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Use social media in a golf resort

Unit 3



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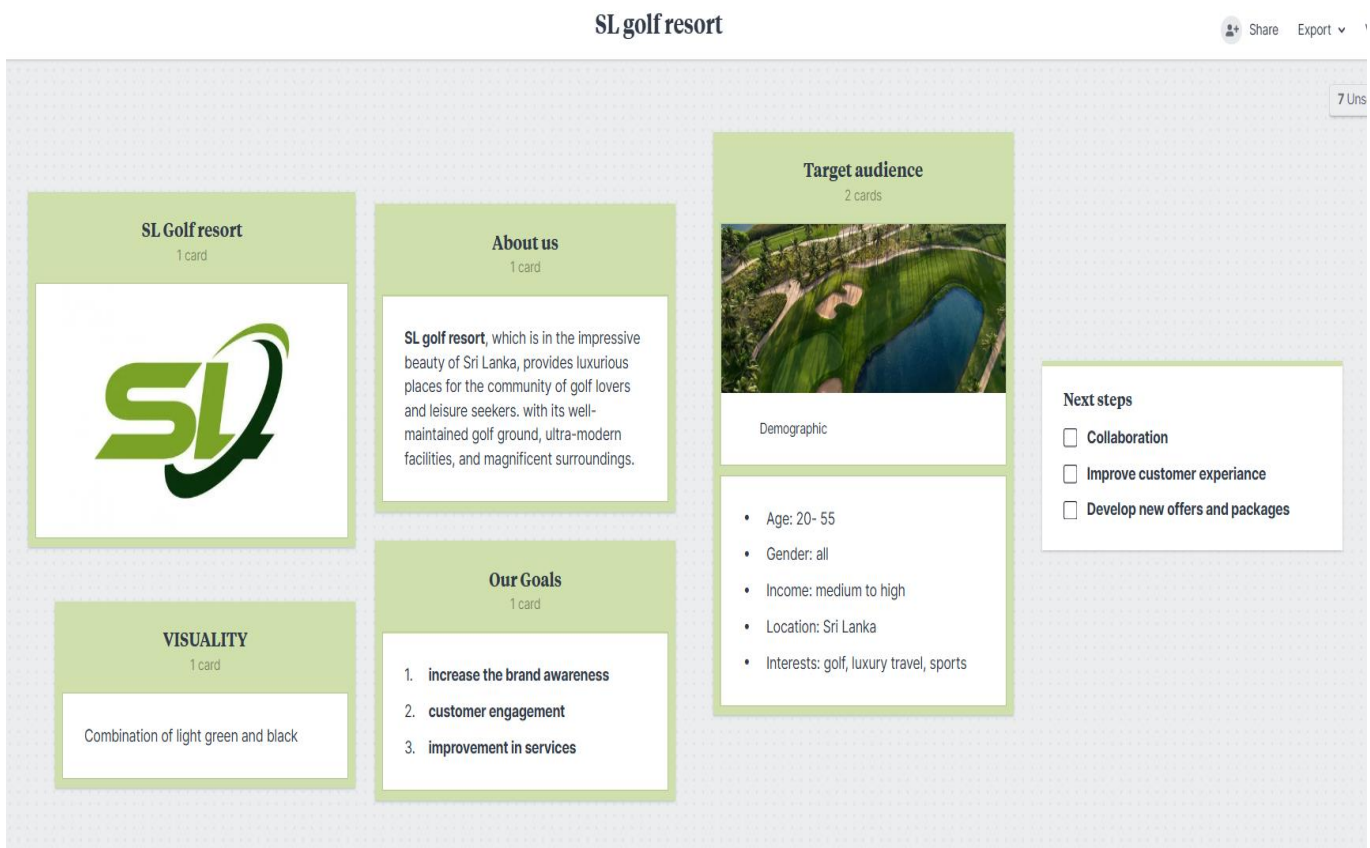
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Introduction



sl golf resort, which is in the impressive beauty of Sri Lanka, provides luxurious places for the community of golf lovers and leisure seekers. with its well-maintained golf ground, ultra-modern facilities, and magnificent surroundings. Whether it's a peaceful retreat or an action-packed holiday, SL golf resorts will give you a perfect combination of relaxation and entertainment.

