

Golf Buyer USA is a tailored digital marketing service offering direct access to 66,000+ 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 American audience of Golf Professionals and amateurs, whilst also reaching other industry trade professionals.



GOLF
BUYER
USA

MAXIMIZE YOUR DIGITAL REACH



**Email
Marketing**



**Insight
Session**



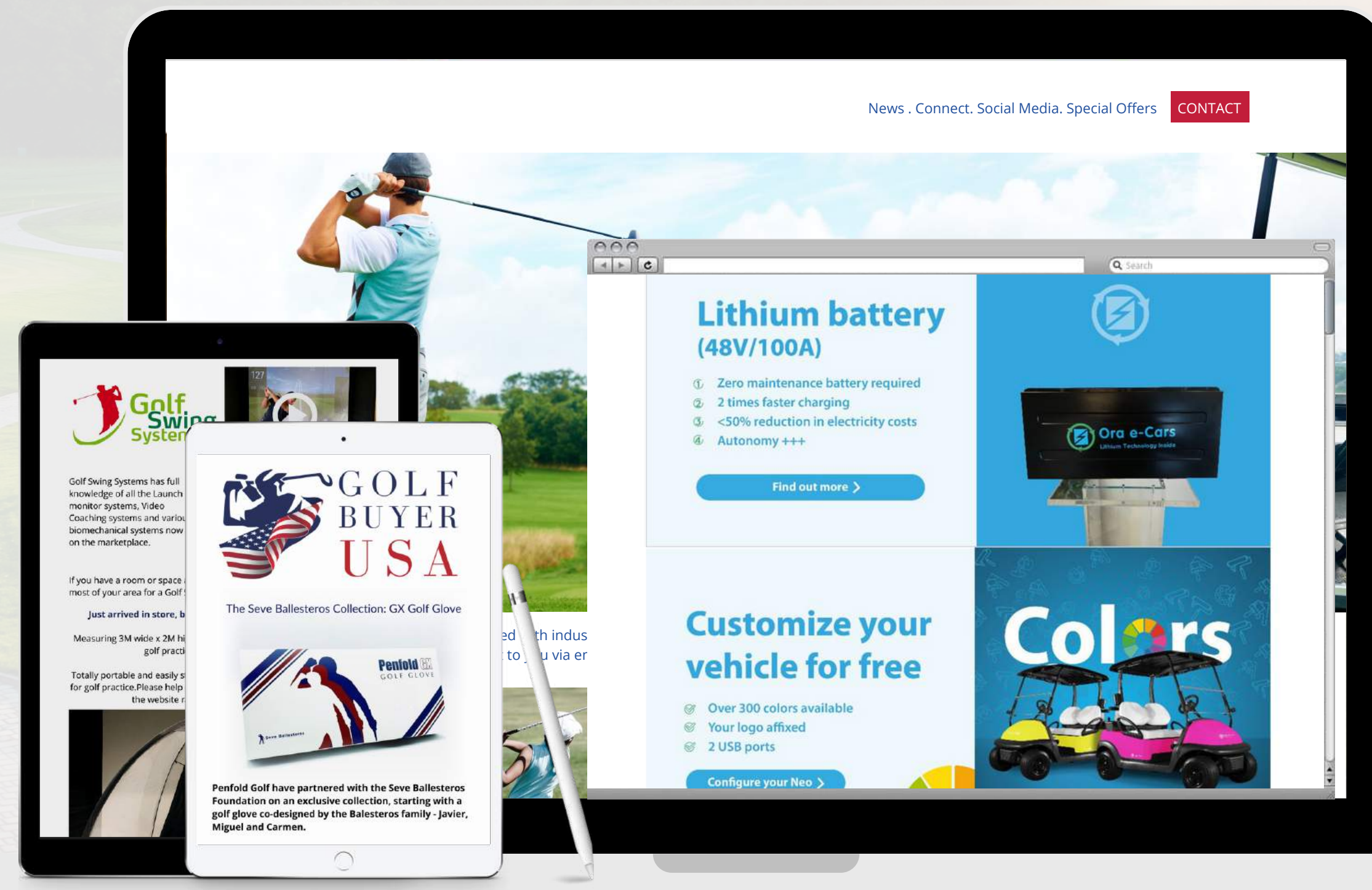
**Social Media
Marketing**



EMAIL MARKETING

Golf Buyer USA 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

\$265 / £195

One off payment

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

CONNECT 2

\$490 / £360

One off payment

2 Dedicated Email Alerts & 2 social media posts

CONNECT 3

\$675 / £495

One off payment

