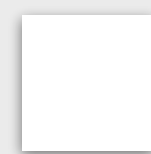


Step 2 - Marketing Creation and Preparation



Please find listed below the recommended actions that you need to take during this step of implementation for your PGA Family Cup event:



Compile a Targeted Marketing List

The events will be of particular interest to your current Crush It participants. Therefore you should organise a list of all of the juniors on your program to target during the marketing distribution stage.



Create a Contact Group on GLF. Connect

You can use the Contact Group features on GLF. Connect system to send specific information regarding your event to your Crush It program participants. Create the group containing the students on your program ready to send the information at step 3.



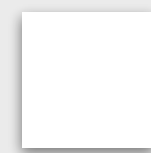
Edit Your PGA Family Cup Poster/Flyer

You should get the PGA Family Cup posters and rack cards prepared for your facility. These materials are designed to capture attention so that you can explain more about your event.



Edit the PGA Family Cup Email Templates

You should customize the three email templates with your program details and send them to your customer database at the different stages of your marketing phases.



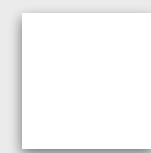
Generate and Share Your Bitly Links - Watch Tutorial by [Clicking Here](#)

The Bitly links enable your customers to go directly to the specific PGA Family Cup event within the booking system. You will also need this for any digital marketing pieces that will be sent by RetailTribe as a special mail or your club marketing team.



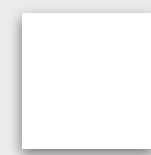
Request a Special Mail from RetailTribe

The team at RetailTribe can help drive interest in your event by running a special mail campaign if you do not think you can generate enough interest from within your program. 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, Director of Golf and M.E.D, of your event and discuss how they can help you making it a success.



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. You can also access a Social Media Toolkit provided by the PGA Family Cup.



Communicate Your Event Date with the Director of Golf Programming

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