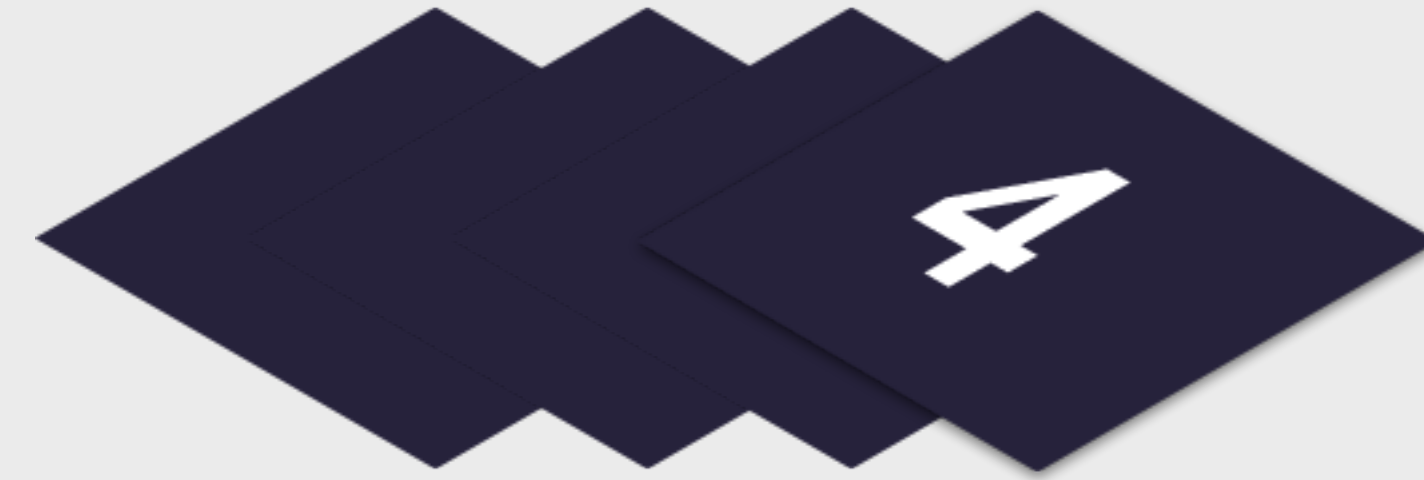


Step 4 - Communication

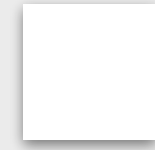


Please find listed below the recommended actions that you need to take during this step of implementation:



Chase your Engaged Customers

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



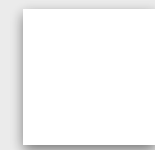
Re-send Your Emails and Posters

Remind these customers about your Experience Day and this may spark them to contact you and sign up.



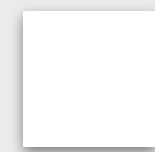
Repost on Your Social Channels

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



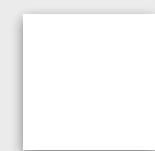
Re-Send to your Membership

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



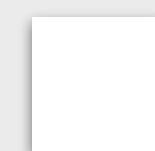
Check in with your Facility

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



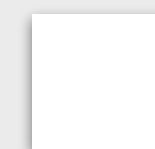
Send Your Sign Up's the Experience Day Information

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



Edit the Experience Day Sign Up Template Communication

Within the Experience Days page you can access an a template communication to share key information with your participants including arrival time, equipment required and more.



Distribute the LTPG Welcome Guide

Send to your participants the Overview guide about the Learn to Play Golf program so they can understand the next step after the Experience Day. You will find these in the Experience Day page.