Social media plan of SL Golf Resort



Our goals

Increase the brand awareness

Increase the awareness of SL Golf Resort to local customers in Sri Lanka and to incoming international visitors. Showcase the attractive landscapes and luxurious facilities of the resort with high-quality photos and interesting stories on platforms like Instagram and Facebook. Run paid ad campaigns, targeting both local and international customers.

Engage with the customers

Hosting live Q&A sessions on Instagram and Facebook where the customers can interact directly with the resort staff and get their queries responded to immediately. By asking customers to share their photos and experiences at the resort, which are shown on the resort's social media profiles.

Use of social media platforms and website

social media platforms to increase the flow of SL Golf Resorts website.

share in LinkedIn blog posts and articles about golfing, reasons to stay at the SL golf resort, and complete the direct ways to the website. On YouTube, post the tours of the resorts and include links with descriptions.

Promotion of stories, special offers and events

On Facebook, listing upcoming promotions and events with details for direct booking links onto the website. On Twitter, post special offers and use Instagram stories for discount offers and packages can be showcased on Instagram.

Improvement in services by collection of customer feedback

Use polls on Twitter and TikTok to obtain the customers' opinions on services and facilities. Inspect the feedback through direct messages and comments to find the weaknesses that need to be improved. Request customers to leave reviews on google or other social media platform about golf resort, which could help in analyzing customer enjoyment.

Story of our business creation

I got an assignment in my course which was to create a website about golf. For the assignment, I had to research golf websites. While doing the assignment I gained a lot of golf knowledge. Not only about golf. Golf courses, golf equipment, and golf resorts made me more interested in golf. So, I decided to create a business about golf resorts. And also wherever, I always want to mention my country in my studies, school even in my businesses. So I decided to name my business “SL”, which is the short form of SRI LANKA.

That is the story of our creation

Who is our business audience

Primary target audience

1. Golf lovers

People who are interested in golf include professional and non-professional golfers.

Age range; 20 – 65 years old

Interests; golf, sports and outdoor activities

2. Luxury travelers

People who travel on expensive trips and want to make sure that they get the best accommodations out there.

Age range; normally, 30 -55 years old

interests; luxury travel, wellness, fine dining, and relaxation

3. Families

Families who want a holiday destination that provides entertainment opportunities for both adults and children.

Age range; parents from 30 to 55 years, children from 5 to 15 years

Interests; outdoor fun, family activities

Secondary target audience

4. Foreign tourists

Tourists from all over the world, who come to Sri Lanka for a new experience.

Age range; between 25-55 years old

Interests; cultural experiences, golfing and luxury travel.

