

Social Media **WORKBOOK** for GOLF COURSES



by Kevin Unterreiner



Updated February 11, 2019

Welcome to 2019. Traditional marketing (print, TV, radio) is officially dead...but here's the GOOD news.

When I built my first website for a golf course in 1997, few people even had email.

None of us at that time could have imagined how drastically the internet (and now social media) would change the way we communicate and interact with family, friends, businesses and customers.

And while it is now the accepted primary way of reaching new customers and staying in touch with current ones, many businesses struggle with a) setting everything up correctly, b) creating effective online marketing plans & strategies, c) implementing and managing day to day and d) analyzing results to determine if their efforts are providing a return on investment.

I am a business owner myself. I've seen TwinCitiesGolf.com (founded 1998) grow from zero to 50,000 followers, average over 1,000 website visitors a day, and receive more than 2 million online "impressions" annually...all of which attracts thousands of customers annually. I've lived and breathed online marketing every day for 20 years now and love golf & helping businesses with their internet marketing.

As soon as I started building websites for golf courses, I realized the tremendous potential for reaching people through the internet and how it would make marketing and customer relationship management much more efficient and cost-effective. To date, I've helped over 500 businesses create successful online marketing strategies. During some of the past 20 years, many of my clients were non-golf businesses...enabling me to bring "outside the golf box" ideas to courses.

The recent explosive growth of social media has made it easier than ever to attract new customers, brand your business and increase your revenues at incredibly low cost (often free).

That being said, I know many business owners and managers feel overwhelmed with all the options out there. Moreover, they've tried to have staff manage their social media and found out that they spend more time on their OWN instagram, facebook, & snapchat than they do helping YOU grow YOUR business...so they scaled back or quit trying.

That's why most businesses need help. Working with an outside online marketing expert or agency (that specializes in golf) to help you plan, implement, track results & help manage your internal staff is the fastest way to get optimal results.

Here are the 6 steps to getting the most benefit out of online marketing:

- #1 - Set everything up correctly.
- #2 - Create and plan out your online marketing strategies.
- #3 - Implement the strategies.
- #4 - Monitor and interact daily.
- #5 - Analyze your results.
- #6 - (start again at #2 based on your results)

If you need help with any (or all) of the above steps, let me know. I love helping, have a great team here at TwinCitiesGolf and can train you and your staff to more effectively take advantage of this great marketing opportunity to grow your business.

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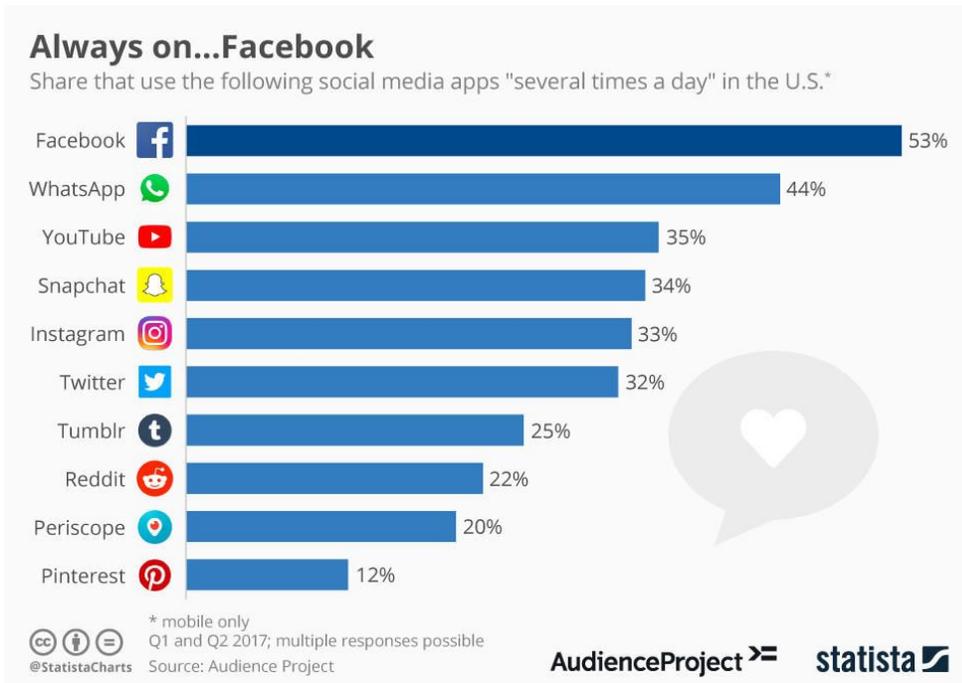
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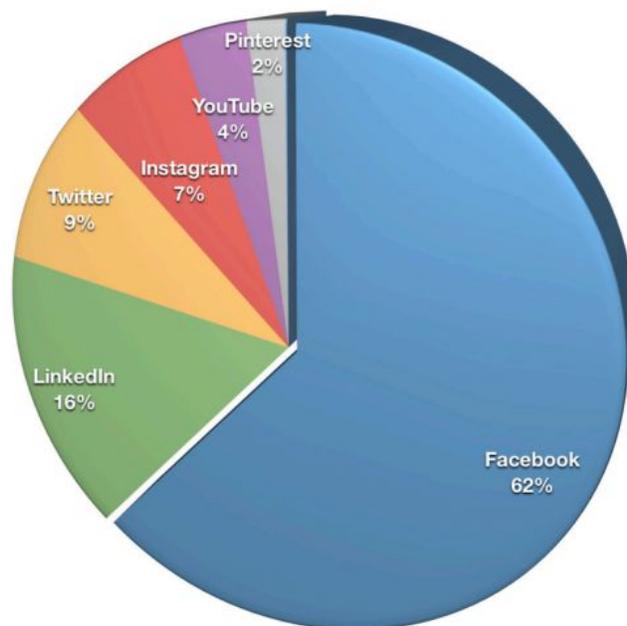
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Overview of Social Media Platforms



The most important social platform for marketers is...



September, 2018

Social Media Usage by Age, Gender and Education

% of U.S. adults who use each social media platform

	Facebook	Instagram	LinkedIn	Twitter
Total	68%	35%	25%	24%
Men	62%	30%	25%	23%
Women	74%	39%	25%	24%
Ages 18-29	81%	64%	29%	40%
30-49	78%	40%	33%	27%
50-64	65%	21%	24%	19%
65+	41%	10%	9%	8%
White	67%	32%	26%	24%
Black	70%	43%	28%	26%
Hispanic	73%	38%	13%	20%
High school or less	60%	29%	9%	18%
Some college	71%	36%	22%	25%
College graduate	77%	42%	50%	32%
Urban	75%	42%	30%	29%
Suburban	67%	34%	27%	23%
Rural	58%	25%	13%	17%

Source: Source: Survey conducted Jan. 3-10, 2018.

Section 1 - Facebook

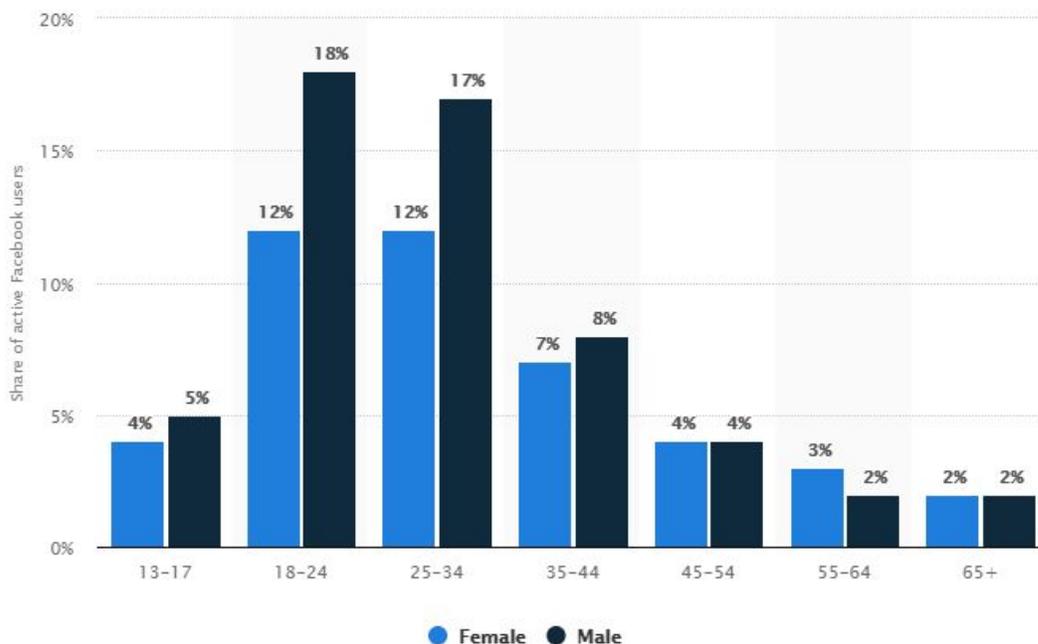


What It Is

Facebook is the most widely used social platform on the planet.

Who It Reaches

1. As of June 30, 2017, Facebook had 2.01 billion monthly active users.
2. 79% of Americans use Facebook—the platform with the second closest usage percentage is Instagram, at 32%.
3. 50 million businesses use Facebook Pages.
4. The average Facebook user has 155 friends
5. Facebook business pages posts average 2.6% organic reach.
6. 57% of consumers say social media influences their shopping, led by Facebook at 44%.
7. The average cost per click (CPC) in Facebook ads across all industries is \$1.72.



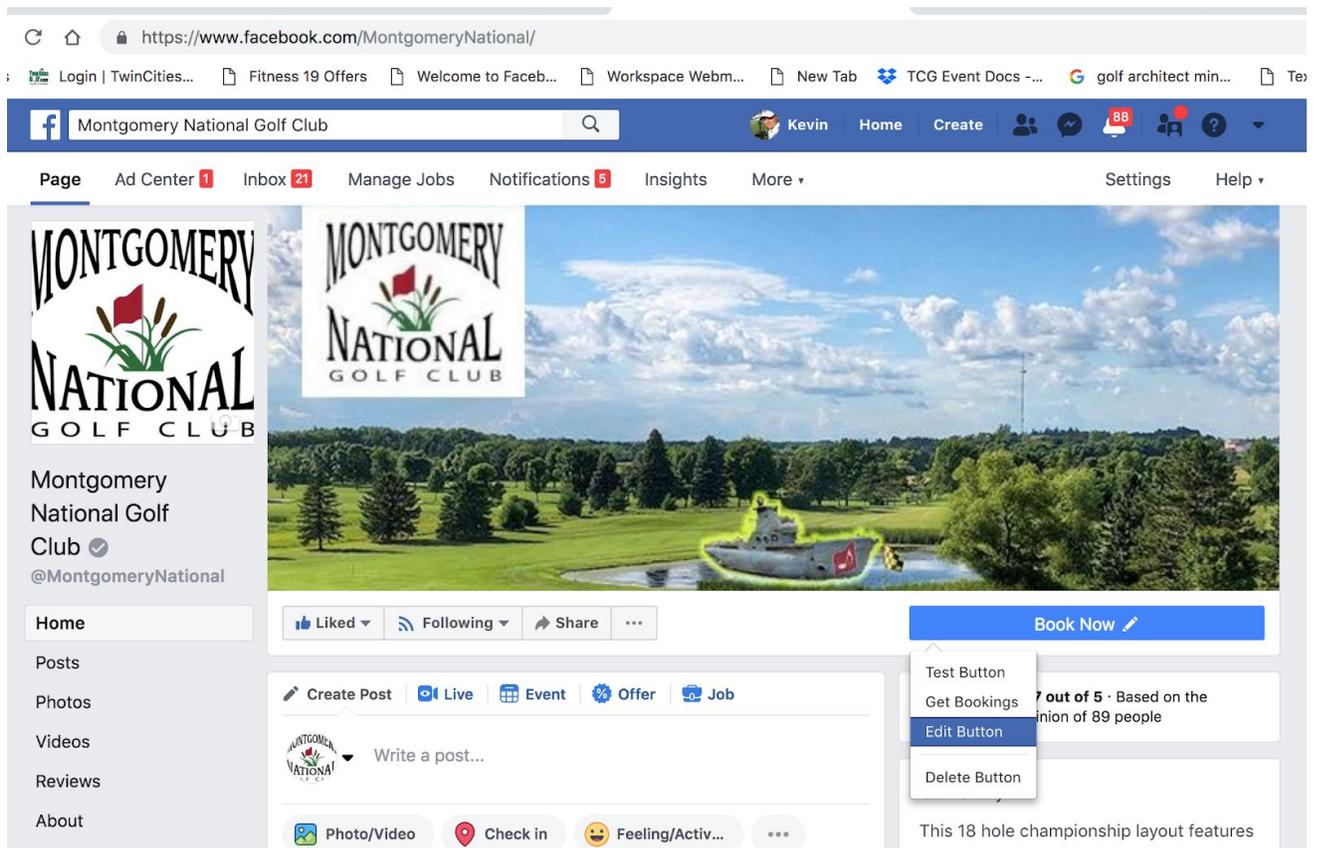
How to Set It Up FACEBOOK (or Optimize)

