Junior Playing Events, make sure that the events you are ready to advertise are live on the booking system and check your short links from the perspective of a student.



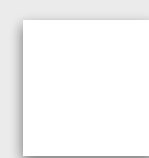
## **Send your 'Targeted List' Communication**

Share these emails with your targeted lists and include the Junior Playing Event Flyer as an attachment. We recommend you send the communication to your current weekly Junior Academy Program participants first so they can access priority booking.



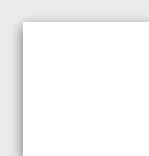
### **Send to Junior Program Attendees via Email - [Click Here for Tutorial Video](#)**

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



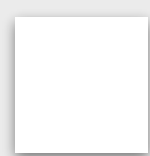
### **Send via GLF. Connect Messaging - [Click Here for Tutorial Video](#)**

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.



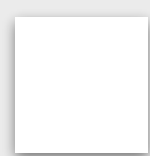
## **Display your Internal Marketing**

Ensure your marketing is visible around your club by displaying your Junior Playing 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 Junior Playing 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 event 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 agreed in the previous phase.