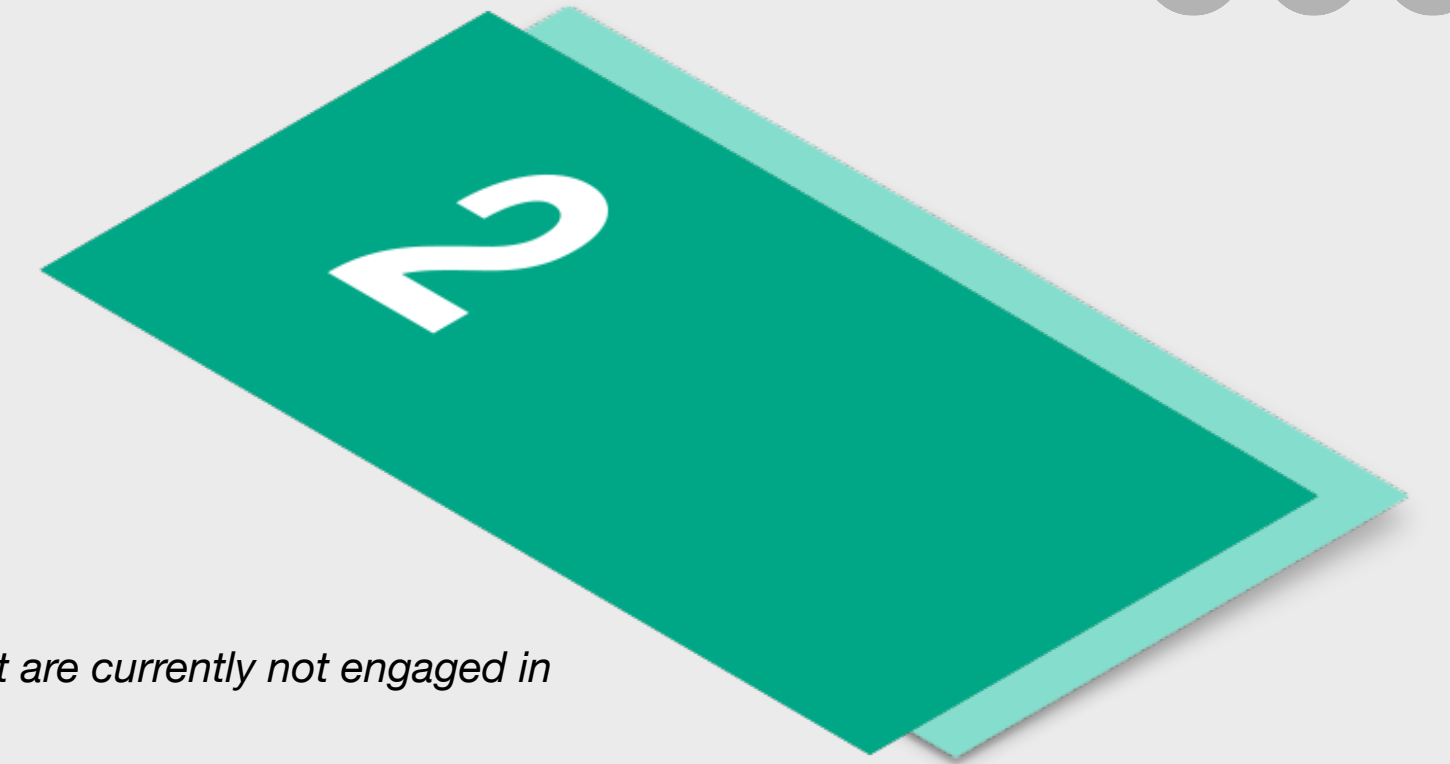
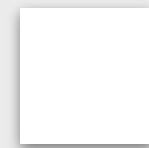


Step 2 - Marketing Creation & Preparation



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



Compile a Targeted Marketing List of New Children

Prepare a targeted marketing list of customers at your venue who will be specifically interested in your camp programs that are currently not engaged in your Junior Monthly classes.



Compile a Targeted Marketing List of Current Children

Camp programs are also designed to be a supplementary program for those children currently participating in your Junior Monthly classes. Prepare a targeted list of all these children.



Edit the Targeted List Junior Camps Email Template

*Edit this communication ready to send to your targeted marketing list for those children not currently enrolled in your Junior Monthly programs. This is available within the **Communications** page of the Training Hub.*



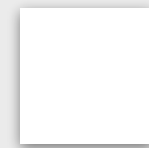
Edit the Junior Camps Introduction Email Template

*Edit this communication ready to send to your current Junior Monthly targeted list. Edit the template in the **Communications** page of the Training Hub.*



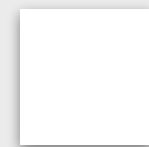
Create your Junior Camp Event Flyers and Posters

*Visit the **Marketing** page of the Training hub and edit the posters and flyers ready to display them around your venue and distribute electronically to market your camps.*



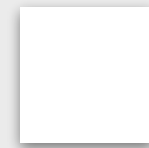
Share your Bitly Link with RetailTribe - Watch tutorial by [clicking here](#)

The Bitly links enable your customers to go directly to the specific camp option within the booking system. You will need this for any digital marketing pieces and to send to RetailTribe for the Junior Camp campaigns that will be sent out for you.



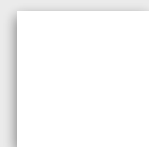
Communicate with Club Contacts

Inform the relevant contacts at your club, including your General Manager and Director of Golf, of your event and discuss how they can help you with filling your camps.



Prepare Social Media Content and Share with your Club Contacts

Review the Social media guidelines and assets available within the marketing directive. Share the necessary camp options information with the club contact running your social media channels.



Communicate your Junior Camp dates with the Director of Golf Programming

Keep the Director of Golf Programming up to date with your activity to help support your activities and successful implementation of your event.