

Revealing the Lie

Play Description

An engaging on course pop-up event with opportunities to connect with up to 72 golfers in just ONE day. Global research indicates that between 30 and 42 of those golfers will be playing with the incorrect lie angle. The objective of the event is to CONVERT golfers into a fitting/swing assessment in order to increase retail sales and coaching plans.

You want to show them the impact new technology combined with your expert guidance will have on their overall game.

Locate yourself on a Par 3 on a busy weekday/weekend. Ask everyone that plays through to hit an extra shot off a lie board with a piece of lie tape on their club. Take their contact details and highlight their results. Promote how a fitting or new equipment/coaching will impact the improvement in their game.

Key player development value

Consumer Value:

- I. Partake in an exciting event.*
- II. Opportunity to get their lie angle checked.*
- III. A chance to see the true value a PGA Professional delivers.*

Business Value:

- I. Convert golfers into Fittings/Coaching.*
- II. Generate equipment retail sales (iron(s)).*
- III. Engage and establish a closer relationship with up to 100 members in just one day.*

Items needed to run event

- PGA Professional.
- Lie board & lie tape.
- A busy weekday/weekend.

Promote the event

The event is a pop-up event, so no marketing is required. If you want to create some theater around the day, you can simply send a broadcast message linked to social that something exciting and special will happen on the given day. It might incentivize a few golfers to book a tee time.

Why run the event?

For the future, you want every golfer to see you as the first point of contact when they are inspired to buy new irons.

It will also provide very useful short marketing messaging, re-enforcing the point that a fitting is of paramount importance when buying new irons.

It will also help to inspire readers to want to upgrade their playing experience through a fitting, driving unplanned purchases and increased sales.

Step by Step Guide

Pre-event (Manage)

1. Schedule the date/time and locate the Par 3 on the course where you want to run the event.

During the event (Convert the engagement)

2. As each group plays through, you want to take their contact details.
3. Have each golfer swing once using the lie board and the lie tape. Take note of their clubs / model / wear and tear / grip etc.
4. Record their lie angle and whether it is correct or incorrect. If incorrect, make sure you identify how flat or upright their lie angle was.
5. We also suggest you ask each golfer if they have been fitted before. If they haven't, and their lie angle was incorrect, you have the perfect sales gap – CONVERT them into a fitting assessment if possible.

Post-event (Follow-up)

6. Summarize your data:
 - a. How many had a correct lie angle and how many had an incorrect lie angle from all the golfers you checked.
7. Create a “thank-you” template and send it to all participants with their individual data.
8. If they booked in for a fitting assessment, attach the confirmation of date/time.
9. If you want to personalize this further by adding a comment about their result, then you can repeat an offer to reveal to them how much better their ball striking could be.

Storytelling

Include a photo of a four-ball and attach the results to the story:

Example: *“We wanted to see how many of our golfers have made the game more difficult than it should be by playing with the wrong lie angle. We found that xx% made it more difficult. In fact, xx% made it very difficult by playing with lie angles at least 2° too flat or upright. If you want more smiles, more cause for celebration, and make it easier to hit good shots, get fitted.”*

Another great story could be to include a personal comment from someone you have given a fitting assessment due to the Revealing the Lie event. It will help you create relevance and make your member the hero other members can relate too.

With minimal effort, you can create many weeks of compelling posts that will enable you to “drip” the message that “a fitting is a must” out to your database.