



# METROPOLITAN INFORMATION FORUMS

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# MARKETING PRESENTATION

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**PRESENTED BY GOLF NSW**

Piret Elmassian – Marketing Manager

[www.golfnsw.org](http://www.golfnsw.org)





# INTRODUCTION

## DISCUSSION POINTS

- Marketing Essentials for your Club
- “Get into Golf – for Seniors”
  - The Program
  - The Marketing Campaign
  - Next Steps





# MARKETING ESSENTIALS FOR YOUR CLUB







# MARKETING ESSENTIALS

## WHAT IS MARKETING?

- The process of creating, communicating and delivering offerings that have value for your customers, partners, and your community at large
- Marketing is used to create, keep and satisfy your customers, and help customers understand why your product is better than, or different to the competition





# MARKETING ESSENTIALS

## WHY IS IT IMPORTANT?

- Attract new members
- Keep existing members
- Attract social players
- Attract diners
- Attract functions
- Attract social members
- Increase revenue

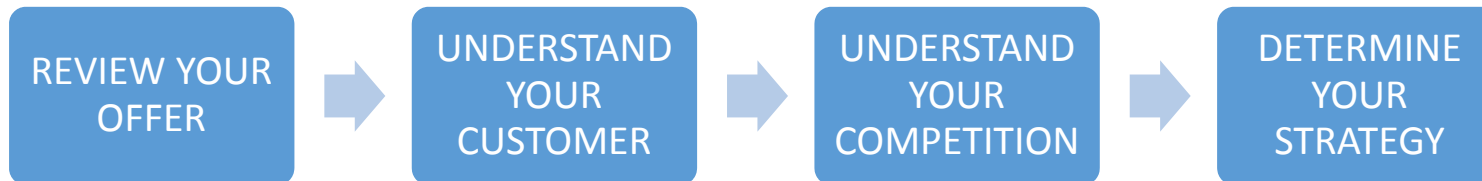
...to ensure the longevity and ongoing success of your club





