



THREE OFF THE TEE

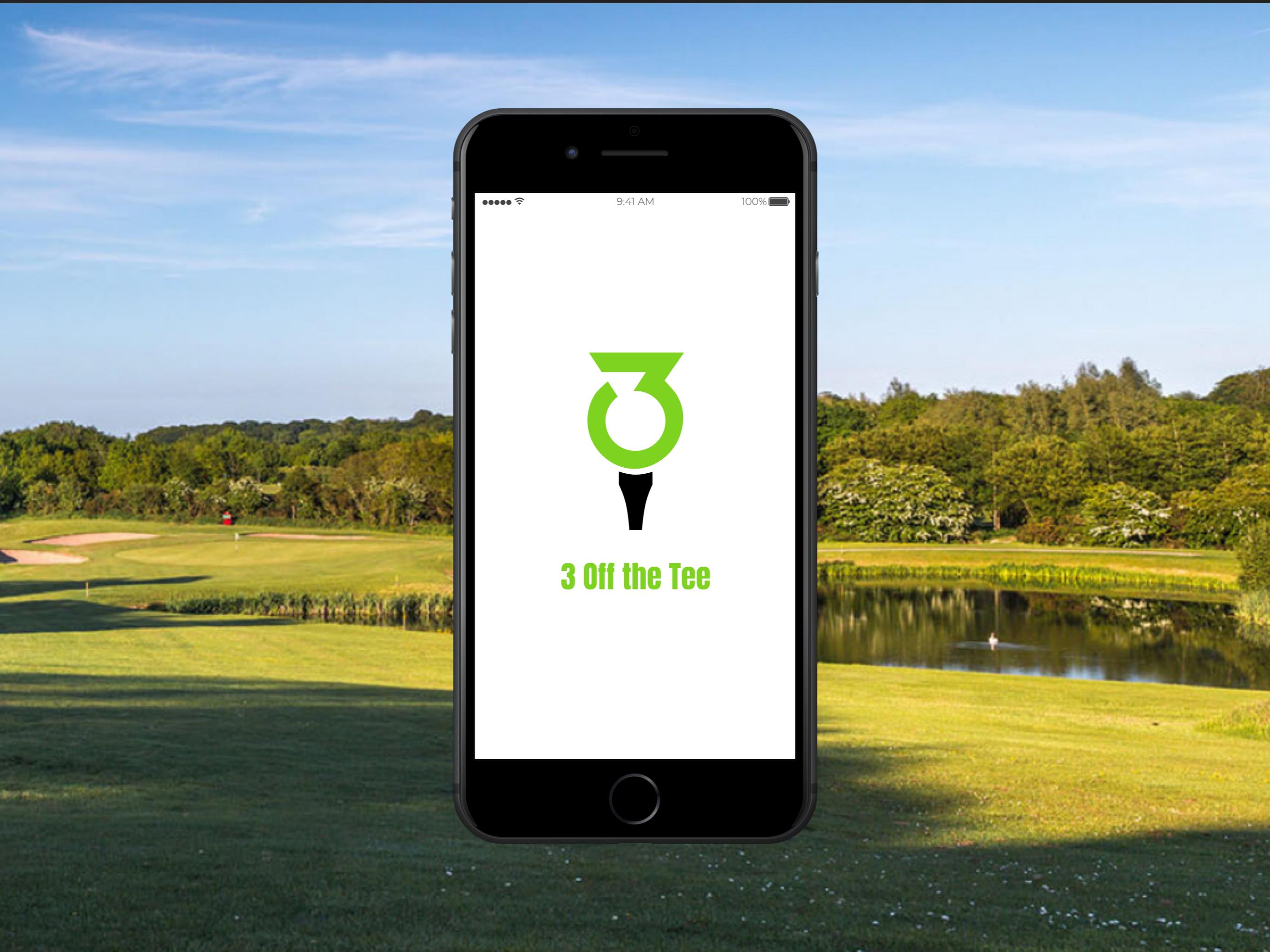
LAUNCH STRATEGY

CONTENTS

- 1. Introduction
- 2. Social Media Campaign
- 3. Instagram
- 4. Facebook
- 5. Twitter
- 6. Google Play Store
- 7. App Store
- 8. Website

