



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	<p><i>Describe who are you trying to reach and what results were did you plan to achieve.</i></p> <p>We were trying to reach the millennials (18-30) yrs old to increase participation in the Get Golf Ready program.</p>
Program Design:	<p><i>Explain the program you developed to achieve the goals you described above.</i></p> <p>We advertised on Facebook ads and Google ads.</p>
Tracking Results:	<p><i>Explain how you tracked results.</i></p> <p>Facebook's trial lasted approx. 1 month with a cost that was way too high. \$114.00 with a per click price of 9.85 and no noticeable increase in participation. Google ads were priced much lower at \$1.57 per click and a total of \$712.57, but again not many new participation in GGR. This type of advertising many drive more people to the course but did little to drive more participation to the instructional program.</p>
Results:	<p><i>Explain how you achieved the goals outlined above.</i></p> <p>The goal of using social media to drive participation to our Get Golf Ready program was not cost effective for us.</p>
Business Impact:	<p><i>Explain how your program had a positive impact on your business. Such as the revenue generated, additional spend by participants, new memberships, effect on your bottom-line and effect on your personal income. Very little positive impact on our GGR program.</i></p>



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Recommendations:	<i>What recommendations would you have to other professionals in adopting this program?</i>