



# MDIA 4016 New Media Marketing Term Project Marketing plan

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**Summary**



# Who is Golf Town

*#Come Out And Play*

Golf Town is Canada's largest golf retailer, offering a wide range of golf equipment, apparel, and accessories. Founded in 1999, Golf Town has expanded to operate numerous retail stores across the country, as well as a comprehensive online store.

Golf Town operates at 47 retail locations across Canada, providing the highest level of customer service in the golf industry.



# Golf Town's Position part 1

## Products/Services

Golf Town offers a wide range of golf-related items and equipment. This includes golf clubs, golf balls, golf accessories, apparel, shoes, technology, and even golfing services like club fitting and repair.

## Target Audience

Golf Town's target audience includes a wide range of golfers, spanning different age groups:

- Juniors (04 - 11)
- Tennessees (12 - 19)
- Young players (20 - 30)
- Middle aged players (45 - 65)
- Senior players (60 - 80)



# Golf Town's Position part 2

## Pricing Strategies

Golf Town offers competitive pricing with weekly sales and promotions. Additionally, Golf Town price-matches any competitor within its local vicinity.

## Competitors in BC region

Golf Town's competitors include:

- Sport Chek: A sports retailer.
- Peak Golf: A golf store.
- Riverside Golf: Another golf store.
- Golf Courses Pro Shop: The pro shop at various golf courses.
- Online retailers like Amazon and eBay: E-commerce platforms where golf-related products are available.



# Golf Town's Position part 3

## Current Presence

Golf Town has 48 retail stores across Canada

- British Columbia: 8 Stores
- Alberta: 8 Stores
- Saskatchewan: 2 Stores
- Manitoba: 2 Stores
- Ontario: 20 Stores
- Quebec: 6 Stores
- New Brunswick: 1 Stores
- Nova Scotia: 1 Stores

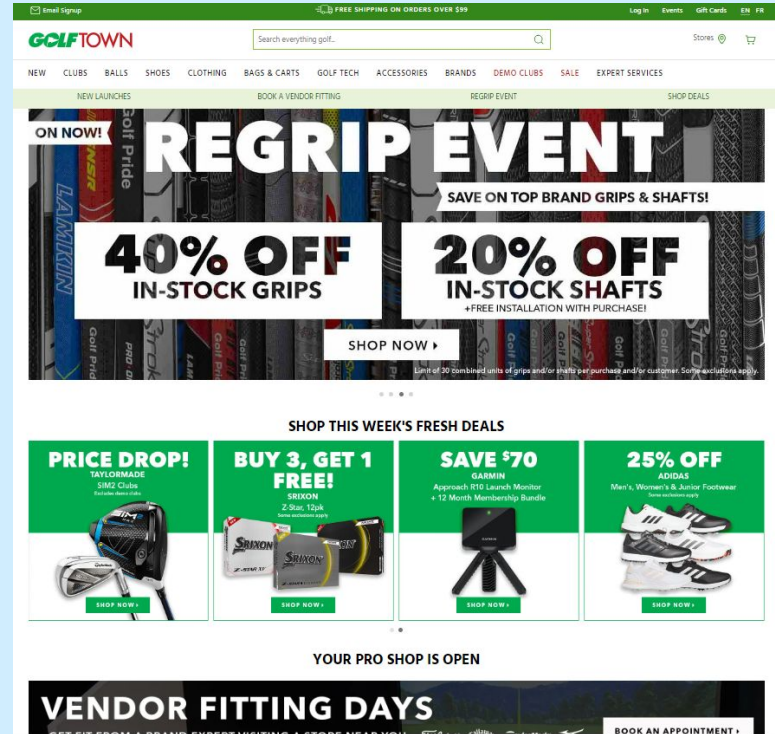


# Golf Town's Position part 4

## Digital Presence

Golf Town operates a robust online web store that processes multiple orders daily. Additionally, Golf Town maintains active social media accounts to showcase our superstar, Brooke Henderson. Our social channels include:

- Youtube
- Instagram
- Facebook
- Twitter



**02.**

# Marketing Proposal Objectives/Goals

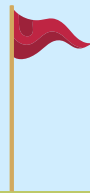




# Primary Goal

**Increase social media engagement by 50% on the YouTube channel.**

- **S** Increase social media engagement by 50% on the YouTube channel.
- **M** Track engagement using YouTube analytics.
- **A** Based on the current views and engagement of the video, this goal is easily achievable.
- **R** Increasing engagement will increase pique interest, which, in turn, will promote more golfers visiting the store.
- **T** The goal can be achieved within a 12-month period and will see the most significant gains when a new product launches.



