

SERVICES DIRECTORATE, AIR FORCE PERSONNEL CENTER

“Get Golf Ready” Guide

1. **BACKGROUND:**

Get Golf Ready is an industry-wide branded program that has three main goals:

- a. To bring new golfers into the game in a fast, fun and affordable way.
- d. To bring former golfers back to the game.
- c. To increase the frequency of play of occasional golfers.

The Program was created to grow the game of golf by providing education and instruction to participants at existing golf facilities throughout the country. Participating facilities will administer the program, provide personnel and resources to promote and staff the program, ensure compliance with program guidelines established by The PGA of America and GOLF 20/20 and provide periodic reports regarding the status and success of the program.

2. **AUDIENCE PROFILE:** Primary target audience is active duty and DoD employees ages 20-45. Secondary is dependents and retirees.

3. **OBJECTIVES**

The objective is to deliver a consistent Get Golf Ready experience at an affordable price for individuals across the Air Force, where they will learn the game through a series of group lessons and transition to ongoing playing opportunities. By participating in this program, students will be well on their way to becoming bona fide golfers with an appreciation for the history, rules and etiquette of the game in a fast, fun and affordable way.

4. **PROPOSED ENGAGEMENT STRATEGY**

Utilize multiple levels of AFPC/PA and AFPC communication outlets to effectively inform and help generate interest to our target audiences about Get Golf Ready.

Sample press releases, social media program to engage target audiences at all levels and marketing templates available for downloading at usafservices.com on the marketing download central.

Engagement Matrix for 2013 Get Golf Ready

(All proposed, unless otherwise indicated; S=scheduled, T=tentative, P=proposed, C=completed)

Line	Date(s)	MAJCOM	OPR	OCR	Event	Channel	Audience	Effect	Status
1	Month of May	AFPC	SVKB	AFSVA/SVK	Collateral Materials available on usafservices.com download central	Activates/Web	Total Force Airmen	Create awareness about Get Golf Ready	C
2	Month of May	AFPC	SVKB	AFPC/SVK	"Just a Putt" Video's	YouTube/Web	Total Force Airmen	Generate interested Airmen through basic golf videos.	S
3	Month of May	AFPC	SVKB	AFSVA/SVK	Social Media posts "It's Okay"	Facebook	Total Force Airmen	Generate Interest to potential golfers	S
4	Month of Jun	AFPC	PA	AFSVA/SVK	News release	Web	Total Force Airmen	Generate interest and create awareness on Get Golf Ready	P
5	Month of June	AFPC	SVKB	AFPC/SVK	Rotate out Social Media posts "It's Okay"	Facebook	Total Force Airman	Generate Interest to potential golfers	P
6	Month of July	AFPC	SVKB	AFPC/SVK	Rotate out Social Media posts "It's Okay"	Facebook	Total Force Airman	Generate Interest to potential golfers	P
7	Month of July	AFPC	SVKB	AFPC/SVK	Upload additional video's "Just a Putt" Video's	YouTube/Web	Total Force Airman	Continue to provide tips and Generate interested Airmen through basic golf videos.	S
8	Aug-Oct	AFPC	SVKB	AFPC/SVK	"It's Okay" Contest	Web/Facebook	Total Force Airman	Individuals create their own "Its Okay"	T
9	Month of Aug	AFPC	SVKB	AFPC/SVK	Rotate out Social Media posts "It's Okay"	Facebook	Total Force Airmen	Generate Interest to potential golfers	P
10	Month of Sep	AFPC	SVKB	AFPC/SVK	Upload additional video's "Just a Putt" Video's	Facebook	Total Force Airmen	Continue to provide tips and Generate interested Airmen through basic golf videos.	S
11	Month of Sep	AFPC	SVKB	AFPC/SVK	Rotate out Social Media posts "It's Okay"	Facebook	Total Force Airmen	Continue to raise awareness	P
12	31 Oct	AFPC	SVKB	AFPC/SVK	End of "It's Okay" Contest	Web Facebook	Total Force Airmen	Continue to raise awareness	T
13	Month of Nov	AFPC	SVKB	AFPC/SVK	Rotate out Social Media posts "It's Okay" using submitted winners from contest	Facebook	Total Force Airman	Continue to raise awareness	T
14	Nov-Dec	AFPC	SVKB	AFPC/SVKP	Promote" Give the gift of Golf" with Get Golf Ready	Activities/Web	Total Force Airman	Increase awareness and sales	T
15	Month of Dec	AFPC	SVKB	AFPC/SVK	Upload additional video's "Just a Putt" Video's	Facebook	Total Force Airmen	Continue to provide tips and Generate interested Airmen through basic golf videos.	S

5. **LOGO RECOGNITION**

All necessary corporate logos associated with the promotion are downloadable from usafservices.com web site. For consistency, it is necessary that the same logo be used at each base. The Get Golf Ready logo is to be used on **all printed materials** promoting the Get Golf Ready program.

6. **DELIVERABLES**

The following materials will be available on download central at usafservices.com under Marketing.

- a. Poster 11 X 17 – Poster should be hung in frequently visited areas on-base facilities
- b. Flyer 8 ½ X 11
- c. Table tent insert
- d. “ It’s Okay” Posters - for Facebook and other social media platforms
- e. Logo
- f. Web button

7. **BASE ADVERTISING PLAN**

With this program we will be utilizing a variety of Media in order to continue to generate interest, to help keep it fresh and provide opportunities to build on. The pieces developed will help you advertise in your monthly publications, cross market in other facilities, utilize on facebook, web, youtube and other social media platforms.

