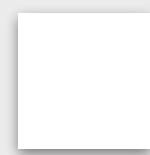




Step 2 - Marketing Creation

Please find listed below the recommended actions that you need to take during this step of implementation. You can access resources to supporting marketing for your Skills Pathway in the Marketing page of the Toolbox:



Compile a Targeted Marketing List

Prepare a targeted marketing list of members/ students at your venue who will be specifically suited to the Skills Pathway program using your current databases. The Skills Pathway Program is designed for all levels of club golfer and therefore should be targeted at all club golfers and potentially even interested dependants, friends or spouses.



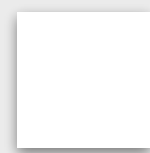
Edit your Template Targeted Communications

In the Skills Pathway page of the Toolbox you can access a template communication to send to your targeted lists above. Edit this communications so they are tailored to your business and the Skills Pathway you are offering.



Create your Skills Pathway Digital and Physical Marketing Assets

Within the Skills Pathway page, you can view example flyers across each Skills Pathway Program and a General program flyer. You can access editable versions of these templates which can be tailored to your business via our Marketing Toolbox.



Generate your Bitly Links - Watch Tutorial by [Clicking Here](#)

Short Links enable your customers to go directly to the specific Skills Pathway within the booking system when this is shared with them through marketing or any other communication methods you choose. Get familiar with this functionality so you are ready to add it to your marketing.



Communicate with Key Club Contacts

Inform the most important contacts at your club/ facility about your program and discuss how they can help you with filling your event through their marketing channels when you are ready to distribute your marketing.



Prepare Social Media Content and Share with your Club Contacts

You should prepare your marketing content ready to share across a range of social channels that you use. Your club contacts can also distribute this to their channels and you should be prepared with the information they they need.