



**How to promote events  
at your club to the  
wider community.**

**CASE STUDY**

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## Introduction

Planning an event at your club can take time and effort, and for it to be successful you will need to ensure that people hear about it. Effective promotion using a range of tools will encourage people within your target audience to attend or participate in your event. There are many ways to get your message out to those people you want to reach, let's take a look at some options and tips for using these effectively.



## Promotional Tools



Word of mouth is probably the most powerful way to let people know about your event. Encourage your members to speak to their friends and colleagues about the event and invite them along. Satisfied members are your number one advocates and provide a reliable, credible endorsement for all things relating to your club.



If you have a flyer, make sure you distribute these so that members can hand them out when they are talking about the event. Use a simple online graphic-design tool like Canva with free templates and designs to create a flyer that stands out. <https://www.canva.com/>



Love Golf Play is a New Zealand Golf marketing and communication tool for golf clubs to promote their club, course, coaching and community-oriented events to a highly engaged golf audience. All golf clubs have access to this promotional platform via the club's Dotgolf login. Submit your listing prior to the first Thursday of every month when an email is sent to 160,000+ members and casual golfers promoting Love Golf Play with additional promotion across New Zealand Golf websites and social media channels. Well-written copy that engages and informs your audience combined with quality images will help your promotion get noticed on Love Golf Play

<http://play.lovegolf.co.nz/>



Creating an event listing on Facebook makes it easy for people to learn about your next event. Using Facebook also aligns with word of mouth promotion by giving your members the opportunity to invite friends and share an event. In order to spread the word on Facebook, there are a few key steps to help more people discover and share your event listing;

- Include basic event info – Add a specific location, date and time.
- Add the key details including a category, description and keywords.
- Share your event for free to local community group pages on Facebook to reach a wider audience.
- Pay to boost your event to a targeted audience.

We have all seen Facebook events with images containing too much text that have been chopped off. Make sure you choose a stellar image for the event cover photo that is appropriately sized and avoid using images of event posters. If you're paying to boost an event, take note that Facebook ads containing images with little to no text tend to cost less and reach more people than ads with image text.

<https://www.facebook.com/business/pages/post-event>



Neighbourly is a tool that allows community organisations, including golf clubs, to connect with people in their local community. People join Neighbourly to connect on a local level, and your golf club has the ability to share information about events and other news with Neighbourly users who live locally. To take advantage of this tool, your golf club will need to sign up as organisation on Neighbourly with contact details, about us information, club logo and a cover image.

<https://www.neighbourly.co.nz/community/organisation>

## Conclusion

If you want to attract lots of people along to your next golf, coaching or social event, it's a good idea to try and reach people offline as well as online. When promoting an event at your club, be clear about your key messages with well-written copy that focuses on the needs and wants of your target audience. Remember images you use, represent your event and should capture the experience that participants can look forward to at your golf club. Give these tools a try and be consistent about using them regularly to extend your club's reach and engagement with the local community.

