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*3 Things to Remember about
Social Media for Golf*

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First of all in order to make any method of promoting a brand, business, service or product work in the golf arena you have to understand golf. There is no way around it and no use trying to do any marketing to golfers until golf is understood. Lack of understanding golf and golfers is one of the biggest stumbling blocks many ad firms and PR companies have when they go to market with a company's product targeted for golfers.

The methods used in marketing in other arenas will not necessarily work in the golf market..why?..the nature of the game and golfers is why. Golfers do not have to come online to find what they need or want which is to Play Golf.

The main thing to remember about the golf market is it is not a dedicated Online experience.

Golf cannot be played online thus making any used exclusively online will never reach the total golfer audience.

Make sure what is being marketed fits in golf. Just because the market or the economy for the target market for a product has failed does not mean hitting on the golf market will work.

Once golf is understood social media methods of marketing can be more effective.

2.The best and most effective way to improve the visibility of a product or services is join and get involved with a golf only group that offers both online and offline endeavors. Online only groups like Facebook and LinkedIn are not going to fully impact the golf market. Opening up the flood gates with millions of posts to Twitter does not cut it either.

Groups or clubs that gather offline get to the core of the golfer's reason for being online in the first place and allows the Trust Factor that is part of golf to be used to sift through the scams.

Being a member of a group will help tie online promotions to an offline activity that are associated with the golf group. All of the words and fancy video info commercials are a waste if the product or service can not be physically touched or felt. A business has to get involved in a golf online group to effectively target the market.

3. Show who is representing the business.

Make sure the owner or top executives of the business show their face to the market.

Do not hide behind a logo in an attempt to brand the product. Golfers are not like the rest of the market and blindly follow a publicity stunts or promotional campaign... that is why they play golf.



If you keep in mind these three approaches to using social media in the golf arena you should come out ahead of those who use the old shotgun style of social media.

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