

# TAKE IT FROM 'GOOD TO GREAT' IN 2017

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It's been a fast 15 years since publication of the standout business book, "Good to Great," by Jim Collins. The theme Collins hit on remains evergreen, of course—anything in our business operation that's done adequately could potentially be done at a high level. One example would be your online marketing and communication efforts. Let's take a close look at that by posing a few pertinent questions.

## 1. What percentage of your communication offers value on its own?

In other words, the communication, article or post wasn't a sales blast. It was content the golfer could read and use the next time they're at the range, on the course, in the gym. Generally speaking this category of content includes swing tips, drills, game management advice, technical thoughts, relevant fitness exercises and so forth.

Over a third of the online content you publish in your web, email and social spaces should be valuable to the reader on its own. Achieving that target supports the proposition that you're there to help the golfer to fulfill his or her dream of playing better golf.

Given all the how-to content I've seen from Proponent and Golf Channel instructors I have two pieces of advice for how to tweak it: Ask more questions while giving fewer answers, and link each question to a performance challenge or improvement. Asking a question of the golfer makes them psychologically respond to the video as part of a one-on-one conversation between you and them. That is much more powerful than the perception of a "blast" communication (one-to-many) from the professional.

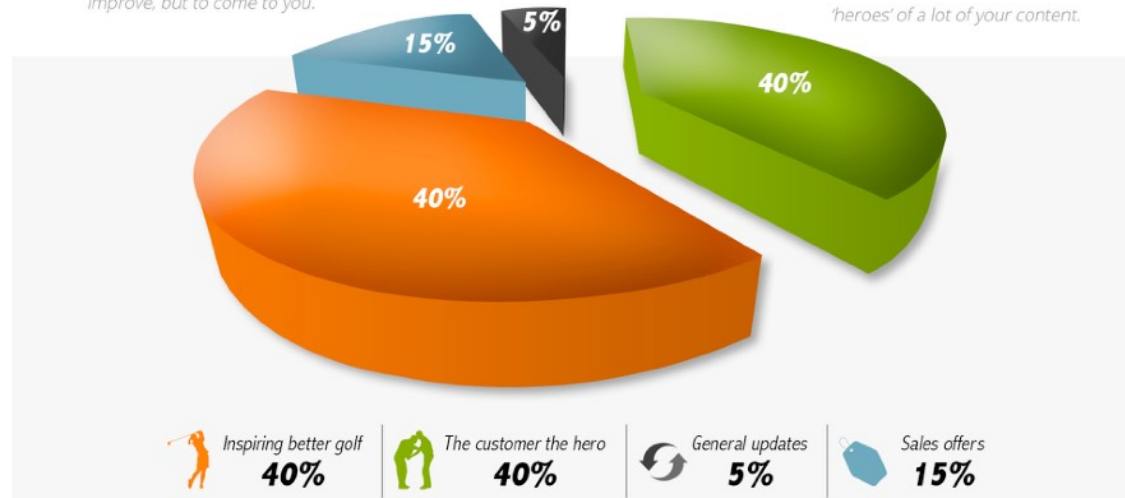
Crime shows and mystery novels highlight their plots with "cliffhangers" to hook the viewer or reader

### Inspiring Better Golf

Tips, drills, advice, etc all designed to inspire the golfer not just to want to improve, but to come to you.

### Hero Customer

If you're in the business of improving golfers, then they should be the 'heroes' of a lot of your content.

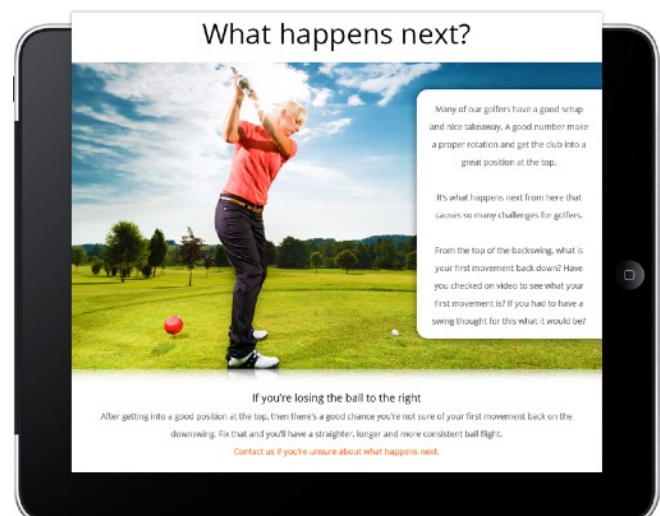


The split of content published by category for a golf coach ought to be something close to the breakdown above.