INTRODUCTION

This strategy outlines how Three Off the Tee will use social media and other marketing strategies to build excitement around the upcoming launch, leading to an increase in potential customers and helping to improve the knowledge of new golfers and promote the game of golf



3 Off the Tee

SOCIAL MEDIA CAMPAIGN

Social media platforms will be used as a first step to promote and launch the Three Off the Tee app as these are free.

The social platforms that Three Off the Tee will target are Twitter, Facebook and Instagram.

For the first few weeks of the launch, content will be posted to these social media channels on a daily basis. These posts will include updates, announcements, advertisements and more! The posts will be consistent across all channels.

After this startup period, posts will then be extended to every couple of days to ensure the social feeds are not over-flooded.

To build and maintain engaging social media content, feedback, pictures and news stories will be required from a large number of members from various golf clubs. The tone of Three Off the Tee posts will mostly be uplifting, light hearted and positive.

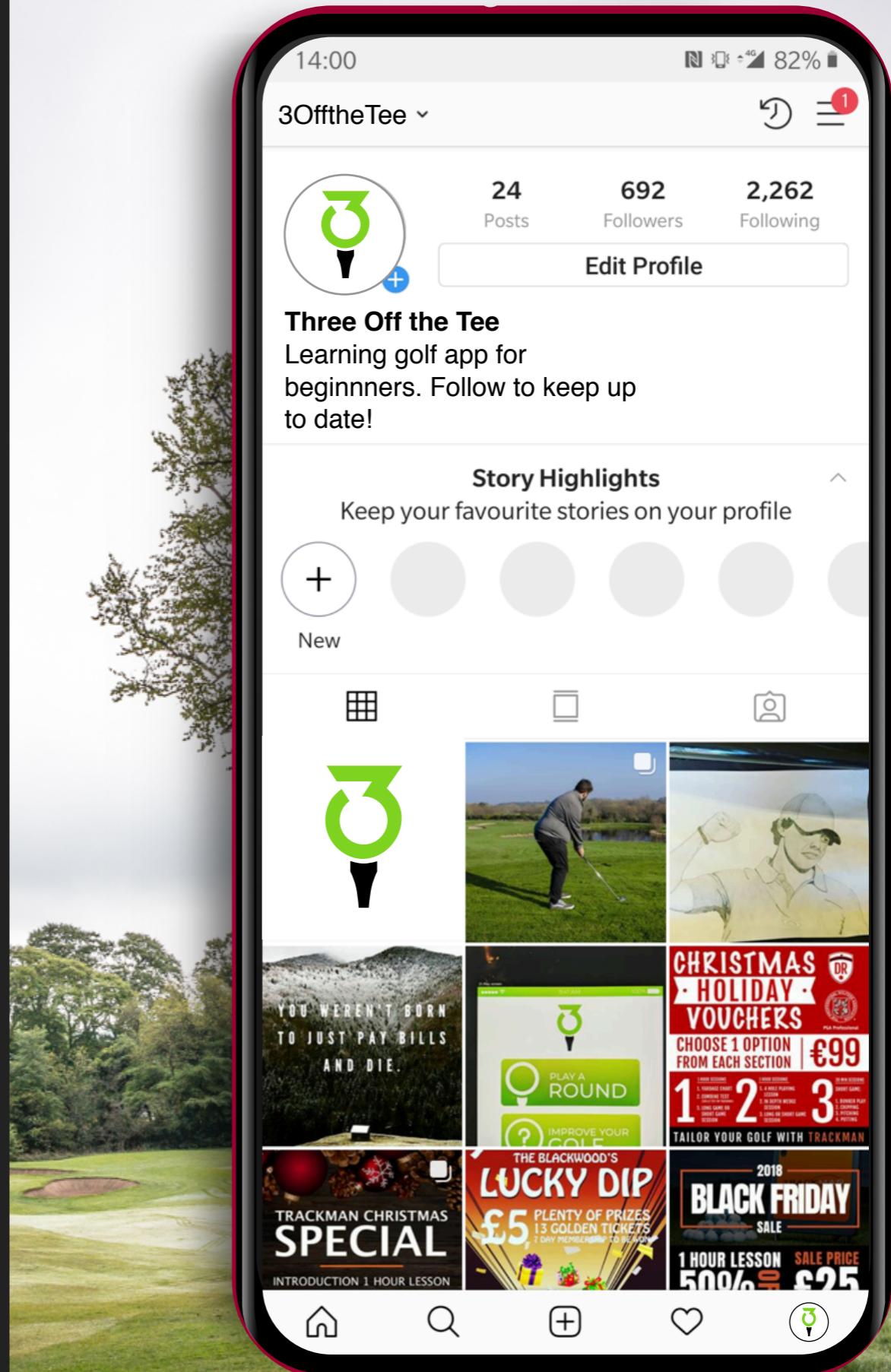
LAUNCH STRATEGY

INSTAGRAM

Posts will be uploaded to Instagram twice a day, the first one being in the morning (8:20ish) and the second one later in the afternoon (6ish), to keep the community entertained throughout the day.

Instagram can be used for golfers to share photos of their golf outings, their improving scores and much more!

Instagram will be used to promote advertisement campaigns, photo days, sharing feedback etc.

