



Peter Wilkinson

@19th_holesocial

EGCOA Conference

Marbella 2011

<http://ow.ly/7G9yP>





Peter Wilkinson
@19th_holesocial

Social media marketing for golf clubs



But what does it all mean?





Peter Wilkinson

@19th_holesocial

Social media marketing for golf clubs

Listen hard and research thoroughly using all the social media listening and research tools.

Plan a robust social media marketing strategy that integrates into your marketing mix.

Start simple with some quick wins.

Keep listening and adjust your plans and actions.

Develop mobile social media and more advanced strategy.

Keep listening and adjust your plans and actions.

Profiles | Pages | Connect | Publish | Update | Chat



Peter Wilkinson

@19th_holesocial

Social media marketing for golf clubs

Develop your profiles & pages on Facebook | LinkedIn | Twitter | You tube.....

Connect with people, “friend” them & “follow” them.

Constantly update your status & publish interesting content.

Share ideas, photos, video & “like” other interesting & useful content.

Comment on posts, start discussions about relevant topics & chat with people.

Profiles | Pages | Connect | Publish | Update | Chat



Peter Wilkinson

@19th_holesocial

facebook

Golf courses' quick win media mix for social media

Develop a fan page integrated into your website <http://www.facebook.com/SocialMediaGolf>

Have a dedicated landing page with some clever work using FBML or iFrame.

Chat with your members using social media newsletters – these are really Cool Newsletters.

Share the newsletter over your social and digital online channels as well as the traditional 'sending it out by e-mail and snail mail' and leaving them around the shop.

Profiles | Pages | Connect | Publish | Update | Chat



Peter Wilkinson

@19th_holesocial

facebook

Golf courses' quick win media mix for social media

Use Facebook to drive your golf courses' social media.

Create exclusive access.

Share weather updates.

Pose surveys.

Run a fantasy golf league.

Run a fan-building featured product sale.

Profiles | Pages | Connect | Publish | Update | Chat



Peter Wilkinson

@19th_holesocial

facebook

Golf courses' quick win media mix for social media

Make newsletter offers - make sure it specifically mentions your Facebook page and the “Facebook only deals” you post on your Facebook pages to really push the fan following.

Deal of the Week - Put the deal of the week on your Facebook page. Make it prominent. This is a simple but powerful way to get your fans engaged, and push up your followers.

Profiles | Pages | Connect | Publish | Update | Chat



Peter Wilkinson

@19th_holesocial

facebook

Golf courses' quick win media mix for social media

Post frequently & always, always reply to fans' questions.

Have an info page for your golf course – sharing information like, scorecard, course ratings, directions etc.

Have a rates page – what are your regular tee-time rates, weekend rates etc.

Surveys – This is an excellent opportunity to ask the fans what kind of deals they are interested in.

Profiles | Pages | Connect | Publish | Update | Chat



Peter Wilkinson

@19th_holesocial

facebook

Golf courses' quick win media mix for social media

Have exclusive tee-time access – consider saving and giving away tee-times, via your twitter | Facebook etc, social media outlets. Watch the fans come running!

Have a space for some news & thoughts – this page is somewhere to get your partners and third party businesses involved.

Profiles | Pages | Connect | Publish | Update | Chat

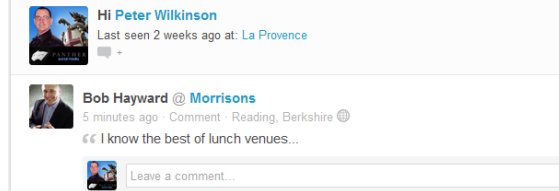
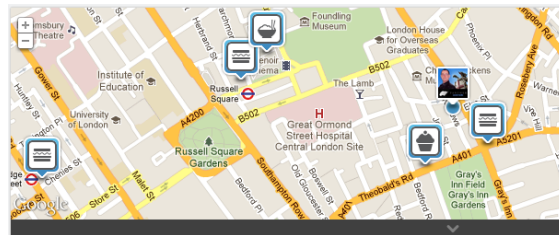


Peter Wilkinson

@19th_holesocial

Golf courses' advanced social media marketing strategies

Go mobile with geo location, geo-location services provided by social media tools from Foursquare and Facebook.



Geo location | Foursquare | Facebook places | mobile |
ipad | video



Peter Wilkinson

@19th_holesocial

Golf courses' advanced social media marketing strategies

From GPS enabled devices – smartphone or tablet, click “check-in” button from your Facebook app. If your golf course is listed, ensure it’s listed correctly. If not, you can list it by clicking the “+” to add your business.

Geo location | Foursquare | Facebook places | mobile |
ipad | video



Peter Wilkinson

@19th_holesocial

Golf courses' advanced social media marketing strategies

Foursquare offers a similar service with similar functionality. The major difference between Foursquare and Facebook places is that Foursquare is built to be more of a social game versus a social tool like Facebook.

Many Foursquare users will have linked up their accounts to “tweet” their location. Watch your competition on Twitter and search for people who check-in at competitor’s golf courses. Send them a tweet and mention your exclusive offering to Foursquare users.

Geo location | Foursquare | Facebook places | mobile |
ipad | video



Peter Wilkinson

@19th_holesocial

An example of golf course geo social media

Touchscreen featuring a large map with locations of Facebook / Foursquare (or other) 'Friends' not just at local courses but any EGCOA course in the World.

You can point to a player and send a message to that player/buggy.

You can receive a live video feed or ask to join on the 10th.

Evidence for hole in one, drinks all round in the bar and you cannot get out of it!

Panther's bespoke geo social media technology



Peter Wilkinson

@19th_holesocial

A special offer for this conference

The buggy will have an on-board tablet that has total access to all the information – course maps, aerial view, previous video of plays.

All information can be relayed via social media video stream stored securely for later edit and DVD / mp4 creation for personal user video stream viewed live at personal or corporate events on iPhone, iPad, Android or large screen in bar.

Keeps rest of group engaged before, during and after round.

Panther's bespoke geo social media technology



Peter Wilkinson

@19th_holesocial

A special offer for this conference

State of the art hybrid geo-location system.

Independent of hardware e.g. compatible with:

1. Blackberry
2. iPhone
3. iPad
4. Android e.g. Xoom
5. PC
6. Mac

View video streams and other social media at home, the office, at the 19th or anywhere in the World.

Panther's bespoke geo social media technology



Peter Wilkinson

@19th_holesocial

Questions and debate

Any further questions please | Tweet me | Facebook me |
Skype me | Call me | You can also email me too!

Facebook – socialmediagolf | twitter – 19th_holesocial | Skype – bulletproofmarketing |

44 (0) 7930330125 | peter@socialmediastrategy.org.uk

