

Pro-Am Golf USA

Awareness Campaign

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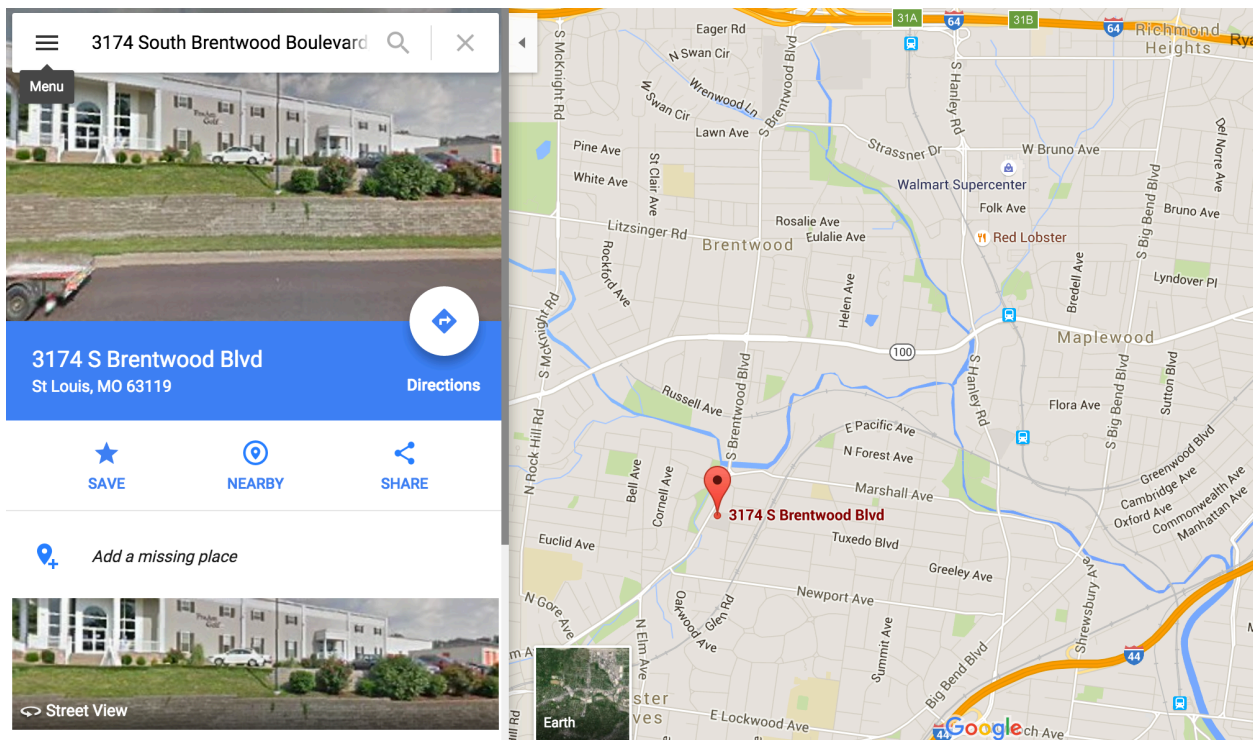
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Background

At Pro-Am Golf USA, our mission is to serve the public with quality items day in and day out. Founded in 1975 by Thomas D. DeGrand, a member of the PGA, Pro-Am Golf has specialized in the sale of golfing products for over 40 years. As of right now we have two locations; one in Columbia and the other, our main location in Brentwood at 3174 S. Brentwood Blvd. Our knowledgeable and dedicated staff strives to go above and beyond just selling products and wants to make sure that the customer finds the right equipment to help them improve their game.

At Pro-Am Golf USA, we offer services in-store that allow the customers one-on-one time with a member of our staff to make sure that they get the best equipment to suit their game. Our knowledgeable staff will work with customers to get the best out of every swing. We are one of the area's premier fitting outlets and can answer any questions about golf that the customer may have. Customers can call to reserve time to be fitted for clubs and we have many brands to choose from. We are an authorized fitter of Ping, Cleveland, Titleist and all other major brands.



SWOT

Strengths

1. Pro-Am Golf USA has a large presence on eBay.
2. We are a household name in Brentwood.
3. Golfers are naturally attracted to the organization.
4. Brett Hull, former St. Louis Blues star and member of the NHL Hall of Fame, is the spokesperson for the organization.