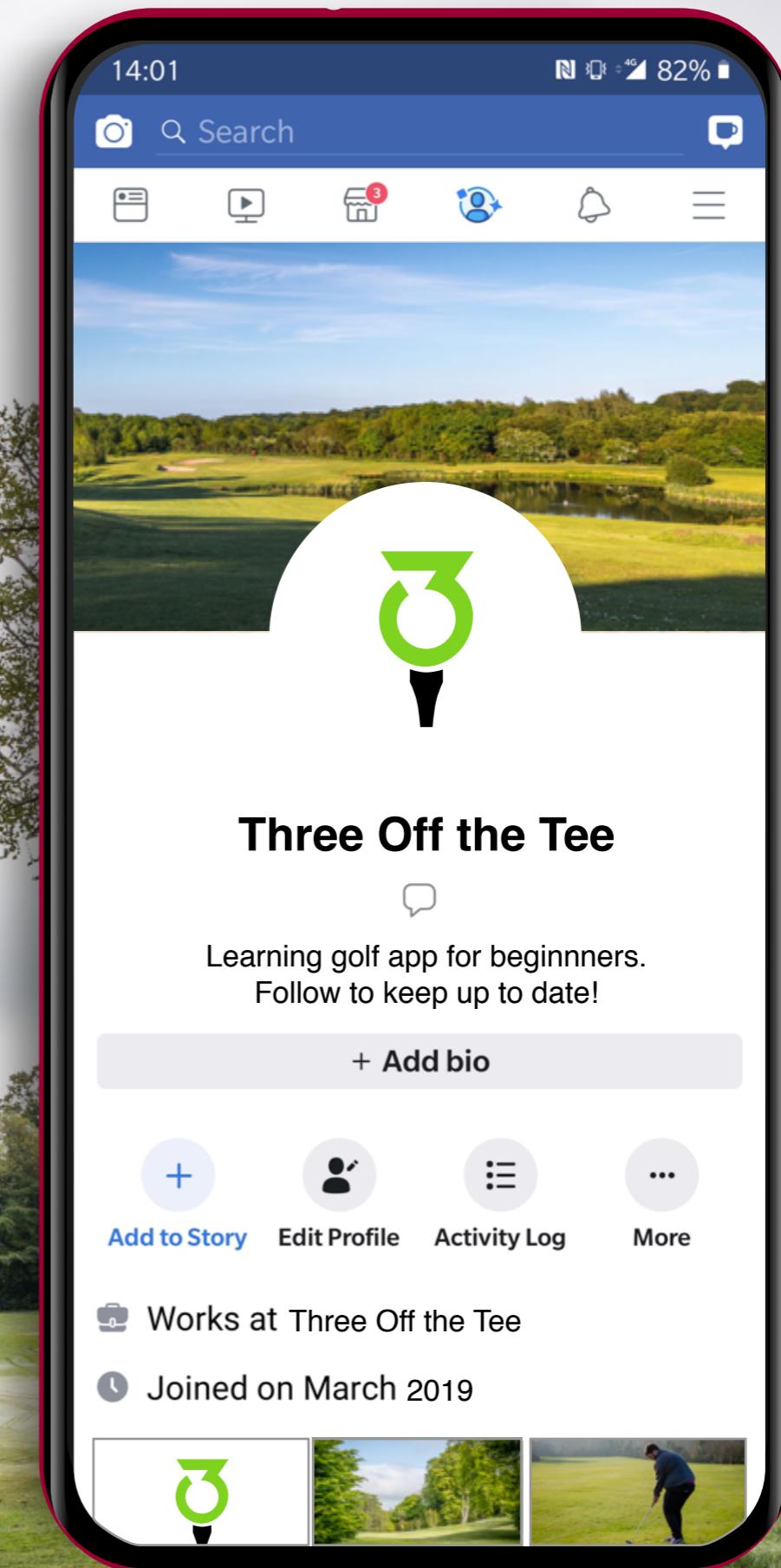


LAUNCH STRATEGY

FACEBOOK

For Facebook it will be a bit different. We will post a bit of everything here as this is where the community will be able to connect with each other. Photographs, blogs, videos, everything. More importantly there will be someone maintaining the page to keep it from going stale.

At present there are lots of individual Facebook pages for different golf clubs and each club tends to use their own page as a bulletin board. Members of one golf club are not interacting with members of other golf clubs. Three Off the Tee will provide a platform for golfers of all clubs to interact with each other.



