Marketing-Insights-Question:

Target audience:

1.What kind of audience are we aiming for?

Originally, the largest percentage of golfers is composed of men between the ages of 18 and 59. However, in the US, the average age of Golfers in the U.S. is 54. It could be a great idea to implement ways for selling products to older people. Although they may be old, that does not mean they wouldn’t be able to enjoy customizing products that could be delivered to them.

2.Are there kids involved?

Yes they are kids involved. Thanks to programs like First Tee, more children are getting in on the game. In 2010, there were 2.5 million junior players between the ages of 6 and 17.

3.Does it matter the price for marketing through online?

Yes, it does. Between clubs, shoes and greens fees, a golfing habit can eat up a lot of cash. The average golfer spends nearly $2,800 on the game annually.

4.Could marketing be a good idea through social media for golfers?

Facebook, Twitter and LinkedIn are just some of the social media networks where you'll find golfers. Approximately 60% of core golfers have a profile on at least one social media outlet, and nearly 4 million of them check their accounts at least once a day.

5.Would we consider most products for men?

The Ladies PGA Tour continues to grow in popularity, but it's still men who dominate the fairways. Roughly 77.5% of golfers in the U.S. are male versus 22.5% who are female.

https://www.creditdonkey.com/golf-player-demographic.html