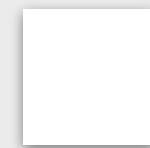


# Step 2 - Marketing Creation



Please find listed below the recommended actions that you need to take during this step of implementation. You can access resources to supporting marketing your golf schools elements in the Marketing page on the Training Hub:



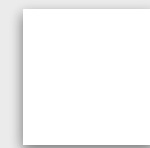
## Compile a Targeted Marketing List of Members

Work with your MED to prepare a targeted marketing list of members at your venue who will be specifically suited to your Scoring University programs. Review recent scores



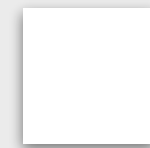
## Compile a Targeted Marketing List of Guests on Your Database

Compile a current database of your guests who will be specifically suited to your Scoring University programs using your current database.



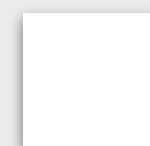
## Edit Your Template Targeted Communications

In the Training Hub in the marketing page you can access template communications to send to your targeted lists above. Edit these communications so they are tailored to your specific Scoring University program.



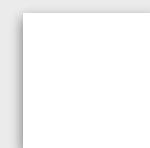
## Create Your Scoring University Digital and Physical Marketing Assets

Visit the **Marketing** page of the Training Hub to view the in house and digital marketing assets you can utilise. You should work with your MED to edit these templates on Canva.



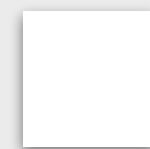
## Generate Your Bitly Links - Watch Tutorial by [Clicking Here](#)

The Bitly links enable your customers to go directly to the specific Scoring University option within the booking system. You will need this for any digital marketing pieces and to send to RetailTribe for the Scoring University campaigns that will be sent out for you.



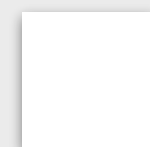
## Share Your Scoring University Program Information with RetailTribe

The team at RetailTribe can help you market your programs using campaigns and special mails. Share with them all the information relating to the Scoring University program you would like to market including your Bitly links.



## Communicate with Key Club Contacts

Inform the relevant contacts at your club, including your General Manager and Director of Golf about your Scoring University 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 MED at your club to help you marketing your events via social media channels.