

USING INSTAGRAM TO MARKET YOUR PERSONAL TEACHING BUSINESS

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Over the past few months, we have received a number of questions and requests regarding the social media platform Instagram and strategies used to turn traffic into business. Below are some quick tips and creative strategies that you can employ to start building a larger following and start making the most of your social media efforts.

If you don't have an Instagram account or simply don't know where to start, we have created an "Instagram 101" cheat sheet for Proponent Group members keying on three basic, but critical, steps you should take when using Instagram.

1. Hashtags – The way people find you and your account on social media is through hashtags (#). This is a way of tagging or classifying your posts so that people can search for specific topics and find posts that they are interested in. Many of you post great Instagram photos but don't use any hashtags so not many people can find you!

Examples of some of the more popular and applicable hashtags you should be using are:

#golf #pga #golflife
#golfinstruction #instagolf
#golfsrag #nike #Taylormade
#livingthegreen #(Your course name)
#(Your academy name)

This is a fun time to experiment and take advantage of current trending events such as the Ryder Cup and other big tournaments/events. A good tip is to follow successful Instagrammers and see what hashtags and topics they are talking about, then replicate that (because you know it works!)

2. Be interactive – Where many people fall short with social media is in thinking of it as advertisement or one-way communication, rather than as a

call to action seeking a response. The key is to interact with people and get them interested in your academy and what you have to offer.

A cool technique for proactively tracking down potential students in your area is by searching on Instagram for people who have tagged their photos at your course or neighboring courses and then writing a comment on their post such as "nice shot!" or "great picture!" If they make a post about how terrible they are in the sand and the picture is them in a bunker – post a comment that says, "We can have you mastering sand shots in one afternoon" or something similar.

Remember, social media is all about making connections with the people most likely to want your services.

3. Content creation may be easier than you think – Often instructors complain about not having time to crank out a ton of content for social media, but the fact is that it may be easier than you think. Instagram is great because the bulk of the content is photos and can be videos (even better for golf instructors!) With that being said, every post doesn't have to be an amazing video tip or epic golf hole on your course. Instead, it can simply be a photo of your student making a common error that you discuss in the post or it could be a photo of the sunrise at your course and you write something like, "Happy Monday everyone! Hope your week is starting out as beautiful as ours."

This will drum up some comments and potential jealousy which is a great way to at least get some conversations going. **PG**

Instagram

