

Step 2 - Marketing Creation



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



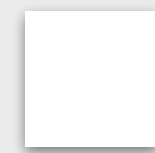
Compile a Targeted Marketing List

Your Halloween Scramble event is designed to engage current participating juniors and their friends primarily and therefore you should create a targeted list of juniors currently or previously enrolled on your Junior Weekly program classes.



Create your Event Flyers & Posters

Within the Halloween Scramble page, you can view example flyer for the event and a general Social Play flyer. You can access editable versions of these templates which can be tailored to your business via our Marketing Toolbox.



Edit the 'Targeted List' Communication Template

Edit this communication ready to send to your targeted marketing lists. This is available within the Halloween Scramble event page.



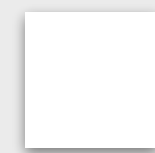
Generate your Event Short Links - Watch Tutorial by [CLICKING HERE](#)

Short Links enable your customers to go directly to the specific fun day event within the booking system when this 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.



Communicate with 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 Content & Share with your Club Contact

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 need.