# MARKETING ESSENTIALS

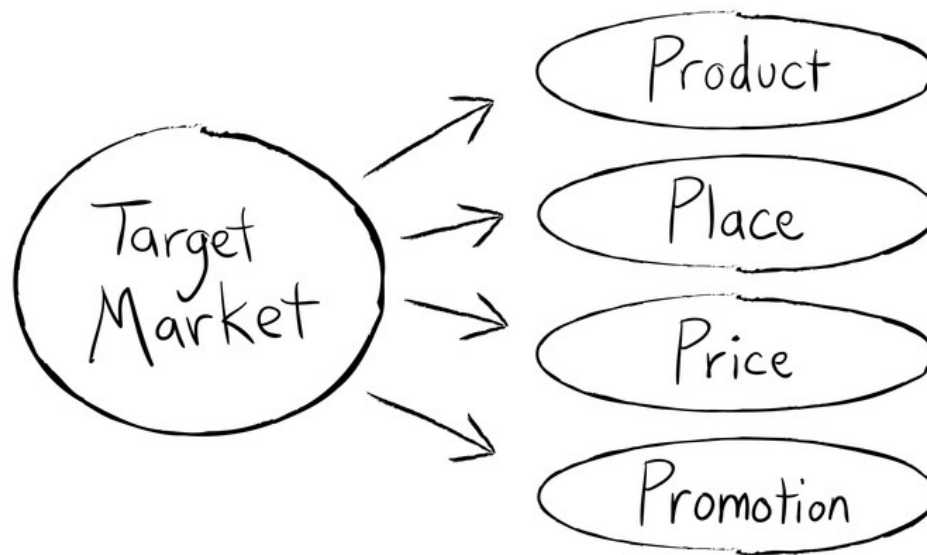
## FIRST STEPS





# MARKETING ESSENTIALS

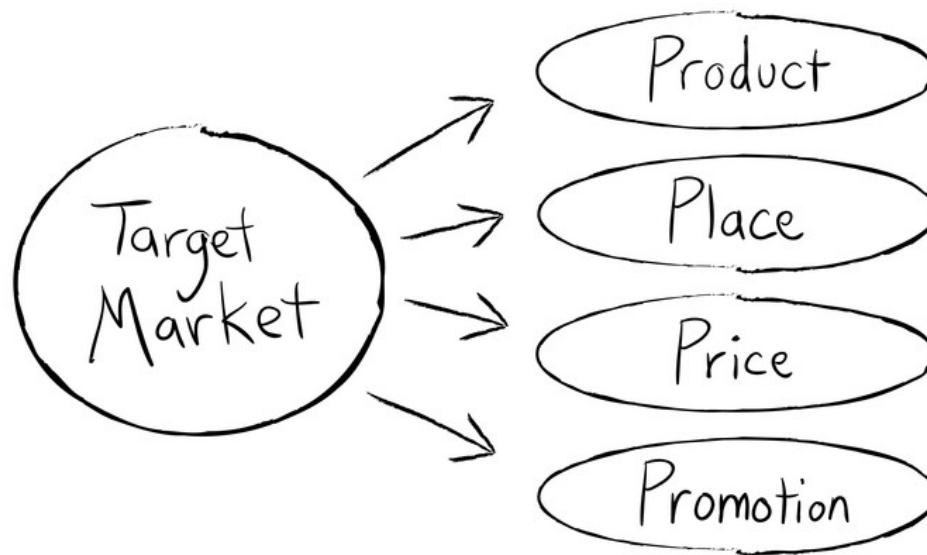
## FIRST STEPS





# MARKETING ESSENTIALS

## FIRST STEPS







# MARKETING ESSENTIALS

## PROMOTION

- There are many forms of promotion that don't have to be expensive:
  - Word of mouth
  - Magazines and Newspapers – editorial is free!
  - E-mail marketing
  - Utilise members
  - Flyers
  - Reciprocal arrangement with other facilities
  - Open Days
  - Social Media
  - Website





# MARKETING ESSENTIALS

## PROMOTION

- Social Media is an essential and cost effective way to promote your club:
  - To increase exposure to potential customers
  - Lower your marketing expenses
  - Reach a targeted audience
  - Build loyalty to your Club
  - Increase traffic to your website
  - Spy on your competition
  - Provide customer support
  - Create a human voice for your Club





# MARKETING ESSENTIALS

## KEYS TO SUCCESS

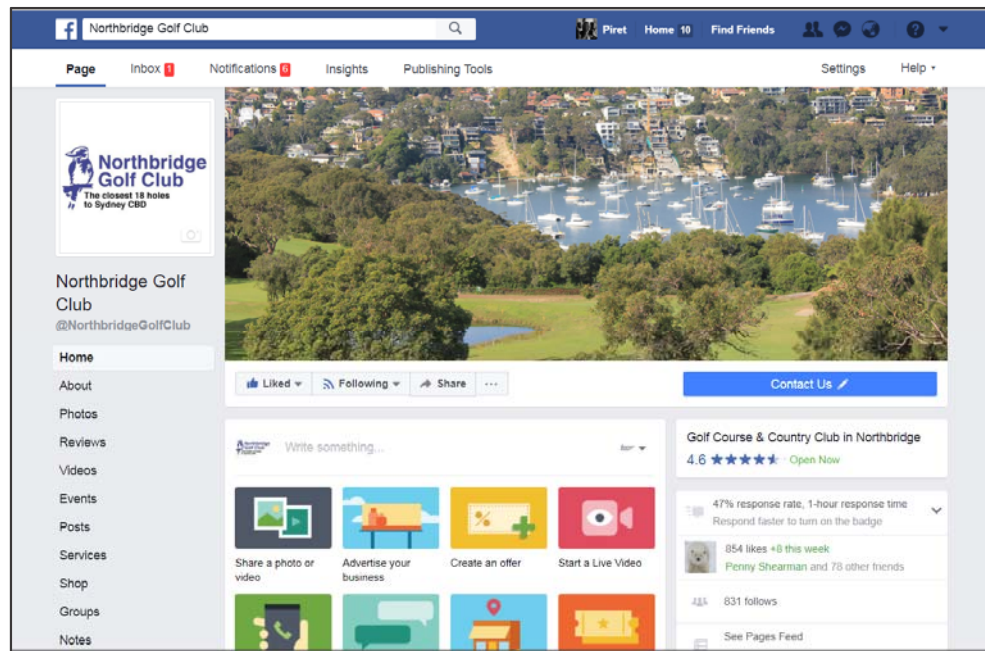
- Work with one platform, and do it well
- Dedicate the time to make it work
- Post regularly
- Post interesting content
- Use lots of pictures and videos without too much text
- Encourage comments and reply quickly
- Don't use Facebook for the "hard sell"
- Create a human voice for your Club and write in an appropriate tone





