

# This is What a Marketing Campaign Looks Like

By Ian James, CEO, Retail Tribe

Regular readers of this column may recall that, over recent months, it has discussed the importance of a Marketing Calendar, described what we call the Promotion Wheel (shown at right) and encouraged you to create “focused PR.” This month I’d like to bring those three concepts together.

We want to help a particular customer market their short-game coaching programs and Cleveland Golf wedges in July. So, here’s the marketing campaign we’ve put together for them (and notice how many of the elements from the Promotion Wheel we have used).

### Adding product excitement

Before we start marketing anything, we’ve had a look at the current coaching programs and made the following recommendations:

- Create a specific category of lessons (short-game lessons) and get ready to display them prominently on the website home page and on their site’s existing “Coaching” page
- Create three new short-game programs: ‘Become a Graduate of the Short-Game’ (targeted at the less experienced); ‘Become a Master of the Short-Game’ (targeted at better players); and ‘Become a Wizard of the Short-Game’ (targeting the best players)

We’ve recommended that they put a fixed price on these three programs, without spelling out how many one-on-one lessons are involved. We’ve designed what the golfer will be able to achieve after they’ve completed the program. The focus is a set of products that are selling a result.

### Preparing and educating the customers

Before we try and sell anything to golfers, we need to make them as receptive as possible to the offer that is going to be made in July. Thus, the following is going to happen in June:

#### Education

Several articles will be published (in emails, web pages and social posts) that inform golfers as to the benefits they can get on their scorecard from the following:

- Improved short-game technique
- Mastering different shot types
- Handling various greenside lies
- Maintaining a wedge with clean and effective grooves
- The challenges of ball flight with the short clubs
- The impact of a fitted wedge



As many elements as possible are used from this Promotion Wheel to create a marketing campaign for a specific instruction program.

- The latest Cleveland Golf innovations

The articles won’t “coach” the golfer. Their purpose is to inspire the golfer to want to be assessed, coached and fitted for a wedge set.

### Interactive Marketing

We’ll also provide the golfer with several short-game shot assessments of their skill level. They can complete these assessments and make a record of them, sending the results to their golf professional.

### Powerful PR

The professional will play a 9-hole, 10-shot Challenge with 3 golfers (separately) from the 12 – 18 handicap range. In this event the golfer tees off and the moment they get within 100 yards of the hole, the Professional will drop a ball down next to theirs and inherit their score on the hole to that point. Both will hole out from there and record their score. The ‘bet’ is that over nine holes the Professional will score at least 5 shots better (10 shots over 18 holes) than the golfer.

For three consecutive weeks, the Professional will publish the results of the challenge in their newsletter with

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feedback from the participating golfer. They'll add a summary of where that particular golfer should look to improve their short-game and the scale of impact that would have; the purpose being to identify just how large the opportunity for improvement is.

## Signage

Signage will be posted that simply lets everyone know that, while the average golfer is obsessed with adding distance off the tee, if they improved their short-game there is the potential of taking up to 10 strokes off their scorecard.

## Active Marketing Event

In the last weekend of June, the Professional will host a Short-Game Handicap (SGH) session over four hours with his coaches. Borrowing from a well-used SGH tool, the coaches will evaluate each golfer's short game on a one-on-one basis, providing them with their short-game handicap at the end.

They'll also identify areas where technique can be improved. Additionally, they'll be on the look-out for worn wedges, inappropriate wedges and wedges that don't fit.

**3 Improvement programs,  
9 golfers required to  
save 45 shots between them**

**Graduate of the Short-Game**  
You're probably a pretty solid 16 - 20 handicap golfer looking to start shooting consistently below 85 with a short-game that is consistent and dependable.  
[Learn more](#)

**Short-Game Master's Program**  
You're a good player around the greens but you want to start getting up and down more often to rescue pars and even bag some birdies. That will get you down into single figures.  
[Learn more](#)

**Short-Game Wizard's Program**  
Greenside you're sharp, but you know you need a little more control over distance, spin and trajectory and the versatility to cope with the different lies and short-side challenges to reach scratch.  
[Learn more](#)

We're looking to take on an additional 9 golfers committed to their journey to better golf by sharpening up and improving their short-game. Whatever your level there's going to be a 4 - 5 shot improvement we can target in your short-game (including your Putting). Don't wait.  
[Contact us](#)

For each campaign a webpage such as this example that spells out what the golfer should be able to achieve after they've completed the program.

