

# THE GOLF BUSINESS

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# Gordon Simpson

managing secretary at Ladybank Golf Club

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### AirPixa

[www.AirPixa.co.uk](http://www.AirPixa.co.uk) / <https://goo.gl/AZbBhF>

People don't just want to read about something any more, they want to see and experience it for themselves, even while sat on their sofa at home.

AirPixa is uniquely placed to provide a promotional video of your club that includes combining drones with gimbal and stabilisation systems, so the video will feature spectacular aerial footage with, if requested, full 360 degree panning.

The company shoots in HD and 4K, covering all stages of video production, from professional script writing and voiceover to video hosting and promotion.

With stabilised sliders and steady-cams, AirPixa's work allows potential customers to understand and appreciate what makes your facilities unique.

The videos and photographs can be used in a myriad of ways to promote your golf course. Examples include using them on your website; updating your brochures and other printed marketing material; using them in email marketing campaigns; posting them on social media; and having them printed onto canvas to hang around your clubhouse.

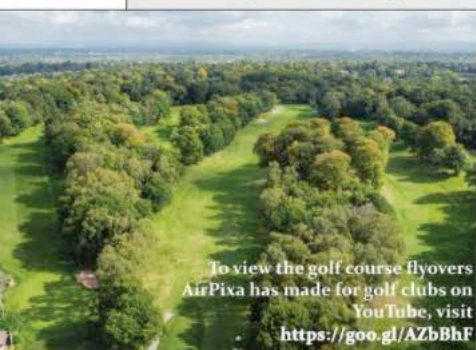
Likewise, golf club flyover videos, which allow golfers to visualise themselves playing the game at your location, can be used as part of your cross-channel marketing efforts to drive user engagement and showcase your course in the best way possible.

Show off the quality of your course, from the differences in hole designs to the variation of obstacles and hazards. Wow viewers with the beauty of the course and its surroundings, then calm them with a high-quality look into your hospitality facilities.

Producing visual marketing materials for golf courses is AirPixa's

speciality. Its experience with venues such as Thorndon Park, Dunham Forest, Wensum Valley and Boyce Hill golf clubs allows it to tailor video productions to best suit the needs of each individual club.

AirPixa's cameras and aircrafts provide the flexibility to produce crystal clear photographs and videos of your golf course.



To view the golf course flyovers AirPixa has made for golf clubs on YouTube, visit <https://goo.gl/AZbBhF>



# Take five

**With so many of your potential customers on Facebook, it makes sense to use that platform to market to them. The most effective way to do that is via Facebook advertising, which many golf clubs use. However, as James Lee details, there are five common mistakes that clubs make when using this tool, which all effect the success of the campaign**



**I**n April Facebook revealed it is about to hit two billion users – more than one in four people on this planet. That’s nearly three times as much as Instagram and about five times as many as Twitter. In the UK, it’s thought that more than one in two people have a Facebook account that they log onto at least once a year, so it’s no surprise that more and more golf clubs are marketing themselves on the social media giant these days. And the most effective way to do that is via Facebook advertising, in which the cost can range from a few pounds to much higher, depending on the size of the campaign.

According to Molly Pittman though, the vice president of US marketing giant DigitalMarketer, many businesses make simple mistakes when embarking on a Facebook advertising campaign.

She says there are five key elements to the perfect Facebook advert and running through them is the notion that golf clubs need to be specific regarding what they want to achieve from a campaign. Just stating ‘we want to achieve more customers’ is not going to work.

“The first key element is your offer,” she explained.

The offer is not your ‘product’ – membership of your golf club – but could be 14 months membership for the price of 12, a discount on green fees for a specific day or a competition to win a year’s membership.

“If your advert is just what your product is, you’re not giving anyone a reason to click. The single biggest mistake people make with Facebook adverts is the assumption that just because lots of people will see it, they will take action on it. There has to be an offer that people will want to click on. People who don’t know your brand will not think it’s as great as you do. Crafting the offer to get it right requires understanding the psychology of what your potential customers might want,” she said.

“The second key element is the copy; the writing on the Facebook advert or whatever you say if it’s a video. The copy is the articulation of the offer. Once you’ve got the hook, the copy should write itself, but make it as personable and as actionable as possible. Facebook is a social platform and people are used to scrolling through their news feeds to see updates from friends, family and co-workers, they’re not necessarily there to see adverts from brands.

“Therefore, meet them where they are. The most successful copy is written as if you’re talking to a friend.”

Pittman stated that a very effective tactic in the copy is to “hit on a pain point”. For example, the advert could say: ‘Are you frustrated at how high your handicap is? Here at our golf club we want to solve that problem. And, lucky for you, we happen to be offering discounted lessons by a coach with a proven track record for improving golfers’ performances.’

“The length of the copy is very important here,” she said. “That depends on how long it takes to get your point across. I’ve seen effective ads that are one sentence, and effective ones that are 10 paragraphs. Just make sure, if it is that

long, that your call to action isn’t buried at the bottom. “First impressions are also vital. For a number of businesses, about 60 per cent of the time their Facebook advert directs them to something free that promotes their brand.” This could simply be a blog post written by the club’s PGA professional on how to improve your swing. “People will think: ‘All this advert did was give me something useful for free. What else do they have to offer?’”

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The third key element is what Pittman calls ‘your creative’. “This can be images, GIFs, a video, they can all be effective depending on the expertise you have to help you create them,” she said. “But this is where people are lazy. I’ve seen some outstanding campaigns created but then the company slap a standard or irrelevant stock photo as the cover on them.

**AIRPIXA**

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- Narration by Voiceover Artists
- Hole by Hole Flyovers
- Sponsor Placements
- Professional Photography

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