# MARKETING ESSENTIALS

## AN EXAMPLE





# MARKETING ESSENTIALS

Australia News Website - Golf NSW Facebook - Golf NSW GolfNSW (@golfnsw) Golf NSW (@GolNSW) Imported From IE The Essential Guide to Hopping Mad D

Search Facebook

Page Inbox Notifications Insights Publishing Tools Settings Help

Overview Promotions Followers Likes Reach Page Views Actions on Page **Posts** Events Videos People Local Messages

All Posts Published

Reach: Organic / Paid Post Clicks Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
07/11/2017 2:22 pm	What's on at NGC	Image	Public	75	4 2	Boost Post
07/09/2017 7:35 pm	Gooooo Helen Harlow! A huge congratulations on your hole-in-o	Image	Public	1.5K	177 85	Boost Post
07/08/2017 8:47 pm	We LOVE our resident owls on the 9th hole...they are so beautif	Image	Public	563	37 40	Boost Post
07/07/2017 12:04 pm	Golf update	Image	Public	166	8 1	Boost Post
07/05/2017 8:13 pm	It's school holiday time...and that means golf clinics for kids	Image	Public	876	313 39	Boost Post
07/05/2017 1:51 pm	Don't forget...if you have any female friends keen to learn golf, t	Image	Public	244	7 8	Boost Post
07/03/2017 4:35 pm	Do you have any female friends who would love to learn to play	Image	Public	2.4K	128 46	View Results Boosted \$39.00
07/03/2017 1:23 pm	Northbridge Golf Club's cover photo	Image	Public	314	31 19	Boost Post
07/02/2017 8:21 pm	Thank you again to Alto Hyundai for sponsoring a sensational H	Image	Public	575	329 14	Boost Post







# MARKETING ESSENTIALS

## PROMOTION VIA FACEBOOK

- If you have a message that you would like to broadcast to a larger targeted audience, outside your Club, you can choose to “boost” a post:
  - Helps reach a broader audience than your posts normally would
  - You may select the audience you reach through targeting age, demographic, interests, location
  - Cost effective – spend as little or as much as you like





# GET INTO GOLF – FOR SENIORS

**NEW CAMPAIGN**



# GET INTO GOLF – FOR SENIORS

## THE CONCEPT

- A beginner program designed to encourage more participation in our sport and create pathways to membership for clubs
- Research shows that there are 2.56 million people in Australia who would like to try golf, but don't know how
- 73.2% of this number are over 45 years of age



# GET INTO GOLF – FOR SENIORS

## THE PROGRAM

- Includes 6 teaching sessions – each with a duration of 75 minutes
  - Teaching 3 different skills x 20 minutes per skill
  - Socialising and feedback time x 15 minutes
- Costs per participant = \$99.00
- Conducted by a PGA Professional
- Includes time on the course in the last weeks of the program
- Opportunity for participants to take advantage of a special offer that would encourage their transition to becoming a full member



# GET INTO GOLF – FOR SENIORS

## THE TRIAL

- Over the course of 2017, there have been 10 programs conducted across the state:
  - Deniliquin Golf Club
  - City Golf Wagga Wagga
  - Murrumbidgee Golf Club
  - Corowa Golf Club x 2
  - Lakeside Golf Club Camden
  - Pacific Dunes Golf Club
  - Ocean Shores Country Club
  - Forster Tuncurry Golf Club
  - Catalina Country Club







# GET INTO GOLF FOR SENIORS

## THE FEEDBACK

Over 60 participants from across NSW, provided us with their feedback on the program, which reinforced the current format of the program:

FEEDBACK	% RESPONSE
Satisfied or very satisfied with the Professionalism of the Golf Professional	100%
Satisfied or very satisfied with the overall quality of the Clinic	100%
Satisfied or very satisfied with the overall increase in knowledge or skills	100%
Agreed or strongly agreed that the program offers value for money	100%
Satisfied or very satisfied with the length of the sessions	94%
Indicated that they would continue playing golf	89%
Heard about the program from their local newspaper	88%
Would go out of their way to recommend the program to others	70%