1. No business facebook page yet? Go to www.facebook.com/pages to create a business page. Note you need a personal facebook page to be able to setup (or edit/manage a facebook business page)
2. Create a username for your page, click on the ABOUT tab.

The screenshot shows the Facebook interface for the business page 'TwinCitiesGolf.com (Twin Cities Golf)'. The top navigation bar includes the Facebook logo, the page name, a search bar, and user profile information for 'Kevin'. Below the navigation bar, there are tabs for 'Page', 'Ad Center', 'Inbox', 'Notifications', 'Insights', and 'Publishing To...'. The main content area is divided into two columns. The left column contains a navigation menu with options like 'Home', 'Services', 'Reviews', 'Shop', 'Offers', 'Photos', 'Videos', 'Posts', 'Events', 'About', 'Community', 'Jobs', 'Info and Ads', 'Get a USGA Handicap', 'Upcoming Events', 'Promote', and 'Manage Promotions'. The right column displays the 'About' section of the page. It has a 'Learn More' button at the top right. The 'About' section is divided into 'GENERAL', 'HOURS', and 'BUSINESS INFO' sections. The 'GENERAL' section includes fields for 'Category', 'Name', and 'Username'. The 'HOURS' section shows 'Always Open'. The 'BUSINESS INFO' section includes 'Business Details', 'Edit business types', and 'Mission'. The 'STORY' section on the right features a photo of a golf course and a video titled 'Our Story' with a 'See More' link.

3. Complete your Business Info and add your STORY.
4. Change to BUSINESS template and prioritize your Tabs (click on SETTINGS then TABS & TEMPLATES. Recommend **Posts, Photos, Videos, Reviews** (if good), **About** (turn OFF tabs not used)
5. Edit your message button to BOOK NOW and link to your online booking page on your website. Edit the blue button just under your Cover Photo.

NOTE: If your business already has a facebook business page, you'll need the current ADMIN add you as an Editor (or Admin) to access the page.



6. Connect your Facebook page with your Twitter account by going to www.facebook.com/twitter (must be logged in to your Facebook & Twitter account within the same browser)

7. Connect your Facebook page with your Instagram account. Click on SETTINGS then click on INSTAGRAM tab (must be logged into your Instagram account to connect). Verify your Instagram business page info is correct (note it will often ask you if you want to switch to a Business instagram page - select YES)

Basic Information	
Name	Montgomery National GC
Username	montgomerynational
Website	http://www.MontgomeryNational.com/
Bio	Experience the world's 1st golf + music themed golf course. Championship 18 hole golf course. Joel Goldstrand design enjoyable for all skill levels.
Category	
Business Contact Information	

8. Verify your page. Getting your Facebook page verified adds credibility and ranks your page higher in search engine results. To verify your Page:

1. Click Settings at the top of your Page.
2. From General, click Page Verification.
3. Click Verify this Page, then click Get Started.
4. Enter a publicly listed phone number for your business, your country and language.
5. Click Call Me Now to allow Facebook to call you with a verification code.

9. Set Profanity settings to STRONG. Click on SETTINGS, GENERAL tab to view and modify.

How to Best Use FACEBOOK to Reach New Customers, Keep in Touch with Current Ones & Increase Revenues

A) Understand the difference between informational/ entertaining & selling posts

The general rule for posting on Facebook is:

- 75% of posts should be INFORMATIONAL or ENTERTAINING
- 25% of posts should be SELLING something

How many times a course or business posts depends on their products & services and the time of the year.

As a general rule, though, **most businesses should not post more than 1X per day** or you will likely see

people start to unfollow you. Golf courses can conduct very successful Facebook campaigns with **1-3 posts per week** (1/week in off season; 2-4 during the golf season). More frequently works if you have a restaurant or banquet facility.

With Facebook (and all social media), focus on QUALITY and originality. Try to avoid sharing things that are already commonly being shared and don't ever let a 3rd party post the same content on YOUR social media that they are posting on OTHER businesses social media.

And lastly, NEVER (EVER) pay a 3rd party website for LIKES. Facebook will penalize you as they are always poor quality (usually fake) followers who do not interact with your posts so while looking impressive with volume, FB will penalize you by not showing your posts to your true followers.

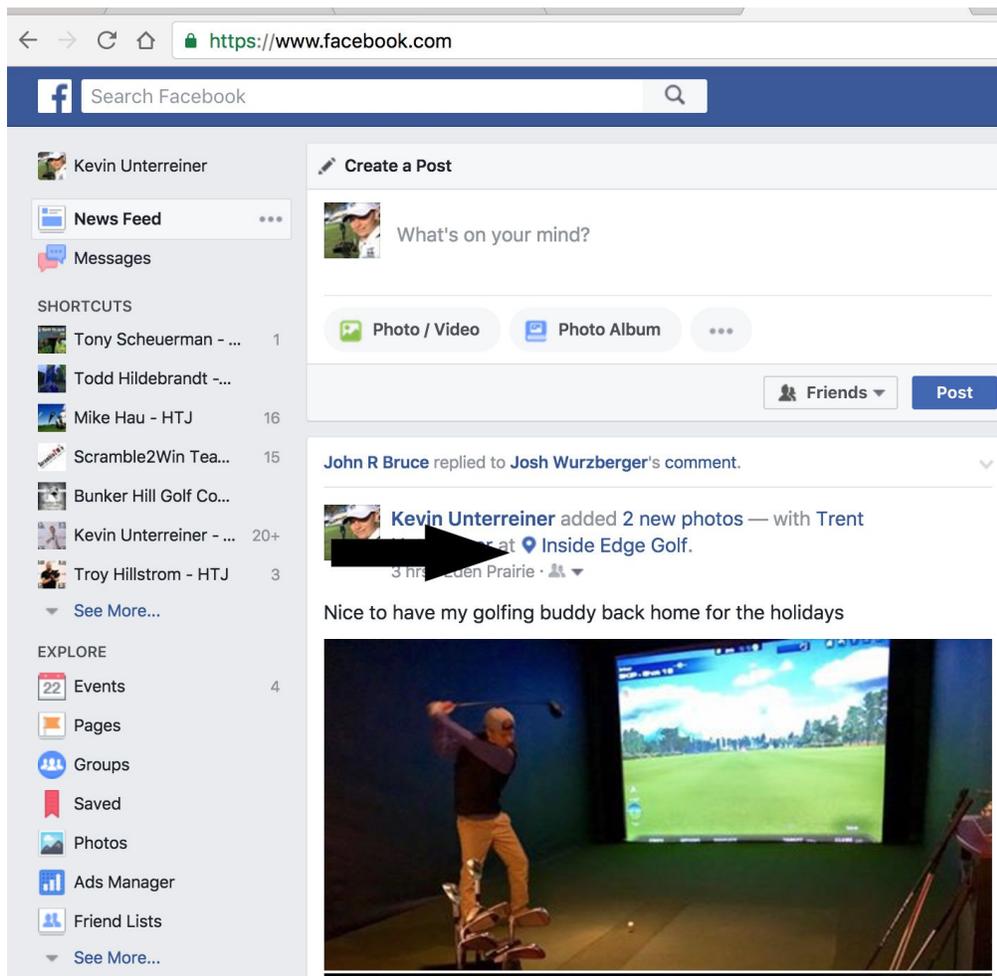
B) Give rewards for Check-ins and tags.

When people "Check-in" or tag your business on Facebook, it informs (shows on their FB timeline) where they were - in essence promoting YOU to their FB friends.

The average Facebook user has 150+ friends, meaning one check-in at your business is likely branding your business to 150+ people.

How cool is that?

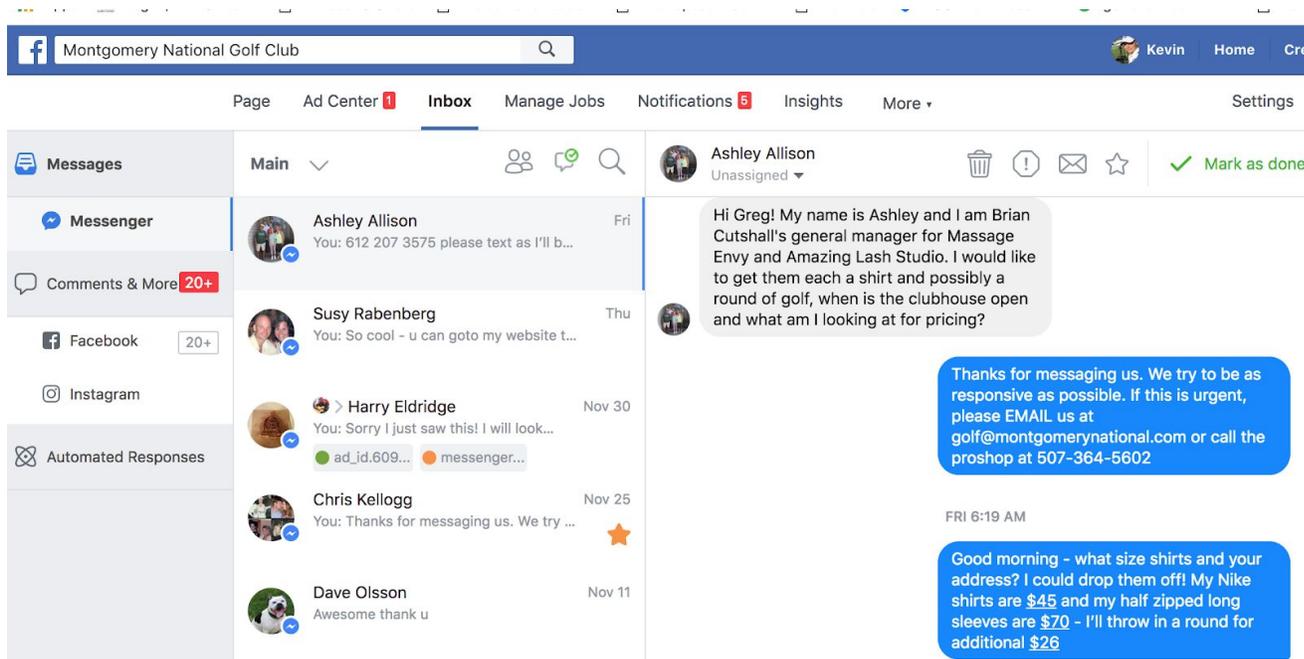
That is why it is good marketing to reward those who "check-in" and "tag" you.



