

# ALFRED DUNHILL LINKS CHAMPIONSHIP

---

## **Scope of work**

Day to day management of the brand's Twitter, Facebook and Instagram channels throughout the year, with onsite uplift during tournament weeks

Management of all paid promotion activity across the three social media platforms

## **Challenges and tasks**

To increase awareness of both the Alfred Dunhill Links Championship in Scotland and the Alfred Dunhill Championship in South Africa

To grow engagement and audience numbers of all social platforms

To generate creative, engaging and reactive content on a daily basis

To best utilise the time and opportunities available to work with the high profile professional and amateur participants, to maximise their impact

ALFRED DUNHILL  
LINKS CHAMPIONSHIP

FRISSON

# ALFRED DUNHILL LINKS CHAMPIONSHIP

## Results

Significant year-on-year growth across all three platforms, both in terms of follower numbers and engagement metrics

Instagram impressions increased by 800,000 compared with 2018

Combined growth of over 100,000 new followers since 2017

