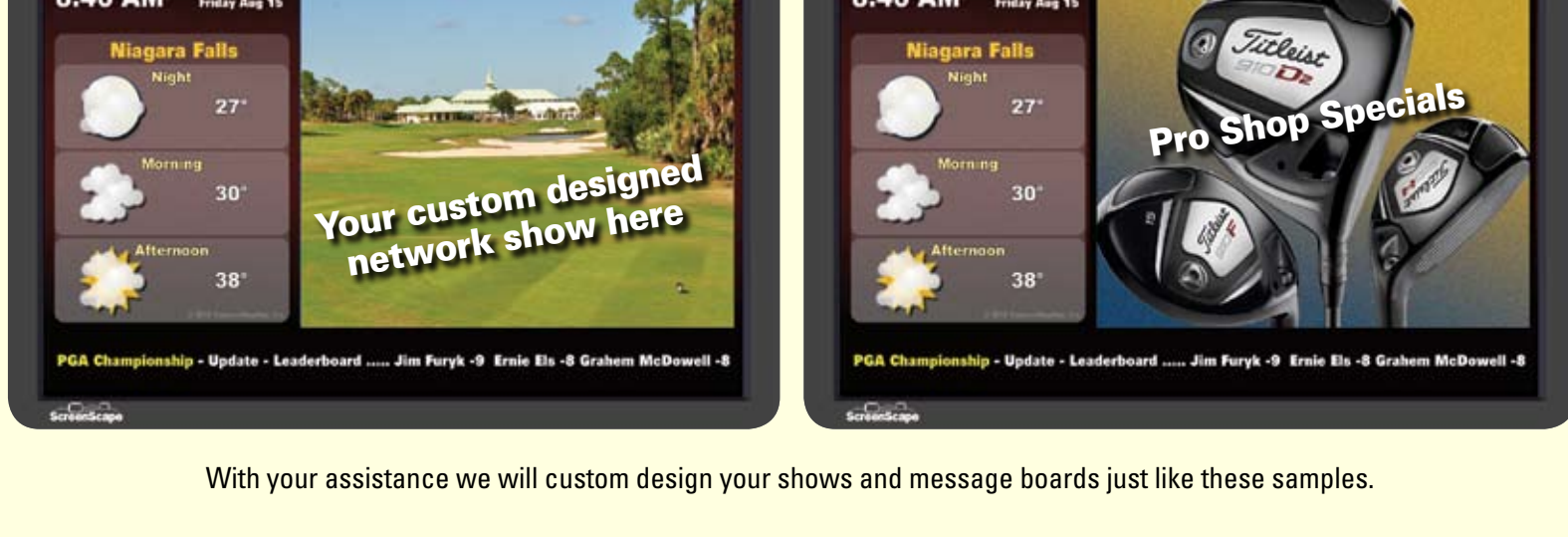


# Get Connected with YOUR Golfers!



Providing a unique marketing program that is  
**EASY, EFFECTIVE, AFFORDABLE**  
 and **A NEW REVENUE SOURCE**

## Imagine Your OWN Custom Designed Shows, Ads and Message Boards Right in Your Club!



With your assistance we will custom design your shows and message boards just like these samples.

The Golf Club Network has launched a digital signage support network and marketing program that delivers customized and tailored solutions for golf clubs and golf facilities in Canada and all over North America. Digital signage is the communication wave of the future and the Golf Club Network provides a turn-key solution allowing golf clubs the opportunity to reach out, target their customers, communicate with them more effectively and add a new revenue source to their operation.



The Golf Club Network is managed by the Links Marketing Group who have been involved in the golf business for many years and publishes Pro Shop Magazine, the leading golf industry publication in Canada, Canadian Golfer Magazine and the golfindustrynetwork.ca web site.

Offering innovative, cost effective marketing and advertising programs, golf courses will use ScreenScape powered displays to showcase their products, services and events. ScreenScape is a software-as-a-service (SaaS) platform, enabling members to turn any Internet-connected computer or screen into a dynamic digital display. Members of ScreenScape form a collaborative community, which acts as a shared resource for content creation, exchange, cross promotion and advertising revenue.



## Digital Signage

Turn your television monitors into digital signage and a new revenue source!