# Secondary Goal

## Increase customer retention by 15%.

- **S** Increase customer loyalty by 15%.
- **M** Track the number of accounts that make purchase
- **A** Based on real-world experience at the store, achieving customer loyalty is possible with proper execution.
- **R** Increasing customer loyalty will draw customers away from our competitors.
- **T** The goal can be achieved within a 12-month period.



# 03. Strategies



# Strategy 1 - Increase social media engagement by 50% on the YouTube channel.

## Description

To increase engagement on YouTube videos, we should start by producing more product reviews and golf challenges. Follow the trending content on YouTube Golf and create more clickbait thumbnails.



# Strategy 1 - Increase social media engagement by 50% on the YouTube channel.

## Rationale

By following the trends of YouTube golf, Golf Town can attract a greater audience of golfers who may visit the store to try out equipment. Influencers like 'Good Good' create content geared towards a younger audience, encouraging them to try the sport or creating relatable videos like a challenge video like build a whole club set within a certain price point. Similarly, Club Champion (formerly known as 'Tour Experience Golf') is a luxury fitting studio that focuses on product views heavily detailed in what tour pros use. In addition product comparisons. These comparisons can establish credibility and encourage viewers to shop with confidence. If Golf Town creates videos similar to those by Club Champion and 2nd Swing (another major US retailer), it would likely draw more customers to the stores, with people mentioning they watched a recent video and wanted to try the clubs. This approach can generate more leads and build trust between the company and customers.



# Strategy 1 - Increase social media engagement by 50% on the YouTube channel.

## List of Tactics

1. Change video content to be more product-driven to drive customers in stores.
2. Change thumbnails to be eye-catching and clickable.
3. Use other social media channels to promote new videos.
4. Have in-store TVs display videos from the YouTube channel.
5. Make videos that follow YouTube trends in golf space and relate to everyday golfers.
6. Create short-form content to increase viewability.

## Resources

- Financial Budget: Depending on green fees at golf courses.
- Equipment: Simulators, mics, cameras (all available at golf town stores).

