

Videos: Begin with the Real End in Mind

By Ian James, CEO, RetailTribe

Last month we started a conversation about videos and how golf instructors could use them effectively. By far the greatest number of videos we see show the professional giving a swing tip. The message it sends: This PGA professional has expertise about golf swing technique.

This month we're examining a pre-shoot document. It consists of video direction and a script. Probably the most important part is the "Video Plan," which we've included below.

Here's the big news: Most golfers trust that you understand the golf swing. Most golfers assume you're a friendly, approachable person. Most golfers probably also believe you are able to improve their golf skills. So, why do such a low percentage of recreational and even "engaged" golfers enroll in coaching programs?

Most golfers need to be inspired to take action to improve. Your marketing content needs to highlight your expertise less – it needs to create more action on the part of

the golfer. Video is a form of marketing content that can do that.

If you doubt the message above, then please watch the following two car promotions at:

www.retailtribe.com/features/caradverts. In neither video is there much about the car. Both tap into the emotion of the target audience. We explain what that emotion is if you follow the link.

On the next page you will see a sample script of a simple video that taps into the golfer's desire to gain or, especially, recover distance off the tee, while enjoying themselves, without the threat of a hard slog.

My advice to coaches is to make sure that 75 percent of your marketing content is celebrating a result you've achieved for golfers. That goes for the videos you produce and distribute. Tell stories about real people. Tell fun stories about golfer success.

For world-class marketing designed to drive more customers, contact Rick Williams on 215-622-6324 or rickwilliams@retailtribe.com.

Video Plan

Objective	Create potential customers for my upcoming coaching promotion 'Further down the fairway'; Market my ability to deliver results;
Target golfer	Slightly older golfers who struggle to hit tee shots much beyond 200 yards and also those who are inaccurate. For this video we're looking to appeal to traditional males.
Key message	I can improve your distance from the tee, sometimes by more than 30 yards, with simple changes that will improve the accuracy of your shots with all clubs.
Call to Action	Sign up for our '20 yards further down the fairway' coaching program for April.
Overview	Show a golfer with a poor weight transfer and a downswing starting with poor lower body sequence and then the same golfer with an improved downswing sequence with the improved statistics.

Be very clear about your objective

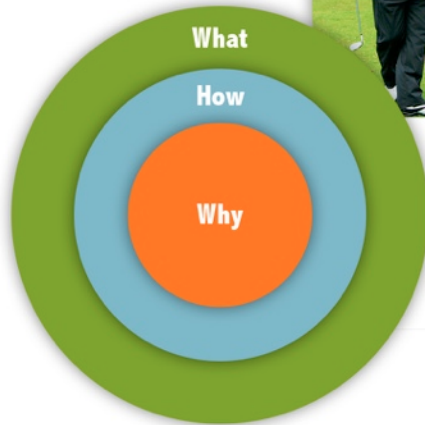
Too many videos are just tips and seem a little short of a clear objective other than showing you understand the swing. The vast majority of golfers are interested in a result and the likelihood that they can achieve it.

Your target customer should star in your video

Most videos I see have the Professional showing how it should be done. We, the customers, know you can do it. The question is: can you teach us how to do it? The customer should be the star of the story. It has a bigger impact on our trust in your ability.

As you plan out your video content for your website, YouTube channel, Facebook page and additional media opportunities, follow the key points in the video plan above including having your target customer star in the video and making sure you have a very clear call to action at the end of each clip.

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You should communicate from the 'golfer's why' outwards. Start with the 'why' that will inspire the golfer to come to you.

Most golfers are actually not that interested in the 'lesson' per se. Even the 'how' in the video isn't going to bring the golfer to you.

Make sure that 75 percent of your marketing content is celebrating a result you've achieved for your students. Tell stories about real people.

Introduction	"It's great fun adding 20, 30 and sometimes more yards to a golfer's tee shots. Especially a golfer who's never been long, or one who's lost yards as they get a little more experienced." "Hi, I'm pro name, from name of facility in city and I want to add fun to your golf game".
Act One: The result	S1: video of two golfers on the course with one of them teeing off: "This is John Roberts and Frank Child. Between them they've added over 50 yards to their tee shots" S2: John Roberts before & after LM stats. "Both have added at least 25 yards to their tee shots. Sixty-one year old John is hitting the ball further than when he was in his forties".
Act Two: The problem	S1: video starting from John at a good position on his backswing and then passing through the downswing – pausing after the first movement – and then starting again through impact. Commentary: "Many golfers get to the top of the downswing in a good position, as John does here. But watch John's first movement back. It's his left shoulder starting the down swing. He's releasing the coil between hips and shoulders too early. He's also now got his hands outside. John's lost power, his hands are outside, and he's losing more power because he can't release the club head. The chances are this is also going right of the fairway". S2: show the launch monitor stats with an emphasis on club head speed. "John's club head speed is just mph. That's not enough to create any length."
Act Three: The improvement	S1: show the improved launch monitor stats. "Some simple changes to his swing and John's new club head speed is an extra 5 mph. He's also on a much better swing path. That means better contact, straighter ball flight, and a lot of extra yards."
Act Four: The How	S1: show John's new swing from the top, with a pause after the first movement. "A small difference, notice how the downswing has kicked off from the ground up. The coil is maintained – with the hips leading the shoulders – the swing is also on plane. John can now release the club head as well as having all the coil left to unload a faster club head speed. Extra speed, better contact, more distance. In this case 26 yards extra distance". S2: John Roberts and Frank Child facing the camera. "We had a lot of fun improving our technique with Jim Jones adding distance. The changes might appear small, but the impact is bigger than we could ever imagine".
Close:	S1: Facing camera: "John and Frank aren't just benefiting from extra distance, and extra fun off the tee. They're also benefiting from more accuracy in their approach shots. The changes they've embraced make it easier to hit the ball on target with the whole bag." S2: Show the program offer: "You can have the same results. Bring a friend or friends and we can have some social fun, or book in for one-on-one coaching and we can focus on the way you attack the golf ball. Call us or email us. Details are on the screen. Or come into the shop and chat to us." S3: Facing camera – finish with whatever your proposition is: eg "Remember, we're here to help you along on your journey to better golf and more fun. Let us help you, enjoy your golf".

Key points to pick out

1. This script opens with the result, 'the reason why', made clear within in the first 15 words.
2. The second 15 words highlight the target golfer.
3. In the first 10 seconds we've established what result you can deliver to a golfer, even if they don't watch the rest of the video. But, hopefully, our target customer is going to be inspired to carry on.
4. Our target customer will recognize themselves in the example golfers they see.
5. Total video time is 90 – 100 seconds. Videos that go past 120 seconds need to be very compelling to maintain interest and get the viewer to the call to action.
6. The before and after is used to highlight a small change without too much technical detail.
7. For the answer the golfer needs to come to you – advertise the product.

Here is a script that shows how to tap into the golfer's desire to gain distance off the tee without the threat of a long process to see improvement.