



## Prices 2021

FEATURE	BASIC	PROFESSIONAL	PREMIUM
Listing on Website	✓	✓	✓
Post Events & Competitions	✓	✓	✓
Upload Promotions & Coupon Codes	✗	✓	✓
List Lessons of Golf Director	✗	✓	✓
List Memberships of Golf Director	✗	✓	✓
Ads on Golf Director	✗	✗	✓
Blog Articles	✗	✗	✓
<b>SOCIAL MEDIA</b>			
Social Media Sharing	✗	✓	✓
Instagram Competitions	✗	✗	✓

Influencer Marketing	✗	✗	✓
<b>AD CAMPAIGNS</b>			
Facebook Ads	✗	✓	✓
Instagram Ads	✗	✗	✓
Google Ads	✗	✗	✓
<b>EVENTS</b>			
Celebrity Golf Events	✗	✗	✓
<b>ADMINISTRATION</b>			
Support	✓	✓	✓
Monthly Report	✗	✓	✓
Monthly Meetings (by video)	✗	✗	✓
Quarterly Meetings (onsite)	✗	✗	✓

<b>COSTS</b>			
<b>Setup Fee</b>	<b>n/a</b>	<b>n/a</b>	<b>n/a</b>
<b>Monthly Fee</b>	<b>n/a</b>	<b>£195</b>	<b>£295</b>

## KEY:

### **Listing on Website**

Every club is able to have a listing and submit the following details:

- a) Website with link
- b) Announcement (i.e new member of staff, new driving range, waterlogged course etc) - these appear at the top of your listing
- c) Contact details including address and telephone number
- d) Social media channels with links
- e) Frequently asked questions
- f) Detailed profile description outlining the club and its key features

## FEATURE

### **Post Events & Competitions**

Upload details of your events to your listing and our website. An event could be an open competition, a charity day, a corporate golf

event or something social. These will also appear on our main [events](#) page where golfers can search for events in their area and make bookings. When a user wishes to reserve their place or make a booking they can contact you directly, we just act as the facilitator.

This can be used for multiple events such as open competitions, charity events, corporate golf or some other type of event which your club may hold.

### **Upload Promotions & Coupon Codes**

Start promoting offers, discount codes and deals from your Pro Shop on your listing page.

### **List Lessons of Golf Director**

List your golf lessons on your listing page and on our main 'lessons' page allowing users to search for golf lessons and to make enquiries. Users are directed to the club's website to make an enquiry or purchase.

### **List Membership of Golf Director**

List your golf lessons on your listing page and on our main 'memberships' page allowing users to search for golf membership and to make enquiries. Users are directed to the club's website to make an enquiry or purchase.

### **Ads on Golf Director**

Appear at the top of the search in your geographical location. When a user looks up golf clubs in your county, your club will appear at the top, similar to Google Ads.

### **Blog Articles**

Let us update our users with what is going on at your club. We will post blog articles to our website with the latest news from your club

keeping our readers up to date.

## **SOCIAL MEDIA**

### **Social Media Sharing**

Sharing of images and videos from your club, events and facilities on our social media channels including Facebook, Twitter and Instagram.

### **Instagram Competitions**

Let Golf Director run an Instagram competition for you.

This is a great way of increasing brand awareness and the number of followers you have on Instagram. We will manage it from start to finish for you allowing you to focus on more pressing matters.

### **Influencer Marketing**

Working with influencers on social media to create reviews on your club. This is an extremely powerful way of increasing your brand awareness, and quickly.

## **AD CAMPAIGNS**

### **Google Ads**

Let us manage a Google Ad campaign for you targeting certain users promoting your brand across Google's Ad platform. Using Google Ad Manager we are able to target specific users from certain areas which have certain interests. These types of campaigns are a great way to drive traffic, raising brand awareness which will help to generate interest in your club.

The Ads can focus on certain aspects of your club (i.e. lessons, driving range, simulator, corporate golf, venue hire)

We are able to target users based on age, location and interests. Your advert will appear on a variety of websites that these users visit. Golf Director will manage and monitor these campaigns for you on a continual basis. At the start of the campaign we will agree on your monthly ad spend, keywords and the criteria of the user that you would like to target.

### **Instagram Ads**

Let us manage an Instagram Ad campaign for you targeting certain users promoting your brand across Instagram, which uses the Facebook Ad platform. Using the Facebook Ad Manager we are able to target specific users from certain areas which have certain interests. Instagram is a platform which is used by over 1 billion users so the reach potential is enormous. Advertising your brand on this platform will help to grow your own followers and also raise brand awareness. At the start of the campaign we will agree on your monthly ad spend, keywords and the criteria of the user that you would like to target.

The Ads can focus on certain aspects of your club (i.e. lessons, driving range, simulator, corporate golf, venue hire) Golf Director will manage and monitor these campaigns for you on a continual basis.

### **Facebook Ads**

Let us manage your Facebook Ad campaign for you targeting certain users promoting your brand across Facebook's Ad platform. Using Facebook Ad Manager we are able to target specific users from certain areas which have certain interests. This is a great way to drive traffic to your listing, raising brand awareness and to generate interest in your club. Facebook has over 2.8 billion users globally. At the start of the campaign we will agree on your monthly ad spend, keywords and the criteria of the user that you would like to target.

The Ads can focus on certain aspects of your club (i.e. lessons, driving range, simulator, corporate golf, venue hire)

Golf Director will manage and monitor these campaigns for you on a continual basis.

## EVENTS

### **Celebrity Golf Events**

We will set up and promote celebrity golf events at your club with ticket sales being processed via the Golf Director website. A commission will need to be agreed before the campaign is launched.

**Please note:** this does not include event management only setting up and the marketing of the event.

## ADMINISTRATION

### **Monthly Report**

A monthly report will be sent outlining the traffic statistics from the previous month. All clubs on our Premium plan will also receive an activity report on social media, such as new followers and likes. This is another way of monitoring the success and progress of working with us.

### **Monthly Meetings (by video)**

Monthly meetings using online technology will take place so we can discuss the previous month and the following month activities. This is a perfect opportunity to discuss new ideas and assess marketing campaign success allowing us to make any adjustments and 'tweaks'

needed to optimise your campaign.

### **Quarterly Meetings (onsite)**

Visiting your club each quarter to meet with club officials and employees responsible for the marketing of your golf club and the services it offers. This is to discuss plans moving forward, new ideas and the overall marketing strategy that your club has. This can also be an opportunity for us to take photos and videos of your facilities so we can share on Social Media for you. A video could include a tour of the course, clubhouse, the restaurant, simulator or maybe even one with your Professional.

### **Setup Fee**

Set-up fee to start your campaign. This is for the time it takes us to create your campaign.

### **Monthly Fee**

Monthly management fee payable to Golf Director.