3 Dedicated Email Alerts & 3 social media posts

SUBSCRIPTION PACKAGES

CONNECT 4

\$80 / £60

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

CONNECT 6

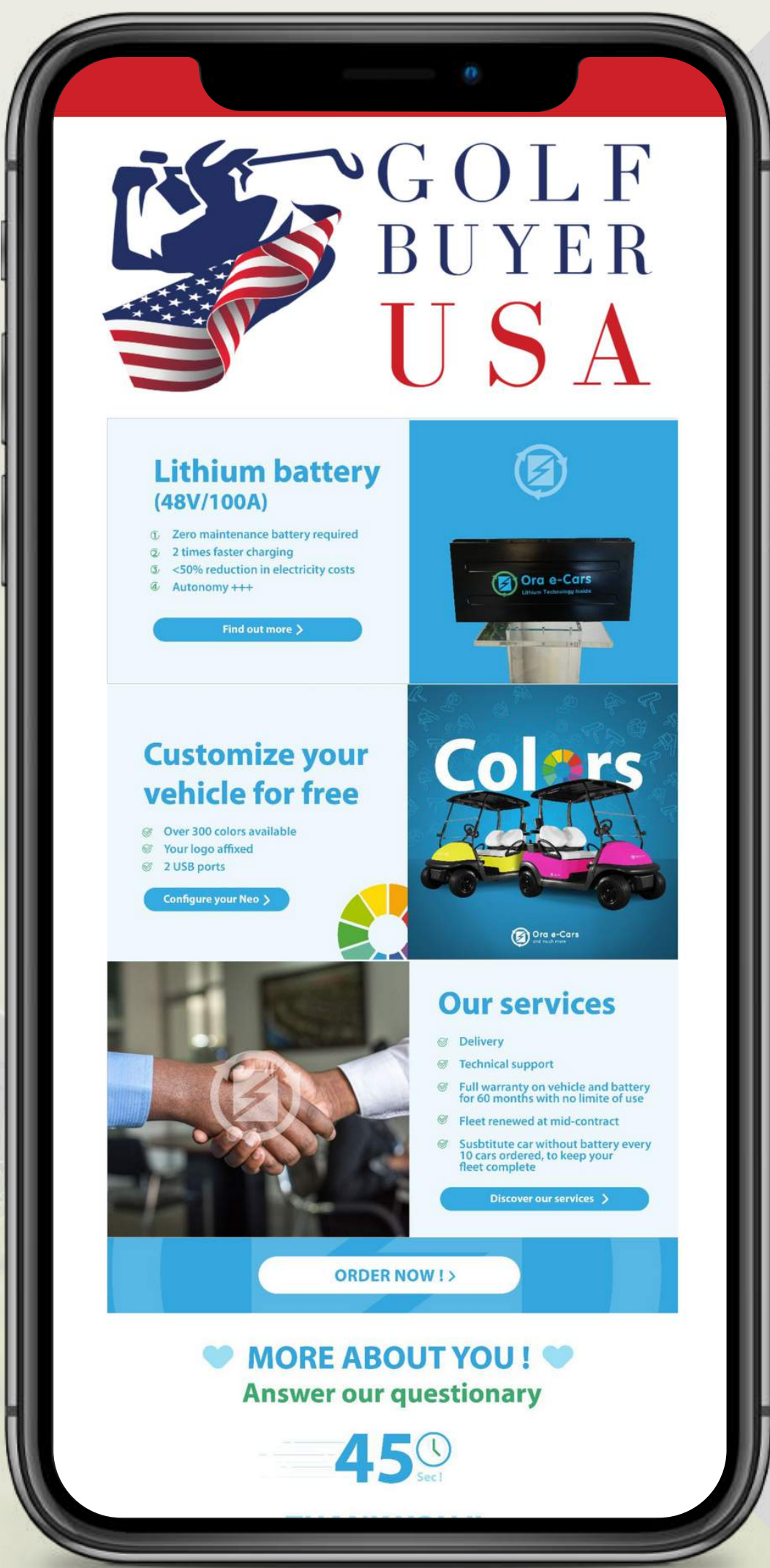
\$125 / £95

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

CONNECT 12

\$170 / £125

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



EMAIL SUBSCRIBER STATISTICS

 **66,000+**
DIGITAL DATABASE

 **12,900+**
PROFESSIONAL &
AMATEUR GOLFERS

 **10,700+**
AMERICAN GOLF CLUBS

 **42,400+**
GOLF INDUSTRY TRADE
PROFESSIONALS

- GOLF CLUB MANAGERS
- GOLF CLUB SECRETARIES
- GOLF SCHOOLS
- PRO GOLF SHOPS
- GOLF CLUB BOARD MEMBERS
- CADDIES
- GREENKEEPERS
- BUSINESS OWNERS
- PURCHASING MANAGERS
- SUPERINTENDENT