LAUNCH STRATEGY

TWITTER

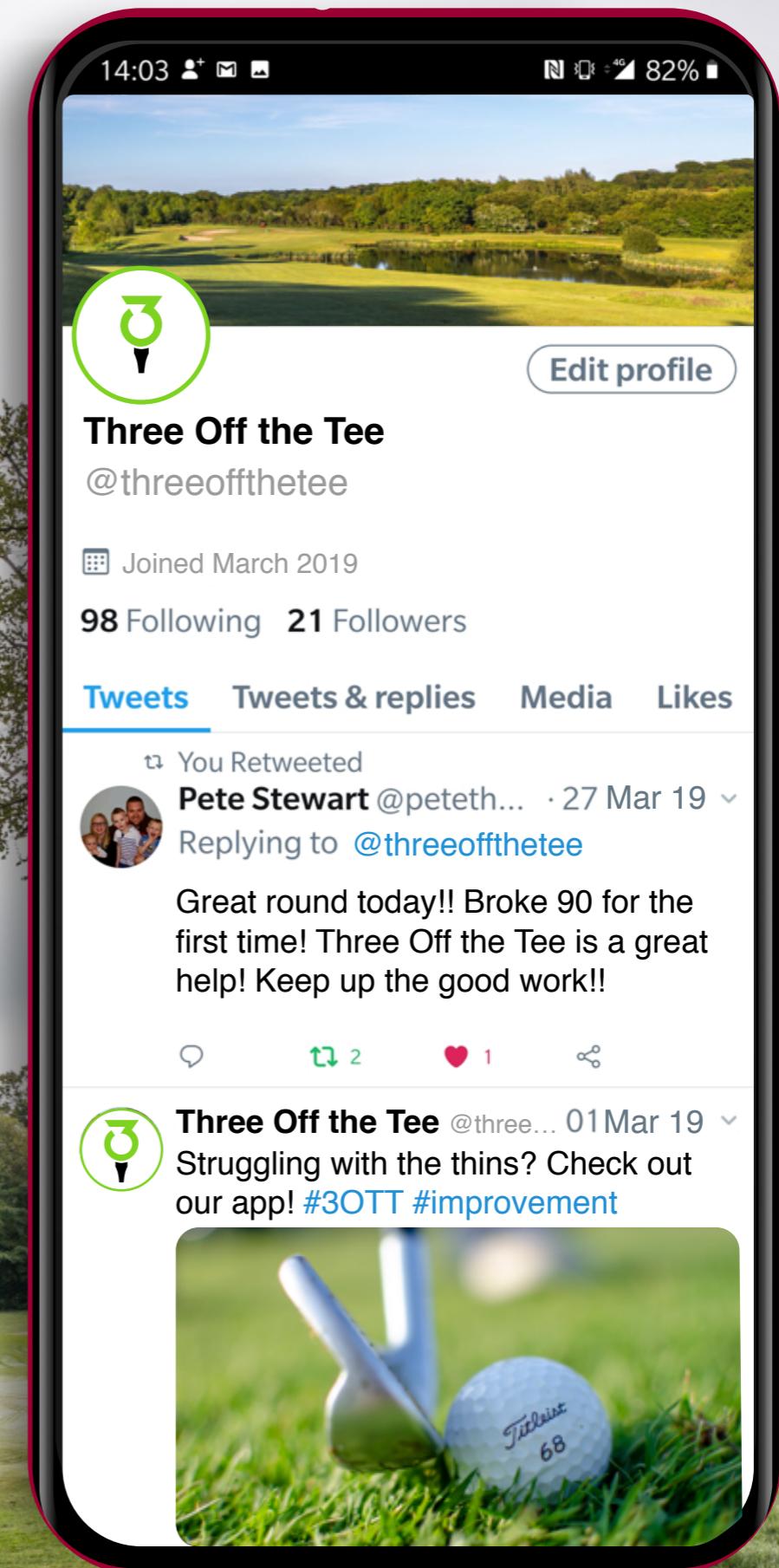
Twitter will be similar to Instagram. Tweets will be uploaded twice daily, with one being in the morning (8:20ish) and the other being in the afternoon (6ish). This will keep the community entertained throughout the day.

HASHTAGS:

