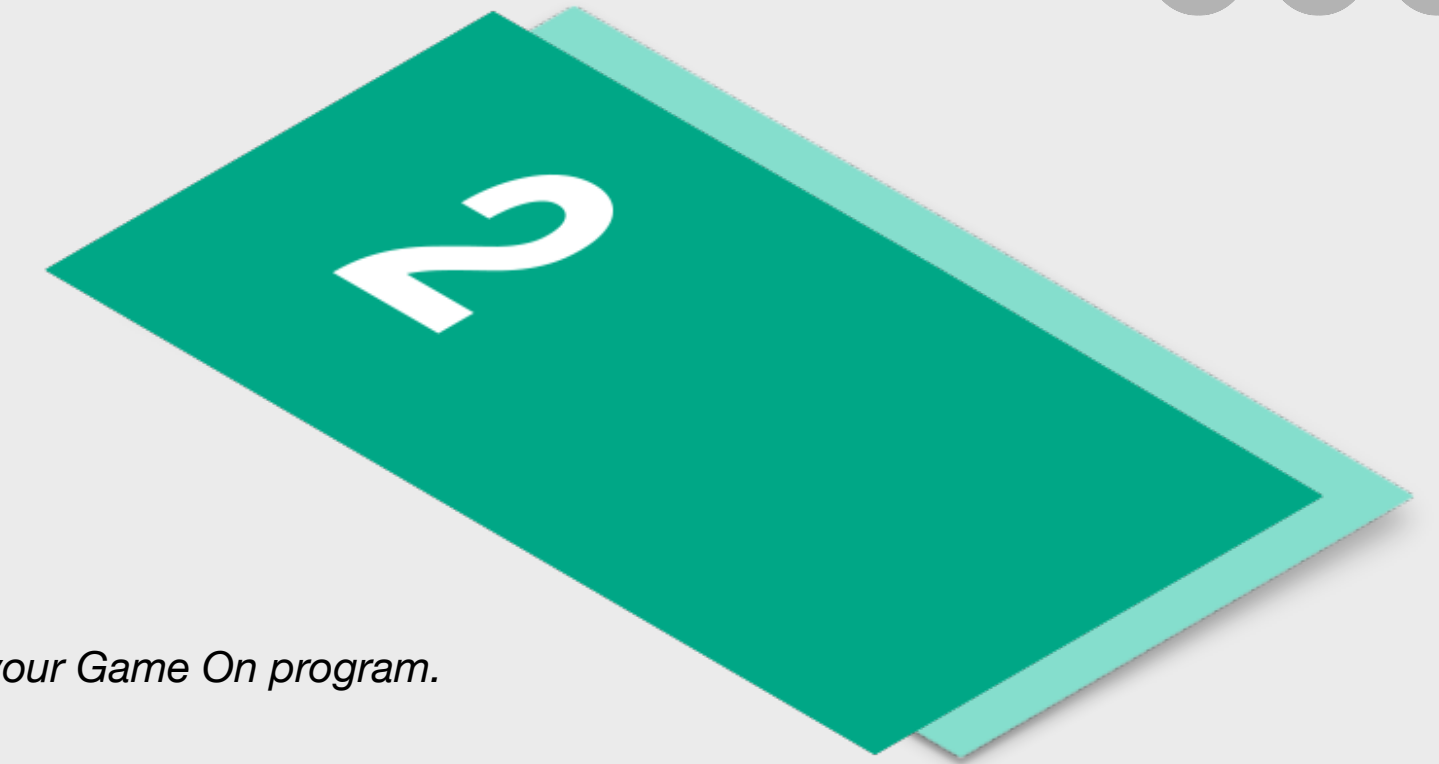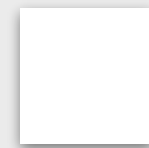**Game On Learner Program**

Step 2 - Marketing Creation

Please find listed below the recommended actions that you need to take during this step of implementation:
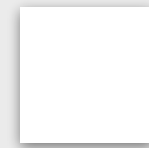
Compile a Targeted Marketing List of Spouses and Social Members

Work with your MED to prepare a targeted marketing list of customers at your venue who will be specifically interested in your Game On program.
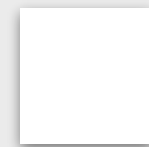
Create your Experience Day and Game On Flyers and Posters

*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 program.*
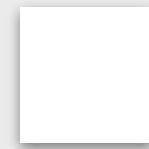
Share your Bitly Link with RetailTribe - Watch tutorial by clicking here

The Bitly links enable your customers to go directly to the specific learner program option within the booking system. You will need this for any digital marketing pieces and to send to RetailTribe for the Game On campaigns that will be sent out for you.
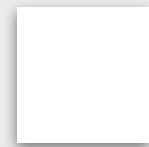
Communicate with Club Contacts

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

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 program information with the club contact running your social media channels.

Communicate your Experience Day and Game On program 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 program.

GAMEON
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