- a. Newsletters/Monthly Publication: Include Get Golf Ready information in your FSS publications. You can utilize the flyer template available on usafservices.com on download central.
- b. Cross marketing: Cross market by promoting Get Golf Ready in other FSS and base activities as appropriate. Look for ideal locations in an around the facility to feature the program. To reach potential new golfers it is important to cross-market in other activities on base.
- c. Web: A landing page for Get Golf Ready has been developed specific for this program. It is usafservices.com/getgolfrady. A banner/web button has been developed to put on your web page to link to the getgolfrady site. It is required that when you use the social media pieces that you link back to our landing page. This is to help us gather analytics to see what key words and pieces are working. As the content gets shared socially and other link to it, the exposure and traffic builds momentum to a point where search traffic and the social community you’ve created will provide priceless data on what content to create and share. (Recommend utilize social media pieces weekly and rotate new social media piece in monthly).
- d. Search keywords are essential for attracting and engaging customers. It should be easy to find through search engines and easy to share through social media.

We know from google analytics that:

68 Million monthly searches in the US only on “How To Golf”

2.2 Million monthly searches on “Golf Lessons”

Note: Provided below are a list of key words that you can utilize when creating your meta description tagline for your social media platforms.

Key Words		
Tee It Forward	golf lessons	golf club
Get Golf Ready	lessons in golf	how to golf
swing into golf	golf and lessons	in golf
golf games	lessons golf	about golf
world of golf	lessons on golf	the golf
world golf	golf lessons in	golf in
golf carts	golf courses	golf
golf equipment	clubs golf	
golf 4	golf clubs	

Facebook Example of a meta description tag using the “It’s Okay” poster:



Consumers will find Get Golf Ready programs through the web site search – therefore it’s important to have all Get Golf Ready events posted online.

8. ADDITIONAL BASE – LEVEL REQUIREMENTS

The joint support and involvement of the Golf Course manger and marketing is critical to the success of this program.

- a. Golf Course will be responsible to provide the marketing department with their program/promotion information so the appropriate marketing materials can be produced.
- b. Golf facilities hosting Get Golf Ready programs will promote schedules for both the group lessons and playing opportunities.

Orientations (Optional) – If you choose to offer an orientation, schedule it to take place at least one week before the first clinic and **at least** two weeks after your marketing campaign is in place (preferably three weeks).

Group Lessons - Schedule at least three group lesson sessions, each with a series of five lessons. You are encouraged to include sessions targeted to niche audiences, such as women, seniors and families.

Note: Keep in mind that the majority of the participants work during the day. When scheduling for the second tier of sessions, plan to reserve one week between each five-week session for a “catch up day” (much like a starter’s time). This can serve as a rain date, a make-up date, or simply a break for the staff before kicking off the next group of sessions.

Since the majority of the students are employed, it is recommended to schedule your lessons to begin after 5 p.m. on weekdays and at a convenient time on the weekends. Keep in mind the “on-course” element and plan when you will be able to find open holes.

Retention Activities – Since the true measure of success depends upon retaining these golfers, scheduling “beginner friendly” opportunities is crucial. This is why Get Golf Ready golf outings are a vital component. Reports show that traditionally beginner golfers are retained at 50%. Of those golfers retained after one year who were provided a regular place to play, they are retained at 81% vs. only 30% retained without regular playing opportunities. It’s important to offer regular playing opportunities for your Get Golf Ready graduates as well as keeping in communication with your students.

- c. Marketing Department will be responsible to provided support in producing and advertising the Golf Course “Get Golf Ready” program. Templates for a poster, flyer, web banner, and social medial pieces are available from the AFPC/SVK web site usafeservices.com on download central for the marketing departments to download.

9. **THE GOLF MANAGER AND MARKETING SHOULD**

- a. Read the implementation plan!
- b. Develop additional promotional materials using the template provided by HQ AFSV to meet your Get Golf Ready program needs.
- c. Brief and train Golf and Marketing Staff on program.
- d. Brief program to the Service leadership and Wing stand-ups.

10. TRACKING AND REPORTING RESULTS As discussed earlier, measuring success in retaining Get Golf Ready players is a critical component of the program. Once students graduate from the educational phase, instructors are expected to maintain a line of communication with each student throughout the first few years. Although no formal tracking documentation is required, retention rates improve if you maintain contact with your students and invite them back for additional playing opportunities.

There are many ways you can track results from Get Golf Ready. The most popular is to track the rounds they play and the money they spend. Some ways to ideas include:

a. Frequency Tracking Cards

Measure a customer's usage and spending at the facility. Give your new students a card when they start GGR and offer some incentive (points based on dollars spent). Another option is to offer a discount on future rounds or a discount on use of the practice facility.

b. Customer Database

Customer databases can help you track results through a Point-Of-Sale system or by using a spread-sheet. Use this to track program participation and purchase activities.

c. Phone Interviews

This is a great way to reconnect with your students and it creates a personal touch that shows students you care about them and their game. It's a great way to promote other programs at your facility and allows you to invite these students back.

d. Personalized Email Messages

In addition to phone calls, personal emails may be a more efficient means to communicate with your students, to invite them back to your facility.

Note: It is important that the instructors inform all students that they will most likely be contacted via e-mail six months to a year after they "graduate" to determine their level of interest and play and that their cooperation is important to the future of the program. That's why it is so important to capture as many email addresses as possible.