

I simply click on the link that takes me to that event on my website, then I change dates, pricing, etc before I reschedule the event to come out 4-6 weeks before it's start date.

I also take all of the information that is listed on the event calendar on my website and put all of that information into the shared Google Calendar that my staff uses. This allows everyone to easily access everything that is taking place and they can easily answer questions that golfers might have about the event because it is all at everyone's finger tips.

3: Hashtags

In the hashtag column, I list the hashtags that are associated with those events. This allows everyone to use the same hashtag. We put hashtags in our emails as well as on Instagram promotion and flyers hanging up around the clubhouse.

4: Promotional Emails

This column has links to the emails that are located in the Email folder on my Google Drive. This emails are directly written for that specific promotion.

These emails are set up to be triggered when a golfer performs a specific behavior. For instance, they might fill out a form on a landing page which then triggers more information about that particular promotion.

I don't have specific emails written for every promotion, only the ones that also include a landing page in my marketing schedule.

5: App Push

The final column is where we insert the words we use in the App Push that is set up in our mobile app. Once again, this is just so that we don't have to re-invent the wheel every year. It also allows me to have many people help to schedule because everyone can access the Google Drive and now, it's easy for them to know what should be scheduled.

Second Tab: Tracker

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DATE	PROMOTIONS	FB EVENT	FB POST	IG	IG STORY	APP NEWS	PUSH	GOOGLE CAL	WEB CAL	LAND PAGE
4/1/2019	April Fool's	X	X				X	X	X	
4/2/2019	Men's Club	X	X					X	X	
4/11/2019	Masters Week	X	X		X			X	X	
4/17/2019	Tax Relief Day	X	X		X		X	X	X	
4/18/2019	Senior Women's League	X			X			X	X	
4/7/2019	National Beer Day									
4/18/2019	Women's League	X			X			X	X	
4/11/2019	Women's Club Breakfast							X		
5/12/2019	Mother's Day GC	X	X		X		X	X	X	
5/12/2019	Mother's Day Mini	X			X		X	X	X	
4/18/2019	Senior Women's Club	X			X			X	X	
5/17/2019	Couples League	X			X		X	X	X	
5/18/2019	Armed Forces Day	X	X		X		X	X	X	
5/25/2019	Memorial Day	X	X	X	X		X	X	X	

1: Promotions

In this column, I have a formula set for it to auto grab from the previous sheet. This is grabbing all of my promotions with the link that goes directly to the event calendar on my website.

2: Trackers

This is how I keep track of what all needs to be done. I have about three college kids who help me schedule all of my content. This is how we all work together as we get everything scheduled.

FB EVENT: I take all of the same information that is listed in the website event calendar and create a Facebook Event page for it, too. As with everything else, I simply re-schedule it from one year to the next. Every single one of my events has a branding image that goes along with it. This image can be found on the flyers, FB Event, website calendar, landing page, etc that is associated with each event.

FB POST: In my Facebook Scheduling spreadsheet, I write three posts for every promotion. These get scheduled, the posted on Facebook. For these particular posts, I schedule these for the full year out. I take about two days in the winter to schedule all of the promotional material.

IG: In my Instagram strategy, I also create IG photos in canva.com. These photos are associated with the promotions. I use an app called Plann (plannthat.com) to schedule all of my Instagram posts and stories.

IG STORY: Once I have a photo done for IG, I separate it out into three separate photos that I then use as an IG Story. All of these photos are stored in a folder on Google Drive for easy access from my phone for scheduling.

APP NEWS: For some promotions, we feature them in our app under a news section that appears when the app is first opened. I only do this for the huge promotions that we do throughout the year.

PUSH: This column shows us that the push notification within our app has been scheduled.

GOOGLE CAL: This column is marked when all of the promotions/events/golf outings have been updated in our shared Google Calendar.

WEB CAL: In this section, we marked when we have updated each event calendar page and had it re-schedule for the next year.

LANDING PAGE: For some promotions throughout the year, I use FB Ads and IG Ads. Those ads typically follow this process:

FB Ad >> Landing Page >> Email Opt In >> Thank You Page >> Email Sequence Follow Up

I create branded landing pages for each of these promotions. I re-use the same landing pages from one year to the next, but they must be updated with event changes in pricing, dates, etc. When the landing page has been updated, then it's marked in this column.

Third Tab: Blog Post

Blog Post

I theme out my months with something that I plan to educate my golfers. Themes help me stay focused and prevent writer's block. I write all of my blog posts and store them in a folder on my Google Drive (shocking, right?). Then I link to the blog post from this column in my spreadsheet.

Email Subject

I like to have a specific email subject line written, so I don't have to open up the blog post and read it again to remember what it was about, so this is a subject line that I can use.

Facebook Post

This is the section that I use to write the Facebook Post that I write when I link to my blog post from Facebook.

Freebie with Blog Post

Sometimes, I'll provide a "freebie" with my blog post. For instance, I might write someone about how to hit your irons or three drills you can do on the golf course. When it's appropriate, I create a Google Doc with additional information that the user can download. A "study guide" if you will that the golfer has to give me his email before he gets the free content. It's simply a way to build my database.

I link to that Google Doc from this column. I download the Google Doc and save it as a PDF file that I then upload to my website for people to use.