

Golf Buyer Europe is a tailored digital marketing service offering direct access to 30,000+ email subscribers, supported by a 2,500+ Social Media audience.

The service is perfectly designed to assist Golf brands and related businesses in reaching a targeted European audience of Golf Professionals and amateurs, whilst also reaching other industry trade professionals.



MAXIMISE YOUR DIGITAL REACH



**Email
Marketing**



**Insight
Session**



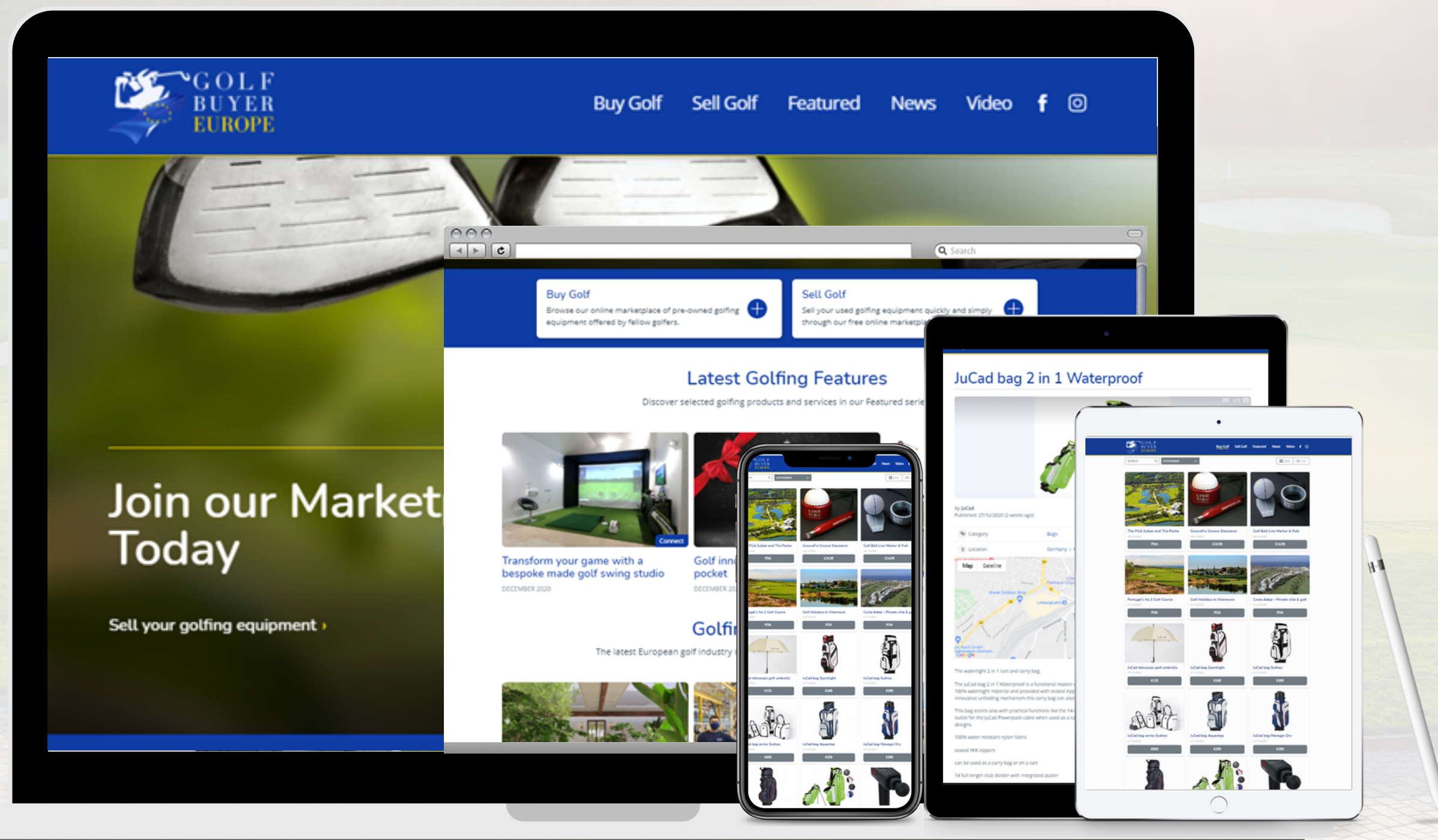
**Social Media
Marketing**



EMAIL MARKETING

Golf Buyer Europe is a cost-effective digital advertising service that provides a platform for golf brands to connect with our audience all throughout the year. Ideal for sales, lead generation and general awareness.