Note how the amount of content that includes a specific offer is between 10 and 15%.

All of your other content should of course include the opportunity to contact you if assistance or further clarification is required.

and heighten their interest. You can do that in a golf-tip video. Think about demonstrating a sound takeaway and top-of-backswing position then freezing things right there as you pose a question. The obvious one would be: "So, having gotten to this position, how do you start back? Which part of your body initiates the downswing?" That will engage the viewer and draw them in—ideally they will get up off the couch and make some swing motions, checking for how they initiate the move down. *(Continued on next page)*



And that is what you want. You don't want them thinking about you at this point. You want them thinking about *themselves*, their golf swing, their performance. Those are all thoughts much more likely to inspire action. And you'll further inspire your video-viewing golfer by relating your question to a performance metric that contains a challenge: "Nearly 75 percent of golfers who lose the ball to the right, especially with longer clubs and off the tee, don't start the downswing correctly."

Don't, in this video, tell them what their first movement should be. Leave them with a cliffhanger. Can you see how this would prompt a golfer to take action, i.e. to speak to you directly?

## 2. How much of your published content made a hero of a golfer or golfers?

The typical purpose of any specific marketing communication is to support the understanding of your 'proposition' or to inspire golfers to take an action. If your proposition is: "*No one knows more about the golf swing than I do,*" then go ahead and create marketing content that is all about you, showcasing your knowledge of the golf swing.

## WISH I HAD AN IMAGE

*I follow over a hundred PGA Professionals on Facebook. I have looked back over November and cannot find a single post that makes a hero of a golfer. How shocking is that!*

But if your proposition is more like: "*We want to help more golfers get more out of their golf game and more enjoyment on the course,*" then you need to 'hero' the golfers who have achieved those goals by working with you.

Your website needs to scream it, so that anyone visiting your site sees this immediately. Your emails should tell great stories about golfers and their improvements. Your social posts should be filled with pictures of golfers enjoying themselves in practice pods, clinics, coaching sessions. Your videos can even be before-and-after comparisons, highlighting delivery of your proposition. If you care about individuals, then show your care.

individuals, then show your care.

## 3. Was the content you sent to your audience part of a Campaign Plan?

Do you divide your calendar year into a series of marketing campaigns with specific marketing, engagement and sales objectives? Do you then have a Content Plan that supports those campaigns?

If you want to sell short-game coaching programs in March, it follows that in January and February you should be publishing content to inspire your readers and  
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## The Purpose of Video Instruction

Traditionally, golf instructors will plan and execute a video explaining how to perform a particular shot. In the video, they provide us with their expertise and technique advice, probably expecting us to try it on the range and thereby improve our shotmaking. Teachers have given us everything from "how to hit a knockdown 6-iron with a soft draw" to "how to take the spin off an 8-iron approach." Derek Hooper, Director of Instruction at Royal Oaks in Houston and a Proponent Group member, is as good as I've seen at creating this sort of content.

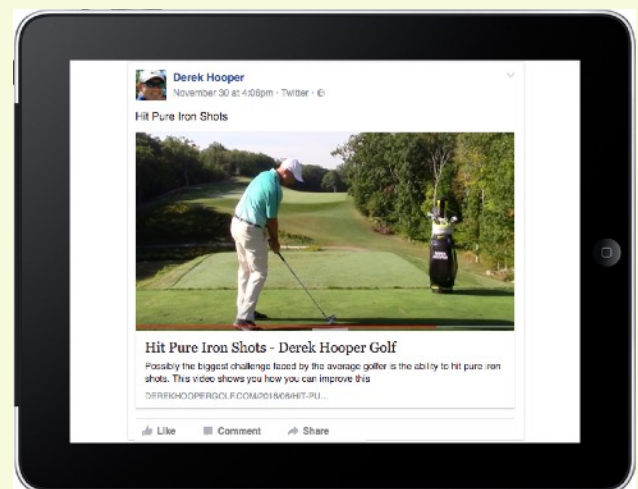
Of course you want to have this style of content but, if you're trying to impact a broad

range of golfers, remember that your video needs to showcase more than your technical knowledge of the golf swing. It also needs to:

- a) Show how simple you can make instruction
- b) Highlight your ability to communicate in a way the golfer understands
- c) Convince the golfer that you'd be able to improve their golf game if they came to you for coaching
- d) And, most importantly, the video needs to increase the

chances of the viewer starting a conversation with you.

When planning your video script always consider those four aspects.



followers to want to improve their short games.

