



# 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 you Practice Clubs elements in the Marketing page of the Toolbox:



## **Compile a Targeted Marketing List of Guests on your Database**

Compile a current database of your guests who will be specifically suited to your Practice Club using your current database. Practice clubs are targeted at those enrolled on your programming.



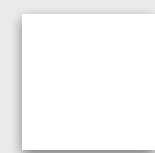
## **Edit your Template Targeted Communications**

In the Practice Clubs page of the Toolbox you can access template communications to send to your targeted lists above. Edit these communications so they are tailored to the Practice Club you are offering.



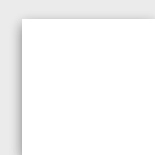
## **Create your Practice Club Digital and Physical Marketing Assets**

Within the Practice Clubs page, you can view example flyers across each Practice Club type. You can access editable versions of these templates which can be tailored to your business via our Marketing Toolbox.



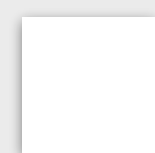
## **Create your Discount Codes**

You may be offering an incentive to those already enrolled on specific programming at your club such as the LTPG program or Coaching Plans. You should create the discount codes and you can utilize the Support Video within the Practice Clubs page.



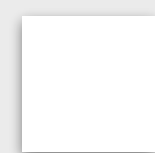
## **Generate your Bitly Links**

Short Links enable your customers to go directly to the specific Practice Club within the booking system when this is shared within 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 by utilizing the Support Video within the Practice Clubs page.



## **Communicate with Key Club Contacts**

Inform the most important contacts at your club/ facility about your event 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.

