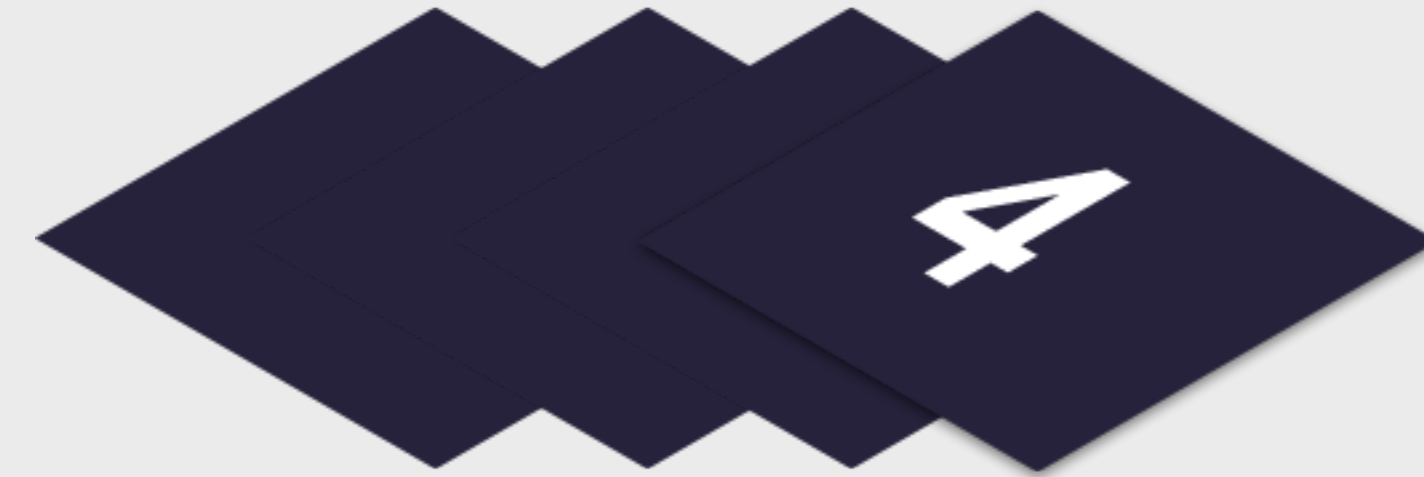


Step 4 - Communication



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



Chase your Engaged Customers

Follow up with any engaged customers on your campaigns that may not have reserved a place yet on your Learn to Play Program Level. This will act as timely reminder and drive those sign ups.



Re-send Your Emails and Posters

Remind these customers about your Learn to Play Program Level and this may spark them to contact you and sign up.



Repost on Your Social Channels

Re-post your key information to the range of social media channels and ask your golf club for assistance by reposting on their channels.



Re-Send to your Membership

Ask your club contacts to re-send your marketing so they can get re-send your Learn to Play Program marketing out to the correct channels to capture any last interest.



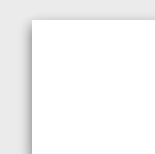
Check in with your Facility

Update the relevant people at your club with your Learn to Play Program sign up progress, facility access required and lunch requirements if running a full day Learn to Play Program.



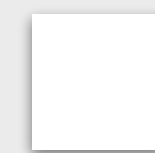
Send Your Sign Up's the Learn to Play Program Information

Distribute to those who are signed up after a few days more marketing the key information about your Learn to Play Program Level. As new signs up come in, you will need to send ensure that you send this to each participant.



Edit the Learn to Play Program Sign Up Template Communication for the Relevant Level

Within the Learn to Play 3 Level Program page you can access an a template communication to share key information with your participants including session dates, arrival time, equipment required and more information about additional programing elements



Distribute the LTPG Welcome Guide, E-BOOK's and MyGame+ Flyers

Send to your participants the Welcome Guides, E-Books and MyGame+ flyer so they can understand the program and the supporting elements which allows them to track their progress on the program.