#3OTT

#GOLF

#IMPROVEMENT

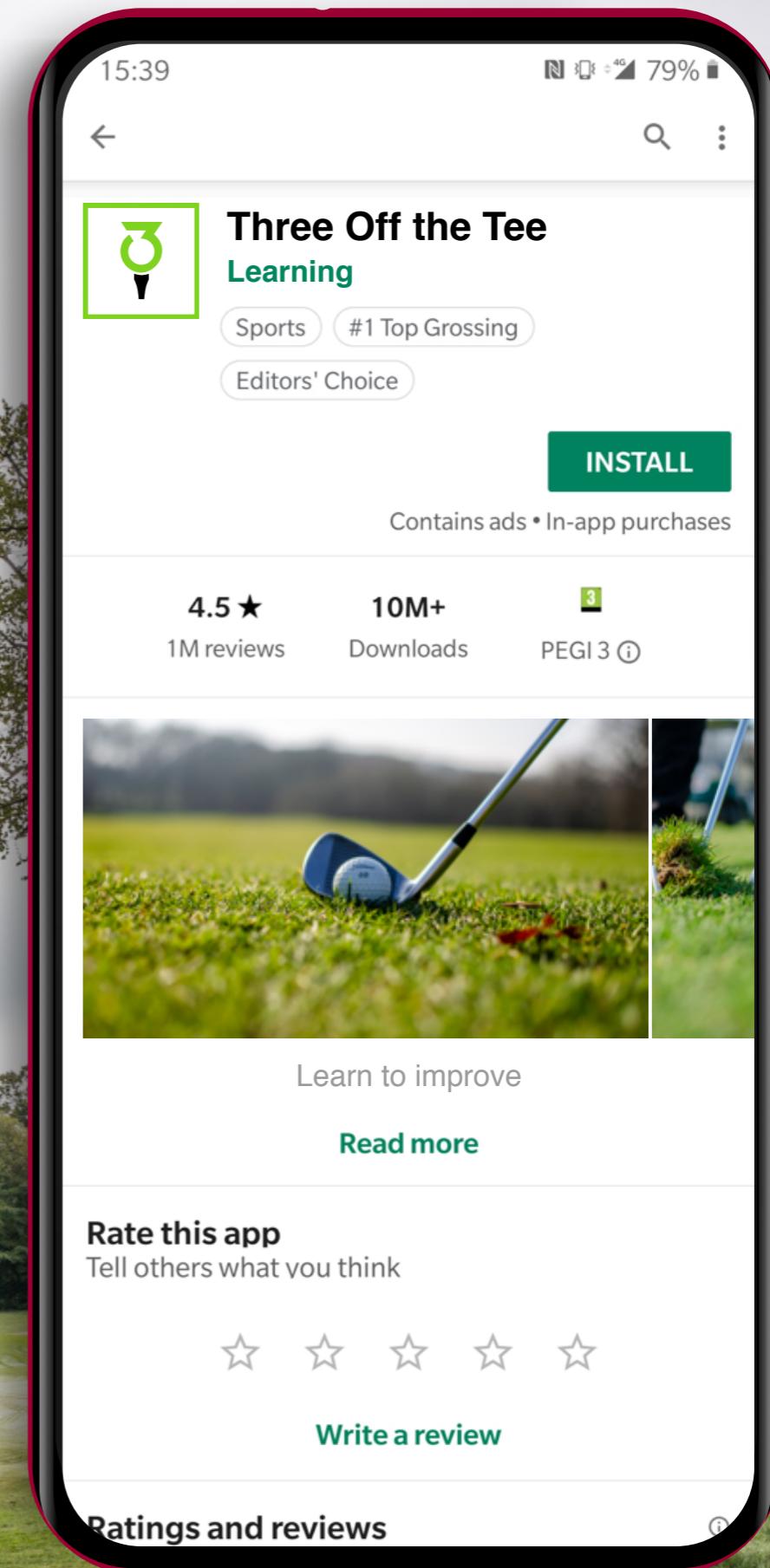


LAUNCH STRATEGY

GOOGLE PLAY STORE

As a proportion of my users will be on Android, my app will be published on the Google Play Store.

It is easier to publish an app on the Google Play Store than it is on Apple's App Store as the process is much simpler and confirmation of the app being accepted is obtained much quicker.