C) Interact with those who comment on your posts. Like their comments and Reply when appropriate.

D) Have an internal staff person in charge of daily social media monitoring & interaction but get help from a professional social media marketer (or agency) if needed for planning, creative ideas, implementing and tracking.

E) Setup an Instant autoresponse Message encouraging people to contact you via email or phone if urgent. Use Facebook messages to directly connect with followers. See below for sample autoresponse.



F) Have a 4.0 or Better Online Review Rating. Most customers read business reviews before visiting a business. Encourage happy customers to post a positive review (now called a Recommendation) on Facebook. Contact Kevin @ TwinCitiesGolf.com if you need help adding positive reviews, TCG has a team of 100+ Course Reviewers ready to help when needed.

G) For 100+ ideas on WHAT to post, view the TwinCitiesGolf "Golf Marketing Autopilot guide." Download for free at www.twincitiesgolf.com/seminar2018dec13

H) For our more detailed "How to ROCK Facebook Marketing for Golf Courses", download our free 23 page guide at www.twincitiesgolf.com/rock-facebook

Do's & Dont's for FACEBOOK in 2019

DO:

___ Give your business Facebook page a custom URL.

___ Do giveaways.

___ Invite those who like your posts to like your page.

- ___ Connect with your Twitter account.
- ___ Connect with your Instagram.
- ___ Cross promote with other business Facebook pages.
- ___ Setup a Facebook store.
- ___ Give rewards for Check-ins and tags.
- ___ Get your page Facebook page Verified
- ___ Raise your online review average on Facebook and Google+ to 4.0 or higher with most recent TEN reviews being 5 star positive ones
- ___ Post 2-3 times per week minimum. Daily is OK if you have a restaurant or daily events happening.
- ___ Hide inappropriate posts/comments and block those who are offensive.
- ___ Reply to messages within 24 hours (if you take longer and Facebook tells followers you are slow to respond)
- ___ Occasionally boost posts you want to reach additional people.
- ___ Tag other businesses when you post

DON'T

- ___ Post multiple times per day (for a golf course this leads to less interaction, unfollows and Facebook showing your posts to LESS of your followers). If multiple things in a day are post-worthy, schedule the extra posts for the next 1-2 days.
- ___ Post anything negative
- ___ Have boosted/paid ads last more than 1 day (longer and it repetitively shows to people in their newsfeeds). The shelf life of a social media post is 24-48 hours.
- ___ Allow 3rd parties to post the same content on your page as they are posting on other course pages (GolfNOW often does this). These examples also link to external sites (yahoo), not your website.



Facebook Marketing Checklist

- Give your business Facebook page a custom URL.
- Do weekly giveaways.
- Invite those who like your posts to like your page.
- Connect with your Twitter account.
- Connect with your Instagram.
- Cross promote with other business Facebook pages.
- Setup a Facebook store.
- Give rewards for Check-ins and tags.
- Get your page Facebook page Verified
- Raise your online review average on Facebook and Google+ to 4.0 or higher with most recent TEN reviews being 5 star positive ones
- Have an internal social media staff person in charge of daily monitoring who is trained and monitored by a professional.
- Get help from a professional social media professional

Section 2 - Twitter

What Is TWITTER?

An online social networking tool in which users post short up to 280 character updates (tweets) of what is going on along with links to things they think are interesting, funny, or useful to their followers

Who TWITTER Reaches

Twitter has 330 million monthly active users (69 million in United States, rest are international)

21 percent of American adults use Twitter (January 2018)

36% of Americans aged **18 to 29 years old** use Twitter, more than any other age group. Usage drops as age increases, with 22 percent of those aged 30 to 49 using the service, 18 percent of 50 to 64 year olds, and just 6 percent of those aged 65 and up.

Seventy-four percent of Twitter users say they use the network to get their news

Social Media Platforms from Which US Social Media Users Get News, 2013, 2016 & 2017

% of respondents

	2013	2016	2017
Twitter	52%	59%	74%
reddit	62%	70%	68%
Facebook	47%	66%	68%
Tumblr	29%	31%	39%
YouTube	20%	21%	32%
Snapchat	-	17%	29%
Instagram	13%	23%	27%
LinkedIn	13%	19%	23%
WhatsApp	-	-	23%

Note: ages 18+; among users of each platform

Source: Pew Research Center, "News Use Across Social Media Platforms 2017," Sep 9, 2017

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www.eMarketer.com

Tweets with videos are six times more likely to be retweeted than tweets with photos, and three times more likely to be retweeted than tweets with GIFs. We can also deduce from this statistic that GIFs are twice as likely to be Retweeted as photos.

How to Set Up TWITTER (or Optimize)

- Choose a profile name. This is the name you'll be known as on **Twitter** (also know as your @name).
- Add your logo (profile pic) and header cover photo.
- Complete your bio.
- Add your website address.
- Follow some people and businesses.
- Do your first Tweet
- Connect with your facebook business page (when logged in to your facebook page, go to www.facebook.com/twitter in a new browser tab).

How to Best Use TWITTER to Reach New Customers, Keep in Touch with Current Ones & Increase Revenues

- Infuse your business personality into your profile and posts.
- Use tweets to share news (specials, frost delays, new staff, hole in ones, league signups, etc.). Refer to TCG's **Golf Marketing Autopilot workbook** for 100+ ideas - download for free at www.twincitiesgolf.com/autopilot
- Tweet consistently (2-3 times a week is good for most golf courses)
- Ask and answer questions.
- Connect people by tagging them in posts.
- Acknowledge, thank and promote others.

Do's & Dont's for TWITTER in 2019

DO

- Use your logo as your profile image and have a great header image that matches your brand.
- Set your handle to match your business name using caps to separate words in your name (eg. SouthernHillsGC). Using selective capitalization helps people recognize/remember your business name. Eg. SouthernHillsGC vs. southernhillsgc (Note it's 15 characters max).
- Link to your website in your profile
- Repost important info (shelf life of a tweet is estimated at 15 minutes - after that, your post will likely be under hundreds of other tweets on followers news feeds)
- Retweet posts by others that you believe your followers will find helpful
- Use hashtags to connect with a topic or start a conversation (max of 4 per tweet)
- Use correct grammar

- Be positive and respectful.
- Shorten links (use bitly.com)
- Post 3 news/info for every 1 selling (75% informational/ 25% selling)

DON'T

- Use ALL CAPS WHEN POSTING or multiple exclamation points (referred to as shouting or yelling)
- Use auto commenters
- Be negative

Section 3 - Google+

What It Is

Google+ the community is going away but your **Google Business Listing**, outside of your website, **might be your most important marketing tool** due to the number of people that see it. Most courses receive 5,000+ views/ month on their Google Business listing. Claiming your page allows you to see view, edit info, do posts, monitor photos posted to your google page and reply to reviews.

The screenshot shows a Google search for "montgomery national golf mn". The search results include a Google Business listing for "Montgomery National Golf Club". The listing features a blue header with the text "Your business on Google" and "7,629 views Past 28 days". Below the header are buttons for "Edit info", "Create post", "Add photo", "Reviews", and "Create ad". The listing also displays "Top things to do" with three cards: "Are you open on New Year's Eve?", "Promote your business with an ad on Google", and "New photos". The main listing area shows the club's name, "Montgomery National Golf Club", with buttons for "Website", "Directions", and "Save". It also displays a 4.6-star rating from 65 Google reviews, the address "900 Rogers Dr, Montgomery, MN 56069", and the phone number "(507) 364-5602". The listing includes sections for "Questions & answers", "Reviews from the web", and "Popular times".

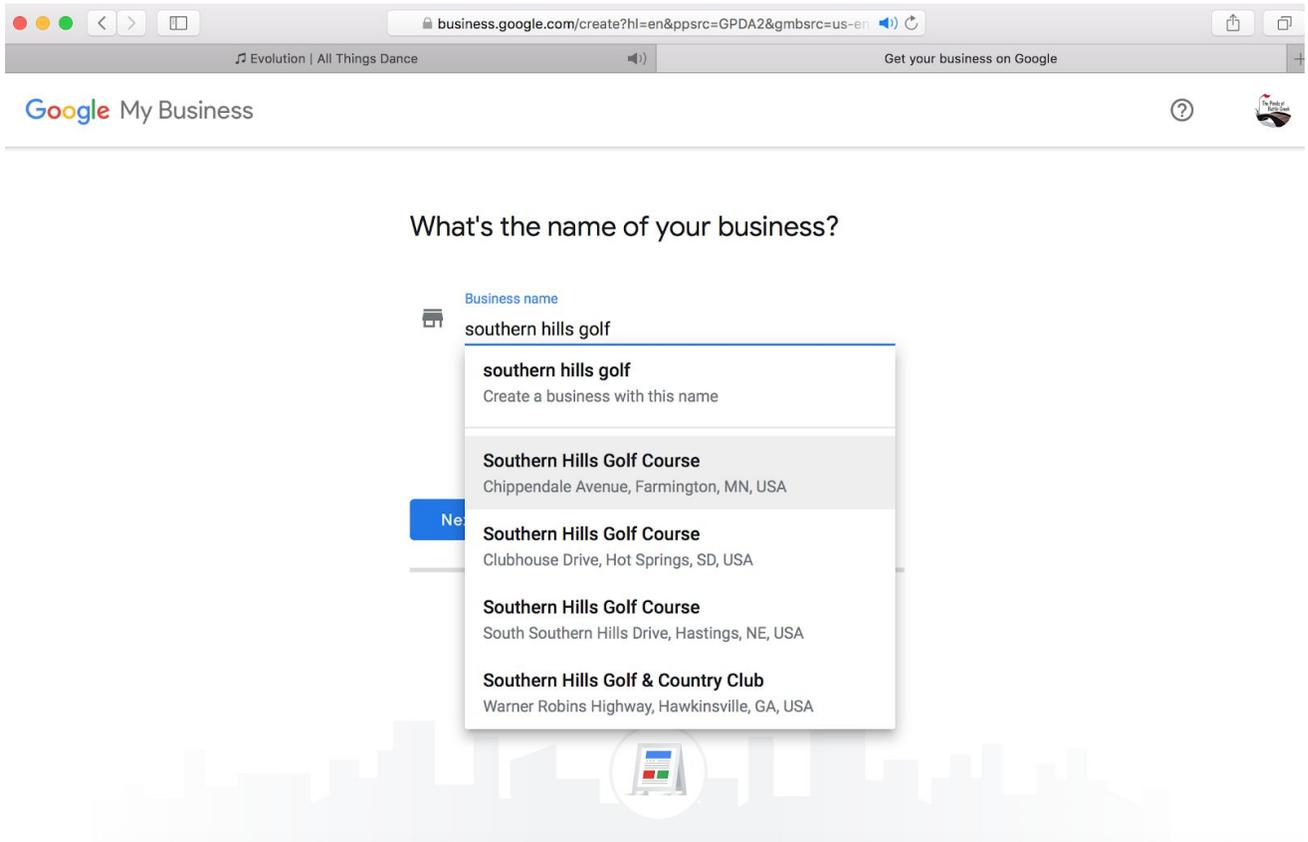
Who It Reaches

Everyone who uses google (65% of internet searches are done via google) and Google Maps GPS.