Weaknesses

1. Not many people out of the Brentwood city limits know of Pro-Am Golf USA.
2. If you are not a golfer that spends time near the Brentwood area, you have probably never heard of the organization.
3. We are largely overshadowed by Golfsmith, Golf Galaxy and Dick's Sporting Goods.
4. The shop space is small so we are limited to what we can include inside of the business in Brentwood at this point.

Opportunities

1. We can expand in the near future to house more equipment in the main shop, therefore attracting more customers.
2. Once awareness from individuals in the St. Louis area is had, the progression to make a bigger name for our company will be made easier.
3. Pro-Am Golf USA can create a local awareness to match the presence that we already have on eBay.
4. We can attract large groups of people into Pro-Am to get the best deals in the St. Louis area.

Threats

1. People will not be interested in our organization once hearing about it.
2. Individuals that need to be reached will not be reached by the means that we have set out in this awareness campaign.
3. The location in Brentwood will not be convenient for our targeted customers.
4. The weather will not permit our customers to reach the location on certain days, especially in the winter months.

Situation Analysis

Problem Statement - Only 10 % of 100 golfers polled at various courses in the St. Louis area know what Pro-Am Golf is, while 98% know of at least one of the other golf organizations in town. In a nutshell, Golfsmith, Dick's, and Golf Galaxy overshadow our services around the St. Louis area.

Pro-Am Golf is in a great position as a company, but the general golfing public in the St. Louis area may not know who we even are. Although we have an extremely positive presence on eBay, over 1000 positive feedbacks from customers all over the world, the amount of people that actually know about us in St. Louis is limited. With an increased knowledge of the business in the surrounding areas, we would not only make a substantial profit, but awareness of our organization will directly transition to bigger and better things at Pro-Am Golf USA. The lack of knowledge in the area of our business gives a direct and negative impression to our organization as a whole.

For those individuals or groups who know about our organization, we have a solid reputation for our company and services. We sponsor events like the Missouri Baptist Health and Sport Sciences golf tournament, and we also have a large presence in the St. Louis Golf Exposition held at the St. Charles Convention Center in February each year. With Edwin Watts now gone, we want more of a presence like that of Golfsmith. More people in the St. Louis area need to know about Pro-Am Golf USA. I believe that Pro-Am, if exposed properly with professional goals, objectives and tactics, could become a larger name in the St. Louis golf industry.

Goal

The goal for this Awareness Campaign is to create more of a name for Pro-Am Golf USA in the St. Louis area.

Duration of the Campaign

The campaign is designed to take place from January 1, 2016 until December 31, 2016. A complex calendar will be designed to chart, strategize and plan events throughout 2016.

2016 Calendar

January 2016								February 2016								March 2016								April 2016								
W	S	M	T	W	T	F	S	W	S	M	T	W	T	F	S	W	S	M	T	W	T	F	S	W	S	M	T	W	T	F	S	
53						1	2	5		1	2	3	4	5	6	9			1	2	3	4	5	13						1	2	
1	3	4	5	6	7	8	9	6	7	8	9	10	11	12	13	10	6	7	8	9	10	11	12	14	3	4	5	6	7	8	9	
2	10	11	12	13	14	15	16	7	14	15	16	17	18	19	20	11	13	14	15	16	17	18	19	15	10	11	12	13	14	15	16	
3	17	18	19	20	21	22	23	8	21	22	23	24	25	26	27	12	20	21	22	23	24	25	26	16	17	18	19	20	21	22	23	
4	24	25	26	27	28	29	30	9	28	29						13	27	28	29	30	31			17	24	25	26	27	28	29	30	
5	31																															
May 2016								June 2016								July 2016								August 2016								
W	S	M	T	W	T	F	S	W	S	M	T	W	T	F	S	W	S	M	T	W	T	F	S	W	S	M	T	W	T	F	S	
18	1	2	3	4	5	6	7	22				1	2	3	4	26						1	2	31		1	2	3	4	5	6	
19	8	9	10	11	12	13	14	23	5	6	7	8	9	10	11	27	3	4	5	6	7	8	9	32	7	8	9	10	11	12	13	
20	15	16	17	18	19	20	21	24	12	13	14	15	16	17	18	28	10	11	12	13	14	15	16	33	14	15	16	17	18	19	20	
21	22	23	24	25	26	27	28	25	19	20	21	22	23	24	25	29	17	18	19	20	21	22	23	34	21	22	23	24	25	26	27	
22	29	30	31					26	26	27	28	29	30			30	24	25	26	27	28	29	30	35	28	29	30	31				
																31	31															
September 2016								October 2016								November 2016								December 2016								
W	S	M	T	W	T	F	S	W	S	M	T	W	T	F	S	W	S	M	T	W	T	F	S	W	S	M	T	W	T	F	S	
35					1	2	3	39							1	44			1	2	3	4	5	48						1	2	3
36	4	5	6	7	8	9	10	40	2	3	4	5	6	7	8	45	6	7	8	9	10	11	12	49	4	5	6	7	8	9	10	
37	11	12	13	14	15	16	17	41	9	10	11	12	13	14	15	46	13	14	15	16	17	18	19	50	11	12	13	14	15	16	17	
38	18	19	20	21	22	23	24	42	16	17	18	19	20	21	22	47	20	21	22	23	24	25	26	51	18	19	20	21	22	23	24	
39	25	26	27	28	29	30		43	23	24	25	26	27	28	29	48	27	28	29	30				52	25	26	27	28	29	30	31	
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Objectives