- Send us your marketing material, either as separate components or a finalised HTML email
- When choosing a package with more than one email campaign, we always recommend changing or updating your content for the next email
- We will always wait for your approval before we send the final copy
- You will receive an email report a week after the copy has been sent to the database



EMAIL MARKETING PACKAGES

CONNECT 1

€215 / £195

One off payment

Dedicated Email Alert for 1 solus campaign & 1 social media post

CONNECT 2

€400 / £360

One off payment

2 Dedicated Email Alerts & 2 social media posts

CONNECT 3

€550 / £495

One off payment

3 Dedicated Email Alerts & 3 social media posts

SUBSCRIPTION PACKAGES

CONNECT 4

€70 / £60

4 Dedicated Email Alerts sent over a period of a year & 4 social media posts

CONNECT 6

€110 / £95

6 Dedicated Email Alerts sent over a period of a year & 6 social media posts

CONNECT 12

€145 / £125

Dedicated Email Alert sent every month over a year & 12 social media posts



The Seve Ballesteros Collection: GX Golf Glove



Penfold Golf have partnered with the Seve Ballesteros Foundation on an exclusive collection, starting with a golf glove co-designed by the Balesteros family - Javier, Miguel and Carmen.

Seve was on staff for Penfold during the 70's at the beginning of his career. When Seve rocked up at the Penfold PGA Championship at Royal St Georges in 1975, his first event on UK soil, Penfold knew he was the right man for them. His style, creativity and flair caught the eye and matched the visions of Penfold.



Ballesteros became a staffer for Penfold for the rest of the 70's, playing Penfold balls and wearing Penfold GX gloves. Seen with his Penfold staff bag at the 1977 Penfold PGA Championship for the first time, Seve went on to win his first UK event at the Uniroyal International at Moor Park using a Penfold Ace with diamond marking - the inspiration behind the diamond

EMAIL SUBSCRIBER STATISTICS

 **30,000+**
DIGITAL DATABASE

 **10,850+**
PROFESSIONAL &
AMATEUR GOLFERS

 **4,150+**
EUROPEAN GOLF CLUBS
(EXCLUDING UK)

 **15,000+**
GOLF INDUSTRY TRADE
PROFESSIONALS

- GOLF CLUB MANAGERS
- GOLF CLUB SECRETARIES
- GOLF SCHOOLS
- PRO GOLFERS
- PRO GOLF SHOPS
- GOLF CLUB BOARD MEMBERS
- CADDIES
- GREENKEEPERS

EMAIL REPORTS

 **26%**
AVERAGE OPEN RATE

 **2.5%**
AVERAGE CLICK THROUGH RATE

AGE RANGE

18-24	1.6%	25-34	8%
35-44	31.1%	45-54	27.8%
55-64	23.6%	65+	7.9%

COVERING THE FOLLOWING EUROPEAN COUNTRIES

-  ANDORA
-  ARMENIA
-  AUSTRIA
-  AZERBAIJAN
-  BELARUS
-  BELGIUM
-  BULGARIA
-  CROATIA
-  CYPRUS
-  DENMARK
-  ESTONIA
-  FRANCE
-  GEORGIA
-  GERMANY
-  GREECE
-  HUNGARY
-  ICELAND
-  IRELAND
-  ITALY
-  LATVIA
-  LITHUANIA
-  LUXEMBOURG
-  MALTA
-  NETHERLANDS
-  NORWAY
-  POLAND
-  PORTUGAL
-  ROMANIA
-  RUSSIA
-  SERBIA
-  SLOVAKIA
-  SLOVENIA
-  SPAIN
-  SWEDEN
-  SWITZERLAND
-  TURKEY
-  ENQUIRE FOR
ADDITIONAL
ACCESS TO
GREAT BRITAIN



INSIGHT SESSION

The service is designed to inform and provide further insight into the benefits of your brand's related product or service.

One of the members of the Golf Buyer Europe team will present the topical Q&A interview session with a representative from your company. This will be recorded either via Zoom or Instagram Live on the @golfbuyereurope account.

The Q&A session will be promoted via:

- Our 30,000+ email database
- 1 social media posts (2,500+ followers)
- Interview archived on our account for future viewing

The option to insert photos, videos and logos are included and will be edited in the final video. The relevant content will need to be supplied.

Option to receive the final video version for your own use.