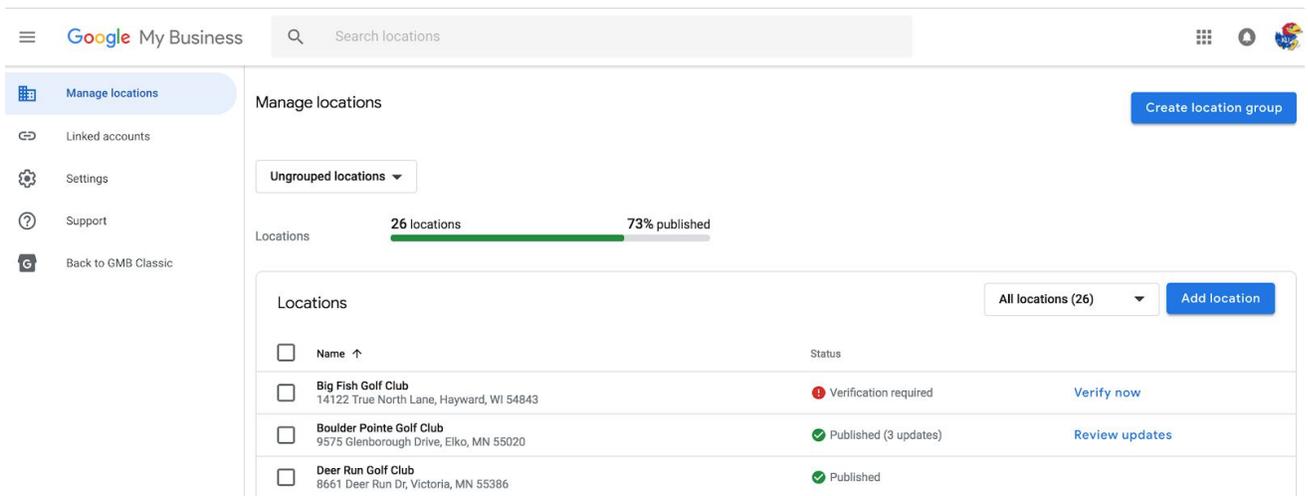
How to Set It Up (or Optimize)

___ Go to Google My Business at <https://www.google.com/business> and login with your gmail email (if you don't have one for the course, set one up - you'll need it for Youtube too)

___ Claim your business by typing in the name of your business. Google will autopopulate listings. Choose your business to see if it's been claimed or not (see graphic below).



Once claimed, you will see it listed like this and google will keep you updated on it's status (Published, Updates suggested, or Verification required):



Update your INFO on your Google Business page listings

The screenshot shows the Google My Business dashboard for Montgomery National Golf Club. The left sidebar contains navigation options: Home, Posts, Info, Insights, Reviews, Messaging, Photos, Website, Users, Create an ad, Add new location, and Manage locations. The main content area is divided into several sections:

- Top navigation:** "Create post", "Add photo", and "Create ad" buttons.
- LATEST CUSTOMER PHOTOS:** A grid of four photos with view counts: 124, 119, 77, and 51. A "Manage photos" link is below.
- YOUR BUSINESS IS ON GOOGLE:** A "View on Maps" link.
- Learn more about your business:** A section with a bar chart and a "View insights" button.
- Businesses like yours are posting!:** A featured post from "Willinger's Golf Club" with a "Black Friday Week special offer: Get a 2019 Players Card for only \$99 (\$250...)" and a "Create post" button.
- PERFORMANCE:** A table showing key metrics.

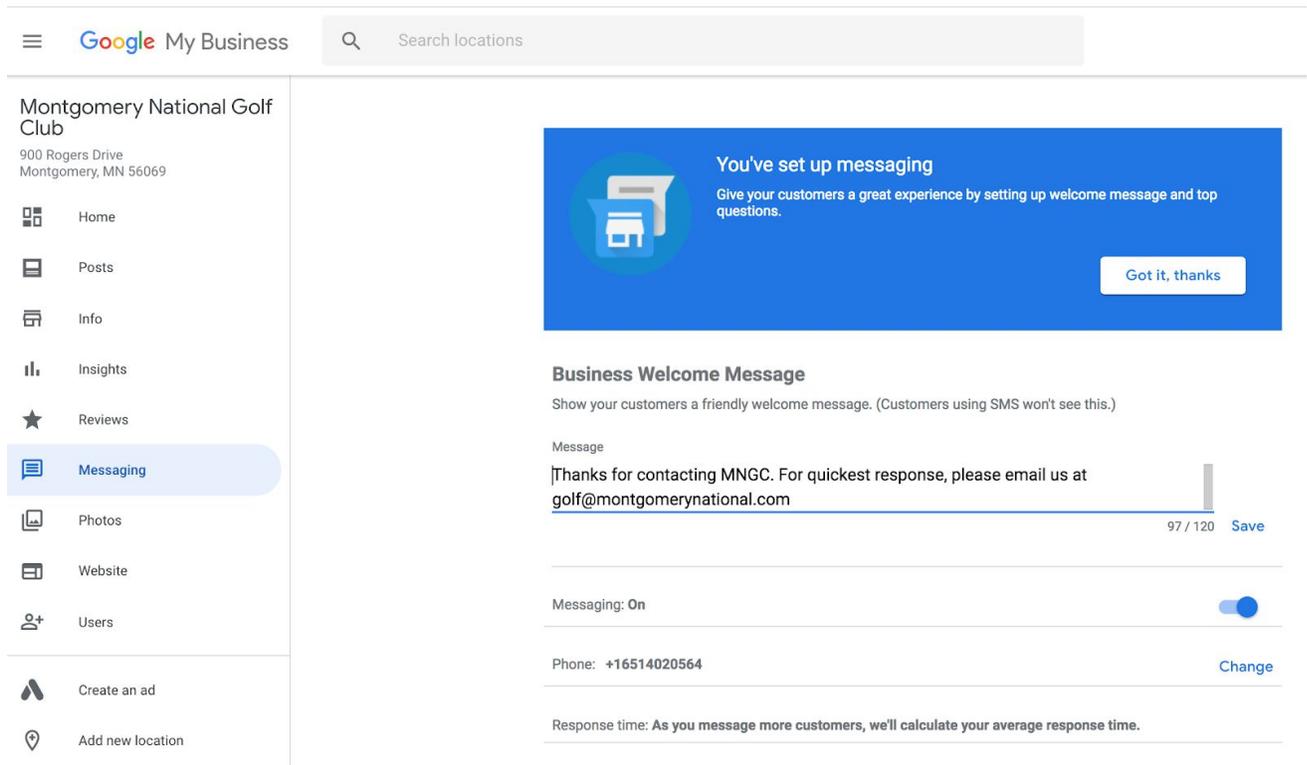
PERFORMANCE		
Views	Searches	Actions
7.63K	3.11K	731
Search views		371 (-21%)

___ Do a POST to share news with visitors

___ Check out your Insights (aka statistics)

___ Look at your reviews and REPLY to all reviews. Note customers get an email summarizing your reply.

___ Add a Business Welcome Message



___ Add professional PHOTOS and review photos posted by customers. Report any inappropriate ones to google (click on the Flag in the upper right and submit to Google).

___ Add a video (Photos tab). Best is a drone aerial flyover or 30-60 second "commercial"

___ Do not create a google Website (will confuse people with your actual website)

___ View your listing on MAPS to make sure your "pin" is in the correct location. If people tell you that their GPS took them to the wrong place, your "pin" is in the wrong spot on Maps. Check your Google Maps and your Apple Maps pin placements.

___ Getting help managing your Google Business page? You can add users (click on Users tab)

How to Best Use GOOGLE BUSINESS page to Reach New Customers, Keep in Touch with Current Ones & Increase Revenues

- Keep your listing updated.
- Add a new POST once a month
- Add professional pictures and a video
- Reply to reviews (have negative reviews? Contact Kevin Unterreiner at kevin@twincitiesgolf.com for help getting positive reviews added and for how to reply to negative reviews).

Do's & Dont's for GOOGLE BUSINESS pages in 2019

DO

- Check your Google Business page at least once a month
- Reply to all reviews
- Make sure your address and “pinned” location is correct for GPS guidance.

DON'T

- Post negatively or respond to reviews aggressively (makes you look bad)
- Ignore your Google Business listing...thousands of people a month see it.

Section 4 - Instagram

What It Is

A photo and video-sharing social networking service owned by Facebook, Inc., Instagram is a free photo and video sharing app available on Apple iOS, Android and Windows Phone. People can upload photos or videos to our service and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram.

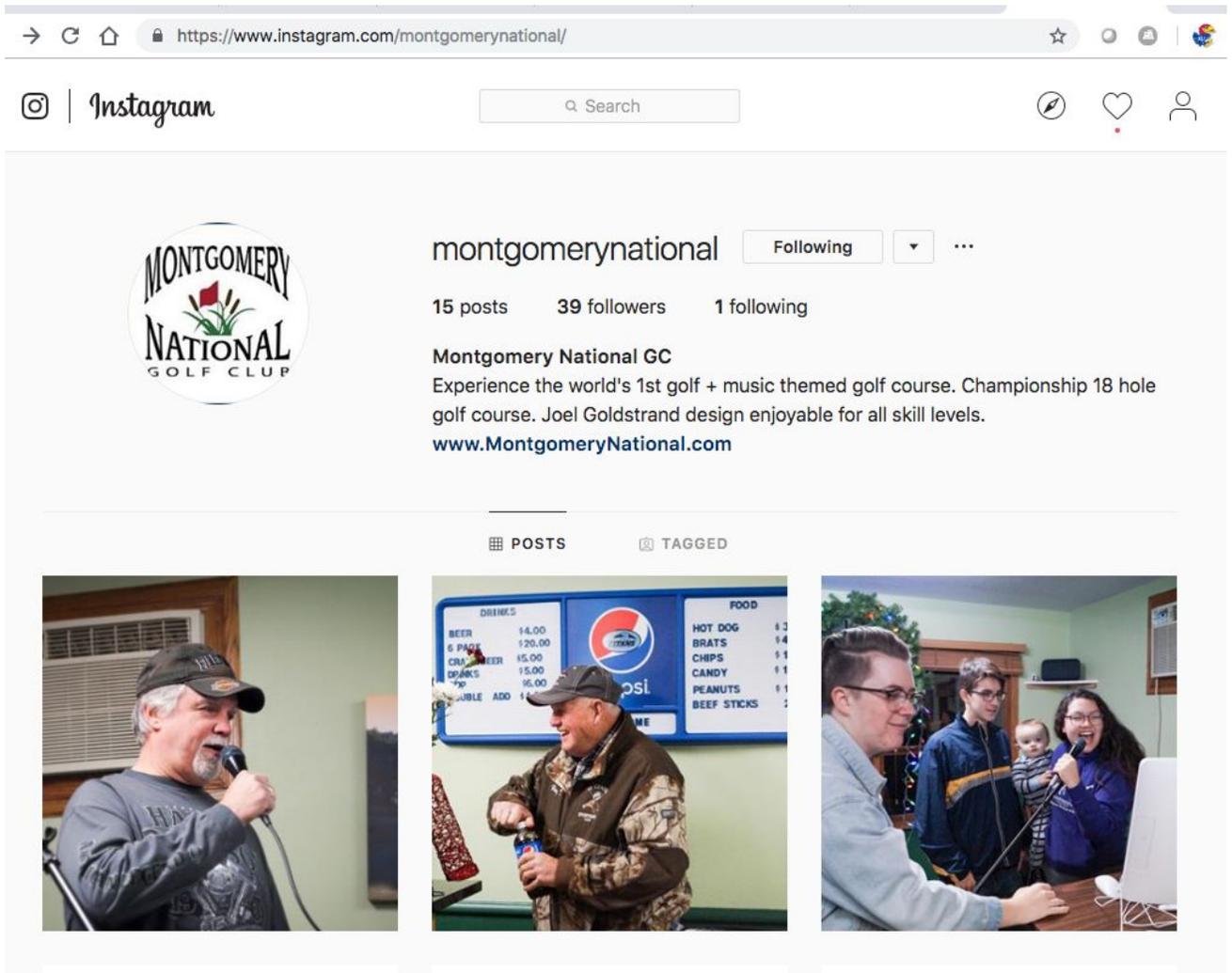
Note **posts to Instagram page must be done on a mobile device via the Instagram app.**

Who It Reaches

% of U.S. adults who use each social media platform

	Facebook	Instagram
Total	68%	35%
Men	62%	30%
Women	74%	39%
Ages 18-29	81%	64%
30-49	78%	40%
50-64	65%	21%
65+	41%	10%
White	67%	32%
Black	70%	43%
Hispanic	73%	38%
High school or less	60%	29%
Some college	71%	36%
College graduate	77%	42%
Urban	75%	42%
Suburban	67%	34%
Rural	58%	25%

Source: Source: Survey conducted Jan. 3-10, 2018.