5. Event planners

People who organize events such as parties, weddings and all other celebrations

Age range; normally between 25 – 55 years old

Interests; entertainment, new venues, event planning

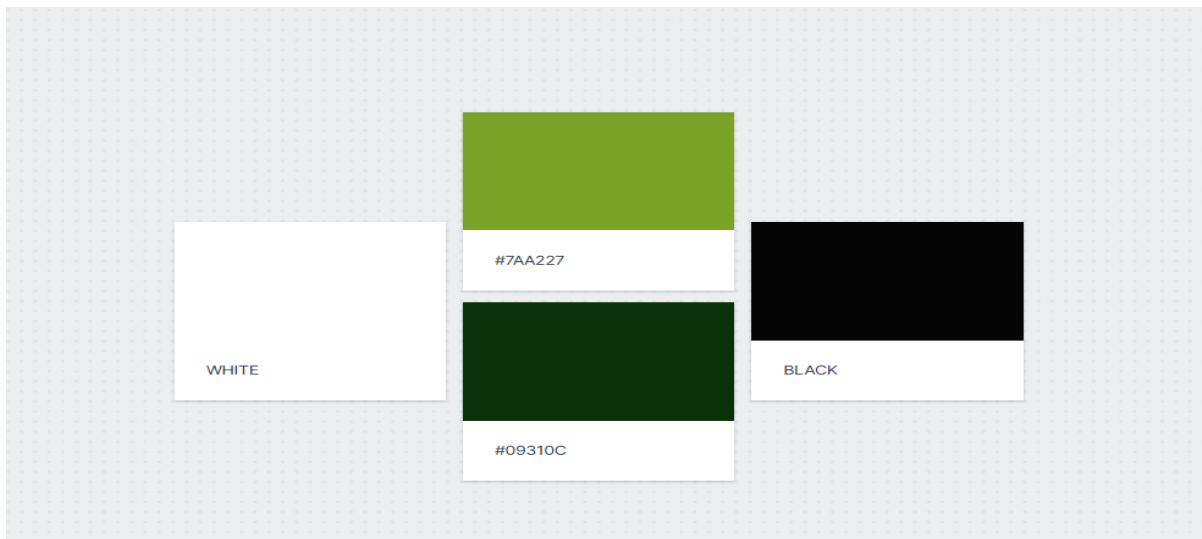
6. Local community

Residents of Sri Lanka who visit the resort to make use of the facilities or participate in an event.

Age range; between 20 to 50 years old

Interests; sporting activities, socializing, local interests

Our visual Identity



I want my visual identity to look more professional and luxurious. So I created a logo with the use of “SL” and then I added four main colors to my content which is

a combination of light green and dark green and for typography and aesthetic I added white and black.

How do we interact with our customers?

The tone of voice for SL Golf Resort would be professional, warm welcoming, and exclusive in an approachable and friendly manner, even if we are communicating online or face to face.

Elegant and professional

Example: “Welcome to SL golf resort, where luxury meets relaxation. Excellent facilities combined with world-class golfing experience.

Personal and friendly

Example: “Good morning, Alice! We can’t wait to have you try our new ... please feel free to ask about anything so that we can make this a special stay for you.

Via email

Example: “Dear guest,

we are happy to introduce our new offerings for you. From special packages in golfing. Your stay at SL Golf Resort will be unforgettable. Book now and experience the treat.

Best regards,

SL golf resort team.

Social media platforms we use

We reach out to our audience in different ways and promote our offerings by using social media platforms.

Instagram

Instagram is a platform that focuses on pictures and videos. It will give us to show the beauty of our golf grounds, accommodations and amazing landscape for the people to enjoy themselves in. perfect for targeting younger customers.

Facebook

Facebook is powerful in reaching a broader audience, including older people. It's a platform on which we can share updates events, and promotions and engage their community via posts and comments.

YouTube

YouTube serves as a suitable platform for virtual tours , golf tutorials and event highlights. It will help in giving one a closer look into the details of what the resort has to offer.

LinkedIn

We use LinkedIn because it B2B marketing, targeting customers and professionals to find a corporate retreat. This helps build professional relationships and promotes the business services of the resort.

Publishing schedule

Week	Date	platform	Content type	Description
1	Tuesday	Instagram	Post (picture)	A stunning shot of the golf ground
	Friday	Facebook	Event announcement	Upcoming golf tournaments
2	Monday	LinkedIn	Blog post	SL golf resort retreat packages
	Thursday	YouTube	Video	Resort tour and showcase facilities
3	Saturday	Facebook	Live	Live Q&A with golf instructor
	Sunday	Instagram	Live	Interview with a customer
4	Monday	LinkedIn	Photo	Behind the scenes of a golf event
5	Wednesday	YouTube	Video	Golf tutorial tips

Keywords

Keywords use in sl golf resort

Following are some strategic keywords which we use in SL golf resort can use to optimize our website and social media for better visibility.

Primary keywords

Luxury golf resort

Golf vacations

Sri Lanka golf

Golf courses

Golf packages

Private golfing

Luxury accommodations

Golf resort deals

Secondary keywords

Tropical golf resort

Golfing in sri lanka

Golf holidays

Golf tournaments

Golf lessons

Golf resort reviews

Family golf vacations

Best golf resort in Sri Lanka

Top sri lanka golf courses

Eco-friendly golf grounds

Golf and wellness retreats

Hashtags we use for social media

#golfresort

#luxurygolf

#golfvacations

#golf life

#srilanka

#srilankagolf

#slgolfresort

#golfpacackages

These are the keywords that will make SL golf resort more visible on our website content, blogs , social media updates and promotional materials. These help to improve search engine rankings, attract more visitors to the website and social media platforms and increase bookings.

