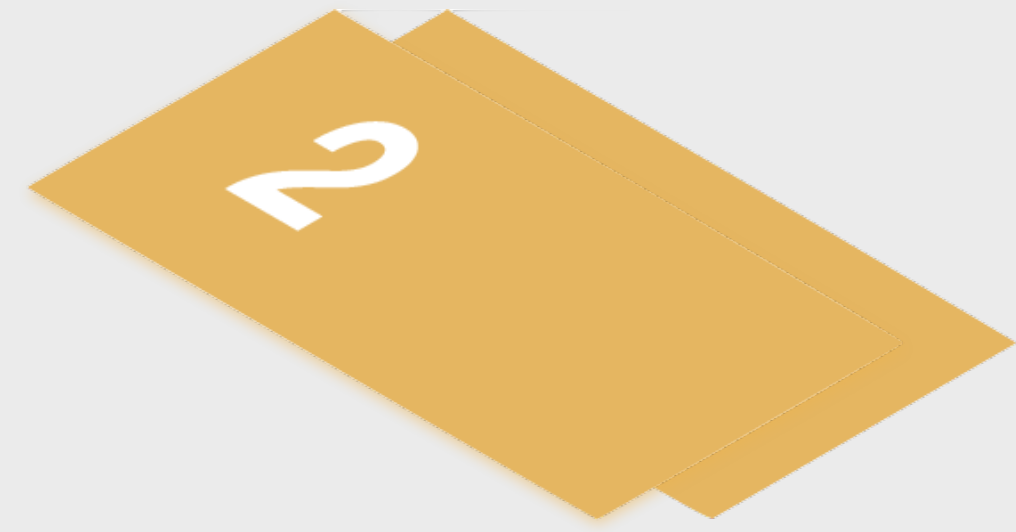


Step 2 - Marketing Creation

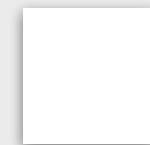


Please find listed below the recommended actions that you need to take during this step of implementation:



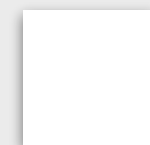
Compile a Targeted Marketing List

As your Experience Days are designed to engage new participants into your LTPG program, you should prepare a targeted marketing list of customers at your venue who will be specifically interested in your event. This may be adult social or gym club members as well as members or students with potentially interested dependants, friends or spouses.



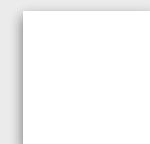
Create your Game On Digital and Physical Marketing Assets

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.



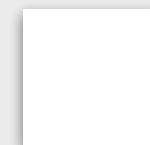
Edit your Template Targeted Communications

Edit these communications ready to send to your targeted marketing lists. This is available within the program page.



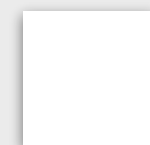
Generate your Program Short Links

Short Links enable your customers to go directly to the specific Game On Program within the booking system when this shared within them through marketing or any other communication methods you choose. You can access a support video from with the Program page.



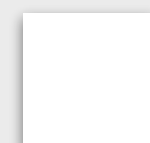
Share your Event Information with Retail Tribe

The team at Retail Tribe can help you marketing your event using campaigns and special mails. Share with them all the information relating to the Experience Day you would like to market including your bitly links.



Communicate with Key Club Contacts

Inform the most important contacts at your club/ facility about your event and discuss how they can help you with filling your event through their marketing channels when you are ready to distribute your marketing.



Prepare Social Media Content and Share with your Club Contacts

You should prepare your marketing content ready to share across a range of social channels that you use. You club contacts can also distribute this to their channels and you should be prepared with the information they they need.