## Measurable Metrics

### Youtube Metrics:

- Views
- Likes
- Shares

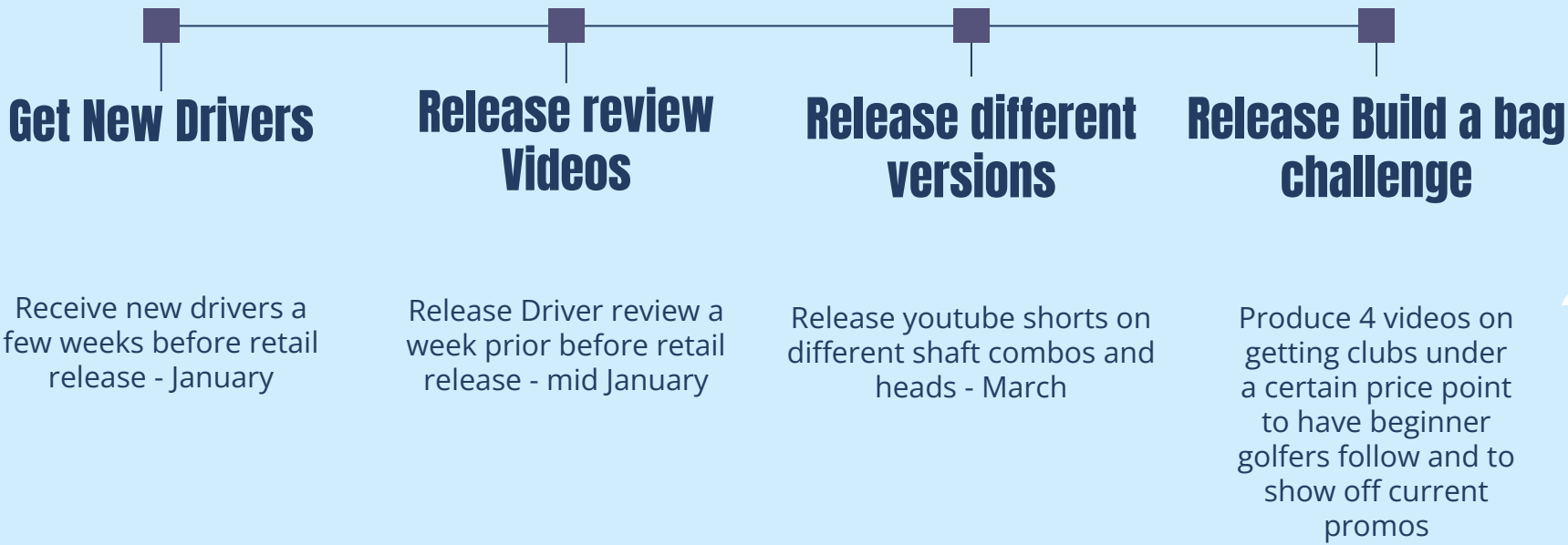
# **Strategy 1 - Increase social media engagement by 50% on the YouTube channel.**

## **Implementation**

**Time Frame - 12 months(dependent on product release)**

1. Release a new video when a new product is launched.
2. When golf season arrives, produce four videos on selecting clubs under a certain price point for beginner golfers.
3. Release popular online comparison of which shafts and create guide video for beginner golfers.

# Implementation - Timeline

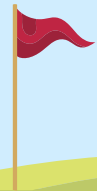




## Strategy 2 - Increase brand loyalty by 15%.

### Description

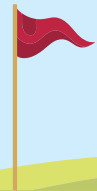
To increase brand loyalty, a points system could be implemented. The more a golfer shops at the store, the more points they will earn, which can be redeemed for discounts and other rewards.



## Strategy 2 - Increase brand loyalty by 15%.

### Rationale

By following the trends of other retailers, Golf Town can enhance customer loyalty. Golfers choose Golf Town for its excellent selection and competitive prices for their golfing needs. Retail chains like Loblaw, for example, have the PC Optimum program, which allows shoppers to earn and accumulate points with special offers, incentivizing them to shop exclusively with Loblaw and companies. Additionally, subsidiary companies of Loblaws also use the PC Optimum rewards program, so customers don't need multiple accounts for different stores and or loyalty programs. If Golf Town were to implement a similar rewards system, it could attract more customers to shop exclusively at Golf Town and its subsidiary stores, such as Sporting Life and Team Sports.



# Strategy 2 - Increase brand loyalty by 15%.

## List of Tactics

1. Deploy a points system that allows customers to accumulate points by shopping with Golf Town, which can be redeemed for discounts and other rewards.
2. Offer a sign-up bonus to incentivize customers to join the points system app.
3. Advertise the app on social media channels.
4. Provide specific promotions within the app that increase the number of points earned on certain products (e.g., 10x points on a new lineup of drivers).
5. Include a referral feature in the app, allowing users to earn additional points by referring friends.
6. Invite golf influencers to Canada to play on top courses and promote the app.



# Strategy 2 - Increase brand loyalty by 15%.

## Resources

### Financial Budget:

- Points System Costs: Ensure that the points system is designed to avoid selling items below cost, except in cases of customer service issues.
- App Maintenance Costs: Budget for the expenses related to running and maintaining the app.
- Influencer Costs: Allocate funds for hiring influencers to promote the app and cover their travel expenses.

