Step 2 - Marketing Creation & Preparation
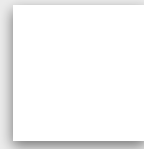
Please find listed below the recommended actions that you need to take during this step of implementation:
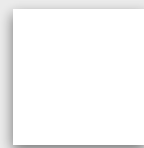
Compile a Targeted Marketing List

You are best placed to know the customers at your club who will be best suited to your programs. Prepare a targeted marketing list of customers at your venue who will be specifically interested in your program.

Review Retail Tribe Marketing Assets

Visit the Marketing section and review the example of assets that what will be distributed by Retail Tribe to help fill your classes.
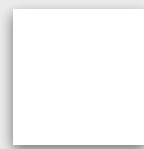
Review the Marketing Directive

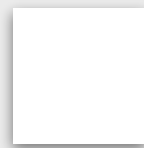*Visit the Marketing page of the Training Hub and review the example assets and guidelines.*

Create Your Program Flyer & Posters

Visit the Junior Monthly program page of the Training Hub, click on the Marketing section and download the editable flyers and posters so you can tailor the marketing to your program.

Edit your Introduction Letter

Visit the Communications page of the Training Hub and download the Introduction Letter. Edit it to your Club and program!
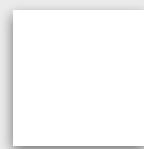
Communicate Your Class dates With The Director of Golf Programming

So that Retail Tribe can effectively market your program, you need to share with the Director of Golf Programming the following information:
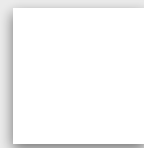
Generate Your Bitly Links - <u>Watch Tutorial</u>

The Bitly links enables your customers to go directly to the specific program filter within the booking system. This will be used by Retail Tribe to create your digital marketing.

Communicate With Your Club Contacts

Inform the relevant contacts at your club including your General Manager & Director of Golf of your program information and discuss how they can help you with filling you program.

Prepare Social Content & Share With Your Club Contact

Your venue may have a number of social channels with engaged audiences where you can share program information. Check with your club contacts for how to post and share the necessary program information. Review the Social media guidelines and assets available within the marketing directive

CRUSH IT!
JUNIOR GOLF