



PROMOTING

Golf Skills Cymru - PROMOTING

Promotion of Golf Skills Cymru activities doesn't have to be expensive and there are a variety of different methods that can be utilised:

- Flyers / Posters – The Golf Skills Cymru organisers pack contains attractive promotional flyers and posters which should be used to advertise any organised Golf Skills Cymru sessions. Additionally, further resources can be downloaded in the 'Resources' section of the website. Examples of how these can be used are: a direct mail campaign or displayed in local facilities, shops, businesses, colleges or anywhere likely to attract the target audience for the activity.
- Word of mouth – FREE promotion by members, staff and visitors.
- Golf Club website – reaches a large audience at a small cost with access available 24 hours a day. A benefit of this type of promotion is that the club is in control of the information.
- Email marketing – collating contact details of visitors/taster session participants and members provides the golf club with an ongoing mailing list to promote information.
- Local and regional newspapers/magazines – a more costly method of advertising but effective at reaching non-golfers. If running a Golf Skills Cymru competitive day or a community (taster day) this could be in the form of free press release/story.
- Promotion through other facilities – have a reciprocal arrangement to display promotional material with local driving ranges, par 3 courses, gyms, football clubs, community centres etc.
- Inform your Local Authority Sports Development Unit, they will be grateful for the information and if available may include on a county 'Whats On' list.
- Inform Golf Development Wales of your proposed activity and we will feature your club on the Golf Development Wales website www.golfdevelopmentwales.org