

MARKETING & PROMOTION

GET GOLF READY



SOLUTIONS FOR DRIVING STUDENTS TO YOUR GET GOLF READY PROGRAMS

- “Four Walls Marketing” – Post Get Golf Ready brochures and posters throughout your facility and around your community including government agencies, military services, Park and Recreation centers, professional firms, local golf groups, schools, churches and college golf programs.
- At private facilities, reach out to social members, non-playing spouses and your neighborhood to use the Get Golf Ready program as membership sales tool.
- Promote Get Golf Ready on your website, in e-mail blasts, in facility mailings, on Facebook and other promotional vehicles.
- Approach local corporations to offer Get Golf Ready as a “Corporate Wellness Program.” Have the corporation subsidize the cost of Get Golf Ready as it is a good team building-program.
- Develop a ‘Bring a Friend’ coupon. Existing players know friends who would like to learn to play golf. Offer specials or discount coupons for those who sign up or bring a friend.
- Market Get Golf Ready to women’s groups in your community as women account for 58% of all participants. Get Golf Ready is a great social activity and provides exercise.
- Conduct interviews with local newspapers, radio or TV stations. Media are always looking for new stories.
- Use the Get Golf Ready press release template on PlayGolfAmerica.com/GGR. Find out how many “*HIP on Golf*” (**Have an Interest in Playing**) people live in your area and make this part of the story.
- Make sure your Get Golf Ready program is in the “calendar” section of your local newspaper. Place ads in online classifieds such as Craig’s List and e-Bay.
- Do promotions in fitness centers, YMCA’s, YWCA’s, and health clubs. Promote the healthy lifestyle benefits of golf and Get Golf Ready.
- Offer complimentary “Welcome to Golf” orientations to build interest and increase the comfort level of new golfers.
- Cross-promote with other successful programs such as the EWGA (Executive Women’s Golf Association), The First Tee and local organizations.

Get Golf Ready Fun Fact:

Fully educate your entire staff about GGR and promote the program with enthusiasm. Encourage your staff to play an active role in your GGR program as they are the first point of contact at your facility – make it count. You may even want to incentivize your staff.