

PGA BEST PRACTICES: PLAYER DEVELOPMENT

Reach Potential New Customers With Social Deals



Ryan Alvino is the PGA head professional at John Prince Learning Center in Lake Worth, Fla., a standalone driving range with three-hole practice course.

The summer months are our slow season in South Florida. To help combat the lack of traffic at our facility, our staff got together to brainstorm non-traditional ways we could attract new customers. That's when we first decided to use Living Social to promote our Get Golf Ready program. If you're not familiar with Living Social, it is an internet-based company that generates coupons and discounts for a variety of activities in locations across the country.

Personally, I've used Living Social to buy all kinds of things. It's a great option for anyone who may be on the fence about trying something such as a new restaurant, or, in this case, golf.

Through our promotion, we were able to attract 245 people who were interested in taking our Get Golf Ready class at the discounted rate of \$49. In order to host a Living Social deal, you must offer your service for at least 50 percent off the normal value, and then also split the remaining proceeds with the third party. Essentially, we are only making \$25 per Get Golf Ready student, but the benefit of attracting 245 potential new customers is absolutely worth the discount. This is a gateway to attract an untapped audience of non-golfers and bring them to the game. Our goal is to bring people to the facility and just let them know that we're here, and turn them into recurring customers from there.

For more information on Get Golf Ready and other PGA Player Development programs, please visit the Player Development page on PGALinks.com.



PGA