

# WEBSITES

- Responsive/Mobile Friendly
  - 63% of golf.co.nz traffic is mobile based
- Complete website review/update - 2/3 years
- Online tee bookings
- Avoid dateable content unless sustainable
- Use analytics to drive your decisions
- Keep it simple and clean

MOBILE  
PHONES



**45.8%**

DEC 2020 vs. DEC 2019:

**-2.0%**

**-94 BPS**

LAPTOPS &  
DESKTOPS



**48.8%**

DEC 2020 vs. DEC 2019:

**+5.4%**

**+252 BPS**



# DIGITAL STATS FOR CLUBS

- 83.4% of clubs are using Facebook
- 22.1% of clubs are using IG
- 65% of clubs have a website
  - 125 clubs with under 250 members do not have a website
  - Every club over 500 members has a website







# ALGORITHM'S

A basic understanding of what determines if your post is seen will help you shape your future social media plans, reach more people and gain more engagements.



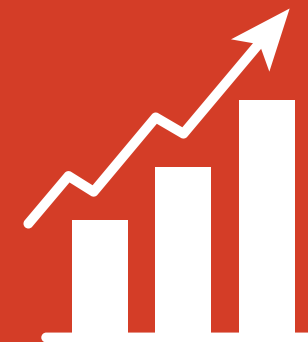
News Feed  
Visibility



Page  
Interest



Post  
Performance



Past  
Page  
Performance



Content  
Type



Recency



# FREQUENCY

A basic understanding of what determines if your post is seen will help you shape your future social media plans, reach more people and gain more engagements.

## BASE

### *FACEBOOK:*

1-2 posts/week.

Use different content types

### *INSTAGRAM:*

1-2 posts/week

1-2 stories/week

## IDEAL

### *FACEBOOK:*

2-4 posts/week.

Different content types

Boost important messages

Ad's running during acquisition

Reply to questions

### *INSTAGRAM:*

3-5 posts/week

1-2 stories/day

Regram best mentions

Reply to questions

## EXPERTS

### *FACEBOOK:*

1 post/day.

Different content types

1 Boost /week

Ad's running

Interact with followers

### *INSTAGRAM:*

8-10 posts/week

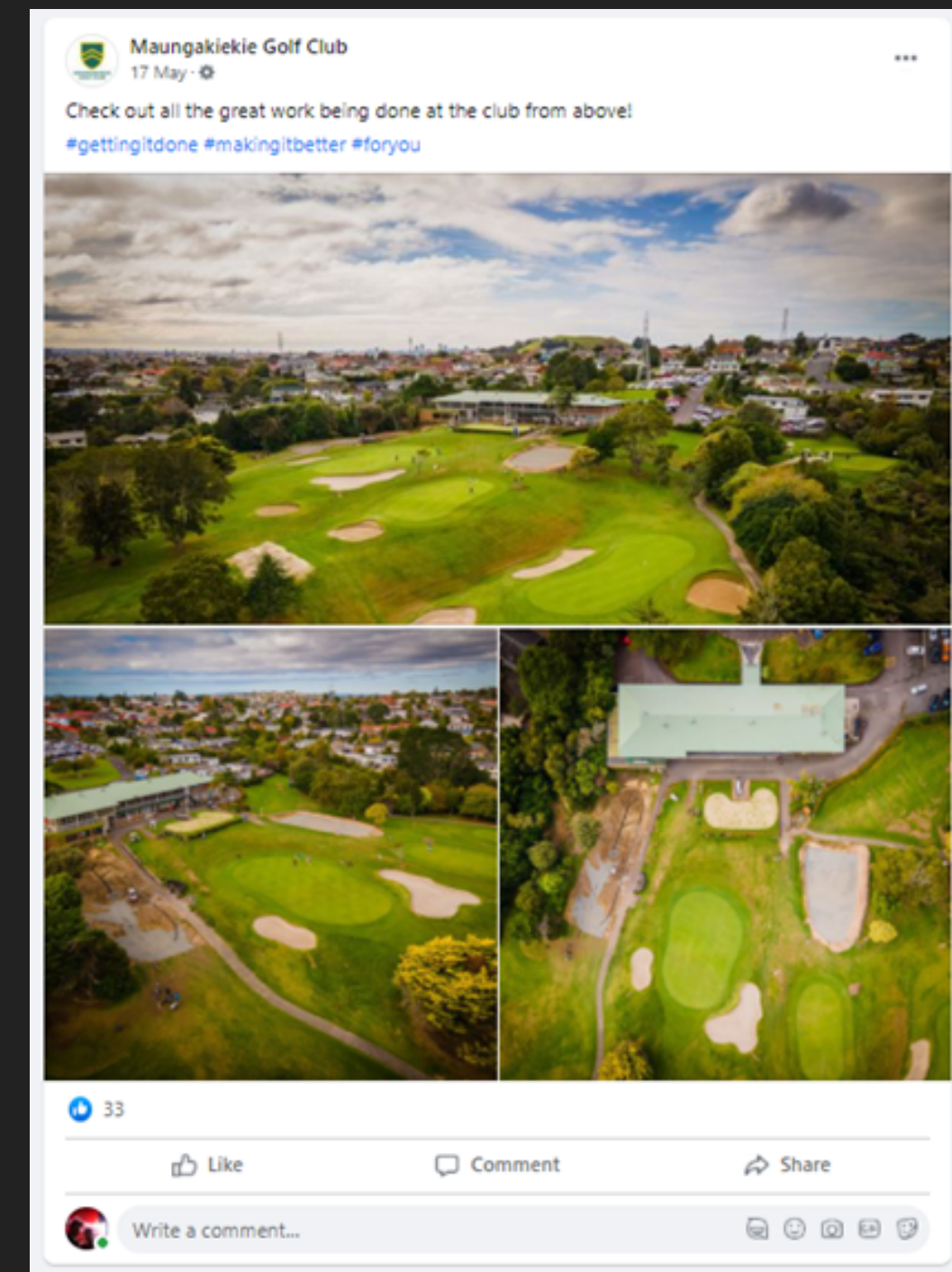
3-5 stories/day

Regram best mentions

Interact with followers

# EXAMPLES

Some examples of posts that show all of your club





# EXAMPLES

Some examples of showing specific areas of your club







# DIGITAL MARKETING TOOLS

- Canva – Graphics Design - FREE!
- Hootsuite – Social Management - FREE!
- Facebook & Instagram Scheduling - FREE!
- Boosting & Ads
- Google Profile & Ads
- Google Analytics - FREE!
- Facebook Community Groups - FREE!
- Using your sponsors/partners for content can be effective in sharing engaging content
- Photography







## GET IN TOUCH

Support clubs in their marketing endeavours as well as use the Golf New Zealand platforms to showcase our clubs

- Club Stories
- LOVE Golf Play
- Club Photography
- Social Media / Marketing
- Websites

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