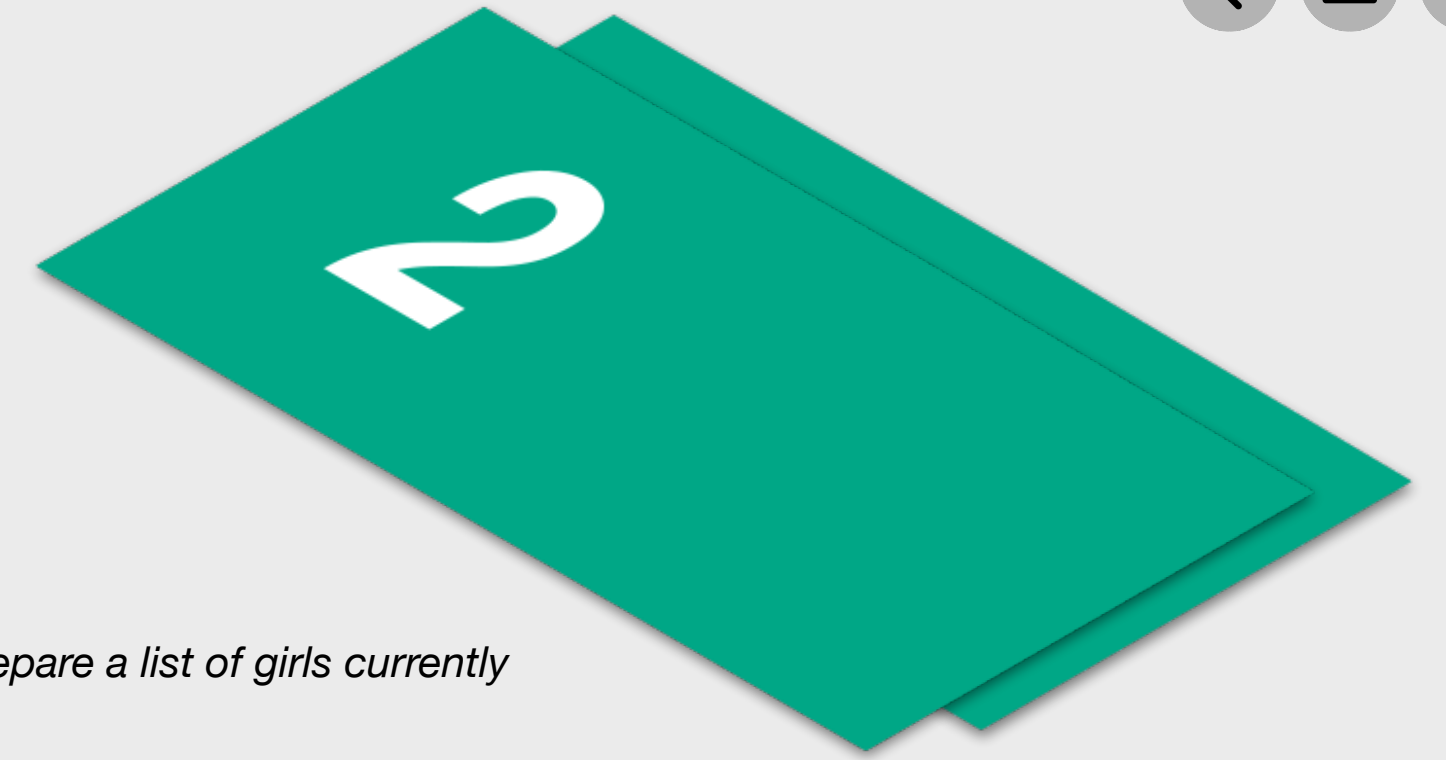
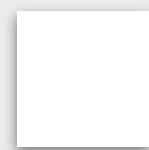


Step 2 - Marketing Creation and Preparation



Please find listed below the recommended actions that you need to take during this step of implementation. This phase is all about getting your marketing prepared ready to launch your event.



Compile a targeted marketing list of Crush It participants

As your Social Play events are a supplementary program for those already engaged in your Crush It program, you should prepare a list of girls currently participating in your program who may be interested in attending.



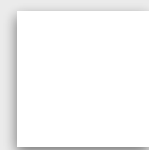
Compile a targeted marketing list of members

You will know your membership and database best, and you should prepare a targeted list of members or students with dependants who may be interested in attending your event.



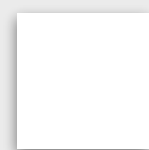
Create your Girls Golf Experience flyer

*Visit the **Marketing** page of the Training hub and edit the flyers ready to distribute electronically, handout to your Crush It participants or display at your venue.*



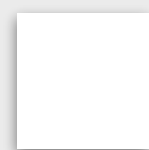
Edit the template communications

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



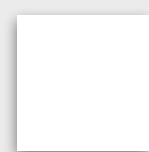
Generate and share your Bitly links - watch tutorial by [clicking here](#)

The Bitly links enable your customers to go directly to the specific Girls Golf Experience event within the booking system. You will also need this for any digital marketing pieces and to send to RetailTribe for a special mail.



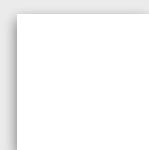
Communicate with club contacts

Inform the relevant contacts at your club including your General Manager and Director of Golf of your event. You should also communicate with your Member Experience Director and discuss how they can help market your event.



Communicate your social play event date with the Director of Golf Programming

Keep the Director of Golf Programming informed of your event date to help provide support for your activities and successfully implement your event.



Prepare and discuss your social media/online strategy

Discuss with the relevant person at your venue how you can market your event on social media, your club website and review the assets available on the Training Hub supplied by the LPGA /USGA

