

# World of Golf and its win, win, win programme

‘World of Golf London is one of the busiest ranges in Europe and one of the world’s finest practice facilities.’



World of Golf claims to have devised the most successful and largest learn to play programme in the world. It describes it as a win, win, win: for the customer, the coach and the business.

**World of Golf at New Malden, London has hit the milestone of offering 50 hours a week of beginner group coaching, with classes of up to 12 players, and this year it aims to start 1500 new golfers.**

> **World of Golf London** was purchased by the current owner in 2012. There was a **two year programme of investment** to completely renew the facilities and to upgrade all areas.

> **The range is unique** features a carpet surface, large target greens and a ball return system allowing a clean fairway. In 2014 a state of the art **golf technology studio** was added. The Performance Centre allows a **forensic analysis of the golf swing**.



## BREAKING DOWN THE BARRIERS

The first step to success was breaking down the barriers of cost and embarrassment. World of Golf offers free beginner courses of six, one-hour group lessons with a PGA professional.

The only cost is the range balls. The sessions teach technique and give an introduction to rules and etiquette. A follow-up improvers' course is offered at £12 and at the end of the six sessions the group goes to play a local, beginner-friendly 9-hole course with their instructor.

The approach successfully attracts diverse groups, with one-third of customers coming from BAME backgrounds; at least 40% are women; and the main age range is 30-45.

## MARKETING

Lessons were initially advertised with a Google Pay Per Click campaign and now World of Golf also successfully uses Facebook advertising. Customers sign up online and receive immediate confirmation and nearer the day they receive a more personalised email, both to remind them and to offer advice on what to wear and bring.

## BUILDING RELATIONSHIPS

The professionals taking the classes use email to build relationships with their students, sending them tips and videos to encourage them. They will arrange games at local friendly golf clubs where the new golfers can meet other budding beginners. There's also a golf holiday programme and beginners enjoy golf weekends in the UK or Portugal. All this helps to cement the relationship between the customers, the PGA professional and the World of Golf business.

> World of Golf aims to **break down the barriers of cost and embarrassment with FREE, beginner group coaching** which attracts 3000 people a year.

> **Online booking** gives customers instant confirmation of their sessions and a follow-up email includes practical information about what to wear and bring.

> **PGA professionals build relationships with their students**, offering email encouragement and by arranging games for new golfers and organising holidays.

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