



PGA

Pacific Northwest Section

RiverRidge GC – Best Practices Promoting Get Golf Ready with a Local News Personality

Aaron Oakley, PGA

Jeff Evans, PGA

Details of program:

Jeff Evans, PGA and Aaron Oakley, PGA used a Yamaha Player Development grant to partially fund a Get Golf Ready advertising package. RiverRidge contracted with Bicoastal Media which owns and operates 104.7 KDUK. The target demographic for KDUK is Adult Women 18 to 49 years old.

Amanda Burd is the co-host of The Morning House Party on 104.7 KDUK. Amanda, who had never before played golf, took a Get Golf Ready series of classes taught by Jeff Evans, PGA. After each class, Amanda recorded a new radio commercial updating her progress and endorsing the program. She also posted photos and videos to Facebook and Instagram.

Business impact of program:

As a result, RiverRidge increased Get Golf Ready session registrations by nine in Summer 1 and two in Summer 2 when compared to 2015 figures. Total sales for these sessions increased by \$1669, and the teaching professionals receive 85% of the program revenue. Also, the Oregon Golf Association presented the RiverRidge golf professionals with the 2016 Community Impact Award for striving to grow the game.