INSIGHT SESSION

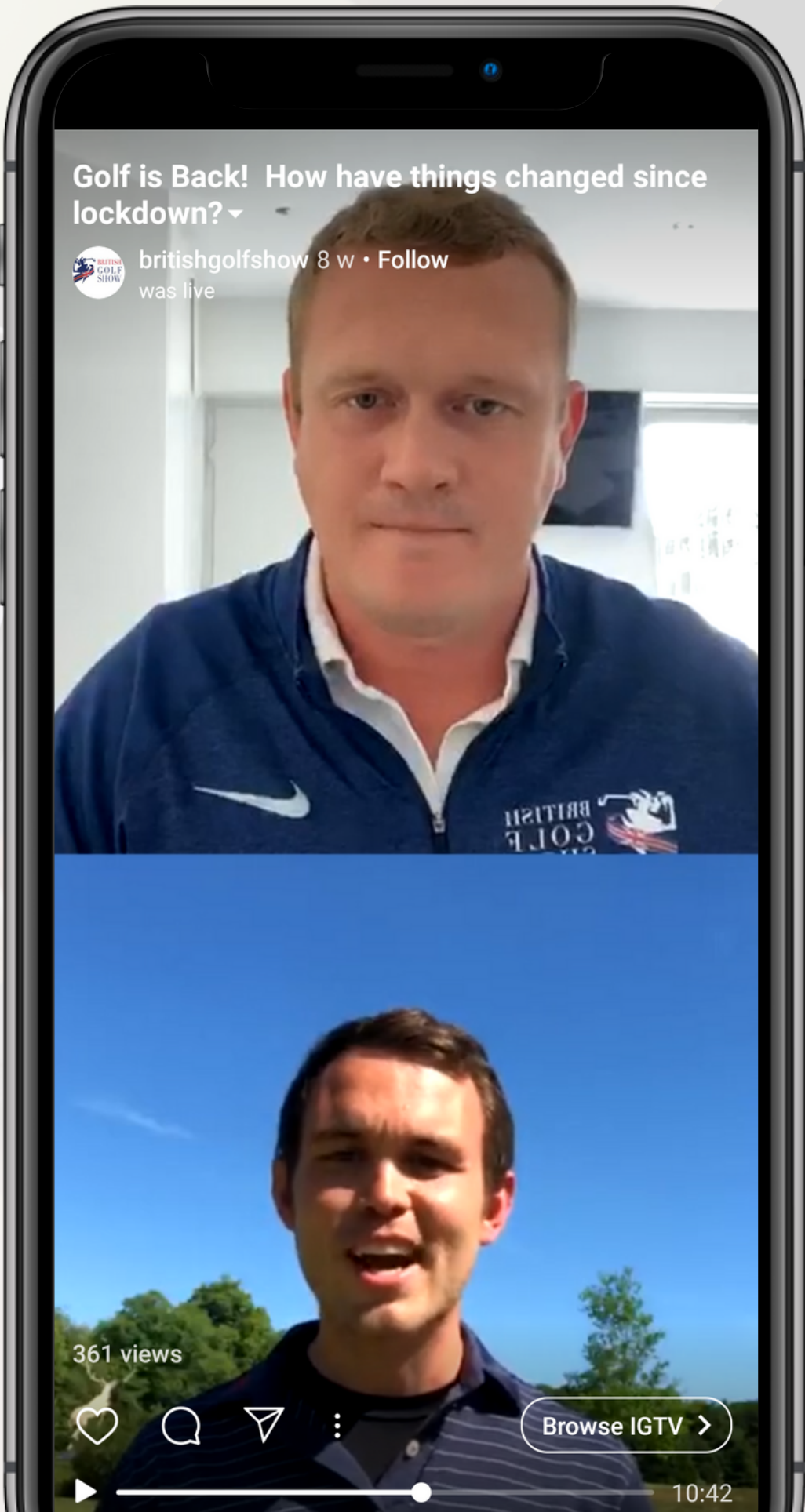
€330 / £295

1 x Dedicated Email sent to promote the session

1 x Social Media Post

1 x Insight Session Recording (15 - 20 mins)