How to Set It Up (or Optimize)

- ___ Create an account at www.instagram.com (or via the phone app)
- ___ Add your Profile Picture (logo), phone number, website and cover photo
- ___ Create a short Bio
- ___ Verify your phone number

The image shows the Instagram profile editing interface. On the left is a sidebar with options: Edit Profile, Change Password, Authorized Applications, Email and SMS, Manage Contacts, and Privacy and Security. The main area contains the following fields:

- Name:** Ponds BattleCreek
- Username:** battlecreekgc
- Website:** http://www.pondsatbattlecreek.com/
- Bio:** Ramsey County Golf - The Best 9-Hole Golf Course in Minnesota!
- Private Information:**
 - Email:** battlecreekgolfclub@gmail.com (with a blue 'Confirm Email' button)
 - Phone Number:** +1 651-501-6321
 - Gender:** Not Specified (dropdown menu)
- Similar Account Suggestions:** Include your account when recommending similar accounts people might want to follow. [?]

How to Best Use to Reach New Customers, Keep in Touch with Current Ones & Increase Revenues

1. Show what you do in a creative way. Focus on the solution you provide, not the products you sell.
2. Take them behind-the-scenes.
3. Expand your reach with #hashtags.
4. Collaborate and tag (@mention) others.
5. Build anticipation and offer exclusivity.
6. Create a great profile (Logo, list your Unique Selling Proposition in your bio)
7. Analyze your stats to understand your consumer.
8. Do give-a-ways
9. Follow and interact with local influencers

Do's & Dont's for INSTAGRAM in 2019

DO:

- Take all pictures Vertically. Instagram crops to square but most pics look best on Instagram if originals are taken vertically.
- Be consistent - be consistent in your style, theme, editing, colors, subject matter
- Edit your photos before posting - use filters to enhance photos when needed.
- Be mindful of posting times - It's important to post 3-5 times a week when growing your Instagram. Post in the morning between 8:30 am and 10 am and in the evening between 7:30 pm and 10 pm. Experiment with these times and see what brings the most engagement.
- Use Analytics - If you are using a business account, you can check the analytics on every post. There are also apps for this. See what times are bringing the most likes, which posts do better, and continue to experiment with these until you hit on something that works!
- Quality over quantity - If you don't have anything to post, sometimes it's better to wait instead of posting just for the sake of posting.
- Get creative and have fun with it.
- Ask questions in your comments - engage with your audience. Asking questions encourages people to comment and talk to you instead of just scrolling past.
- Be funny, get people thinking, get people to genuinely care - a caption that resonates with your audience can sometimes bring more likes than the actual photo!
- Use your story - the new(ish) Instagram story is an excellent way to tell your audience that you posted a new photo, share a quick announcement, show your personal side, and have fun with your account. Now you can tag people in your story.
- Use account management apps - use apps when you need to speed up the process, schedule posts, track analytics, etc.
- Stick with a theme and color scheme for brand consistency.
- Be an authority - consistency and quality photos leads to recognition which leads to authority in the field
- Try to get featured on other Instagram pages. Creative content helps with this.
- Engage with people - comment back, reach out to 'grammers that you admire, comment and like photos, follow pages that you enjoy, anything that you can do to connect with your audience.
- Collaborate - shoot with other photographers as much as possible! Reach out to photographers in your area and ask if they would like to shoot. This goes along with attending meetups. Another way to collaborate is doing a photo/edit exchange. For example, ask if you can post a photo with your edit and tag/credit the photographer.

- Add a Location - a proven way to get more engagement.
- Keep at it and don't give up - remember a huge part of marketing is simply branding (keeping your name in front of people). Most marketing does not produce an immediate, direct response.

DON'T:

- Set account to private.
- Use but "Hide" hashtags from post - make sure you are using targeted and popular hashtags. After your caption, add 3 rows of dots (one per row) then hashtags...eg.

Bunker renovation on #7 is complete.

.
.
.

#MontgomeryNationalGC #MinnesotaGolf #Golf #GolfCourses #GoGolf

- Post low-quality Photos - again, quality over quantity.
- Use borders on your pics.
- Overuse filters. Creative and unique is good but too much looks fake.
- Pay for followers or likes - it can seem tempting in the beginning to get that follower and like count up, but it will only hurt your account. Not only does Instagram shut down accounts that do this but you'll also end up with ghost/bot followers. Ghost followers are fake accounts that won't ever engage with your work resulting in an uneven ratio of followers to likes. It's always obvious when someone has thousands of followers and only gets 50 likes on a photo.
- Spam or be spammy! - Please don't go around commenting on other Instagram accounts asking for them to follow you.
- Don't DM (direct messaging) everyone - use DM with discretion
- Don't DM an account asking for a feature - and don't DM an admin either. Just don't do it. Quality photos will get you the features that you deserve.
- Don't post a bunch of photos in a row

Section 5 - YouTube

What If YOUTUBE

YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.

Who YOUTUBE Reaches

6 out of 10 people prefer online video platforms to live TV.

YouTube is the world's second largest search engine and third most visited site after Google and Facebook

In an average month, 80% of 18-49 year-olds watch YouTube

How to Set Up (or Optimize) a YouTube Channel

1. Sign into YouTube with a course-specific gmail email (set one up at www.gmail.com if needed) and click on the user icon at the top right of the screen.
2. Click on the gear icon to get to your account's YouTube Settings.
3. Click on **Create a new channel**.
4. Then choose "Use a business or other name"
5. Add your Brand name and click create.

How to Best Use YOUTUBE to Reach New Customers, Keep in Touch with Current Ones & Increase Revenues

1. Keep the Content Coming

The most popular YouTube channels are those that have high volumes of consistently updated content. If you want to use video as a marketing tool, you need to have—well, video. And lots of it.

There are plenty of ways to produce video content for your small business. Webcasts and webinars can be broken up and posted as a series of videos. You can repurpose infographics into explainer videos, or create short tutorials or product demonstrations. Consider creating a corporate profile or company history video. You can interview the owners, staff, customers, or even yourself.

2. Include Calls to Action

You'll probably have links in your video's description, but you should start thinking about how you want viewers to respond before you ever post the video. Make sure your calls to action are included in the video itself. Possible CTAs can include contacting you for more information, subscribing to your YouTube channel, leaving your feedback, sharing your video on their social network channels, or some other desired action.

3. Get Interactive

As people view your videos, they will rate their quality and leave comments. To keep the momentum

going, you should monitor and respond to all feedback as quickly as possible. If possible, personalize your responses to each visitor: using a “cookie cutter” automated reply could be even worse than no reply at all.

4. Customize Your Channel

The YouTube page that visitors view when they click on your account name is your channel—and it doesn't have to look like every other YouTube page. You can customize your channel with colors, images, links, relevant information, and more. This is a great opportunity to reinforce your brand identity by using your logo, color palette, tone, and slogans so that viewers associate the video with your business.

In addition, when you set up a channel on YouTube, your viewers can subscribe and get notified whenever you upload a new video, which helps to encourage repeat visits and loyal viewers.

5. Put Thought into Your Titles

People search YouTube the same way they do on Google—with keywords and phrases that describe what they're looking for. Titles are weighed heavily in YouTube searches (powered by Google), so don't give your videos boring, non-descriptive titles.

Few people are going to find or click on a video called “Product Demo.” Instead, incorporate the content of your videos into your titles, such as “5 Ways to Save Time Every Day with [Your Company]'s Productivity App.”

6. Choose the Right Category and Tags

When you upload videos to YouTube, you choose a category for the video and enter tags, or keywords. There are 15 categories to choose from, and you can add dozens of relevant tags.

It's a good idea to use the tags that YouTube suggests, since they're based on what people commonly search for. You can also manually add extra tags and variations on your tags—for example, if you sell products for cats, you can use “kitty” and “kitten” as well as “cat.”

7. Write a Great Description

Your video descriptions on YouTube should be short, informative, and multi-purpose. Describe your video in a sentence or two (using your top keywords), and include a link to your small business website or blog for people who want to know more.

8. Consider Collaborations

Collaborative videos are popular on YouTube. Viewers like them because they're an opportunity to see YouTube favorites working with someone else, and creators like them because of the additional exposure. Look for popular YouTube channels with offering that complement (rather than compete with) your business, and try pitching the idea of a collaboration.

9. Let Your Customers do the Talking

Many small businesses have had great results by posting videos of customer testimonials on YouTube. This is a highly effective way to build trust and credibility with people who may need that extra “nudge” to try your product or service. And video testimonials are proven to have a much bigger impact than written ones.

10. Bulk Up Your Google+ Account

The point of social media is to be social. That means when users comment on your videos, you should interact with them. The YouTube commenting system is now linked to Google+ profiles, so make sure yours is ready for visitors via YouTube with your company profile filled out in detail, including a professional profile pic.

11. Don't Confine Your Videos to YouTube. Share the Youtube link on Facebook, Twitter, Instagram and LinkedIn

Do's & Dont's for YOUTUBE in 2019

DO:

- Keep videos short (under 3 minutes)
- Post regularly (minimum of once a month)
- Link to your website in your video description (improves Search Engine listing on google)
- Interact with comments made on posted videos

DON'T

- Use commercial music (YouTube will block you)
- Worry about it being perfect. Posting videos consistently is more important than having them look like Holly

Section 6 - LinkedIn

What It Is

LinkedIn is a social network specifically designed for career and business professionals to connect and make them more productive and successful.

