



Alexandra Egan

Digital Marketing Strategy

Using a golf course management group  
as a client example.

**Content.**

A one month 'centralized' content calendar for July that could be used across all golf courses.

**Instagram**

July 1	Thursday	<i>Happy Family Golf Month! We believe there's nothing better than sharing the course and love of a sport with family, that's why this month we're giving extra family perks to our Loyalty Card holders. Click the link in bio for more info! #family #teetimes #golfkids #july #familygolfmonth</i>	Picture of 4-5 diverse kids smiling at the camera and holding golf clubs, loyalty card logo on image.
July 4	Sunday	<i>Happy Independence Day from our golf family to yours! #4thofjuly #golf #independenceday #redwhiteandblue #fireworks</i>	Gif of fireworks over a golf course, brand logo in bottom left.
July 7	Wednesday	<i>Today is 'National Father Daughter Take a Walk' day, so why not walk (or take the cart along) the course? Visit the link in the bio to reserve your tee time. #familygolfmonth #golf #walking #itsthesimplethings</i>	Picture of a father and daughter, ideally on a golf course or outside.
July 13	Tuesday	<i>We thrive off feedback as it drives us to be the best course possible. Leave us a review on Google, Facebook, or Golf Advisor and help us help you! #feedback #google #golfadvisor #facebook</i>	Generic Golf Image with Review Graphic and five stars.
July 24	Saturday	<i>There's only one more week to take advantage of these family golf perks for Loyalty Card holders! Bring the family for a round of golf and get double the reward points! #familygolfmonth #golf #summerfun #familyfun</i>	Picture of a family walking on the course.

## Facebook

July 1	Thursday	<i>Happy Family Golf Month! We believe there's nothing better than sharing the course and love of a sport with family, that's why this month we're giving extra family perks to our loyalty Card holders. Click the link for more info: <a href="https://link.com">https://link.com</a>.</i>	Picture of 4-5 diverse kids smiling at the camera and holding golf clubs, Troon card logo on image.
July 4	Sunday	<i>Happy Independence Day from our golf family to yours!</i>	Gif of fireworks over a golf course, brand logo in bottom left.
July 7	Wednesday	<i>Today is 'National Father Daughter Take a Walk' day, so why not walk (or take the cart along) the course? Visit our website for tee times! <a href="http://www.courselink.com/teetimes">www.courselink.com/teetimes</a>.</i>	Picture of a father and daughter, ideally on a golf course or outside.
July 13	Tuesday	<i>We thrive off feedback as it drives us to be the best course possible. Leave us a review by visiting our page or send us a message with your thoughts!</i>	Generic Golf Image with Review Graphic and five stars.
July 24	Saturday	<i>There's only one more week to take advantage of these family golf perks for Loyalty Card holders! Bring the family for a round of golf and get double the reward points! Golf is for everyone!</i>	Picture of a family walking on the putting green.

**Content.**

A one month content calendar for July that could be used for the Parent Golf brand. This is what would be posted on behalf of the main company brand separate from the golf courses.

**Instagram**

July 1 Saturday

*It's Family Golf Month! We believe golf is for everyone so this month (and every month) we want to encourage everyone to get to your local course and enjoy the sport. Join us this month as we celebrate families in golf! #golf #familygolfmonth #family #scramble*

Photo of a family on the golf course.

July 6 Tuesday

*Big news in the world of golf! We're proud to be a part of a community that recognizes sportsmanship, teamwork, and performance. @Aon has established the new Nicklaus-Jacklin Award, which will honor a player of distinction. This award is inspired by the "concession" by Jack Nicklaus to Tony Jacklin during the 1969 Ryder Cup. Read more about the 1969 Ryder Cup and its ripples throughout the world of golf at the link in our bio. #rydercup #nicklaus #jacklin #award #sportsmanship #teamwork #golf*

Old photo from the 1969 Ryder Cup.

July 13 Tuesday

*School's out and golf is IN! Read our June Golf Insider to learn more about the post-COVID trends in golf. #trends #industryinsight #golf #covid-19*

Generic golf course picture.

July 20 Tuesday

*It's time to make that investment you've been thinking about. Trends are showing golf participation exceeding pre-COVID numbers. Learn more about our investment suggestions at the link in the bio. #investing #golf #decor #design #interestrates*

Photo of recently updated course or facility.

July 27 Tuesday

*Who IS "Company"? We're a team of dedicated professionals who have a passion for increasing the accessibility of golf. Meet our executive team at the link in our bio! #golf #meettheteam #accessibility #community*

Group photo of executive team.

