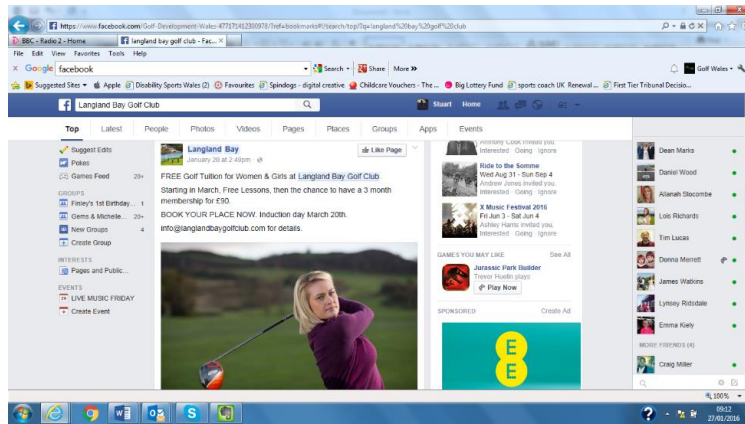


## Women & Girls (New2Golf) initiative through a Facebook campaign a ‘must do’ for clubs in Wales

Described as simple and cheap by GCMA Club manager of the year, Andrew Minty, who says Facebook advertising has been a new and innovative way to target new golfers.

The club posted the picture and scheme information on the Facebook page.



When posting the information it was promoted by clicking “Boost Post” and a budget of £30 for 10 days advertising was set. It is important that clubs word the advert well, so that there is a call to action, small amount of info that will engage the customer and a simple e-mail address to click on to sign up.

The club used the Buzz Words that were appropriate to the time e.g. **#golf #pga #rorymcilroy #Swansea #swans #SwanseaCity #lessons #mumbles #Langland**, therefore anyone who had any of these topics on their page, then the club ad would appear.

In one week the club had 23 direct Facebook messages, 8 direct e-mails, 6,616 views, 105 engagements of this advert which has resulted in 15 people booked onto the beginner scheme so far from Facebook alone. There are still 13 people debating whether to put their names down for this years scheme.

The club only used £10.71 of the £30 budget in the first week to get these results and conversion to membership could create £10K of income.

Minty added ‘This has worked so well and I would encourage other clubs have to do this for all their New2Golf advertising and other marketing such as green fees, membership and club house use . I ran 2 separate adverts in local publications which has resulted in one booking each for the course, the rest are from members referrals. This shows the power of social media.’ Recent research has highlighted that 77% of women use Facebook which can be a really powerful tool for clubs.

The club also followed up this Facebook campaign by putting the Langland website on a Facebook post, boosting the post which has resulted in 54 website clicks since Thursday. The results can be seen below.

### 11,056 unique new potential customers to Langland in 4 and half days.

Campaign Name	Delivery	Results	Reach	Cost	Amount...
Post: "FREE Golf Tuition for Women & Girls at La...	● Active	105 Post Engage...	6,253	£0.10 Per Post...	£10.71
[01/21/2016] Promoting http://www.langlandbaygol...	● Active	54 Website Clicks	4,803	£0.15 Per Websi...	£7.96