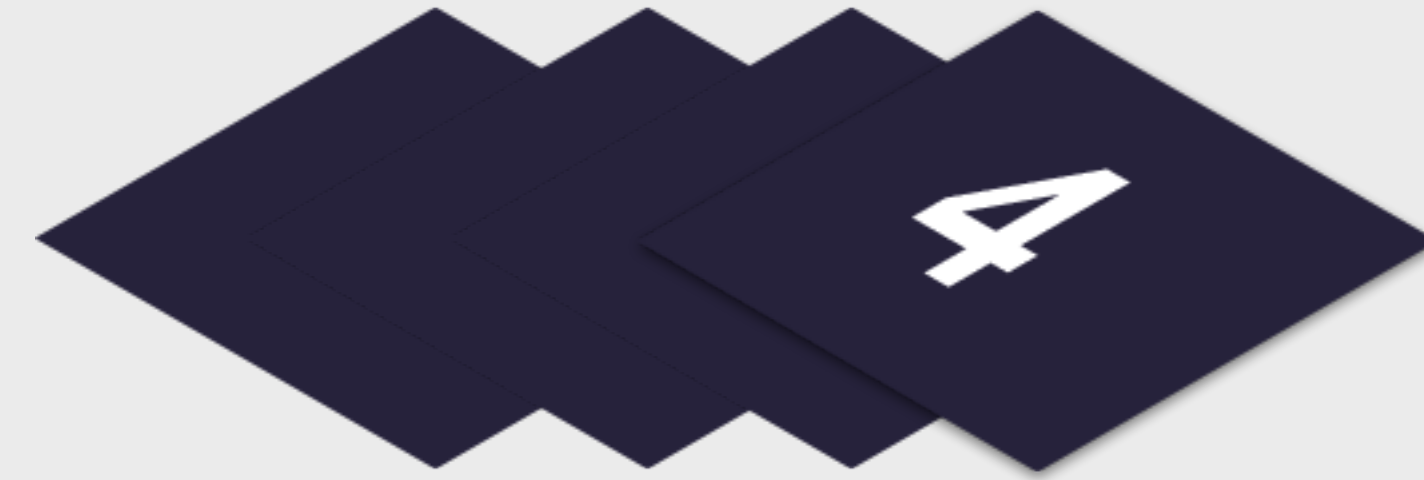
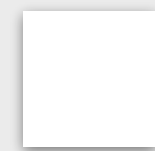


Step 4 - Communication

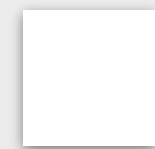


Please find listed below the recommended actions that you need to take during this step of implementation:



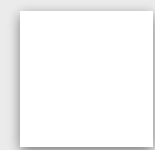
Chase your Engaged Customers

Follow up with any engaged customers from your previous campaigns and communications that may not have reserved a place yet on your LTPG Course Play Event. This will act as timely reminder and drive those sales.



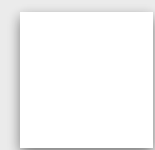
Repost on Your Social Channels

Keep your social media channels up to date and get your social media guru at your club to repost information about your LTPG Course Play Event on the range of social channels available.



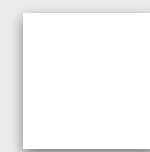
Re-send your Targeted Communications, Reminder Template and Flyers

Remind these customers about your LTPG Course Play Event and this may spark them to contact you and sign up by resending your communications and campaigns.



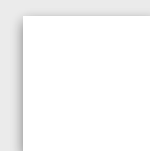
Send Your Sign Up Communication

Distribute to those who are already registered on the LTPG Course Play Event important information about the event. As new signs up come in, you will need to send ensure that you send this to each participant. This is available within the LTPG Course Play Event page.



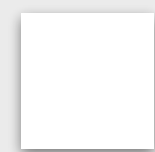
Edit and Use the LTPG Course Play Event Sign Up Template

This is available within the LTPG Course Play Event page and includes information regarding the event and when tee times will be communicated.



Distribute the MyGame+ Flyer

Attached to your communication the MyGame+ Flyer which gives parents and the adult learner further information about how they can track their journey on the program via the GLF. Connect App including logging their on course scores.



Request a Follow Up Communication from your Club Contacts

If you still have places available on your LTPG Course Play Event, you may want to ask your club contact to help you fill those last few spaces with a follow up communication to their marketing channels specifically targeted at adult learners with their database.