

III. MARKETING

A. 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.

B. COLLATERAL MATERIALS

The World Golf Foundation will provide all host facilities with an initial order of the following promotional materials including ad and press release templates, brochures, posters and point-of-sale materials.

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.

C. LOCAL MARKETING –

i. Advertising and Incentives

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 in this section to develop and implement your plan and take advantage of all resources provided.

ii. Public Relations

It's important to generate awareness of your Get Golf Ready program 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.

iii. Community Based Marketing

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, local charities, schools,

service clubs, local businesses and corporations, health clubs, local golf shops and churches.

iv. 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.

iv. Cross marketing with other programs

Take a look at other national promotions you currently host at your facility such as PGA Free Lesson Month, Women's Golf Month and Family Golf Month and use these programs to introduce consumers to Get Golf Ready or remind the Get Golf Ready students of other national promotions you host at your facility. Once again, it's a great way to grow participation in the game and to bring customers back to your facility.