Who It Reaches

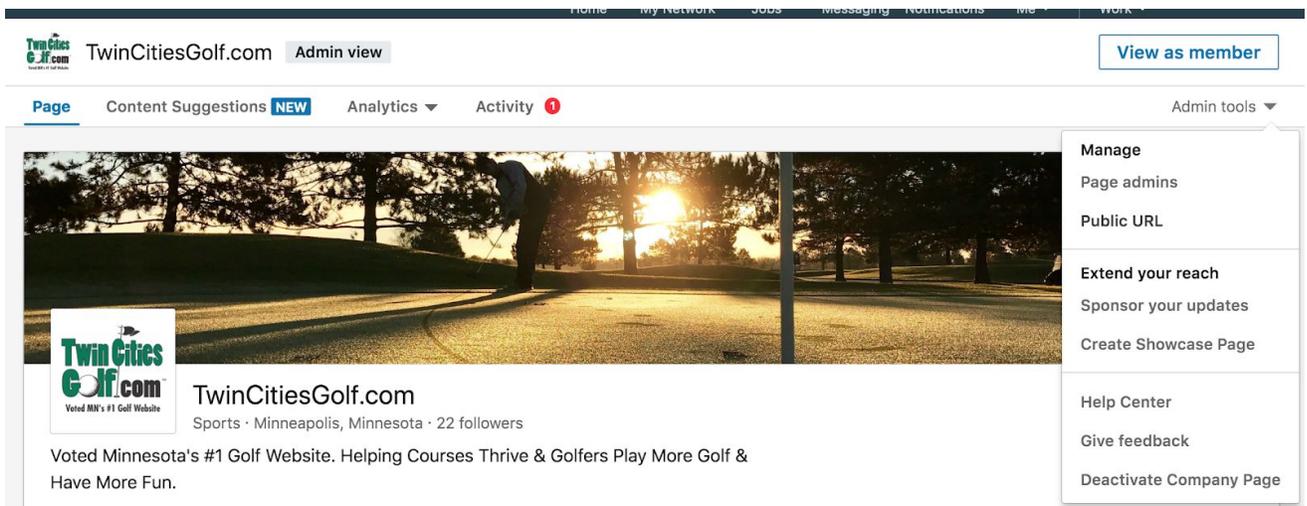
LinkedIn is the world's largest professional network with hundreds of millions of members

How to Set It Up (or Optimize)

All business professionals should have a personal LinkedIn profile. A LinkedIn profile is the modern day "resume".

Businesses should also have a LinkedIn Company page. To create a company page (<https://www.linkedin.com/help/linkedin/answer/710/creating-a-linkedin-company-page>), log into your LinkedIn account and:

1. Click the Work icon in the top right corner of your LinkedIn homepage.
2. Click Create a Company Page.
3. Enter your Company Name and choose a URL. ...
4. Check the verification box to confirm you have the right to act on behalf of that company in the creation of the page.
5. Click the Create page button.
6. Give your page a URL (eg. [linkedin.com/company/twincitiesgolf](https://www.linkedin.com/company/twincitiesgolf) (click on Manage page then ADMIN TOOLS and choose PUBLIC URL



The screenshot displays the LinkedIn Admin view for the company page 'TwinCitiesGolf.com'. At the top, there is a navigation bar with 'Admin view' and a 'View as member' button. Below this, a menu includes 'Page', 'Content Suggestions NEW', 'Analytics', and 'Activity 1'. The main content area features a large banner image of a golfer on a green at sunset. Below the banner, the company logo and name 'TwinCitiesGolf.com' are shown, along with the location 'Sports · Minneapolis, Minnesota' and '22 followers'. A tagline reads: 'Voted Minnesota's #1 Golf Website. Helping Courses Thrive & Golfers Play More Golf & Have More Fun.' On the right side, an 'Admin tools' dropdown menu is open, listing options: 'Manage', 'Page admins', 'Public URL', 'Extend your reach' (with sub-options 'Sponsor your updates' and 'Create Showcase Page'), 'Help Center', 'Give feedback', and 'Deactivate Company Page'.

https://www.linkedin.com/company/twincitiesgolf/

Login | TwinCities... Fitness 19 Offers Welcome to Faceb... Workspace Webm... New Tab TCG Event Docs

Search Home My Network Jobs Messaging

Is Your Business Listed? - Update and correct the information about your services across

Notifications 1 1 mention





Voted MN's #1 Golf Website

TwinCitiesGolf.com
Sports · Minneapolis, Minnesota · 22 followers

Voted Minnesota's #1 Golf Website. Helping Courses Thrive & Golfers Play More Golf & Have More Fun.

Visit website Manage page Following

Home

About

Jobs

People

Updates

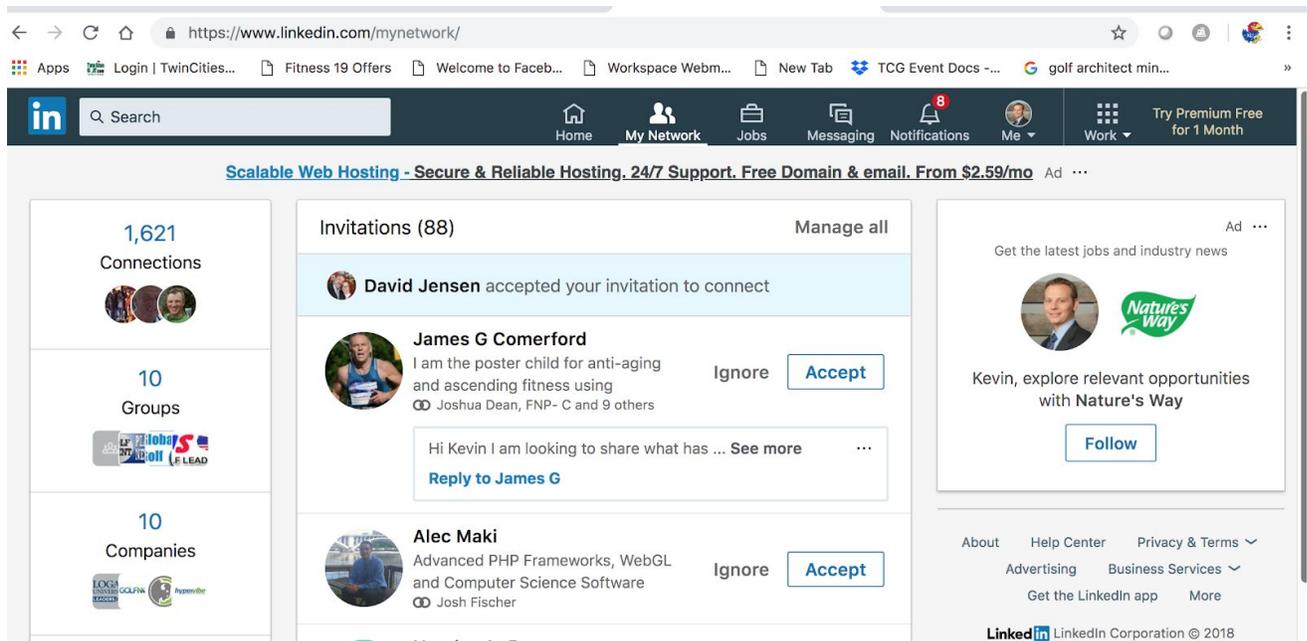


TwinCitiesGolf.com
22 followers
2m

Thank you everyone for a great 2018 and looking forward to a tremendous 2019. Happy New Year!

How to Best Use LINKEDIN to Reach New Customers, Keep in Touch with Current Ones & Increase Revenues

- Establish your professional profile. View your LinkedIn profile as your resume.
- Build and maintain your professional network. Follow influencers in your industry.
- Find and reconnect with colleagues. Give “recommendations” to colleagues to help improve their profiles.
- Learn about other companies, and gain industry insights.
- Find other professionals in the same industry using groups.
- Share your thoughts and insights by posting updates.
- LinkedIn is great for searching for jobs or finding potential staff.



Do's & Dont's for Golf Courses in 2019

DO:

- Use a professional picture for your Profile picture
- Keep your profile updated
- Continually make new connections within your industry
- Post updates a minimum of once a month
- Ask colleagues for feedback/ insight/ recommendations (via posts)
- Comment, like and share other peoples posts
- Interact with colleagues and business followers via your posts and LinkedIn messages

DON'T:

- Post personal stuff (that's for your personal social media accounts)
- Spam people you don't know with a Sales pitch before you establish a relationship
- Discuss politics or religion

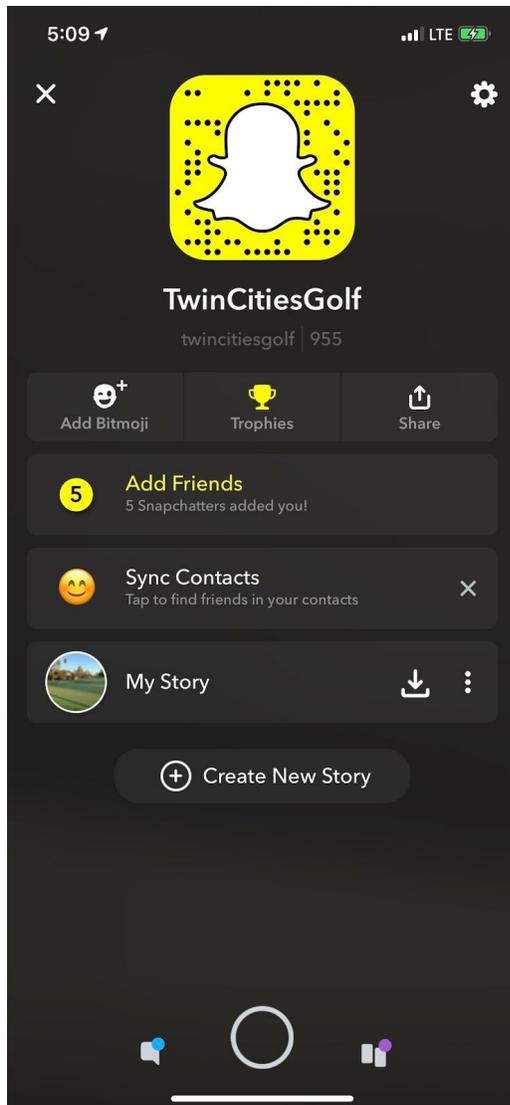
Section 7 - Snapchat

What It Is

Snapchat is a mobile messaging application used to share photos, videos, text, and drawings. It's free to download the app and free to send messages using it. It has become hugely popular in a very short space of time, especially with young people. Note that Snapchat is mobile app ONLY (you can only post via a mobile device).

Who It Reaches

85% of Snapchat's 158 million daily users are between the ages of 18 and 34



How to Set It Up (or Optimize)

- Link to setup a Snapchat account via desktop: <https://accounts.snapchat.com/accounts/signup>
- Download the app then login via a mobile device
- Online support guides: <https://businesshelp.snapchat.com/en-US/a/business-overview> and <https://businesshelp.snapchat.com/en-US/article/get-started>

How to Best Use SNAPCHAT to Reach New Customers, Keep in Touch with Current Ones & Increase Revenues

- View Snapchat as a way to stay in touch with younger customers
- Post regularly (multiple times per week)
- Promote your Snapchat account on your other social media platforms (facebook, twitter, instagram) to increase followers
- Invite local social media influencers (eg. celebrity, director of a golf association, etc.) to “take over your account” for small windows of time
- Feature content created by followers (pics, videos)
- Offer discounts and promo codes
- Promote new products and services and improvements
- Interact and reply with your followers
- Post only content relevant to your business

- Promote upcoming events
- Link to your website for more info and purchase/ registration

Do's & Dont's for SNAPCHAT in 2019

DO

- Be spontaneous and real. Use humor.
- Use filters to spice up posts
- Include a call to action
- Be consistent with your posting (eg. once a week)
- Pay attention to your Snap views to see what types of posts your followers like/ engage with
- Have your Snaps be 5-10 seconds long

DON'T

- Take Snaps that are UNDER 5 seconds long or OVER 10 seconds.
- Try to be perfect
- Send multiple Snaps in a row
- Be boring or generic.

Section 8 - Online Review sites (Google, Yelp, GolfAdvisor, TripAdvisor)

What It Is

Online reviews (aka Online Reputation) may be the most important marketing tool available to businesses in 2019.

According to the Pew Research Center, **91% of people trust what they see and read in search engine results**, and the Edelman Trust Barometer reports that **65% of people trust these results more than any other source**.

