

### III. MARKETING

#### A. BUILDING A MARKETING PLAN

The key to the success of the Get Golf Ready program is what you do at the local level to promote your events and programs. Review the manual completely and follow the steps to develop and implement your plan and take advantage of all resources provided.

Some key elements in your plan should include:

- Objectives
  - a. Set objectives that have the biggest impact on your facility's business
  - b. Include number of new golfers generated, percentage of women, number of family rounds, any membership sales, number of classes, participants, next level instruction, etc.
- Programming Functions
  - a. Identify what you want to accomplish, who will be responsible and timelines.
- Budget
  - a. Estimate the desired net impact to your bottom line based on the participation objectives

#### B. BRANDING

The greatest asset we have in branding and promoting this program is the support from the entire golf industry. To maximize the value and impact of marketing efforts, the Get Golf Ready brand needs to be reflected in the consistency of how this program is conducted. Golfers need a similar experience regardless of where they participate. No other player development program before has had the involvement and commitment of every corner of the industry, from the associations and manufacturers to the course owners and the media.

#### C. COLLATERAL MATERIALS

Approved facilities will receive a supply of the following promotional materials including ad and press release templates, brochures, posters and cart cards.

Look for ideal locations in and around the facility to feature your promotional items - the golf shop, the practice range (ball dispenser), restaurant, locker rooms and restrooms, even in local restaurants nearby.

**Signage** - Each facility will be responsible for ordering their own signage based on what works best for them. Displaying these items well in advance of your first orientation will increase your word-of-mouth advertising.

**Target audiences** – Download GGR flyers designed for the specific target audiences (women, families, couples, seniors, GGR 2, GGR leagues, GGR outings) to help generate interest from those specific groups. Access these files at [GetGolfReady.com](http://GetGolfReady.com).

#### D. LOCAL MARKETING –

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##### i. Community Based Marketing

It's important to get out into the community to promote the game and your facility. Community and civic organizations can be major sources of customers for all participating host facilities. These include

the local chamber of commerce, charitable organizations, parks & recreation departments, etc. If at all possible, it is recommended that the group divide the responsibility of contacting such groups. Another great example of community based marketing involves hosting beginner clinics as an added service for corporate events. This is a great way to bring customers back to your facility. Other Community Marketing opportunities include: Chamber of Commerce, City employees, YMCA and YWCA, police and fire departments, hospitals, local charities, schools, service clubs, local businesses and corporations, health clubs, local golf shops and churches.

#### **ii. Direct Email/Mail**

There are a variety of ways to establish one-on-one personal communications with consumer groups through regular emails to your data base or even direct mail.

#### **iii. Digital/Social Media**

Today more than ever it's important to reach consumers in the way in which they want to be communicated. Maximize the use of your own website as well as nationally branded websites *PlayGolfAmerica.com* and *Get GolfReady.com*. Digital plans should also include the use of Facebook, Twitter, Pinterest and other social media campaigns you and/or your customers use. This is the best way to reach women as well as younger populations.

#### **iv. On-Site**

Download and use the GGR brochures and flyers, customized templates or design your own to help promote the programs at your facility. Be sure to include these in the golf shop, locker areas, snack bar/grill area, golf carts and bulletin board areas. Encourage existing golfers to bring a friend or family member who may not currently play golf.

#### **v. Corporate**

Many Get Golf Ready facilities have had great success marketing to companies and businesses in their area. Much like golf leagues, companies see value in having employees participate as a group. Offer your Get Golf Ready programs to local companies and businesses as a health/wellness and team building program.

#### **vi. Cross-marketing with other programs**

Take a look at other promotions you currently host at your facility such as Welcome to Golf, Women's Golf activities and Family Golf activities - use these programs to introduce consumers to Get Golf Ready or remind the Get Golf Ready students of other promotions you host at your facility. Offer Get Golf Ready concurrently with Junior Golf Programs – it encourages parents to learn golf while their children are learning golf. Once again, it's a great way to grow participation in the game and to bring customers back to your facility.

#### **vii. Public Relations**

It's important to generate awareness of your Get Golf Ready programs through local marketing. Consider inviting select members of the media to participate in the Get Golf Ready program, such as local news anchors, etc. to involve a local "personality" to attract more media exposure. Use the variety of GGR templates to help establish relationships with local newspaper reporters, radio personalities and television anchors.

#### **viii. Advertising**

If you decide to purchase paid advertising, it's important to weigh the options on what can deliver the best return on your investment and perhaps quantify the conversion of the ad spend into business. An alternative for using cash for ads, is to barter with local businesses. Facilities also report use of affordable advertising from local radio and cable companies.