

# Master Storyteller = Master Marketer

By Ian James, CEO, RetailTribe

Jeff Clause is one of the sharpest PGA professionals I've ever come across. He's an American plying his trade in South Africa at a beautiful coastline golf course. He has just won the PGA Professional of the Year award (again) and the top-of-the-line Mercedes that goes with it.

Country club CEOs and golf club captains do their best to tempt him away, while encouraging their own directors of golf to be more like him. Uncomfortable with Clause's success and innovation, they dismiss him as "a good self-promoter," failing to spot the basic marketing tactic Jeff lives by.

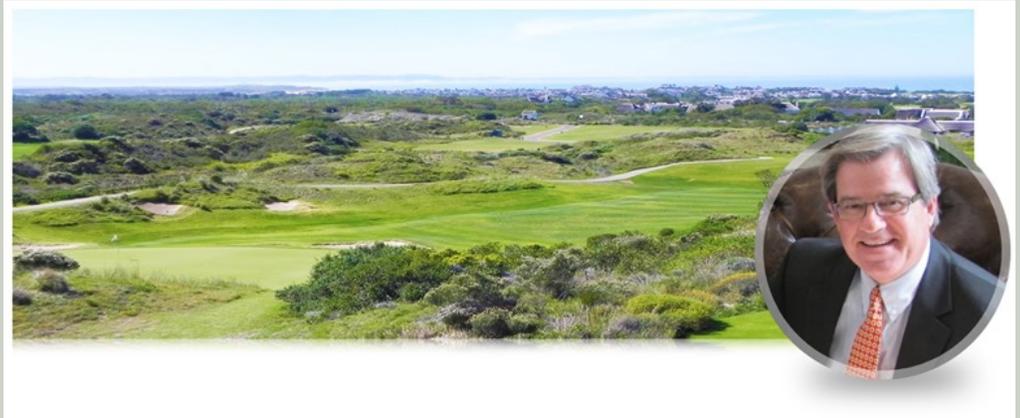
Jeff Clause is a story-teller, every day of the week. Ask him about Facebook and whether you should have a business page or a personal page, or how to pin posts, or whether there's value in Facebook advertising, and he'll throw his hands up and say "I don't understand Facebook."

But no Professional I know uses Facebook as brilliantly as Jeff.

Ask him about the RetailTribe marketing service and he'll give all the credit to his RetailTribe campaign manager, but that's not accurate. No one uses email and local content like Clause to inspire his community. His content is packed full of stories.

Clause isn't big on coaching videos, but he's huge on photographs of individuals or groups enjoying the experience such as the picture at right showing a group at the club learning, accompanied by his words of praise for an achievement someone has made.

As he sees it, every day brings new stories of golfers enjoying the game, enjoying their friends, and enjoying the whole social experience from the moment they enter his property. And in Clause's words, "they take their stories with them and



Jeff Clause at St. Francis Links wins Ian's award for best marketer

spread them for me." I have to differ with him once again—Clause doesn't leave the spreading of these great stories to chance and the wind. He collects and records the stories. He takes photographs of people enjoying themselves at every turn. He takes photographs of their scorecards. He takes photographs of them on No. 1 tee, out on the course, on No. 18 green, on the lesson tee, at the practice green, in the bar, enjoying a meal.

A scorecard is a wonderfully sensual image (as shown on the following page). It's more than little squares filled with numbers. It has its own hints of the tragedies and elations of a day on the golf course. As golfers know, behind every number is a story.

For Jeff, every engagement with a golfer is an opportunity to hear a new story, make a new story or share a new story. And Facebook, Twitter, Email and the Web all



Pictures typically convey the story in more detail and bring readers closer to the action than words alone.

# RETAILTRIBE ON MARKETING

EVENT										PLAYER												
A John Hagg 14 A										MARKER												
B Ross Anderson 15 C										COMPEITION												
D										PLACING												
HOLE										DATE												
SPINDLE										TEE PLAYED												
RESULT										TEE TIME												
A+B-RESULT										HCP NET												
C										HCP												
RESULT										REMARKS												
C+D-RESULT										ASSURANCE												
1	3	4	3	3	4	3	3	3	27	10	11	12	13	14	15	16	17	18	IN	TOT	HCP	NET
										10	11	12	13	14	15	16	17	18				
										115	95	75	105	125	115	110	105	100				
										5	4	3	3	5	4	5	4	5			38	68
										3	4	3	3	4	4	5	2	4			32	59



Examples of story telling: A scorecard contains 18 individual stories while Tony's Get Golf Ready picture clearly conveys: Come join the fun!

offer endless opportunities, which Jeff exploits to tell stories or encourage others to tell their stories. He has established a valuable brand—in fact he's gone beyond conventional branding to create what's known as a "lovemark" in modern-day marketing. Without doubt, he

is the master of fun at the theatre of golf, i.e., his own club. His golfers and the club management love what he does.

