

Golf Buyer UK is a tailored digital marketing service offering direct access to around 32,000+ email subscribers, supported by a 14,000+ Social Media audience.

The service is perfectly designed to assist brands and businesses to reach a targeted Golf audience, of past and new show visitors whilst also reaching other golfers and golf related trade professionals.



**GOLF
BUYER
UK**

MAXIMISE YOUR DIGITAL REACH



Email
Marketing



Insight
Session



Social Media
Marketing



EMAIL MARKETING

Golf Buyer UK 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

CONNECT 1

£195+VAT

One off payment

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

CONNECT 2

£360+VAT

One off payment

2 Dedicated Email Alerts & 2 social media posts

CONNECT 3

£495+VAT

One off payment

3 Dedicated Email Alerts & 3 social media posts

SUBSCRIPTION PACKAGES

CONNECT 4

£60+VAT

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

CONNECT 6

£95+VAT

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

CONNECT 12

£125+VAT

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



Explore Harleyford Golf Club



Harleyford Golf club is set in truly magnificent surroundings, nestled by the River Thames at Marlow. Exploring Harleyford for the first time is like uncovering a hidden treasure.

Beautifully crafted in a natural downland setting, the 6,903 yard par 72 course is both challenging and rewarding to players of all levels. The history of the estate dates back to the 12th century and is designated as "an area of outstanding beauty". The clubhouse has been developed on a theme from the Victorian farm buildings and provides stunning facilities for many social occasions.



The Golf club has gone from strength to strength over the past three years developing the course, clubhouse and their in-house events. Harleyford Golf Club is fast building a reputation of being one of the best clubs in the 3 counties (BB&O).

"In the past year we have hosted the Tyrrell Hatton Junior Masters. The

EMAIL SUBSCRIBER STATISTICS

 **32,000+**
DIGITAL DATABASE

 **11,850+**
PROFESSIONAL &
AMATEUR GOLFERS

 **17,000+**
GOLF INDUSTRY TRADE
PROFESSIONALS

 **3,150+**
UK & IRISH GOLF CLUBS

 **95%**  **5%**
UK RESIDENTS OTHER

UK BREAKDOWN

1. 29% SOUTH EAST RESIDENTS	2. 23% LONDON RESIDENTS
3. 18% SOUTH WEST RESIDENTS	4. 14% NORTH WEST RESIDENTS
5. 9% MIDLANDS RESIDENTS	6. 7% OTHER UK RESIDENTS

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%

F.A.Q'S ANSWERS

- Send us your marketing material, either as separate components or an already finalised HTML email
- When choosing a package with more then one email, why not change up your content and messaging?
- 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



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 UK 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 @golfbuyeruk account.

The Q&A session will be promoted via:

- Our 32,000+ email database
- 1 social media posts (14,000+ 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

