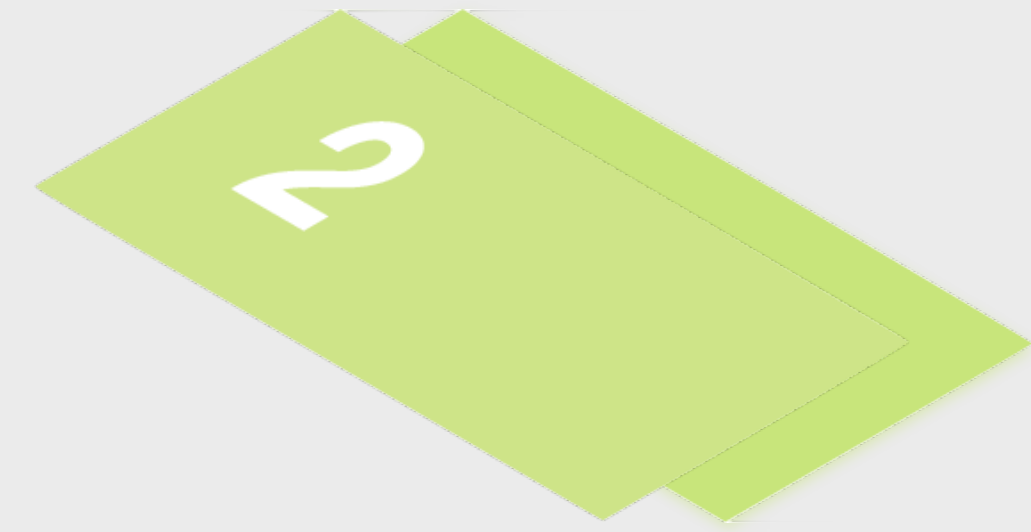


# Step 2 - Marketing Creation



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



## Compile a Targeted Marketing List of Spouses and Social Members

Work with your MED to prepare a targeted marketing list of customers at your venue who will be specifically interested in your program. This may be adult social or gym club members as well as members or students with potentially interested dependants, friends or spouses.



## Compile a Targeted Marketing List of Experience Day Attendees

You may have previously ran an experience day event and you should compile a targeted list of these attendees who have not yet enrolled onto your program.



## Edit your Template Targeted Communications

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



## 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.



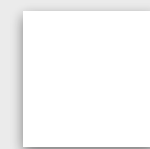
## Generate your Program Short Links

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.



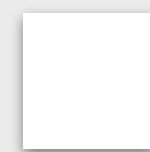
## Share your Game On Program Information with Retail Tribe

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



## Communicate with Key Club Contacts

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



## 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 your marketing your program via social media channels.