Session archived on Instagram Page





SOCIAL MEDIA MARKETING

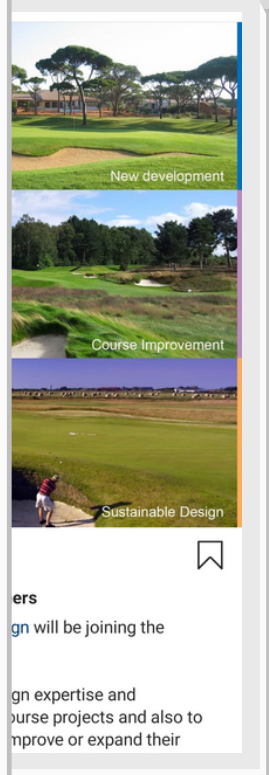
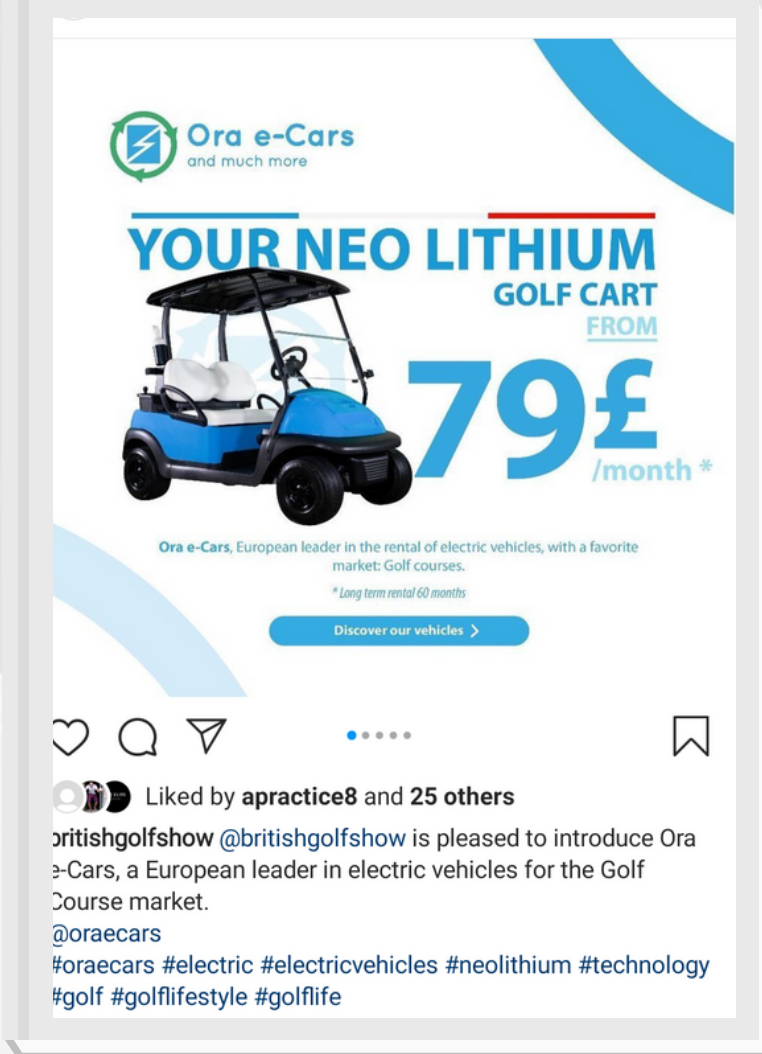
Social media posts promoted via Instagram and Facebook @golfbuyereurope accounts.

Increase your social media reach with a series of 4 posts, displaying your chosen content, that best promotes your brand's products or service.

SOCIAL MEDIA MARKETING

€215 / £195

4 x Instagram and Facebook Posts to our account



SOCIAL MEDIA STATISTICS

2,500+
SOCIAL MEDIA FOLLOWERS

84%
EU FOLLOWERS

79%
MALE FOLLOWERS

16%
OTHER

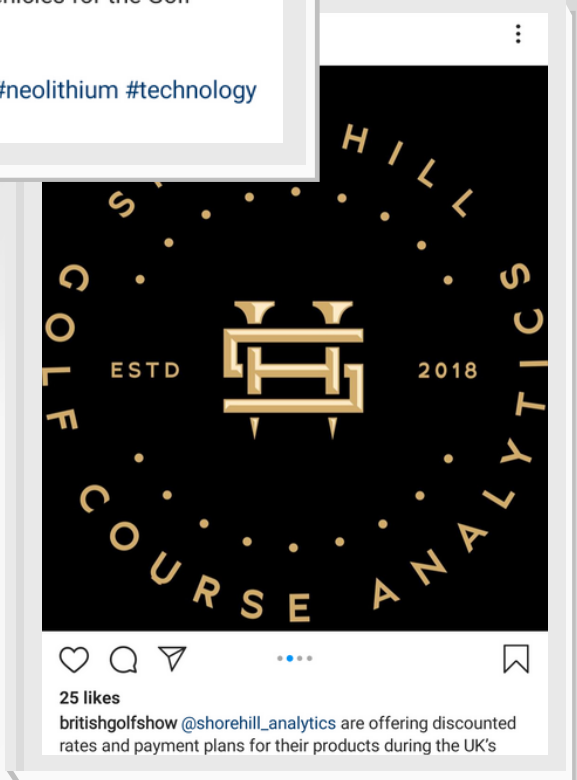
21%
FEMALE FOLLOWERS

ENGAGEMENT

20%
IMPRESSIONS

AGE RANGE

13-17	1%	18-24	9%
25-34	25%	35-44	24%
45-54	24%	55-64	11%
65+	3%		



CHECK OUT OUR OTHER MARKETING PLATFORMS



STATISTICS

- 28,000+ Email Subscribers
- 9,000+ Social Media audience
- UK & Ireland Subscribers

WWW.BRITISHGOLFSHOW.CO.UK/CONNECT



STATISTICS

- 66,000+ Email Subscribers
- 2,500+ Social Media audience
- Mainland USA Subscribers

CONTACT US

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