Objective 1 - Increase our social media postings by 20% each month starting January 1, 2016, to alert customers or followers of products and announcements in the store and on the Internet as well.

Objective 2 - Increase awareness by 15% by July 1 in the St. Louis area in a 20-mile radius from the Brentwood location.

Objective 3 - Achieve an 85 % favorable attitude from golf consumers polled in St. Louis that already know of our organization by August 1.

Objective 4 - Offer 10 % more incentives and discounts by October 1 to draw the public into the Brentwood location.

Key Publics

All in St. Louis County

1. Middle age men – (28-58)
2. Senior men – (58-78)
3. Youth – (8-18)
4. Middle age women – (28-58)
5. Local businesses near our Brentwood location

Tactics

Objective 1 - Increase our social media postings by 20% each month starting January 1, 2016, to alert customers or followers of products and announcements in the store and on the Internet as well.

Tactic 1 – Press releases on Twitter on new equipment in the store and other important information such as surveys to the public.

Tactic 2 – 40 second general video about Pro-Am released on social media.

Objective 2 - Increase awareness by 15% by July 1 in the St. Louis area in a 20-mile radius from the Brentwood location.

Tactic 1 – Pass out flyers and business cards in the area and place a large sign at the Manchester, Brentwood intersection.

Tactic 2 – 15-second radio spot on 92.3 WIL and 93.7 The Bull.

Tactic 3 – Web advertisements on local business websites and also GolfNow.

Objective 3 - Achieve an 85 % favorable attitude from golf consumers polled in St. Louis that already know of our organization by September 1.

Tactic 1 - Involve 10 staff members from Pro-Am to assist with and appear in at least 10 clinics (one each) or golf camps during the summer months of 2016 to get our name out there.

Tactic 2 - Sponsor a hole at 5 different golf tournaments in the area.

Objective 4 - Offer 10 % more incentives and discounts by October 1 to draw the public into the Brentwood location.

Tactic 1 – Send coupons to past customers that we have in the email system.

Tactic 2 – Advertise by word of mouth and email the offering of military, senior, youth and collegiate discounts at the Brentwood location

Spokesperson

Brett Hull will be the spokesperson for Pro-Am Golf USA. He is a St. Louis sports hero, as well as an avid golfer. He shops at Pro-Am often, and we supply him with specific clubs and other equipment to fit his needs. He is also currently the executive vice president for the St. Louis Blues and would be a great outlet for getting the word out to the public for us. People respect Hull, and he respects our organization. It will be a mutually beneficial relationship that can foster growth for our business. He will speak on our radio spot and mention his name at the beginning of the commercial, and we will put a picture of him on some of our advertisements that go out during the year.





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FOR IMMEDIATE RELEASE

PRO-AM GOLF RELEASES CALLAWAY 816 DRIVER

December 15, the hot-off-the-face Double Black Diamond, will be shipped.

St. Louis, Mo., December 15, 2015 – Pro-Am Golf, located at 3174 S. Brentwood Blvd., will open its doors early at 8 a.m. on December 15 for customers to hit the Callaway Big Bertha Alpha 816 Double Black Diamond Driver in the simulation bays. For customers who order the product, the driver will not disappoint. Extreme distance after contact, a next generation club head face, and dual chambers with Gravity Core, are all obtained with this driver.

There are many drivers on the market with adjustability capabilities, but PGA tour players already like this specific product when they have tested it in tournaments. “The 816 driver launches with very low spin, and my mis-hits fly much straighter. I can also shape my shots with ease with this driver,” said Phil Mickelson, five-time PGA tour major champion. Professionals love the product and the customers will too.