# GET INTO GOLF – FOR SENIORS

## CAMPAIGN OBJECTIVES

- Increase participation in our sport
- Inspire Seniors to enrol for a course of golf lessons
- Support Golf NSW affiliated Golf Clubs with a strong and highly visible marketing campaign
- Create pathways to membership for affiliated Golf Clubs
- Educate the broader community about the benefits of golf



# GET INTO GOLF FOR SENIORS

## THE CAMPAIGN

- There will be 2 components to the campaign:

### AWARENESS

A high impact print campaign targeting health conscious seniors across key NSW publications

### EDUCATION

Native video highlighting the benefits of golf supported by targeted digital display





# GET INTO GOLF FOR SENIORS

## THE PRINT COMPONENT

- 1 x 1/2 Page Advertisement in The Sunday Daily Telegraph Sports Section



18 NEWS  
MACARTHURCHRONICLE.COM.AU | THURSDAY, MARCH 21, 2017

CATHERINE FIELD

### Seniors encouraged to take swing at golf

Health and friendship promoted

**Tarr Elnerhebe**  
IT'S never too late to pick up a club and try the game of golf.

Lakeland Golf Club Canteen will start up the Golf for Seniors - An Introduction to Golf program to help seniors make new friends, learn basic skills and enjoy the beautiful surrounds.

Aimed at people over 55, the golf club is encouraging those who have never played golf or perhaps played years ago to get involved.

Went marketing assistant, Elsie Durr, said the program would be enjoyed by many.

"It provides a unique and fun opportunity to get out and about, meet new people, enjoy the beautiful grounds of Lakeland Golf Club Canteen and most importantly to enjoy the active and healthy."

The program offers something that is a bit different and perhaps an activity that a number of seniors would not usually consider participating in. It also takes away the awkward bank of floating golf clubs or leaving what is left.

The program is a six-week course and runs for one hour per day, one day a week. It will start on Thursday, April 27 and end on Thursday, May 11. The classes are on at 9am.

The cost is \$99 which includes equipment.

For more information, call 4644 4790.

**Top shots**

▶ **WMAI** Great program for seniors who want to experience...  
▶ **WMAI** Lakeland Golf Club Canteen, 50 Ruby Rd, Catherine Field...  
▶ **WMAI** Thursday, April 27 at 9am...  
▶ **CONTACT** 4644 4790

**Exploring shire's natural landscape**

COUNCILLORS will trek through the forest wilderness and visit key scenic spots in an effort to promote the amazing assets of the Willoughby Shire to the Macarthur region and beyond.

Led by Willoughby Mayor, Councillors will take part in a four-day walk from Thursday to Sunday to showcase the shire's potential as a tourism destination. Beginning at Warragamba Town Hall on Thursday, councillors will drive via Warragamba Dam. The walk will traverse the eastern side of the Warragamba Valley, with its rock formations, mountain views and native flora and fauna, and end at the Thirlmere Lakes. "We are so fortunate for the amazing links in the walking trails to be completed and polished to meet people on a journey to the amazing natural attractions in Willoughby," Councillor Matt Gould said.

**dog of the week**

**Name:** Karma  
**Breed:** Staffy  
**Age:** 5  
**Comments:** Karma is a confident, outgoing dog who loves going to school and to work. She would suit an active home which will have her occupied and make her a part of family life.  
**Cost:** \$200  
**Details:** Campbelltown Animal Care Centre, 100 St. Campbelltown, on 4644 4790

GOLF NSW

JUST \$99.00

GET INTO GOLF FOR SENIORS

WOULD YOU LIKE TO STAY FIT AND HEALTHY? MEET NEW PEOPLE, AND HAVE FUN?

Get into Golf is a 6 week program including a one hour lesson per week, all equipment and rounds of golf

For more information, and to register, go to [www.golfnsw.org/Seniors](http://www.golfnsw.org/Seniors)

SUPPORTING PARTNERS:





# GET INTO GOLF FOR SENIORS

## THE PRINT COMPONENT

- 5 x ¼ Page Advertisements in The Daily Telegraph



SUNDAY APRIL 13th 2017 NEWS 03

### Explosive audio records night marriage ended

**EXCLUSIVE**  
**ANNETTE SHARP**

All explosive audio recording of an alleged fight that ended the marriage of celebrity Sydney accountant Anthony Bell and television presenter Kelly Landry is expected to be tendered at a five-day court hearing which starts tomorrow.