## 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 worth 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.

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 Kaster

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).

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Each golfer will have their launch angle and spin rate with their preferred golf ball measured and evaluated. This will present further opportunity to the professional, including the upselling to premium golf balls.

### Vouchers prepared for Direct Selling

Each participant at the event will get a voucher pack that includes a discount on the short-game programs identified above, a wedge set purchase, and a dozen premium golf balls.

### Launching the Sales Promotion on July 1

July is being marketed as the Better Short-Game month. Golfers will be encouraged to record and analyze their short-game shot performance after their rounds. They'll also be provided with the means to work out their short-game handicap themselves.

Separate Special mailers have been prepared for the Men and the Women on the database promoting the Short-Game programs with links back to specially built web pages for each program with more detail (including the price and how to book).

Posts will be made to Facebook and Twitter by the Professional with links to these prepared web pages such as the one shown above.

Signage will go up in the shop and on noticeboards to promote the programs.

Everyone who attended the SGH event will receive a personal email to remind them of their discount opportunity.

Each email newsletter in July will promote the short-game programs and contain product updates on Cleveland wedges.

### Additional events

Making the month a Better Short-Game month means that the event calendar will include the following additions:

- First week, Saturday morning: "Pitch shot challenge"
- Second week, Sunday morning: "Flop Shot Championship"
- Third week, Thursday afternoon: "Beat the Bunker



Posts are made to Facebook and Twitter by the Professional with links to the prepared web pages for the program.

Blues"

- Fourth week, Friday evening: "Short-Game Championship" (with a social event)

The professional has targets for the number of golfers that the team will look to engage within these events. They'll have their vouchers and new Cleveland Golf demo wedges on hand. Golfers will be encouraged to repeat their efforts in the first three weeks with new Cleveland wedges.

Three Cleveland Golf "challenge" afternoons have been scheduled where the main emphasis on the day will be on equipment evaluation and comparison with the performance of new Cleveland Golf wedges.

All of these events will be followed up with PR afterwards, with links to the

Cleveland Golf wedge pages that have been created, as well as the short-game programs similar to the announcement at the bottom of this page.

### Is that too much effort?

This is a Marketing Campaign. It is specific and targeted. It will help the professional and all staff instructors to engage with a lot of golfers around their short games. A lot of golfers will end July much more aware of how they could improve their performance.

And along the way, I can promise you, a lot of short-game programs and wedges will be sold.

Many professionals think it's all a lot of effort. It is. But guess what? A lot of golfers will have a lot of fun along the way. And that is what the golf industry needs a lot more of.

### Frank Takes 5 Shots Off His Handicap

Franks Evans took advantage of our Better Short Game month in July and attended a 'Graduate of the Short Game' coaching program.

This weekend, Frank put his new skills to the test in a friendly fourball, and we're delighted to say that he's shaved a massive 5 shots from his handicap.

"I never thought that I could play such a great round. The short game program taught me how to play the shots I usually feared and I can now escape the rough and step into a greenside bunker with the confidence that I'll make the shot work. Jim has also scheduled an evaluation in a month's time and I'm excited to show him how much his advice has improved my game. Short game tuition and practice is an absolute must!"

Well done, Frank! We're still in our Better Short Game month so please [contact us here](#) or give us a call and let's start your journey to better golf and more fun. [Learn more](#) about these programs.



All of these events are followed with PR afterwards, with links to the product pages that have been created, as well as links to short-game programs similar to those delivered at the end of the marketing campaign.