Shaft upgrades, as well as shaft replacements are available upon order, both online and at Pro-Am. At Pro-Am our knowledgeable staff will work to fit any club to specific needs, so that the customer will get the best out of every swing. We are one of the area's premier fitting outlets and are certified and authorized to fit Callaway products.

Founded in 1975 by Thomas D. DeGrand, a member of the PGA, Pro-Am Golf has specialized in the sale of golfing products for over 35 years. Our knowledgeable and dedicated staff strives to go above and beyond selling products and want to make sure that customers find the right equipment to help improve their game. Here at Pro-Am, an individual is more than just a customer, they are one of the family!

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For more information about the content of this release, contact Todd DeGrand at 1-800-746-5383.

15-Second Radio Spot to Run on Local Stations

Come on down to Pro-Am Golf USA to see some of the best deals in St. Louis County.

Our staff is waiting to see you at 3174 S. Brentwood Blvd. If you have any questions feel free to contact us at 314-647-8054 or visit us on the web at proamgolfusa.com.

Budget

\$10,000

Objective 1 - Increase our social media postings by 20% each month starting January 1, 2016, to alert customers or followers of products and announcements in the store and on the Internet as well.

Tactic 1 – Press releases on Twitter on new equipment in the store and other important information such as surveys to the public. (\$0)

Tactic 2 – 40 second general video about Pro-Am released on social media. (\$300 in production costs)

Objective 2 - Increase awareness by 15% by July 1 in the St. Louis area in a 20-mile radius from the Brentwood location.

Tactic 1 – Pass out flyers and business cards in the area and place a Large Sign at the Manchester, Brentwood intersection. (\$4000)

Tactic 2 – 15-second radio spot on 92.3 WIL and 93.7 The Bull (\$1000)

Tactic 3 – Web advertisements on local business websites and also GolfNow (\$2000)

Objective 3 - Achieve an 85 % favorable attitude from golf consumers polled in St. Louis that already know of our organization by September 1.

Tactic 1 - Involve 10 staff members from Pro-Am to assist with and appear in at least 10 clinics (one each) or golf camps during the summer months of 2016 to get our name out there. (\$0)

Tactic 2 - Sponsor a hole at 5 different golf tournaments in the area. (\$800)

Objective 4 - Offer 10 % more incentives and discounts by October 1 to draw the public into the Brentwood location.

Tactic 1 – Send coupons to past customers that we have in the email system. (\$0 to send on email)

Tactic 2 – Advertise by word of mouth and email the offering of military, senior, youth and collegiate discounts at the Brentwood location. (\$0)

Expected Money to be Spent - \$8100

Money Left Over from Allocated Budget to be Spent on Other Advertisements throughout the Year - \$1900

Measurement

We will conduct “temperature checks” every quarter to see if we matched the objectives that we set before embarking on the campaign. If we are “running a fever” we will revise the media tactics and try again. Careful records will be kept along the way.

We will check the number of hits on the website and the media coverage. We will also track the number of new contacts made and release those numbers to the public to hopefully increase exposure. The output (news releases, publicity) will also be measured with careful results logged by a staff member at Pro-Am. We will display data at our monthly meetings to maximize the understanding of the awareness campaign.

How to Measure Objectives

Objective 1 - Increase our social media postings by 20% each month starting January 1, 2016, to alert customers or followers of products and announcements in the store and on the Internet as well.

Measurement – Track Google Analytics and the “View Tweet Activity” section on Twitter for the total number of impressions and engagements.

Objective 2 - Increase awareness by 15% by July 1 in the St. Louis area in a 20-mile radius from the Brentwood location.

Measurement – Survey the audience with Survey Monkey a couple of times throughout the six targeted months and keep the stats on file to see if the awareness is there for Pro-Am Golf USA.

Objective 3 - Achieve an 85 % favorable attitude from golf consumers polled in St. Louis that already know of our organization by September 1.

Measurement – Conduct a simple two or three question survey of the business by handing the customers a sheet of paper to be placed in a box outside of the exit door as they leave, and track those stats as well to see if the favorableness of the organization improves over the months selected.

Objective 4 - Offer 10 % more incentives and discounts by October 1 to draw the public into the Brentwood location.

Measurement – Track the number of incentives and discounts and see if it in fact was raised by 10% in the targeted five months. (May through September)