## Facebook

July 1	Saturday	<i>It's Family Golf Month! We believe golf is for everyone so this month (and every month) we want to encourage everyone to get to your local course and enjoy the sport. Find a course near you at <a href="#">website.com</a></i>	Photo of a family on the golf course.
July 6	Tuesday	<i>Big news in the world of golf! We're proud to be a part of a community that recognizes sportsmanship, teamwork, and performance. @Aon has established the new Nicklaus-Jacklin Award, which will honor a player of distinction. This award is inspired by the "concession" by Jack Nicklaus to Tony Jacklin during the 1969 Ryder Cup. Read more about the 1969 Ryder Cup and its ripples throughout the world of golf at <a href="#">website.com/news</a></i>	Old photo from the 1969 Ryder Cup.
July 13	Tuesday	<i>School's out and golf is IN! Read our June Golf Insider to learn more about the post-COVID trends in golf at <a href="#">website.com/news</a></i>	Generic golf course picture.
July 20	Tuesday	<i>It's time to make that investment you've been thinking about. Trends are showing golf participation exceeding pre-COVID numbers. Learn more about our investment suggestions at <a href="#">website.com/news/industry-insights</a>.</i>	Photo of recently updated course or facility.
July 27	Tuesday	<i>Who IS "Company"? We're a team of dedicated professionals who have a passion for increasing the accessibility of golf. Meet our executive team at <a href="#">website.com/about-us/our-team!</a></i>	Group photo of executive team.

## Campaign.

A single social campaign around the 4th of July for the golf courses that would be a part of the centralized content calendar – something posted for all the courses. I've included copy, hashtags, and assets.

## “Freedom Is” Campaign

Goal: To drive morning tee time reservations for the morning of July 4.

Strategy 1 - Increase awareness of courses being open on July 4, 2021.

Tactic 1.1 - Generate social media content to spread awareness of courses being open. Make three posts in the days leading up to July 4 (June 24, June 29, and July 3 if necessary for the course).

Tactic 1.2 - Create ad for Facebook and Instagram for each course. Run the ad from June 24 through July 3. Monitor reservations for courses and suspend ads once reservations are filled.

### Post 1 - June 24, 11am EST



**CourseName** #IndependenceDay is right around the corner and we have tee times available! What better way to celebrate our country and our #freedom than an early morning round of #golf before a day of #grilling. Visit the link in bio to make your reservations now before they fill up. #teetime #4thofjuly #starsandstripes #golf #golflife #rsvp

**Course Name**  
28m

Independence Day is right around the corner and we have tee times available! What better way to celebrate our country and our freedom than an early morning round of golf before a day of grilling. Be sure to make your reservation now before the spots fill up! [www.courselink.com/teetimes](http://www.courselink.com/teetimes).



**Post 2 - June 29, 11am EST**



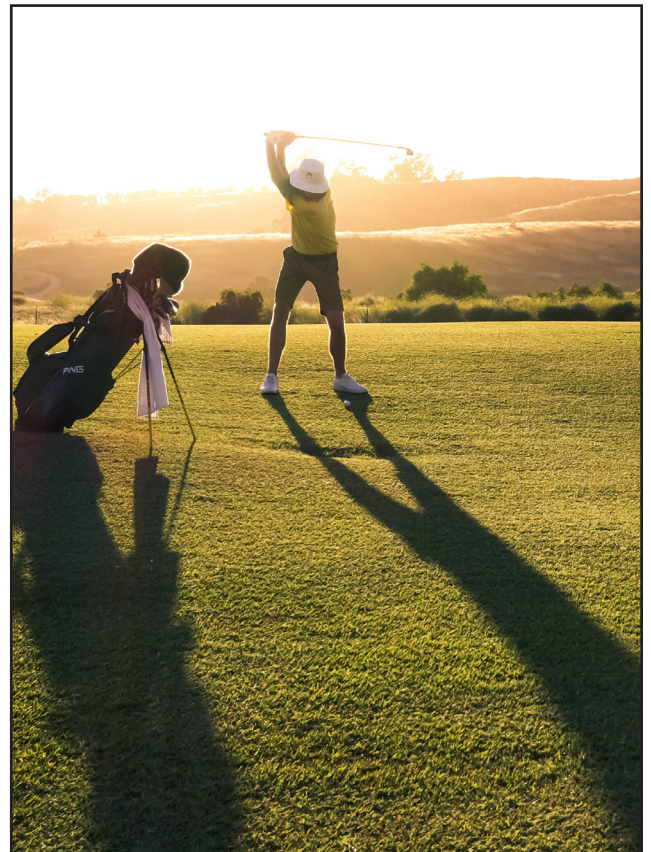
**CourseName** To us #Freedom feels like the crisp morning air on the fairway. Start your #IndependenceDay with us this weekend. Make your reservation today! Link in bio. #golf #4thofJuly



**Course Name**

47m

To us freedom feels like the crisp morning air on the fairway. What does freedom feel like to you? We're open all day on July 4 so you can celebrate freedom your way. Make your reservation now at [www.courselink.com/teetimes](http://www.courselink.com/teetimes).