The three-minute audio, believed to be recorded by Ms Landry, and photographs of bruising to her arms are expected to underpin the prosecutory case for a permanent apprehended violence order against Mr Bell.

Prosecutors have put the defence on notice that they will attempt to raise new evidence at the hearing, which excludes the recording of the argument and alleged attack at the couple's \$2.5 million Western Sydney mansion on November 18, 2016, sparking Landry to file a police report two weeks later on January 4.

"The husband-of-the-year" has alleged to police Bell became "abusive" on the night of the argument and made a grab for a phone beneath his bed.

The tackle for the phone, she later told police, resulted in her right arm colliding with a wall in bedrooms of the couple's house.

Photographs of the bruise, Landry already indicated, due to the incident are also expected to be tendered to Downing Centre Local Court this week.

Bell has denied all allegations since he was charged in the case which culminated in a public hearing after Landry filed a police report and was granted an interim AVO preventing her husband from harassing or menacing her or being in her company within 12 hours of contact.

Mr Bell is expected to be ordered without admission.

Ms Landry, 39, lawyer Chris Marryth told Western Local Court that "Bell's legal defence would produce documents that would 'completely destroy the prosecutor's case'."

She said that "the very last thing she saw" was "Bell's hand on the wife's face" who was "yelling" and "screaming" during the incident.

In a subsequent hearing, Ms Marryth asserted she was also suffering from two diagnosed mental disorders, paranoia and bipolar personality disorder.

Bell will be represented at next week's hearing by barrister Ian Frank, QC, and solicitor Bryan Wrench.

Bell's team has said it will produce CCTV footage and more than 100 witness statements to quash Landry's abuse claim. It is understood the family's court will be one of the new ones.

The case for the permanent AVO will be argued by a prosecutor from the NSW police department and family violence prosecution team and Susannah Dixon of Double Day's Susan Legal Agency.

The recording is believed to create an argument the couple had on their home after having dinner with friends multiple millionaires that would "completely destroy the prosecutor's case."

In a statement to police, Landry recalled the altercation.

"After dinner, Landry alleged the pair had a fight and he drove out of the house with her.

"I was very upset that he did this and was crying," she said.

Once home after the dinner, Landry reported claimed that Bell became "abusive".

"Anthony just drove towards me about what had happened. I didn't want to have a conversation and kicked the door. Anthony came in, and used a hammer to hit to 'jump' the lock and he started to force me."

Later, he allegedly "grabbed" the phone from Landry while holding.

**ANNETTE SHARP PAGE 10**

**Anthony Bell, and (right) Kelly Landry shows her bruised arm.**

**GET INTO GOLF FOR SENIORS**

**JUST \$99.00**

**WOULD YOU LIKE TO STAY FIT AND HEALTHY? MEET NEW PEOPLE, AND HAVE FUN?**

Get into Golf is a 6 week program including a one hour lesson per week, all equipment and rounds of golf.

For more information, and to register, go to [www.golfnsw.org/Seniors](http://www.golfnsw.org/Seniors)

SUPPORTING PARTNERS: Gogotec CCA Srixon







# GET INTO GOLF FOR SENIORS

## THE PRINT COMPONENT

- There will be opportunity to advertise your own activities independently at very heavily discounted rates
- All artwork will be created by Golf NSW at no cost to clubs or districts





# GET INTO GOLF FOR SENIORS

## THE PRINT COMPONENT

**GOLF NSW**

**JUST \$99.00**

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SUPPORTING PARTNERS **imagetec** **CCA** **SRIXON**





# GET INTO GOLF FOR SENIORS

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SUPPORTING PARTNERS   





# GET INTO GOLF FOR SENIORS

## NATIVE VIDEO COMPONENT

- Native advertising is paid content, often well disguised as natural content or regular news stories
- Formats can include articles, videos and more and may appear to provide value to the viewer, but the overall goal is to sell a product or service
- Content is produced by News Corp, and broadcast via the News Corp Digital channels which reach over 1.35 million people over 50 in NSW per week!