Big Picture: We live in a world where your online reputation can be your **strongest asset** or your **biggest liability**.

Online Review Sites to Claim and Monitor

- Google Business page
- Yelp
- Facebook
- GolfAdvisor
- TripAdvisor (if listed)
- Others (google your course name and see if it shows any other online review sites)

Who It Reaches

Pretty much every quality consumer you probably want to attract (people who use the internet).

The Power Of Online Reviews (Forbes.com):

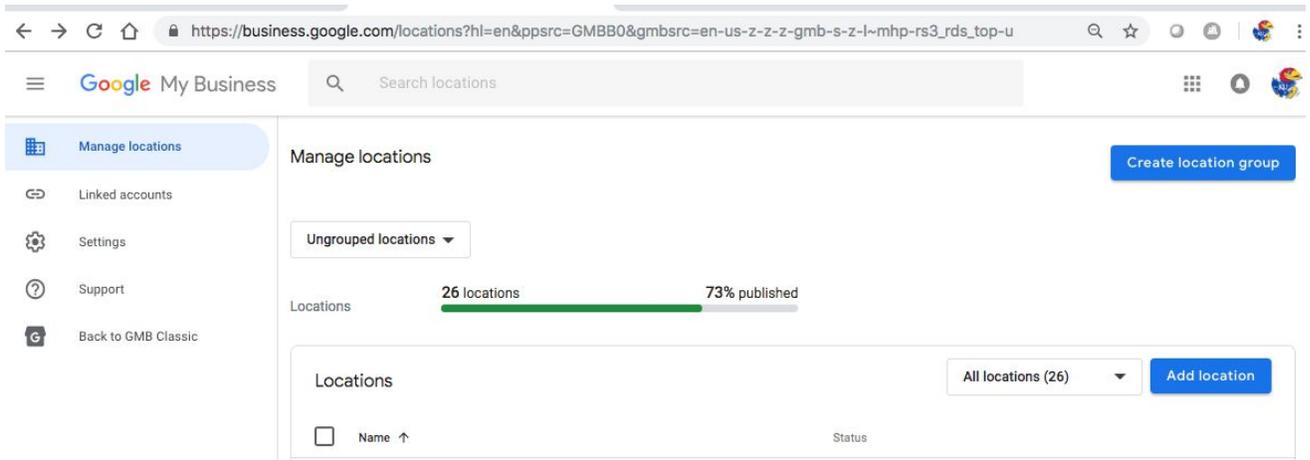
- 90% of consumers read online reviews before visiting a business. (2016)
- Online reviews have been shown to impact 67.7% of purchasing decisions. (2015)
- 84% of people trust online reviews as much as a personal recommendation. (2016)
- 74% of consumers say that positive reviews make them trust a local business more. (2016)
- Every one star increase in a google or yelp rating means a 5 to 9% increase in revenue. (2016)

How to Set It Up (or Optimize)

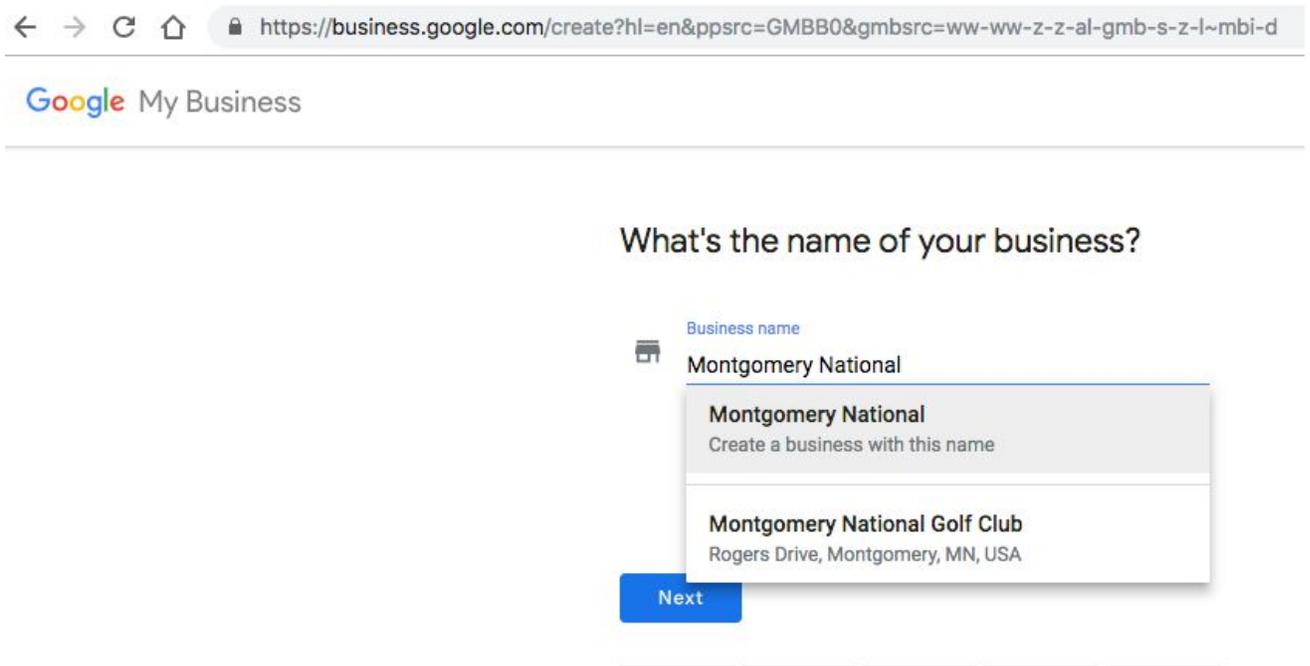
Step 1 is you must CLAIM your listing to be able to update/ post/ reply to reviews and view stats.

A. GOOGLE BUSINESS PAGE

- By far the most important as it's connected with Google searches AND Google GPS maps.
- Start at <https://www.google.com/business> (note you will need a @gmail email).
- Click ADD LOCATION



- Start typing your business name and select it once it auto populates



- Google will tell you if it's already been claimed or if it's available to claim

← This listing has already been claimed

This listing has already been verified by Gr...@.... If you own this email address, follow the [Account Recovery help guide](#).

If you still want to add this listing to your account, you can request access from the current owner. [Learn more](#).

If you would like to update this listing's information on Google, you can also [report a problem](#), which will be reviewed more quickly.

[Request Access](#)

ALREADY CLAIMED WILL SHOW THIS:

Google My Business

← Where are you located?

United States

11823 County Road 150

Kimball

Minnesota 55353

I deliver goods and services to my customers. [Learn more](#)

[Next](#)

NOT CLAIMED YET WILL SHOW THIS:

B. YELP BUSINESS LISTING

- Yelp reviews are connected with Apple GPS and iPhone Siri searches so it's important to claim your listing, update it, and monitor it which will also enable you to reply to reviews.
- Do NOT pay Yelp anything for advertising or enhanced listings. It's not needed and hasn't proven to be beneficial for Minnesota area golf courses.
- To claim your business listing, go to <https://biz.yelp.com/support/claiming>) and click on CLAIM YOUR BUSINESS button

The screenshot shows the Yelp Business Owners support page. The browser address bar displays <https://biz.yelp.com/support/claiming>. The page header is red with the Yelp logo and the text "for Business Owners". On the right side of the header, there are "Log In" and "Sign Up" buttons. A phone icon and the number "Call (877) 767-9357" are also present.

The main content area is titled "Claiming your Business". Below the title, there is a sub-header "Getting Started" with a list of links: "Why Yelp?", "Claiming your Business" (highlighted), "Case Studies", and "Mobile App". Below this is a "Products & Services" section with links for "Free Tools" and "Self Service Ads".

The main text reads: "The best way to manage your business on Yelp is by claiming your Yelp Business Page and creating a business login. It's a great, free way to engage the Yelp community." Below this text is an illustration of a storefront with a red and white striped awning and a red location pin icon above it.

To the right of the illustration, there is a section titled "After claiming your business page, you'll be able to:" followed by a list of benefits:

- Respond to reviews with a direct message or a public comment
- Track the User Views and Customer Leads Yelp is generating for your business
- Add photos and a link to your website
- Update important information such as your business hours and phone number

Below the illustration, there is a section titled "More on how to claim" with two paragraphs of text. The first paragraph says: "To begin the claim process, click the 'Claim your business' button. Follow the easy steps to find your business and create your business user account." The second paragraph says: "To verify that you are the owner of your business, Yelp may call the number listed on your business page and prompt you to enter a verification code. Please ensure you are at your place of business to answer this phone call. [Learn more.](#)"

At the bottom of the page, there is a large red button that says "Claim your Business" and a link that says "or Log in". To the right of this button is a phone icon and the number "Call (877) 767-9357".

yelp for Business Owners

Need help? (877) 767-9357 Log In Sign Up

Find and Claim your Yelp Business Page

Street Address 900 Rogers Dr, Montgomery, MN 56069 Business Name Montgomery [Get Started](#)

- Montgomery Brewing Company**
306 2nd St NW, Montgomery
- Montgomery National Golf Club**
900 Rogers Dr, Montgomery
- Snap Fitness Montgomery**
300 1st St N, Montgomery

Convert visitors into customers

- Update your listing, add photos and create an Offer

Montgomery National Golf Club

Claimed Write a Review Add Photo Share Save

★★★★★ 1 review Details

Golf Edit

900 Rogers Dr
Montgomery, MN 56069
Get Directions
(507) 364-5602
montgomerynationalgolf.com
Send to your Phone



Ask the Community

Yelp users haven't asked any questions yet about Montgomery National Golf Club.

Ask a Question

Recommended Reviews for Montgomery National Golf Club

Your trust is our top concern, so businesses can't pay to alter or remove their reviews. Learn more.

Search within the reviews Sort by Yelp Sort Language English (1)

With so few reviews, your opinion of Montgomery National Golf Club could be huge. Start your review today.

Kevin U.
Eden Prairie, MN
44 friends
65 reviews
114 photos

★★★★★ 12/30/2018
First to Review

Definitely a hidden gem in the south metro and one of my favorite Joel Goldstrand designs. The new owner Greg is awesome. Affordable, fun and friendly place. Last time I was there Greg was playing his guitar and seems like he has a blast running the course and actually likes his customers. As they say, "Try it. You'll like it"

Was this review ...?

