

Develop a Marketing Strategy

- Use PGA Creative Resources Tool to build collateral materials
- Promotion of flyers, posters and brochures
- Post flyers in local community gathering places (coffee shops, library, grocery stores, etc.)
- Refer a friend coupon/promotion
- Promotion to social members, non-playing spouses and the local community
- Market specifically to women's groups in the community
- Promote golf at fitness centers, health clubs, YMCA's
- Cross-promote with EWGA Chapters and Programs
- Invite local corporations to offer Get Golf Ready as a "Corporate Wellness Program"
- Participate in local community events to promote yourself, your facility and your programs
- Offer complimentary "Welcome to Golf" orientations
- Promote next step opportunities at the end of your Get Golf Ready classes
- Educate the entire staff about Get Golf Ready for enthusiastic promotion
- Assign different marketing duties to the staff and include a master calendar to indicate when each strategy will be implemented

Develop a Digital Marketing Strategy

- Link facility's website directly to ACTIVE.COM registration page
- Post programs on GetGolfReady.com
- Post banner ads on websites and in newsletters
- Direct email customers and members
- Promote on facility websites, in email messages and in facility mailings
- Promote on Facebook (personal and facility pages)
- Promote on Twitter (personal and facility accounts)
- Promote on Instagram (personal and facility accounts)

• Develop a Media Strategy

- Get Golf Ready video played on television
- Use press release templates to promote events
- Invite local media to participate and share experience
- Conduct interviews with local newspapers, radio or TV station
- Use ad templates for local advertising

Develop a Follow Up Strategy

- Maintain database to follow-up
- Use a sales method to get Get Golf Ready graduates back to the facility
- Make a follow up contact to graduates after their event through a phone call or personalized email/note
- Offer an incentive for graduates to purchase additional rounds, instruction, equipment or range balls
- Survey graduates about their satisfaction
- Offer incentives to instructors to get their students playing

Develop a Ladies Strategy

- Education of staff on the power of the women's market and gender differences
- Host a round table discussion with women who participate at your facility
- Use the Connecting With Her Checklist to conduct a comprehensive audit of the facility, its programming and experience
- Implement a program or event that responds specifically to a women's value set