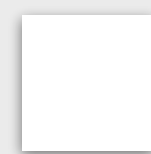


Step 2 - Marketing Creation and Preparation



Please find listed below the recommended actions that you need to take during this step of implementation for your Super Crush It Challenges event:



Compile a Targeted Marketing List

The event is specifically designed to target your current participating Crush It Junior Monthly students. Therefore you should organise a list of all of the juniors on your program to target during the marketing distribution stage.



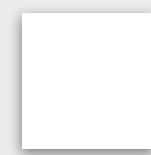
Create a Contact Group on GLF. Connect

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



Create Your Super Crush It Event Flyer and Poster

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



Edit the Targeted List Super Crush It Email Template

*Edit this communication ready to send to your targeted marketing list, contact groups and classes on GLF. Connect. This is available within the **Communications** page of the Training Hub.*



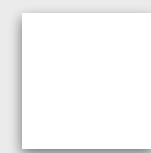
Generate and Share Your Bitly Links - Watch Tutorial by [Clicking Here](#)

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



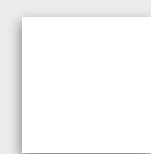
Create a 100% Discount Code - Watch Tutorial by [Clicking Here](#)

Your Junior Monthly participants can attend the event free of charge. Therefore you should create a discount code which can be applied at checkout when registering for the event. You should then ensure that your discount code is added to your marketing.



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 make 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.



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.