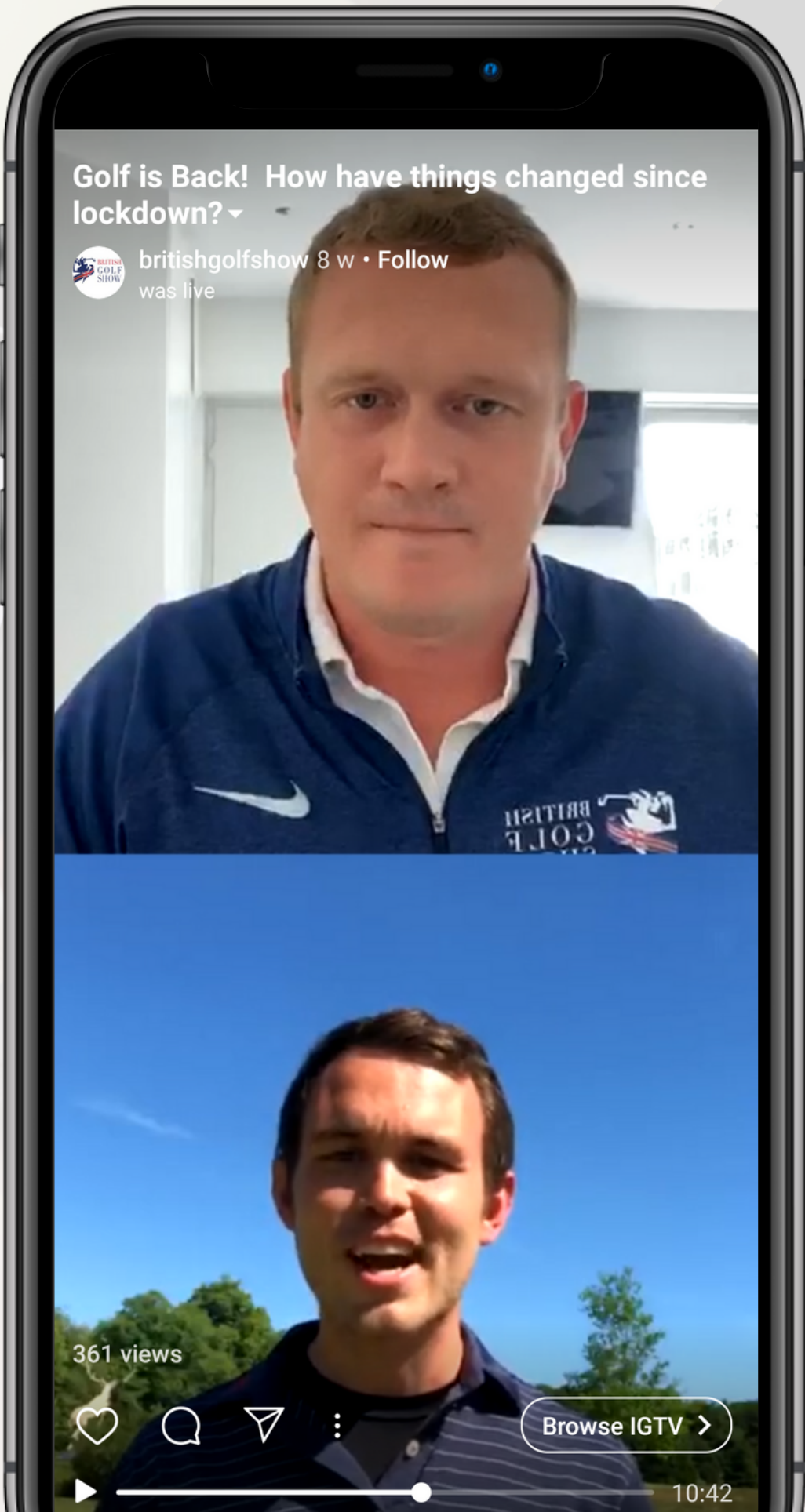
£295+VAT

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





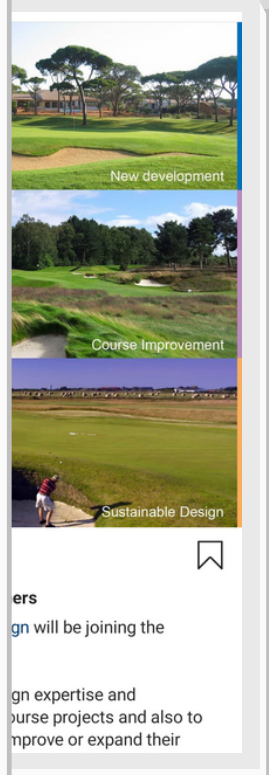
SOCIAL MEDIA MARKETING

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

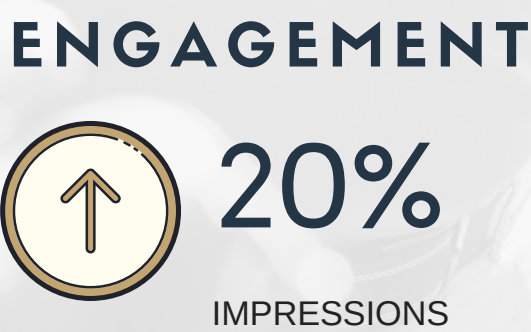
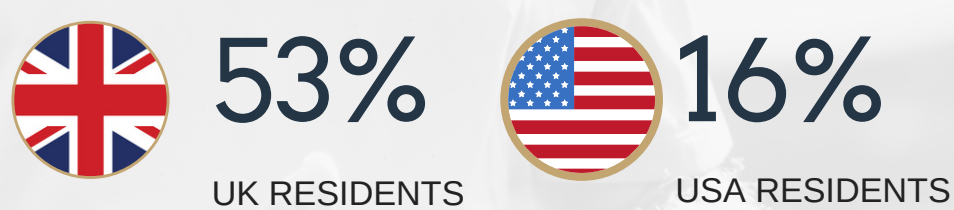
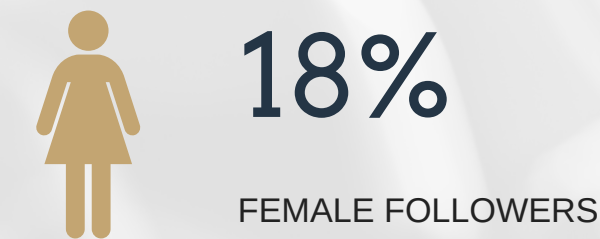
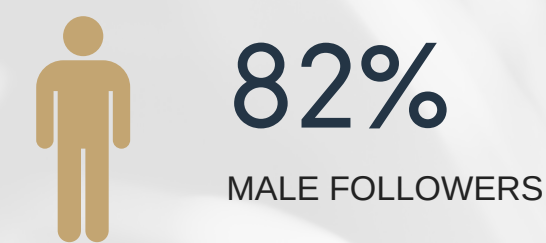
Increase your social media reach with a series of 4 posts, displaying your chosen content, that best promotes your brand's products or service.