Book a Tee Time
Book now

Today 6:00 am - 8:00 pm Open now
View classes
\$1,000 for New Member Season Pass in 2019 Send to your phone

Hours
By appointment only

Mon	6:00 am - 8:00 pm
Tue	6:00 am - 8:00 pm
Wed	6:00 am - 8:00 pm
Thu	6:00 am - 8:00 pm
Fri	6:00 am - 8:00 pm
Sat	6:00 am - 8:00 pm
Sun	6:00 am - 8:00 pm Open now

Edit business info

Classes

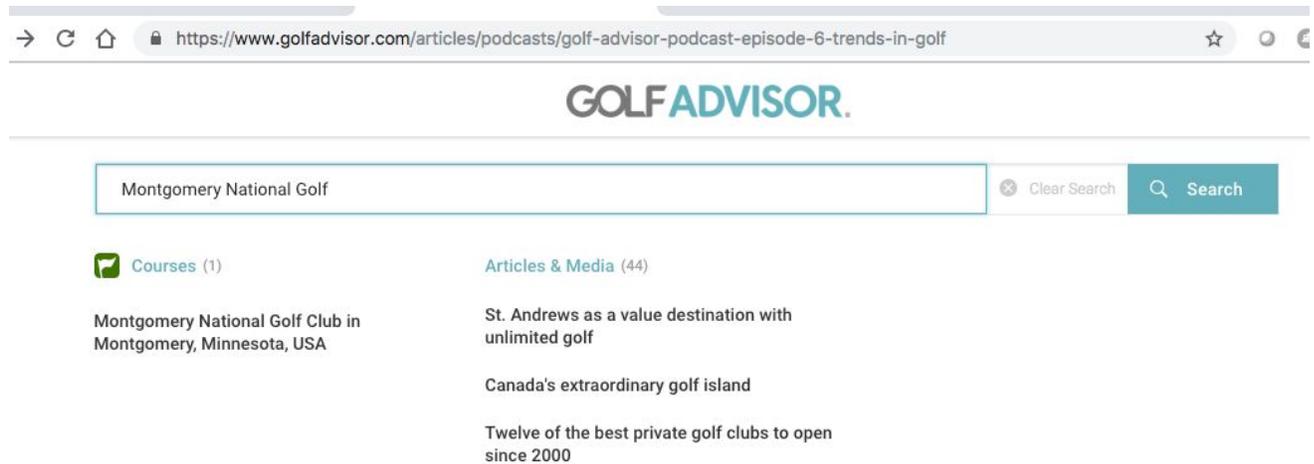
About the course
Green Fees \$40.00
Amenities
View all classes

More business info

C. GOLF ADVISOR LISTING

GolfAdvisor is owned/operated by the GolfChannel and advertises it heavily online and on the Golf Channel. Warning: The process of claiming your GolfAdvisor account is frustrating as it relies upon golfadvisor support to complete your request so be persistent.

Step 1 - Go to www.GolfAdvisor.com and search for your course to see if you have a listing.



Step 2 - First, you'll need to create a Golf Advisor account, username and password, which free. Be sure when you create the account the **username includes your course name**. Create your account at <https://www.golfadvisor.com/golf-advisor-business>

Step 3 - After you create your account, send this email to business@golfadvisor.com

I own/mange **YOUR COURSE NAME** and need help claiming my GolfAdvisor page which is:

<https://www.golfadvisor.com/courses/xxxx-your-course>

We have:

1) Setup a golfadvisor account:

(list email used to setup here)

Pw: (list your password)

with username: **(the username in your profile - must match your course name. Eg. montgomerynational)**

2) Matched the username to the course profile, updated the profile to match address and uploaded our logo as the profile picture.

*Will you please now give us access to the Business Listing page at **(insert your golfadvisor page URL here)** so that we can reply to reviews and keep our listing updated?*

Thank you and please reply back once completed with next step instructions so I can access, update and reply to reviews.

FACEBOOK REVIEWS/ RECOMMENDATIONS

After Google reviews, your Facebook reviews/ recommendations are the most important to build up and monitor.

It's critical to keep a 4.0 or higher with 10 most recent positive.

Step 1 - Gain Admin access to your business facebook page (Page Settings, Page Roles). Note you must have a personal facebook account to be added as an ADMIN or EDITOR on a business facebook page.

Step 2 - Go to your Facebook business page and click on REVIEWS tab.

The screenshot shows the Facebook interface for the Montgomery National Golf Club page. The browser address bar displays <https://www.facebook.com/pg/MontgomeryNational/reviews>. The page header includes the club's name, a search bar, and navigation options like Home, Create, and a notification bell with 3 alerts. Below the header, there are tabs for Page, Ad Center (1), Inbox (22), Manage Jobs, Notifications (4), Insights, and More. The main content area features the club's logo, a 4.7 star rating (4.7 out of 5 based on 89 opinions), and a 'Book Now' button. A section titled 'Have Feedback About Your Business' Reviews Experience?' includes a 'Share Feedback' button. Below that, a notification states 'Ratings and reviews have changed' with a 'Learn More' button. The review section shows a recommendation by Scott Lange on October 7, with a photo of a golf course and a comment: 'What a great course. First time playing it and cant believe I haven't before. the greens were in great shape and the layout is perfect for a guy who tends to spray it a little 😊 cant wait to go back!'. The page also shows a 'Message' button for private conversation, a comment from the club thanking Scott Lange, and a comment input field.

Step 3 - Like and comment AS THE BUSINESS (note the drop down arrow to the right of Message)

Scott Lange recommends **Montgomery National Golf Club**.

October 7 ·

What a great course. First time playing it and cant believe I haven't before. the greens were in great shape and the layout is perfect for a guy who tends to spray it a little 😊

cant wait to go back!

Start a private conversation with Scott Lange in Messenger. **Message**

Montgomery National Golf Club

Like Comment Share Message

Write a comment...

Kevin Unterreiner (You)

PERSONAL (1)

Montgomery National Golf Club

Ryan Blad recommends **Montgomery National Golf Club**

August 31 ·

How to Best Use ONLINE REVIEW SITES to Reach New Customers, Keep in Touch with Current Ones & Increase Revenues

- Reply to reviews
- Post offers when it's offered (Google Business, Yelp)
- Keep a 4.0 or higher online rating and have your **10 most recent reviews** be positive.
- Add 2-5 positive reviews EVERY MONTH to keep them accumulating and fresh.

Do's & Dont's for ONLINE REVIEW sites in 2019

DO:

- Pay attention to your reviews. Check at least once a month.
- Reply to every review. Postive or negative. It shows customers you care. If you need help replying to a negative review, contact Kevin Unterreiner at kevin@twincitiesgolf.com - can help turn almost any negative into a positive impression on others.
- Report any inappropriate comments for removal.
- Update your listing with new pics/ videos at least once a year.

DON'T:

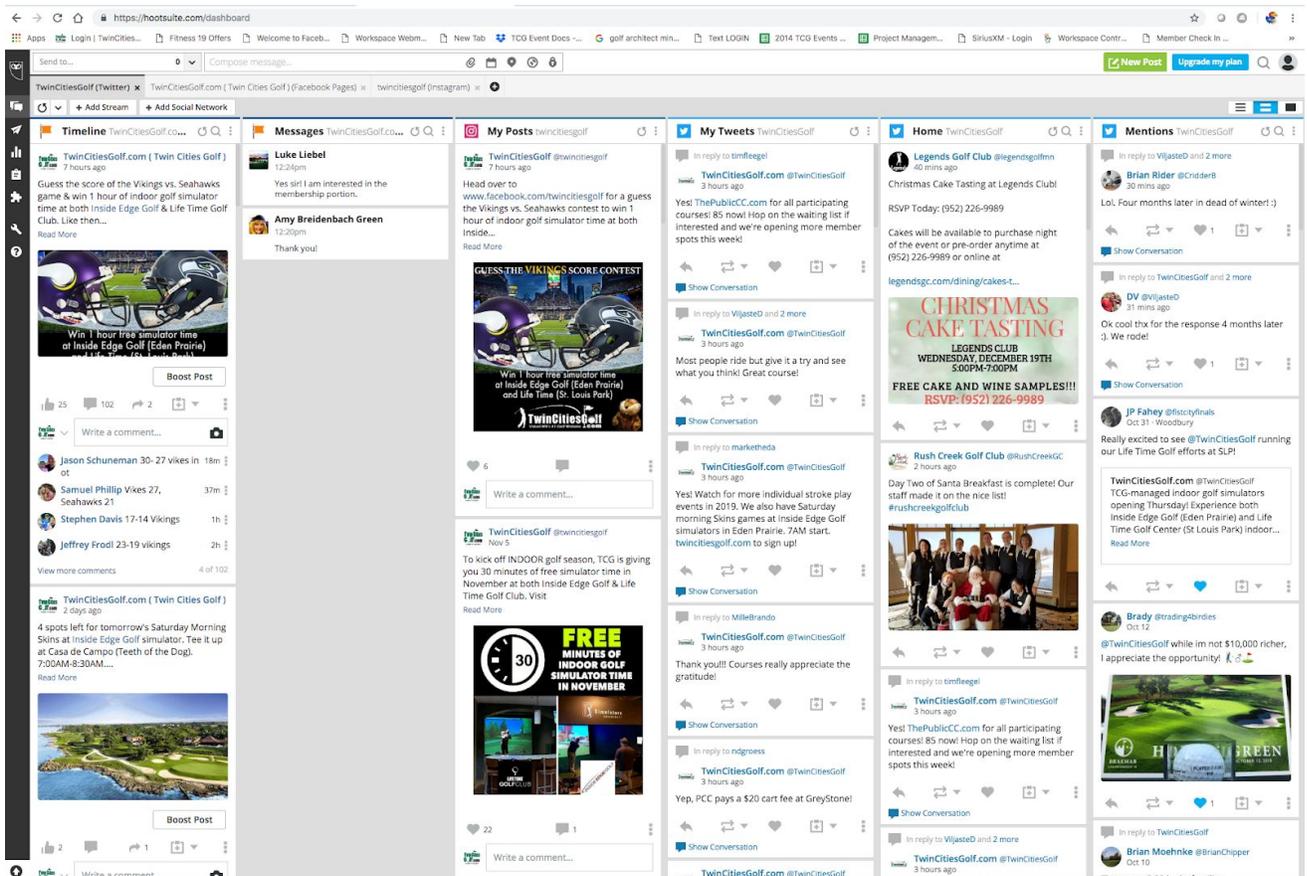
- Eblast your entire list or post on social media to "RATE US". This gives the idea and link to the few who may have had a bad experience enabling them to post a negative
- Ignore your reviews.

How to manage your social media in 15 minutes a day

- Get a free Hootsuite account (up to 3 social media accounts) at <https://hootsuite.com/create-free-account> (upgraded features for \$29/month).
- Set aside 5-10 minute windows first thing in the morning and then again mid afternoon (eg. 9AM and 3PM) to check your Hootsuite dashboard.
- Check YouTube, Linked In, Google+ once a week.
- Have links to ALL your social media on ONE page (recommend using Google docs so all staff can view from any device). Recommend using **Google Docs** to improve staff efficiency.
- Have most of your social media posts planned out at the beginning of each month.

Overwhelmed with how to efficiently create and manage social media? Most courses (and businesses) are. Use services like Hootsuite, hire a marketing person or have our trained TCG social media team ready to help with creativity. The most effective plan is to get professional help for 6-12 months to learn and get down the routine then decide what you need going forward.

Example of managing your social media with Hootsuite



I hope this has been helpful.

When done right, online/ social media marketing is fun, effective and will help you grow your business and revenues.

Questions or like help?

Contact Kevin Unterreiner at kevin@twincitiesgolf.com or 952-240-1020 for a complimentary assessment of YOUR social media marketing and online reputation.



Checklist for Workshop

Section 1 - Facebook

- Create a business page
- Name your page (unique URL)
- Connect with Twitter
- Connect with Instagram
- Do a post (eg. attending a social media seminar by @TwinCitiesGolf - practice tagging a business in your post)
- Like another facebook page's post AS YOUR BUSINESS

Section 2 - Twitter

- Create a twitter account
- Do a tweet
- Follow a couple businesses
- Do a Retweet

Section 3 - Google+

- Claim your page (you'll need to answer your business phone with a code from Google)

Section 4 - Instagram

- Create an instagram account
- Post a pic

Section 5 - YouTube

- Create a youtube channel
- Post a video

Section 6 - LinkedIn

- Create a LinkedIn business profile
- Search and connect with local businesses (for group outings, advertising, influencer marketing)

Section 7 - Snapchat

- Create a Snapchat account for course
- Do a snap (5-10 seconds)

Section 8 - Online Review sites (Google, Yelp, GolfAdvisor, TripAdvisor)

- Look at your reviews
- Claim your listings
- Update your listing
- Reply to reviews