EMAIL REPORTS

 **18%**
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 UNITED STATES OF AMERICA

 ALABAMA	 LOUISIANA	 OHIO
 ALASKA	 MAINE	 OKLAHOMA
 ARIZONA	 MARYLAND	 OREGON
 ARKANSAS	 MASSACHUSETTS	 PENNSYLVANIA
 CALIFORNIA	 MICHIGAN	 RHODE ISLAND
 COLORADO	 MINNESOTA	 SOUTH CAROLINA
 CONNECTICUT	 MISSISSIPPI	 SOUTH DAKOTA
 DELAWARE	 MISSOURI	 TENNESSEE
 FLORIDA	 MONTANA	 TEXAS
 GEORGIA	 NEBRASKA	 UTAH
 HAWAII	 NEVADA	 VERMONT
 IDAHO	 NEW HAMPSHIRE	 VIRGINIA
 ILLINOIS	 NEW JERSEY	 WASHINGTON
 INDIANA	 NEW MEXICO	 WEST VIRGINIA
 IOWA	 NEW YORK	 WISCONSIN
 KANSAS	 NORTH CAROLINA	 WYOMING
 KENTUCKY	 NORTH DAKOTA	



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 USA 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 @golfbuyerusa account.

The Q&A session will be promoted via:

- Our 85,000+ 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