## Mesasureable Metrics

- App downloads
- User sign-ups from website
- Friend referrals
- Website usage of accounts

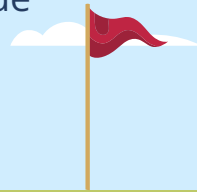


# Strategy 2 - Increase brand loyalty by 15%.

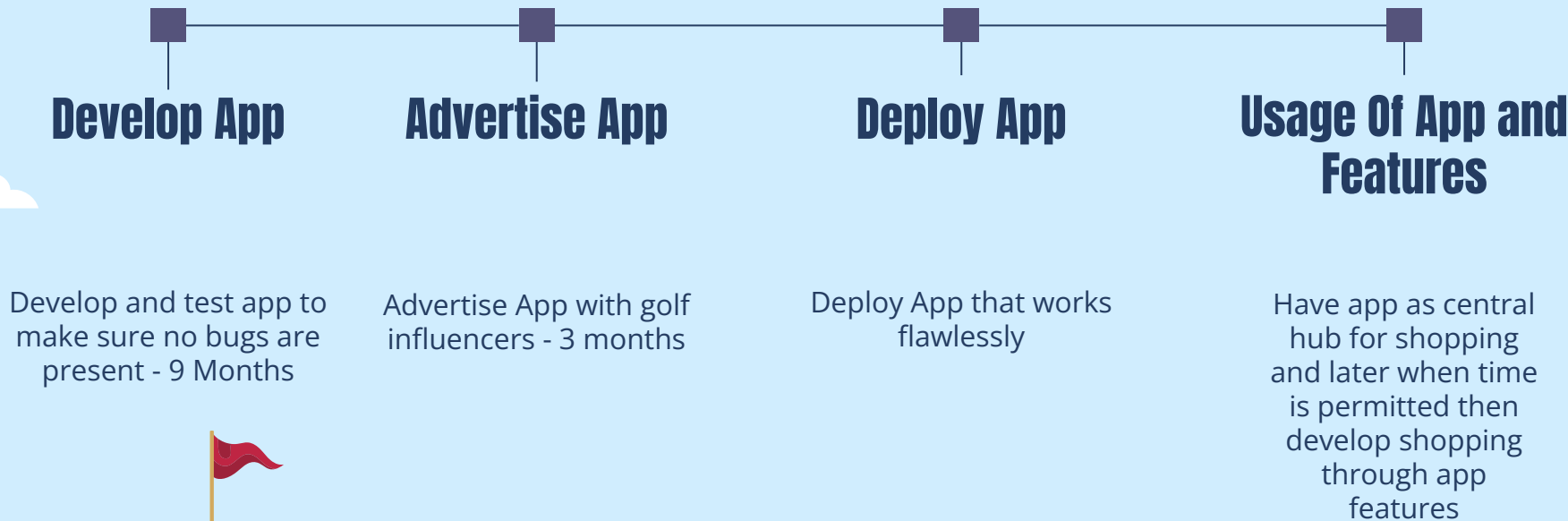
## Implementation

**Time Frame - 12 months(dependent on product release)**

1. Develop App allocate 9 months for app development to ensure the points system is thoroughly created and tested, with no errors present.
2. Advertise App by promoting the app for 3 months to generate public excitement. Utilize golf influencers to help boost visibility and engagement.
3. Deploy App ensure the app is deployed with full functionality, free from bugs or exploitable loopholes.
4. Use the app as a central hub for shopping, allowing customers to scan a unique barcode associated with their account to collect points.
5. Introduce a feature on the app that enables customers to purchase products quickly.



# Implementation - Timeline



# Summary

This plan analyzes Golf Town's current state against its competitors and defines two business goals, along with associated strategies and implementation timelines.

The primary goal focuses on increasing social media engagement by 50% on the YouTube channel within 12 months due to manufacturing companies.

The secondary goal is to enhance customer loyalty by implementing a points rewards system.

Strategies are outlined with specific details on how to implement each plan efficiently, including social media marketing and competitor analysis.

Overall, the goals and strategies outlined will help Golf Town and its partners stay one step ahead of the competition.





# Thanks!

Do you have any questions?

Contact Me at 554 Golf Town North  
Vancouver