What can we, as coaches and instructors, learn from Jeff?

## Proponent Successes

### World-class marketing in less time is worth over \$12,000 just in time

"I consider myself a top quality golf coach and that's what I need to spend my time doing" says Paul Kaster, the recently appointed Director of Instruction at Forsgate Country Club, NJ. "The less time I'm in the office, the better it is for my club and my golfers. Over this summer season RetailTribe will not only help me to continue to grow my business, they'll save me the time to create an additional \$12,960 of revenue".

There are many email or web Marketing solutions on the market. They all provide some sort of template choice. The Professional still has to do the hard work of adding the content and keeping it updated. When we started RetailTribe 8 years ago, our mission wasn't to design templates for email or web sites, it was to create the 'content', the 'online conversations', and the 'marketing campaigns' to inspire golfers to want to improve and to talk to their 'expert' PGA Professional.



Paul Kaster

We also recognized that, for an 'expert', their time is money. We therefore built a service that allows the PGA Professional to spend more of their time with customers (and their family at the end of the day) rather than sitting at their computer screen.

Paul also endorses the quality of content produced: "The look and feel of the RetailTribe content is high-class. It is clean and professional. Everything they produce attempts to stimulate the golfer to talk to me about improving their game. That's exactly what a golf coach needs."

"And just as importantly RetailTribe has improved my marketing while saving me 9 hours of time per week. That is gold for a golf coach in the summer. If you're looking to grow your business this summer, don't wait. Contact RetailTribe". – Paul Kaster, Director of Instruction, Forsgate Country Club.



### "Selling the Result Really Works"

"Rick (a RetailTribe Campaign Manager) told me to run a 30-yard pitch shot challenge for three hours. I sold more wedges in three hours than I'd sold in the previous three months. And guess what? I also sold coaching programs.

Then he encouraged me to run a "Speed Challenge" for three hours. I sold over \$5,000 of merchandise in those three hours, with more in the week after. Selling the result really works." – Bill Abrams, PGA Professional, Balmoral Woods

Bill is another PGA professional who has embraced "Better Golf as a Merchandising Strategy."

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).

# RETAILTRIBE ON MARKETING

## Storytelling, storytelling, storytelling

Put creating great stories and then telling and re-telling those stories first, second and third in your priority list. Only then worry about the design of your marketing communication and which marketing medium to use.

## Your camera is key

Take lots of photos. Don't let a lesson or clinic pass without taking photos. Write simple captions that focus on people and fun (as well as achievement).

## Post at least once a day

Don't let a day pass without telling at least one happy story in the online world.

## Appeal to the senses

Don't be afraid of emotion in your captions to accompany photographs. "Three months of hard work has paid off. Robert has dropped his handicap to 12 after correcting his over the top start to his downswing" is boring, monotone, uninspiring. It's actually off-putting to most of us.

"Great golf swing, Robert. Robert now has the ball really fizzing off his irons. It's a joy to watch him strike iron shots." That message is full of praise. It's personal. And never mind emotional, it's sensual. And nothing appeals to consumers more than the promise of a sensory experience.

For example, who wouldn't want to join Tony's Get Golf Ready program, (shown on the previous page)?

If you didn't make an instruction video for a year, but did post a photo of a golfer(s) enjoying the experience and



"The Little Linksters are showing GREAT form with their chipping!"

- Dee Forsberg



"Playing golf for many years, never broke 100. Dropped handicap index from 27.4 to 22.1 with the help of a Customized Monthly Coaching Program."

- Gman-GOLF



"A game of dodge ball - just for fun!"

- Rob Noel Golf Academy



"Our goal is to achieve your goals! Come out for a free evaluation with our PGA Instructors Gavin Witzer and Blake Jirges!"

- Henry Brunton Golf at Strawberry Farms



"Congratulations to our student Julia Johnson for qualifying for the Junior PGA Championship! We are so proud of you!!!"

- Rob Noel Golf Academy



"Congratulations to #PKGC clients Amanda Phillips, Clement Shao, Austin Liao, Adrian Jordan and Franklin Zhu on their great finishes today at U.S. Kids Golf events in PA and NJ. Amanda (pictured) who is a member of the Forsgate Country Club PGA Jr. League Team won her age division with a 37 for nine holes. Clement also won his age division, and Adrian came in second with a strong score of 40 for nine holes. Franklin won his age Division at the Penn State Invitational with a score of 69! So happy to be part of these talented young players' games and that their hard work is paying off."

- Paul Kaster Golf Coaching

## Proponent Group members engaging their audiences by telling stories.

benefits of instruction in your social networks, in your web site, and in your email marketing every day, then your business would grow, and you'd develop a brand consumers can identify with.