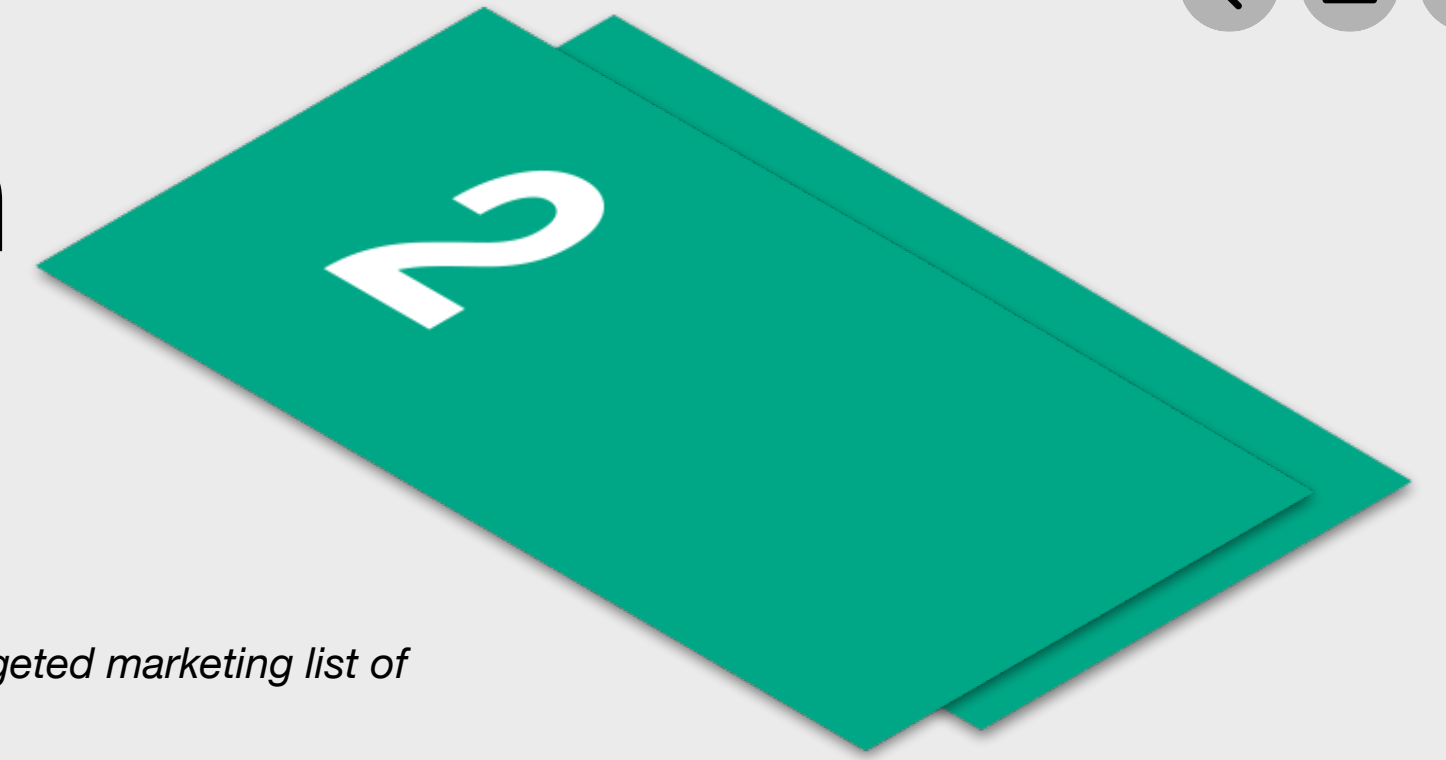
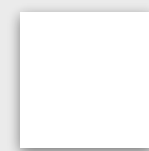


Step 2 - Marketing Creation & Preparation

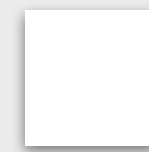


Please find listed below the recommended actions that you need to take during this step of implementation:



Compile a Targeted Marketing List

As your Fun Days are designed to engage new participants into your Junior Monthly & Junior Camp programs, prepare a targeted marketing list of customers at your venue who will be specifically interested in your event.



Create Your Fun Day Event Flyers and Posters

*Visit the **Marketing** page of the Training hub and edit the posters and flyers so that you are ready to display them around your venue and distribute electronically.*



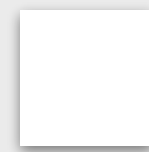
Edit the Targeted List Fun Days Email Template

*Edit this communication ready to send to your targeted marketing list. This is available within the **Communications** page of the Training Hub.*



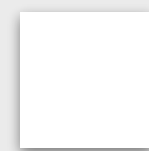
Edit the Fun Days Introduction Email Template

*Fun Days are ideal for friends of those children already participating in your Junior Monthly program, therefore it is important to engage with these parents and ask them to share information about your Fun Days . Edit the template in the **Communications** page of the Training Hub.*



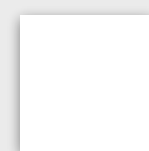
Generate and Share Your Bitly Links - Watch Tutorial by [Clicking Here](#)

The Bitly links enable your customers to go directly to the specific Fun Day event within the booking system. You will also need this for any digital marketing pieces and send to RetailTribe for a Special Mail.



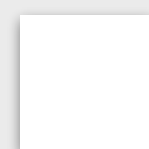
Request a Special Mail from RetailTribe

The team at RetailTribe can help drive interest in your event by running a special mail campaign. Reach out to the team and request a special mail for your event.



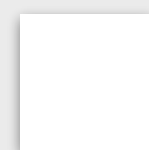
Communicate with Club Contacts

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 event.



Prepare Social Media Content and Share with Your Club Contact

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



Communicate Your Fun Day Event Date 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.