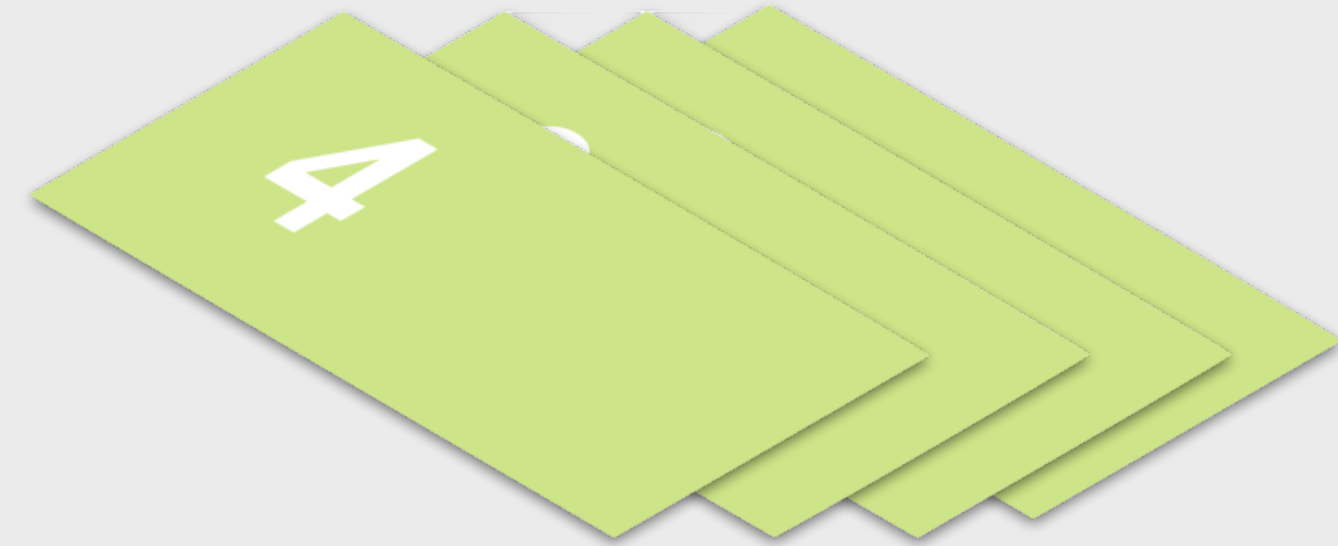


Step 4 - Communication



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



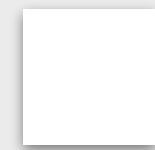
Chase your Engaged Customers

Follow up with any engaged customers on your campaigns that may not have reserved a place yet on your Game On Program Step. This will act as timely reminder and drive those sign ups.



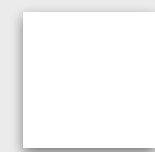
Re-send Your Emails and Posters

Work with your MED to remind customers about your Game On Program Step and this may spark them to contact you and sign up.



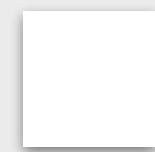
Repost on Your Social Channels

Work with your MED to re-post your key information to the range of social media channels and ask your golf club for assistance by reposting on their channels.



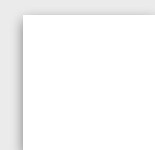
Re-Send to your Membership Targeted List

Ask your MED to re-send your marketing so they can get re-send your Game On program marketing out to the correct channels to capture any last interest.



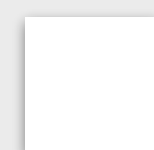
Check in with your Facility

Update the relevant people at your club with your Game On program sign up progress and facility access required.



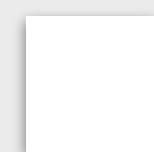
Send Your Sign Up's the Game On program Information

Distribute to those who are signed up after a few days more marketing the key information about your Game On program step. As new signs up come in, you will need to send ensure that you send this to each participant.



Edit the Game On program Sign Up Template Communication for the Relevant Step

Within the Game 3 Step Program page you can access an a template communication to share key information with your participants including session dates, arrival time, equipment required and more information about additional programming elements



Distribute the Game On Welcome Guide, E-BOOK's and MyGame+ Flyers

Send to your participants the Welcome Guides, E-Books and MyGame+ flyer so they can understand the program and the supporting elements which allows them to track their progress on the program.



Request a Special Mail from Retail Tribe

If you still have places available on your program Retail Tribe can help you fill those last few spaces with a special Mail!