

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 campaigns that may not have reserved a place yet on the Skills Pathway program. This will act as a reminder to drive sign ups.



Re-send Your Emails and Posters

Remind these customers about the program and this may spark them to contact you and sign up.



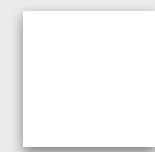
Repost on Your Social Channels

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



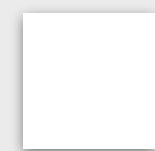
Re-send to your Membership

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



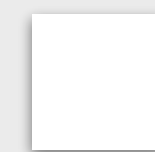
Check in with your Facility

Update the relevant people at your club with your Skills Pathway sign up progress and facility access required



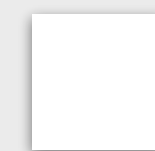
Send Your Sign Up's the Skills Pathway Information

Distribute to those who are signed up after a few days with more specific marketing regarding the specific Skills Pathway they're signing up to. As new signs up come in, you will need to ensure that you send this to each participant.



Edit the Skills Pathway Sign Up Template Communication for the Relevant Level

Within the Skills Pathway program page you can access a template communication to share key information with your students including session dates, arrival time and more information about class content.



Distribute the MyGame+ Flyers

Send to your students the MyGame+ flyers so they can understand the supporting elements which allow them to track their progress on the program.