# GET INTO GOLF FOR SENIORS

NATIVE VIDEO COMPONENT



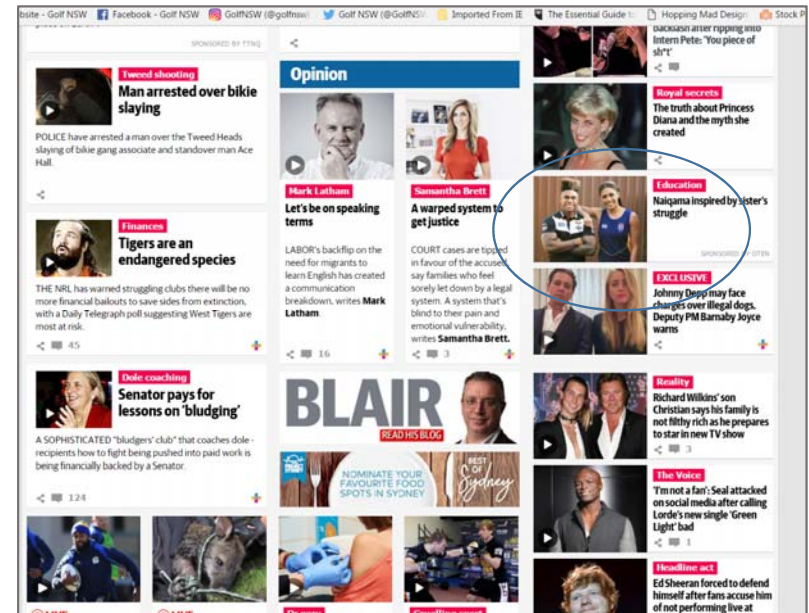




# GET INTO GOLF FOR SENIORS

## NATIVE VIDEO COMPONENT

- A series of 4 articles and video stories about golf and seniors will appear on all News Corp websites, and look like regular editorial content





# GET INTO GOLF FOR SENIORS

## NATIVE VIDEO COMPONENT

The screenshot shows a web browser displaying the Daily Telegraph website. At the top, there are navigation links for 'Website - Golf NSW', 'Facebook - Golf NSW', 'GolfNSW (@golfnsw)', and 'Golf NSW (@Golfnsw)'. The main header features the 'Daily Telegraph' logo, the location 'SYDNEY 8-18°C', and several promotional banners. One banner reads 'EVERY PRACTICE EVERY QUALIFYING EVERY RACE' with a 'TRY 2-WEEKS FREE\*' offer and a 'GET FOX SPORTS' button. Another banner says 'All the news. Half the price.' with a 'Subscribe' button. The main content area features a large photo of a woman (Sera) and a man (Kevin Naiqama) smiling. Below the photo is the headline 'Rugby star sister inspires Wests Tigers winger Kevin Naiqama to start carpentry apprenticeship' and the byline 'MATT LOGUE, The Sunday Telegraph June 25, 2017 12:23pm'. To the right of the main article are 'Sponsored Stories' with small thumbnails and titles like '6 mini road trips in the tropical north' and 'How to beat the queues at Disneyland'. At the bottom right, there is a 'Most viewed' section.











# GET INTO GOLF FOR SENIORS

## NATIVE VIDEO COMPONENT

- 15 second pre-roll advertisements will be produced and played before content that a user has selected

The screenshot displays a news website layout. At the top, a green banner reads "GET INTO GOLF FOR SENIORS" and "WOULD YOU LIKE TO STAY FIT AND HEALTHY? MEET NEW PEOPLE, AND HAVE FUN?". Below the banner, the website content includes a main article titled "Census snapshot: what it says" with a video player. To the right, there is a "Reality" section featuring a video player with a woman's face. Further down, there are sections for "Rolling Stones: I'm nobody's rubber stamp" and "Kent: Why the NRL must expand or die". On the right side of the page, there is a sidebar with a "Follow Us" section, a "STATE OF ORIGIN - GAME 2" section showing a score of NSW 16 vs QLD 18, and an "odds.com.au" advertisement. At the bottom right, there is a "CONFIDENTIAL" watermark.





