



### 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 servise);
- 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 prodauction, 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

- ✓ Creature promotional strategy in social networks.
- ✓ Make up a detailed content plan for a personal account (in one of a social network) and creature 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**

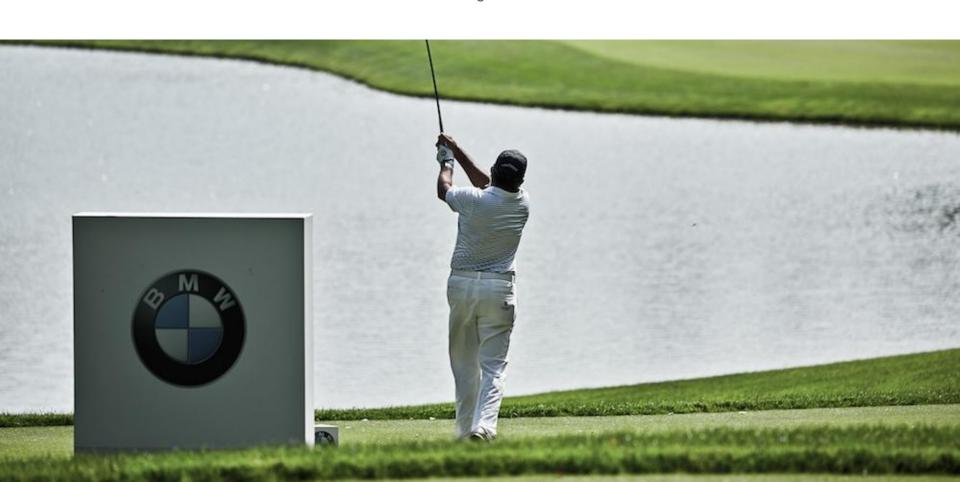
✓ Organization of events (including golf tournaments), press-breakfasts / cocktails, press conferences, presentations, press/welcome tours (for media representatives and key-partners).





## 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 CONTACTS:

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