Digital signage refers to easy-to-use and adaptable electronically controlled signs that use still images or video to capture the end user's attention and alert them to an opportunity or information that is relevant to them. Digital signage can be electronically updated without the cost and expense of changing the physical sign itself. Changes can be made quickly and cost effectively, and dynamic targeted messages can be distributed to hundreds or thousands of displays at once.

Digital Signage offers small, medium and large golf clubs a new way to communicate with their customers and potential customers. We offer a turn-key service by managing the programs, creating quality content / graphics and merchandising solutions. Our role is to make it easier for the golf clubs as we know when the season is in progress, the staff is busy performing many jobs and don't have the time or knowledge to develop content or design graphics. With guidance and approvals from each golf club, we will manage the entire system, package advertising in with our clients and rebate revenue back to the golf operation to create a new revenue source.

## Content & Data Services

We utilize the design experience of our in-house team combined with a group of highly skilled and specialized graphic designers. We will work with each club to develop your own "Program" that can involve a mix of quality and visual graphics or video. Each golf club has its own unique needs and requirements and we have the perfect solution.

Our award winning editorial staff will use its expertise and knowledge to create a high-quality content package that golf clubs can use to enhance their own Program. Our goal is to extend a value-added benefit to golf clubs that can be translated into increase sales and volume.

## Production Services

The Golf Club Network is pleased to be able to offer a variety of services to assist you in the creation and on-going development of your "Program". Our graphic / video designers will create content for your screens from PowerPoint slides, photos, videos, tutorials, advertisements and much more. We have the equipment and ability to provide video of your golf club, showcase your golf professional offering lessons or selling lessons and much more. Leveraging the use of computer technology we consistently provide golf clubs with their signage and digital imaging solutions

## Advertising Packages

With your direction and approval, the Golf Club Network will package and sell national and local advertising on your screens. You have final approval of all content and length of any advertisement. For all advertising by the Golf Club Network you will receive a percentage of all revenue. The golf club also has the opportunity to sell advertising and we will manage any creative or production requirements. If the golf club provides an advertising lead that turns into a sale, the golf club will receive additional revenue.

## Hardware Requirements

If you have a television monitor, computer and internet connection, you are all set to benefit from digital signage. Turn your television monitors into a sales tool and add a new revenue source to your golf operation. If you would like to add new monitors or drive multiple screens with similar content or different content, we have made special arrangement with Best Buy to provide all the services and installation required.

## Advantages of Digital Signage & the Golf Club Network

- Easy and quickly update content and messages
- Effective and Affordable
- Schedule times to show specific content
- Make your digital signs a source to increase sales and profits
- Educate and inform customers and potential customers
- Influence people's purchasing decisions
- Promote your Corporate Business and support clients
- Add a new revenue source to your golf operation
- Cross promote with other companies on the Network
- A proven medium that works better than most traditional media ads to help increase sales and provide customer awareness



**Now you have the power of a TV station and an automatically created website to provide information to your customers, drive sales and add a new revenue source to your golf operation!**

## Now its Time to Get To Know Your Customers!

Be Part of



**New Innovative Golf Club Network Programs**

- **Have you ever made an attempt to know every golfer at your club?**
- **Do you know if they had a good time?**
- **Did you thank them for playing your course and did you ask them to come back?**
- **For golfers in corporate events, did you make an offer to entice all participants to come back for another day of golf?**



As part of the Golf Club Network, the first program you can start to benefit from is the **Golf N'Win** program where you will enhance your customer data base, get to know your golfers and start communicating with them.

Secondly is the **Rangers Rule** program. Most golf courses have a course Ranger or Marshall. All serve a good purpose to keep an eye on golfers and ensure the pace of play. But what is a golfer's first impression of a Ranger at your golf club? Negative. No business wants or needs any negative impressions with customers, especially if you want them to come back. Yes a Ranger must be courteous and diplomatic with golfers and groups, your Ranger can now be part of your marketing and sales program and turn a negative into a positive.



Key ingredients to any marketing plan are to "Know your customer" and ensure you make every effort to have positive communication with them on a regular basis.

With our **Golf N' Win** and **Rangers Rule** programs we will show you an effective and affordable marketing program that lets your golfers win prizes, assists you with the development of a communication program and helps you to get to know your customers.



For more information on the Golf Club Network or any of our programs, please contact:

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