**Post 3 - July 3, 7am EST**



**CourseName** To us, #freedom is that first drive in the morning. Come work on your #golfswing tomorrow morning with us. Hit that link in the bio to claim one of the remaining tee times. #teetime #4thofJuly #independenceday #golf

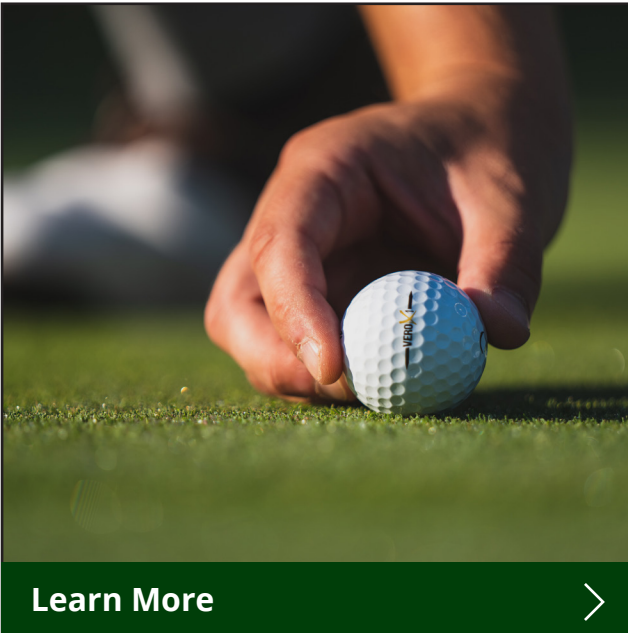
**Course Name**  
47m

To us, freedom is that first drive in the early morning. Come work on your golf swing tomorrow morning with us. Make your reservation for tomorrow now at [www.courselink.com/teetimes](http://www.courselink.com/teetimes).





**Social Ad- June 24 - July 3, Facebook and Instagram**



**Learn More**



**CourseName** Freedom is the crisp morning air on the fairway as you make your first drive of the day. Freedom is the hole in one and the hole in fifteen. Freedom is waking up on Sunday and celebrating Independence day with friends, family, and golf. Make your reservation now at [www.courselink.com/teetimes!](http://www.courselink.com/teetimes!)



**Course Name**

47m

Freedom is the crisp morning air on the fairway as you make your first drive of the day. Freedom is the hole in one and the hole in fifteen. Freedom is waking up on Sunday and celebrating Independence day with friends, family, and golf. Make your reservation now at [www.courselink.com/teetimes!](http://www.courselink.com/teetimes!)



[WWW.COURSELINK.COM](http://WWW.COURSELINK.COM)

**Book your tee time**

Book Now

**Strategy.**

A client/course in Miami, Florida wants to promote their recently redone Wedding Venue. They have a \$500 per month budget and the following are available tools: SEO, SEM/PPC, Social, Email, and Web. Below is my strategic recommendation on how to promote this update over the course of two months and drive as much traffic and potential leads for the client.

**Lead Generation Campaign**

Goal: To drive leads to Course X in Miami, FL for their newly renovated wedding venue.

Strategy 1 - Increase awareness of the wedding venue renovations via SEO and SEM.

Tactic 1.1 - Update SEO on club website. Integrate new keywords onto website copy, update key words in the page meta data, add new images with the proper meta data associated and utilize other channels available to generate backlinks.

Tactic 1.2 - Update Google Adwords Keywords and create a wedding specific google ad- \$200/month budget.

Strategy 2 - Utilize social media to increase awareness of the wedding venue.

Tactic 2.1 - Create social media posts to show the newly renovated facility. Use geographic tagging and wedding venue specific hashtags. These photos can be used strategically through the two month period to generate more frequent content for both social platforms. Post every other day at a minimum.

Tactic 2.2 - Create a video based ad for social platforms. Target brides-to-be in the Miami/Dade area. Run this ad for a 60 day period with a \$300 total spend. Pay attention to this campaign daily. If the ROI is less than what it should be, redirect funds to generate individually boosted posts. Note: \$300 budget for this tactic does not include the cost of creating the video content for the ad.

Strategy 3 - Make announcements to club members regarding the new renovations.

Tactic 3.1 - Create a mass email blast to club member and newsletter recipients showing off the newly renovated facility. Generalize the messaging so instead of it focusing specifically on it being a wedding venue, a venue in general (potentially creating leads for holiday parties and member-run fundraisers).

Strategy 4 - Use Google Ads to spread awareness and generate click through/leads.

Tactic 4.1 - Create ad to follow target audience as they browse the internet. Spend the first few days doing A/B testing of ad variations to determine which ad content is converting better, then push the more successful ad through the 60 day period using a total ad budget of \$300.

Notes:

1) To maximize effectiveness of this lead generation campaign, these digital strategies would need to work within a larger strategic marketing plan. Other potential lead generation tactics include advertising in bridal focused local publications and attending local bridal shows.

2) All time resources and content acquisition have not been accounted for within the \$1,000 total allocated budget for this campaign.

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