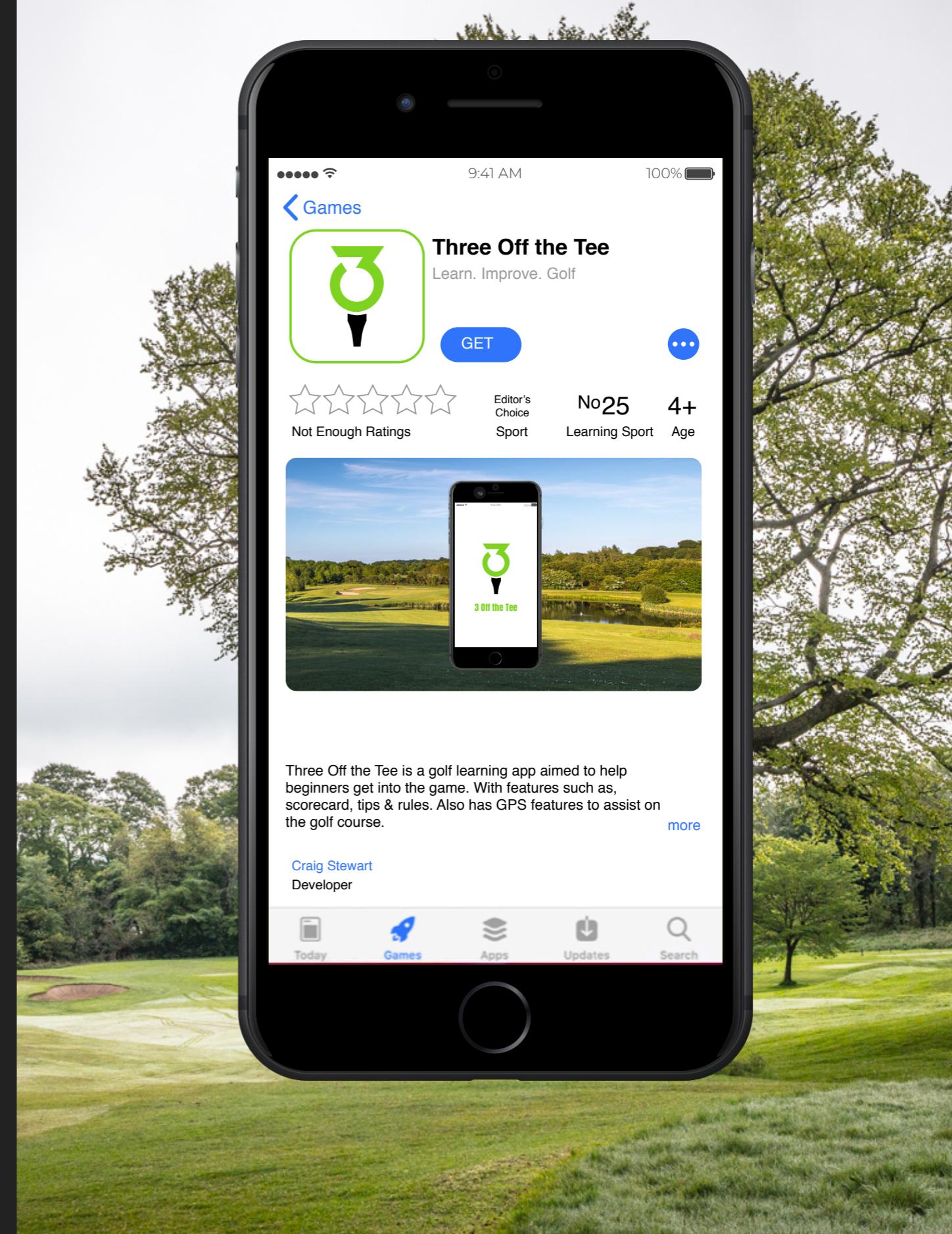


LAUNCH STRATEGY

APP STORE

For Apple users I will need to put Three Off the Tee on the App store so they can access it.

Apple are harder to publish on compared to Google play as there is a longer waiting and approval process, however once it is approved, Apple have a good system that helps to promote the app.



WEBSITE

Once the app has been promoted through the social media platforms and has started to attract attention from the golfing community, the next stage will be to launch the promotional website. The timing of the website launch will depend on how quickly money starts coming in from advertisements within the app.

The content of the website will include the following:

1. About the app
2. Where to download
3. The community

LAUNCH STRATEGY

WEBSITE

3 Off the Tee

HOME ABOUT US OUR COMMUNITY

LEARN TO PLAY

3 Off the Tee is designed to keep beginner golfers interested by helping and improving their golf

A golf club and ball are shown in the background.

FOLLOW US ON SOCIAL MEDIA!

FACEBOOK FOLLOW NOW

TWITTER FOLLOW NOW

INSTAGRAM FOLLOW NOW

DOWNLOAD OUR APP!

IOS APP STORE GET NOW

GOOGLE PLAY STORE GET NOW



BY CRAIG STEWART