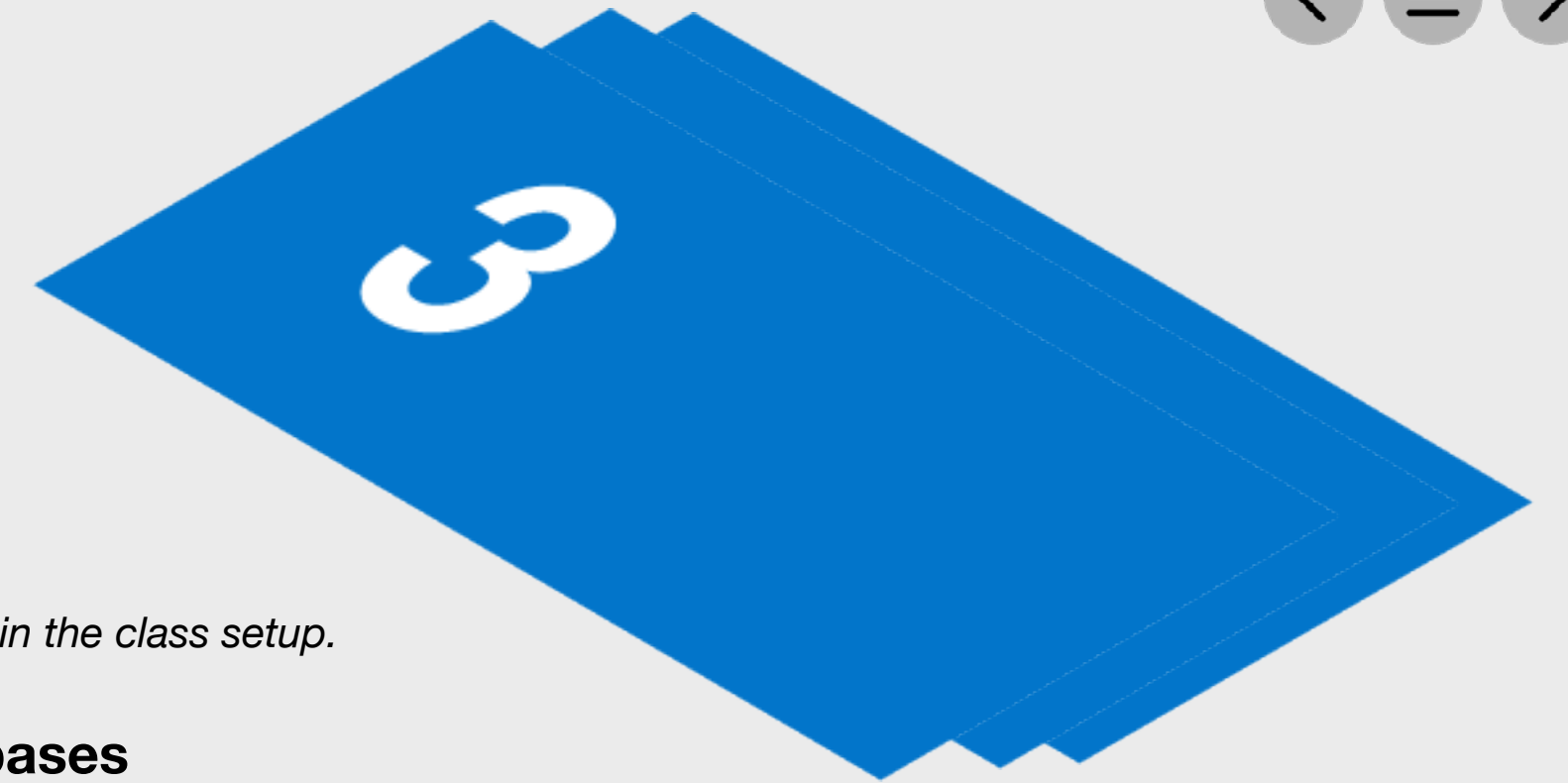


Step 3 - Marketing Distribution



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



Make Sure Your Event is Live on GLF. Connect

Before pushing the button on your event, make sure that it is live on the booking system by checking the registration dates in the class setup.



Send Your PGA Family Cup Poster and Email to Your Targeted List and Marketing Databases

Share your communications with your targeted list via email.



Send to Event Attendees via Email - [Click Here for Tutorial Video](#)

*A tutorial showing you this feature is also available within the **Communications** page of the Training Hub.*



Send via GLF. Connect Emails/ Contact Groups - [Click Here for Tutorial Video](#)

*A tutorial showing you this feature is also available within the **Communications** page of the Training Hub.*



Send via GLF. Connect In-App Messaging - [Click Here for Tutorial Video](#)

*A tutorial showing you this feature is also available within the **Communications** page of the Training Hub.*



Send to your Membership and Other Databases

Work with your club management to send the event out to your databases.



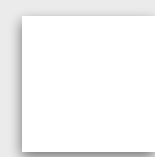
Display Your Internal Marketing

Print out the PGA Family Cup posters and rack cards for your facility. These materials are designed to capture attention so that you can explain more about your event, so be sure to display them in high-traffic areas.



Update Your Social Media Channels

Begin posting on your Social channels and continue posting a minimum of twice weekly to encourage registrations.



Inform Your Club Contacts

Inform your club contacts, including your golf shop or reservations team, that marketing has been released so they are informed about the program and can deal with any enquires.



Ask for Your Special Mail to be sent by RetailTribe

Inform the team at RetailTribe that you are ready to market your event and they can get your special mail sent out.

