

# The Path Your Customers Follow – Online and On-Property

By Ian James, CEO, Retail Tribe

Presenting to Proponent Group members at the PGA Show conference last January, I was asked: “Which is more effective, Facebook or Twitter?” It’s a question people pose quite often, usually in an enthusiastic voice. My answer, which tends to dampen that enthusiasm, is this: Facebook, Twitter, Google+, Instagram and any other form of social media are all just transport mediums. They’re a way for you to get your message or content to golfers.

The biggest and most diverse audience is on Facebook. The techy types like to hang out in Google. For a lot of people Twitter is the way to stay up to date. Increasingly, the Gen Y cohort is turning to Instagram. For the school-age kids there is lots of value in using SnapChat. However, there’s no hard and fast rule, so I guess my unsatisfactory answer is “use them all.”

To show how committed RetailTribe is to our more-merrier viewpoint, we have updated our website to include a “workbench” for social media that starts with the content then lets the user select a transport option – or several of them. So, a visitor to retailtribe.com is able at any time to post a comment with a link or image and then decide exactly where they want to publish it.

A fun game, and better golf is even more fun

We're here to help more golfers play golf and play better golf.

Whether you're a beginner, a junior, a regular golfer, or an elite player, our job is to work with you to help you reach your goals and have more fun.

And there will be an approach that works for you. [F1]Contact us[F1] if you want to improve your game.

Please select where you would like to post your message. You may select multiple areas to post to:

- Community Network
- Weekly Email
- Broadcast Message
- Facebook
- Twitter
- LinkedIn

Please select a category:

Improving your game

Select a scheduled date

Post Now

From one central space you can publish content to various platforms quickly and easily

By checking a box and clicking one more time, Retail Tribe customers can send a post to some or all of the social networks they have already integrated with.

### RetailTribe Social Integration

By checking a box and clicking once more, our customers can send the post to some or all of the social networks we have already integrated with. They can also check a box to say “send this out as an email to my own database (or a portion thereof).” They can even say “include this in my weekly email newsletter.” And from there it all happens automatically.

The customer can even schedule a post for a date and time down the road. The options are compelling. But I digress just a bit and would like to get back to where I began, with that question from the audience about Facebook vs. Twitter, etc. I could see some skeptical faces in the seats when I made my point that social media is not a silver bullet and instead we need to focus on content. After all, we’re a “Campaigns and Content company,” so we’re biased. Well now we have social integration, so I feel much better saying that “social media should support a couple of specific goals for you.” It is not the catch-all marketing solution.

Let’s start with an overview of a journey we want to manage. One where we take people we don’t even know to where they become the promoter of your expertise.

Public social media is a very useful tool for finding strangers. So are search engines. So is making sure your web pages and images all have the right keywords. This is not, though, an either/or proposition. You should implement all of these activities.

But you also exist in the social world. So events that get golfers who are your current customers and promoters to introduce other golfers are still tactics you should be using to find strangers.

When using social media, remember to make use of its inherent network-based design. You want to get your ‘friends’ and ‘fans’ to comment on, share, and re-tweet your posts. That is the way that you extend your reach. That is why you need great content.

Ask your audience questions. Get them started talking to you. Create an online survey and ask

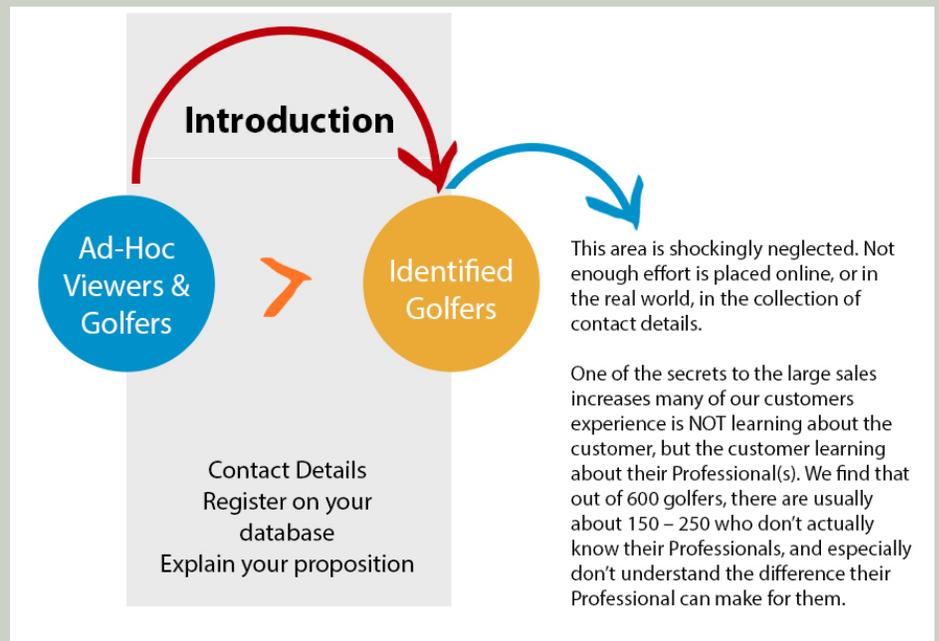
your followers to forward the links (you should also use email for this). “Are golfers obsessed with distance? Let’s find out the answer”—that type of approach. Bring the viewer to a web page where you offer them the chance to prioritize where they would put their focus out of 4 areas (Putting, Short-Game, Approach shots, Driving & distance). Keep a running percentage and ask them to repost, retweet etc.

But there’s an end to this activity that you should keep in mind. You want the golfer to register with you. You want them to be introduced to you, to know who you are, how to contact you, and what you can do for them.

And you want their contact details. You want them out of the world-wide web and into YOUR web. You want them in a place where you can now develop a relationship with them.

Social networks appeal to our vanity with their descriptive language. They use flattering terms like “Friends,” “Followers” and even “Fans.” We need a plan to convert them into “customers” and “promoters.”

Knowing “what you will say” is where that plan starts.



## Let RetailTribe Make 2014 Your Best Year Ever



*“I cannot believe the results that RetailTribe has achieved for me, my business and my golf club. Shop sales are through the roof and I have more coaching demand than I can manage. Every PGA Professional, golf club or instructor should be using RetailTribe.”*

-Monte Meyer, PGA Professional, South Hills G.C.

You’ll be surprised at how easy we can make effective marketing for you. Just give us 20 minutes and we’ll show you how we can make an impact for you.

Contact Ian James at [IanJames@retailtribe.com](mailto:IanJames@retailtribe.com) or 972-743-0038 or visit us at [www.retailtribe.com](http://www.retailtribe.com).

