

# 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 on your campaigns that may not have reserved a place yet on your programs. This will act as timely reminder and drive those sales.
- Repost on Your Social Channels**  
Keep your social media channels up to date and get your social media guru at your club to repost information about your event on the range of social channels available.
- Re-send Your Targeted Communications**  
Remind these customers about your event and this may spark them to contact you and sign up.
- Send Your Sign Up Communication**  
Distribute to those who are already registered on the event important information about the event. As new signs up come in, you will need to send ensure that you send this to each participant. This is available within the Halloween Scramble event page.
- Edit and Use the Halloween Scramble Sign Up Template**  
This is available within the Halloween Scramble event page.
- Download, Edit & Attach the Junior Safeguarding Pack**  
This is vital information to ensure that you have the important information relating to each child. This is available within the Halloween Scramble event page.
- Distribute the JGA Parent Overview Guide**  
Send to your participants the Overview guide so they can understand the Junior Golf Academy Program. You will find these in the Halloween Scramble event page.
- Request a Follow Up Communication from your Club Contacts**  
If you still have places available on your event, ask your club contact to help you fill those last few spaces with a follow up communication to their marketing channels.