Some of this content should be designed to encourage the golfer to get out on the course or range and test particular short-game skills against a benchmark. You should also publish content that asks the golfer to think about a specific moment in their execution of a golf shot (for example, “which direction is the leading edge of your sand wedge pointing, on the follow through?”). Publish content that inspires golfers to track their short-game performance on the course. Don’t forget to include a before-and-after video of one of your previous customers.

When you then make your short-game coaching sales offer, all the content published in January and February will have warmed up your audience. It will have focused their thoughts on their short-game performance, technique and ability. They will be much more likely to respond to your sales offer.

## Planning your Content Publication



### 4. Did you integrate your online marketing with physical engagement?

Along with publishing short-game content in January and February, you should be scheduling real-world physical engagement at your facility toward the end of February and early in March. Skills Challenges, Active Marketing events, Practice sessions, short clinics, accompanied

play with a short-game focus... all these offer you the chance to exploit the online content you're publishing and thereby get golfers into free-flowing engagement with you.

In a face-to-face engagement, especially one that assesses their skills and performance, it is far,

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## Marketing on Steroids

On the Proponent Facebook Group page, Steve Whidden asked a question about the value of playing with golfers at the club. So, here's a recommendation continuing the theme of selling short-game coaching programs in March.

Throughout February, play nine holes with three different golfers twice a week. That's 6 golfers a week, 24 golfers in the month.

From among your three playing partners, choose one of

them—preferably a high-80s to low-90s shooter. As you play your nine holes with these three golfers don't tee off. Play off your partner's position once they get within 120 yards of the hole, dropping your ball next to theirs and inheriting their score on that hole to that point. Now play out using your own short-game skills. Compare your score to that golfer's own score. After nine holes, you'll usually find yourself around 5 shots better than your 'partner.'

Your three playing partners now have a very visible demonstration of the importance of a better short game. Post a photo of them and comment on Facebook, tagging all three golfers—that's a message reaching their entire network. Over the month that means you'll reach the full network of each of 12 golfers. And of course, each week it makes a great story in your email or in your blog.

far easier to sell a golfer on an improvement program.

If you think some of the suggestions here take things too far, especially if put into action all at once, I would advise this: Make your resolution for 2017 to “Make heroes out of my golfers” by posting to Facebook (and tagging them)—at least three golfers per week, including encouragement and applause for their improvement.

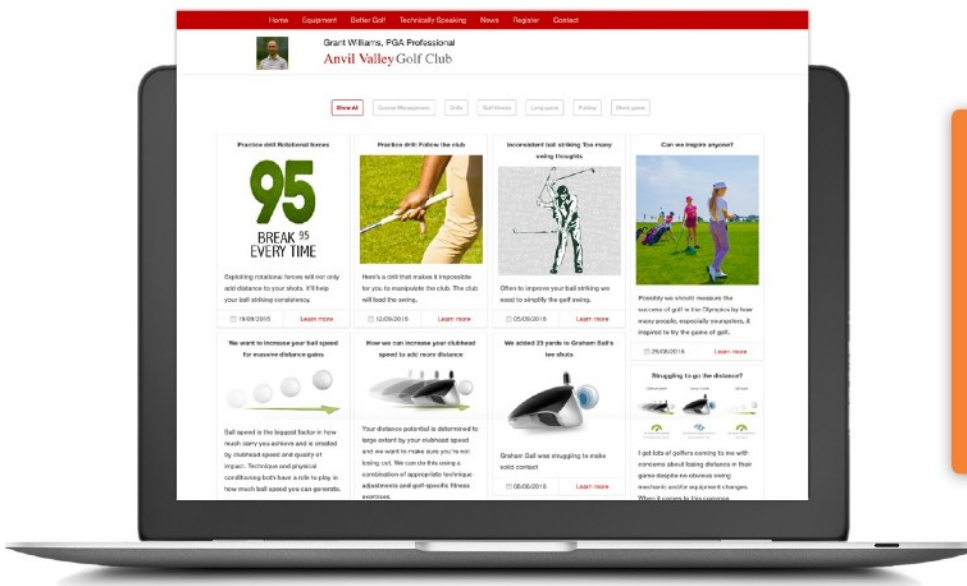
You’re in the business of changing lives on a golf course, so showcase that, if nothing else. It’s your brand in action. And that’s powerful. **PG**


### Integrated Marketing – the biggest ROI



*Build a plan that connects inspiring content, engagement and activity at the facility, and your offer will create many more customers and a much bigger return.*

# It’s not what you do, it’s what you say and who you say it to



  
**REQUEST YOUR DEMO**  
 Request a demo of the most powerful marketing platform for Golf Professionals and Golf Coaches from RetailTribe.

*You’re out front with the customer, changing golfers games, even their lives. We’re behind the scenes, creating marketing that drives more revenue.*