# GET INTO GOLF FOR SENIORS

## OTHER SUPPORT

- Posters
- Flyers
- Digital Assets
- Photos

**GET INTO GOLF FOR SENIORS**

**JUST \$99**

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Get into Golf is a 6 week program including a one hour lesson per week, all equipment and rounds of golf

For more information, and to register, go to [www.golfnsw.org/Seniors](http://www.golfnsw.org/Seniors)

AT: \_\_\_\_\_  
START DATE: \_\_\_\_\_  
DAY: \_\_\_\_\_  
TIME: \_\_\_\_\_

SUPPORTING PARTNERS

**GET INTO GOLF FOR SENIORS**

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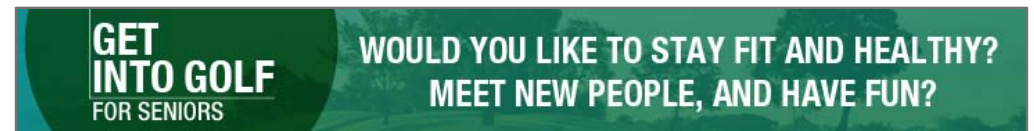




# GET INTO GOLF FOR SENIORS

## OTHER SUPPORT

- Posters
- Flyers
- Digital Assets





# GET INTO GOLF FOR SENIORS

## OTHER SUPPORT





# GET INTO GOLF FOR SENIORS

## ADMINISTRATIVE SUPPORT

- Golf NSW will take care of all the necessary administration connected with signing up for the program:
  - Accepting registrations
  - Processing payments
  - Forwarding payment onto each participating Club
- All advertising and promotion will direct interested participants to one central page on the Golf NSW website. It will be a one-stop shop for information, registration and payment



# GET INTO GOLF FOR SENIORS

## ADMINISTRATIVE SUPPORT

The screenshot shows the Golf NSW website interface. At the top, there are navigation links for 'Calendar of Events', 'NSW Open', 'Verdon', 'Jean Dennis', 'Penrith', 'Senior Golf & OOM', and 'Golf NSW Conditions & policies'. Below this is a breadcrumb trail: 'Golf NSW > Championships > Golf Box'. A blue header bar contains 'Golf NSW' and links for 'SCHEDULE', 'ORDER OF MERITS', and 'LANGUAGE'. Below the header, there are tabs for 'SCHEDULE', 'INTERCLUB TOURNAMENTS', and 'ORDER OF MERITS', along with social media icons for Facebook, Twitter, and Google+. A dropdown menu is set to 'Golf for Seniors' and the year is '2017'. The main content area lists events for April:

Date	Event
01 - 06	Golf for Seniors - Muree Golf Club - ENTRIES CLOSED
05 - 10	Golf for Seniors - Murwillumbah Golf Club - ENTRIES CLOSED
06 - 11	Golf for Seniors - Lakeside Camden - ENTRIES CLOSED
13 - 18	Golf for Seniors - Pacific Dunes Golf Club - ENTRIES CLOSED
13 - 18	Golf for Seniors - Shoalhaven Heads Golf Club - ENTRIES CLOSED
19 - 24	Golf for Seniors - Corowa Golf Club - ENTRIES CLOSED
20 - 25	Golf for Seniors - Ocean Shores Golf Club - ENTRIES CLOSED
21 - 26	Golf for Seniors - Bowral Golf Club - ENTRIES CLOSED
21 - 26	Golf for Seniors - Liverpool Golf Club - ENTRIES CLOSED
21 - 26	Golf for Seniors - Taree Golf Club - ENTRIES CLOSED
24 - 29	Golf for Seniors - Foster Tuncurry Golf Club - ENTRIES CLOSED
24 - 29	Golf for Seniors - Outlands Golf Club - ENTRIES CLOSED





# GET INTO GOLF – FOR SENIORS

## WHERE TO FROM HERE?

- Consider running a program at your Club or District
- Complete the registration form
- Need help with PGA Professional? Contact Andrew
- Would you like to invest in some additional advertising? Contact Piret
- Contact your local newspaper, and secure a story to promote the program
- Order marketing materials from Piret
- Plan your promotional strategy – flyers, social media, posters around your local community etc.





# GET INTO GOLF – FOR SENIORS

## CONDUCT YOUR PROGRAM

- Engage with participants
- Make them feel welcome
- Introduce them to other members
- Create a pathway to membership e.g. special introductory offer





## SUMMARY

### KEY POINTS

- Have a marketing strategy for your Club – a great product, at the right price...then spread the word!
- Have a Facebook Page – and update it regularly with interesting and engaging content
- Take part in the Get into Golf – for Seniors program – with the support of an extensive media campaign for NSW



## **NEXT PRESENTATION: GAME DEVELOPMENT**