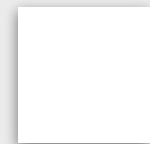


Step 3 - Marketing Distribution

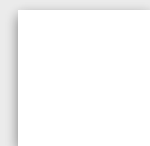


Please find listed below the recommended actions that you need to take during this step of implementation:



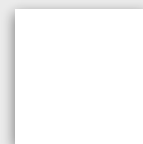
Make Sure Your Skills Pathway is Live on GLF. Connect and Check your Links

Before pushing the button on your Skills Pathway program, make sure that the level of the program you are marketing is live on the booking system and check your short links from the perspective of a student.



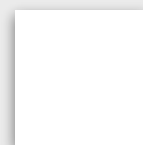
Send your Targeted List Communication

Share this email with your targeted list and include the Skills Pathway flyer as an attachment. You should send this directly to those who may be interested in the program.



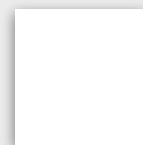
Send to Target List via Email - [Click Here for Tutorial Video](#)

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



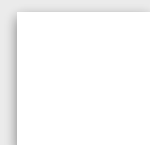
Send via GLF. Connect Messaging - [Click Here for Tutorial Video](#)

View the tutorial showing you how to use the GLF. Connect messaging feature on the web based system.



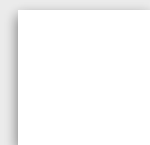
Send via GLF. Connect In-App Messaging - [Click Here for Tutorial Video](#)

View the tutorial showing you how to use the GLF. Connect in-app messaging feature.



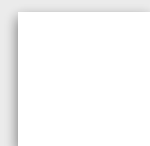
Display your In House Marketing

Ensure your Skills Pathway marketing is visible around your club by displaying your in house flyers and any other assets you have been provided with. Ensure it is visible in the places that your target customers will see.



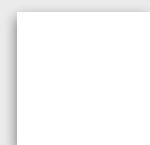
Update your Social Media Channels

Update your social media channels and ask relevant contact at your club to post your key information to the range of social media channels.



Inform your Club Contact to Send your Marketing

Inform your club contacts that your program is ready to be marketing so they can get your Skills Pathway marketing out to the correct channels.



Communicate with Key Club Contacts

Inform the key contacts at your club that marketing has been released so they are informed about the program and can deal with any enquires appropriately