SOCIAL MEDIA MARKETING
£195+VAT

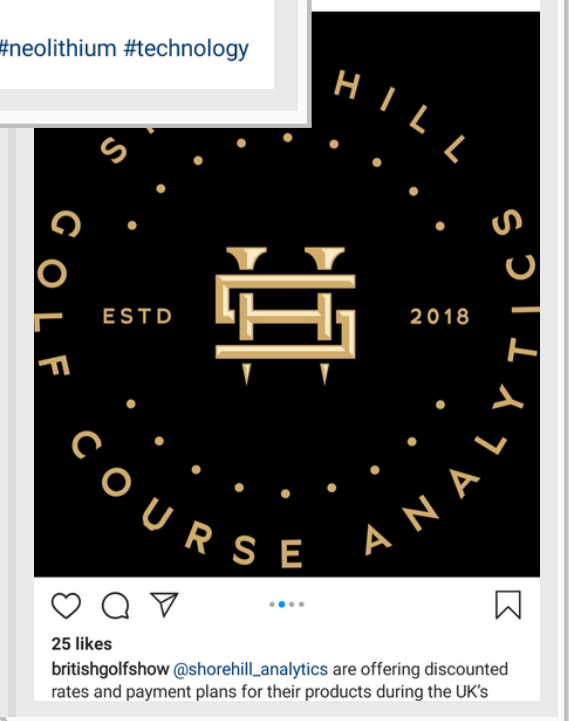
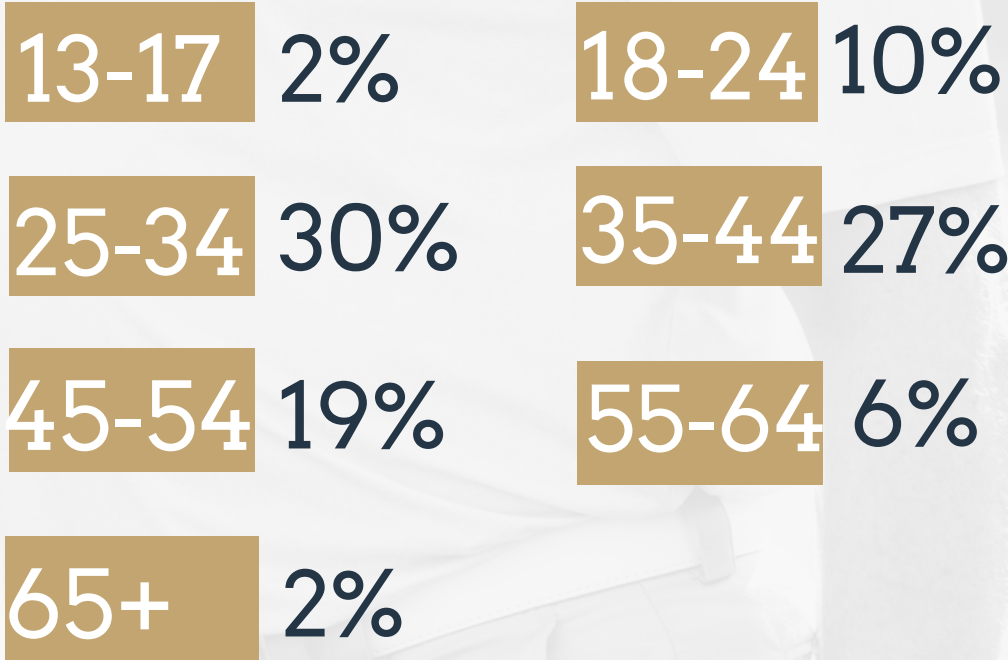
4 x Instagram and Facebook Posts to our account



SOCIAL MEDIA STATISTICS



AGE RANGE



CHECK OUT OUR OTHER MARKETING PLATFORMS



STATISTICS

- 34,000+ Email Subscribers
- 2,500+ Social Media audience
- Mainland Europe Subscribers

WWW.GOLFBUYEREUROPE.COM



STATISTICS

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

CONTACT US

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