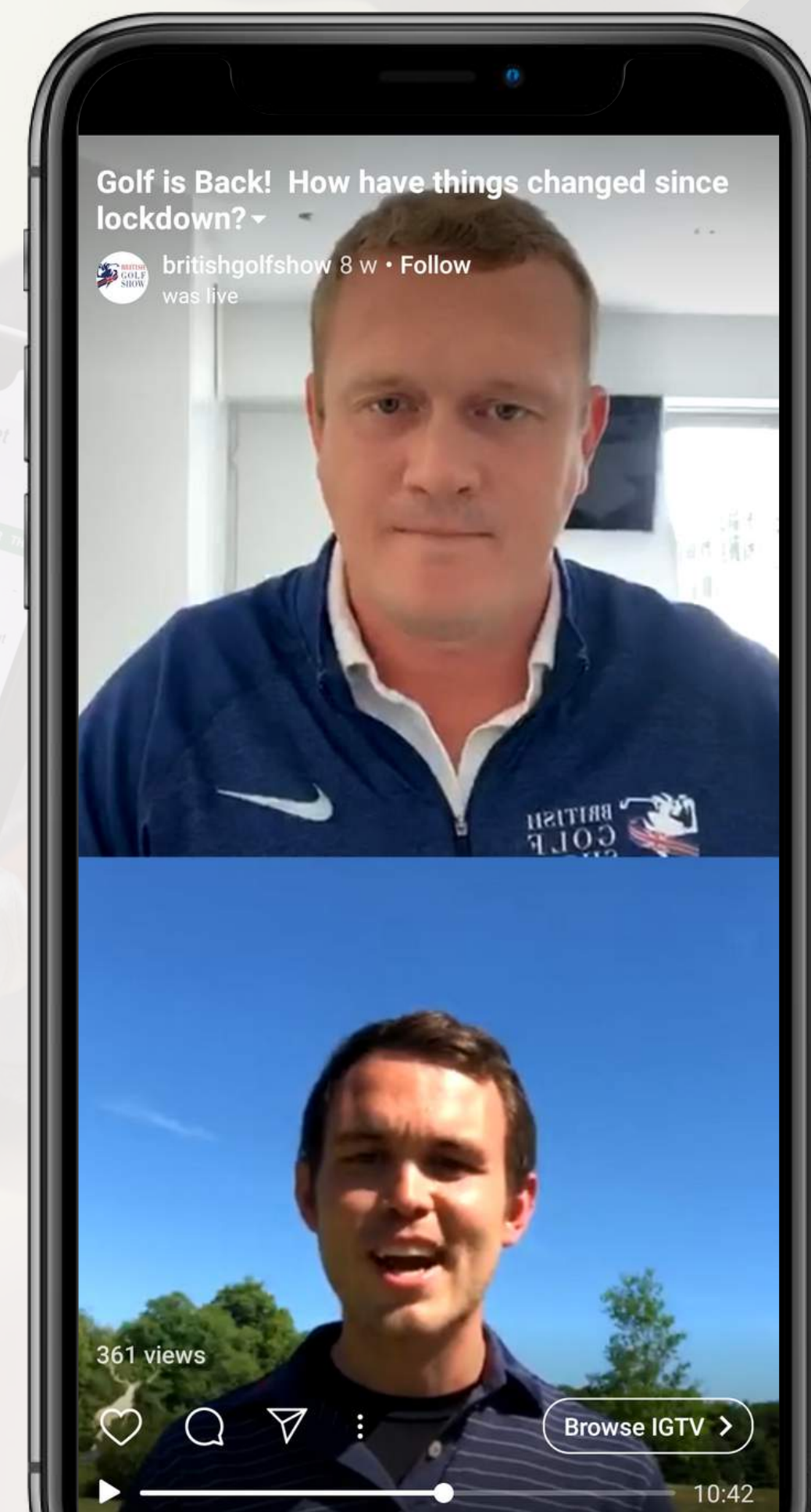
\$400 / £295

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 @golfbuyerusa accounts.

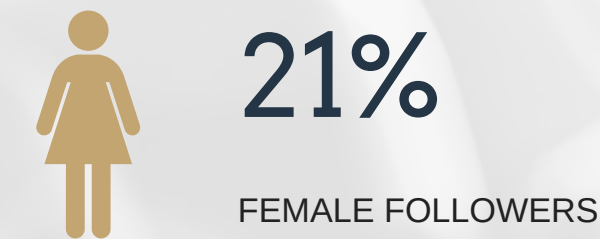
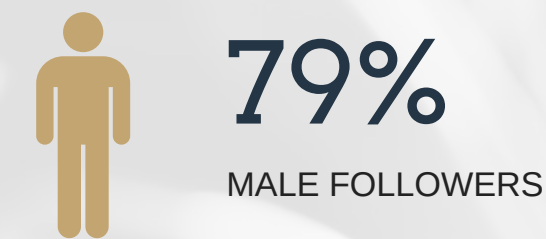
Increase your social media reach with a series of 4 posts, displaying your chosen content, that best promotes your brand's products or service.

SOCIAL MEDIA
MARKETING

\$265 / £195

4 x Instagram and Facebook Posts to
our account

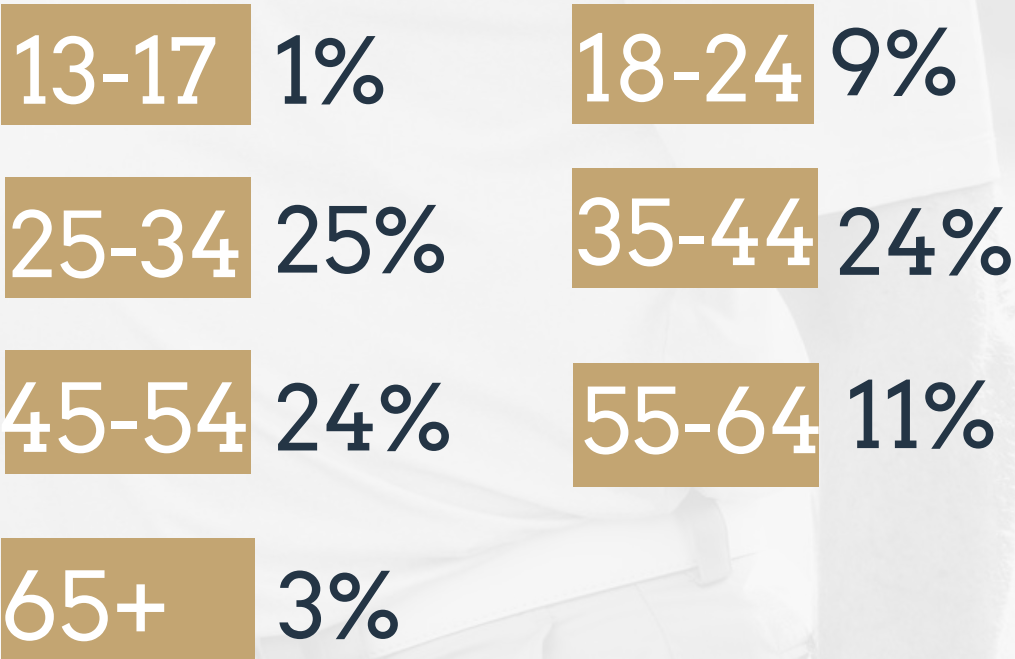
SOCIAL MEDIA STATISTICS



ENGAGEMENT



AGE RANGE



CHECK OUT OUR OTHER MARKETING PLATFORMS



STATISTICS

- 30,000+ Email Subscribers
- 2,500+ Social Media audience
- Mainland Europe Subscribers

WWW.GOLFBUYEREUROPE.COM



STATISTICS

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

CONTACT US

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