



**PR CONSULTING**  
**Promotion for a golf brand**

October, 2018  
Moscow, Russia

## **PUTTER CLUB GOLF AGENCY**

Golf agency Putter Club was founded in 2011 as an agency for organizing any kind of golf events.

Putter Club is the team of open-minded people who united their experience and professional skills to promote golf and related products of luxury industry.

The staff of Putter Club's team have 15-years work experience in golf industry and luxury brands.

Main areas of work:

- Organization and providing entertainment, business, corporate golf events in Russia and abroad (all included service);
- Organization and holding golf tournaments and other events (with golf elements);
- PP and promotion luxury brands.



## PR AND MARKETING SERVICE IN PROMOTION LUX BRANDS

Main services in promotion activities include:

1. PR support
2. SMM support
3. Website support
4. Creation a personal concept and promotion of a personal brand
5. Organization events and press / welcome tours
6. Brand promotion in a golf industry.





## 1. PR SUPPORT

- ✓ Providing publications in print and on-line media;
- ✓ Make up news of the brand / company;
- ✓ Providing participation at TV-programs and video-projects;
- ✓ Organization and support collaborations with other brands and projects.



## 2. SMM SUPPORT

- ✓ Make up an account concept (visual design, strategy, topics);
- ✓ Content production (smm-plan, post texts, photo and video materials);
- ✓ Social network management (content production, regular social networks – running an account, promotion account + posts);
- ✓ Providing activities with microinfluencers.



### 3. WEBSITE SUPPORT

- ✓ Providing content for a site (texts);
- ✓ Translation and adaptation materials;
- ✓ Production photo and video materials.



## 4. CREATION AND PROMOTION PERSONAL BRAND

- ✓ Create promotional strategy in social networks.
- ✓ Make up a detailed content plan for a personal account (in one of a social network) and create text and photo/video materials for the site, blog, video blog;
- ✓ Providing publications in print and on-line media;
- ✓ Promotion personal articles in media;
- ✓ Providing participation in TV - programs or web-projects as a speaker or expert;
- ✓ Organization and control events, workshops and webinars with an expert.





## 5. EVENTS

- ✓ Organization of events (including golf tournaments), press-breakfasts / cocktails, press conferences, presentations, press/welcome tours (for media representatives and key-partners).





## 6. PROMOTION BRAND IN GOLF INDUSTRY

- ✓ Working with specialized media (providing publications);
- ✓ Providing participation in golf activities;
- ✓ Organization and support collaborations with golf brands and projects;
- ✓ Providing interaction with golfers (in promo case);
- ✓ E-mailing.



## INDIVIDUAL APPROACH

Our business strategy based on individual approach for each client: so each time we create an individual promo strategy.

There are three basic service packages, which can be modified according the goals of a particular brand.



**THANKS FOR  
ATTENTION!**

**PUTTER CLUB GOLF AGENCY**

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