



# Step 3 - Marketing Distribution

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 program elements in the Marketing page on the Training Hub and further training on the GLF. Connect system in the Knowledge Base:



## **Make Sure Your Golf Schools are Live on GLF. Connect**

Before pushing the button on marketing your Golf Schools, make sure that they are live on the booking system. The most common reason for the classes not displaying is an error with the registration date setting as step 2 of the class builder. [Click Here](#) to access the Golf School scheduling video.



## **Check your Bitly Links**

You should check the user journey of your members and guests when booking onto your golf school from your marketing. Open a new web browser on your device and check the Bitly links. Check for the setup of your program elements and ensure they match your requirements.



## **Display your In House Marketing**

Ensure your Golf School marketing is visible around your club by displaying your in house flyers and any other assets you have been provided with. Ensure it is visible in the places that your target customers will see.



## **Send your Marketing to your Targeted List**

Share your pre-prepared communication template with your targeted lists via email. You should send this directly to those who may be interested in the Golf School.



## **Update your Social Media Channels**

Ask your MED or the relevant contact at your club to post your key information to the range of social media channels.



## **Inform your MED or Club Contact to Send Your Marketing**

Inform your MED or club contacts that your program is ready to be marketed, so they can get your Golf School marketing out to the correct channels.



## **Communicate with Key Club Contacts**

Inform the key contacts at your club 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 appropriately.



## **Ensure your Campaign is sent by RetailTribe**

Reach out to the team at RetailTribe, inform them that you are ready to market your Golf School and they can get your campaign sent out to the correct channels.