

Videos: Viewed Through a New Lens

By Ian James, CEO, RetailTribe

Videos are quite a topic of conversation among golf coaches, followed closely by debates over who's got the best YouTube channel. That's not surprising, given the age we live in. But let's see if we can take that energy and re-channel it toward activity that could bring bigger rewards. This month I'm going to ignore the camera work, editing, wardrobe, graphics and voice-overs....to focus on the big picture.

Beware the wrong role models

Among RetailTribe clients who own their own space, we often find that their sense of what "makes good retail" is derived from their shopping experiences in malls and mass-merchant stores. That's not a good place to learn. The priority for the mass merchant is speed of turnover and margin, which they try to achieve by emphasizing choice and price. For the on-course golf merchandiser, success is about relationships and revenue / profit per customer. As for that pay-

ing customer, his proposition is improvement, fun and support. If on-course golf shops are looking for ways to improve, they need to identify the right role model.

I fear that golf coaches producing videos are like their brethren the green grass merchandisers, in that they take their cues from the wrong source. That, to me, is what happens when the golf coach watches golf instruction on broadcast television. Think about the broadcaster's objective. They want to retain viewers so they can reach the viewership targets their advertisers and sponsors have set them. They're looking for a presentation that will keep the amateur golfer on his couch, looking at the screen.

How do you think that differs from your own objectives for video content? Is it possible you are trying to produce something with lots of entertainment value? I'd agree if you said your videos can't be boring, but entertainment won't usually be your goal.

The very point of the coaching segment on TV is to provide the answers golfers are looking for. This is technical information, covering grip, stance, posture, tempo, swing



The trick to driving new business from your video presence on YouTube, your website and elsewhere, is to shine a light on what you can do for a golfer to improve and enhance their experience of the game. Make the call to action about what they get, not about your technical expertise.

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positions and the like. How to start down from the top. How to get a greenside chip to check up or run out. How to feather a 40-yard pitch shot. When you create a video, are you trying to give answers, or do you want the golfer to respond by coming to you for answers?

The purpose of the coaching segment on broadcast or cable television is revealed in their call to action. You

might think it's to encourage the viewer to "find a local Professional and seek their assistance," but it isn't. Their call to action is a short highlight promoting the next segment. Hang on, it says. Don't go anywhere and especially don't go somewhere for 60 minutes to get a golf lesson. Watch the adverts, and prepare for us to excite you again.

Video, compared to print, is a richer form of content. It has more "bandwidth" than the written word and still photo. It therefore offers up more opportunity for you, but the objectives are actually no different from those you bring to other marketing content.

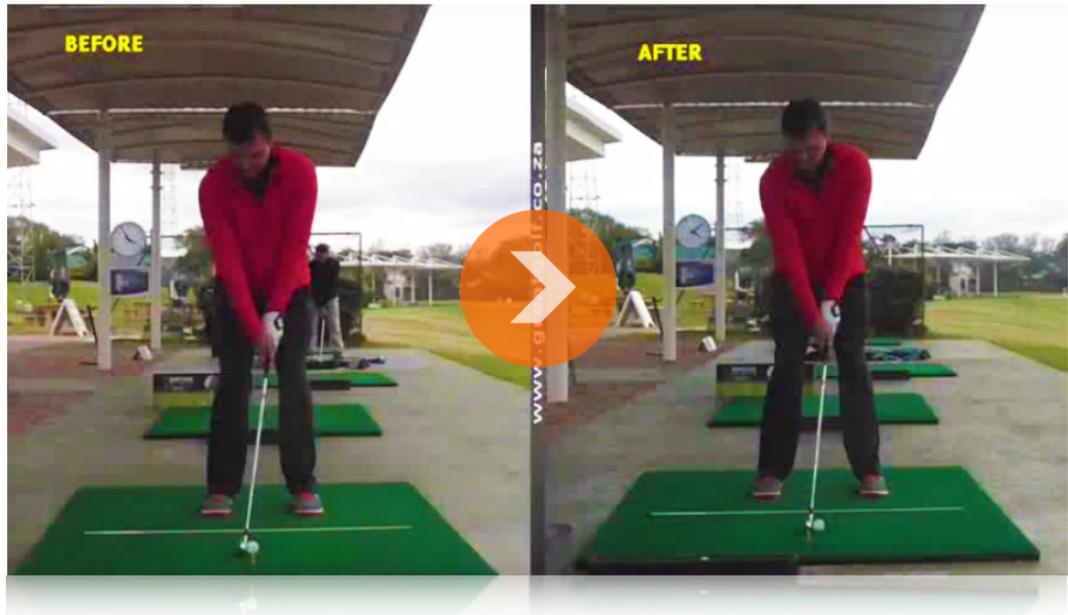
Your video has to INSPIRE the viewer to want to ENGAGE with you so that you can CONVERT them into students and RETAIN them as improving golfers.

You want them to drop what they're doing, pick up the phone, go to your web page, or dash down to your range.

You're a script writer, directing your viewer to change behavior

Before you set up that video camera one more time, step back and think about your objectives and the viewer. You're almost certainly trying to change someone's behavior. You might be trying to convince a golfer of some years, who's hacked around in the mid-90's forever and feels that the sways and slices are part of his identity as a golfer, to come and learn how to at least look like a player.

Consider that challenge and ask yourself which of the following two options is a better script summary:



Steve Cottingham, a top coach in Durban, South Africa, gets the plaudits for creating a "before and after" video that featured a student who matched the demographics of a large, untapped market and created a raft of new customer enquiries.

The swing tip option: *Show the movement of weight to the inside of the back foot and the correct position at the top of the backswing, highlighting the shoulder position and then demonstrating how important it is NOT to start the downswing with the hands, but to initiate the movement back towards the target by (fill in whatever your method is).*

The before-after option: *Show side-by-side versions of a golfer's swing four weeks ago (don't dwell on what's wrong - it looks awful) and his swing today—describing it as the current phase of a work in progress. Spend just 15 seconds highlighting two points of improvement, and then spend another 15 seconds talking about the improvements in ball flight, before allowing that golfer on the screen to spend 15 seconds telling everyone how much fun it's been improving and how much more fun it is now, out on the course.*

If both end with a call to action to come and invest in improvement, which will get the biggest results? The former shines a light on your technical expertise. The latter shines a light on what you can do for a golfer, to improve and enhance their experience of the game.

Steve Cottingham, a top coach in Durban, South Africa, gets the plaudits for the second script (above) and video. It created a raft of new customer enquiries. Steve truly showed his smarts by choosing a customer/student who matched the demographic of a large and untapped market in his golf region. Bear that in mind: Your videos offer a great opportu-

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nity to reflect the specific target market of that video.

Before you start shooting

I'm going to go into more detail about video scripting next month but for now I'm going to suggest that before you get in front of the camera the very least you need to think about is:

- Who is the target golfer for this video?
- What feeling am I trying to inspire and/or what behavior am I trying to change?
- What is the emphasis of my message: my expertise, or my ability to improve a golfer?
- What do I want the viewer to do after they've watched the video?

Remember what we're hoping to do—*inspire* and *engage* so you can *convert* viewers into students and *retain* them as improving golfers.



Who is my target golfer with the video?



What am I trying to inspire or what behavior am I trying to change?



What is the emphasis of my message: my expertise or my ability to improve a golfer?



What do I want the viewer to do after they've watched the video?

If you inspire and engage, you can convert your viewers into students.

Do much less selling in your Marketing



We create Campaigns and Content that inspire golfers to engage with their expert.

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

Coaching works

Big reasons to swing on plane



**And golfers will buy a whole lot more from you,
worrying less about price.**