



HUAPAI GOLF CLUB

Digital Marketing Proposal



BRIEF

To conduct a comprehensive audit of all social media channels, outlining recommended changes to enhance Huapai Golf Club's online presence, with the goal of increasing engagement in both the golf and F&B sectors.

Additionally, develop a strategy and brand guideline for Huapai staff to ensure consistent brand representation. This will include easily editable templates in Canva and example posts.

This proposal also includes a content day, during which we will capture high-quality images of the course, clubhouse, and F&B offerings. These images can be utilised by the club for marketing and promotional purposes.



PROPOSAL

SOCIAL MEDIA AUDIT & STRATEGY

Our Social Media Audit and Strategy Package is designed to provide a comprehensive analysis of your current social media presence and develop a customised strategy that aligns with your clubs goals.

We will evaluate your existing platforms, identify areas for improvement, and create a roadmap to enhance your online engagement, brand visibility, and overall digital marketing performance.

\$599 + GST

CONTENT CREATION

This is a one-off service that equips you with everything needed to elevate and expand your social media presence through high-quality content and professional guidance.

Ideal for those who have someone within the club handling social media management who needs support in crafting compelling, engaging content and fine-tuning strategies for maximum impact.

Utilising this service allows you to build an impressive online presence while staying within a limited budget.

What's Included:

- **40-50 High-Quality Images:** Showcase your club with a mix of aerial and ground shots, including the bar/café, golf shop, coaching sessions, function spaces, and other key areas you wish to feature and promote.
- **Customisable Marketing Materials:** Receive a professionally designed flyer and social media tile using Canva. These can be tailored to your needs for tournaments, promotions, and other events. Additionally, we'll provide training on how to modify these materials and make the most of Canva.
- **Effective Content Usage Guide:** Get detailed instructions and examples on how to effectively use your content across various social media platforms.

This comprehensive content solution that can be refreshed on an annual or bi-annual basis, offering an all-inclusive package for your ongoing content needs.

\$1,500 +GST

*If you choose to proceed with both the strategy and content packages, we can offer these to you at a discounted rate of **\$2,000 + gst.***

OUTCOMES

PARTNERING WITH US TO ENHANCE YOUR ONLINE PRESENCE AND HIGHLIGHT HUAPAI GOLF CLUB AS THE EXCEPTIONAL FACILITY IT IS WILL SIGNIFICANTLY BOOST BRAND VISIBILITY AND REVENUE OPPORTUNITIES.

Enhanced Brand Consistency:

Achieve a cohesive and engaging online presence that aligns with the club's goals.

Improved Discoverability:

Social channels are optimised for easy discovery by potential customers.

Quality Content and Engagement:

Deliver professional content and increased engagement without the need for additional in-house resources.

Increased Revenue:

Attract more customers by showcasing Huapai Golf Club's amenities, leading to increased event bookings, patronage, and sales, ultimately boosting revenue.

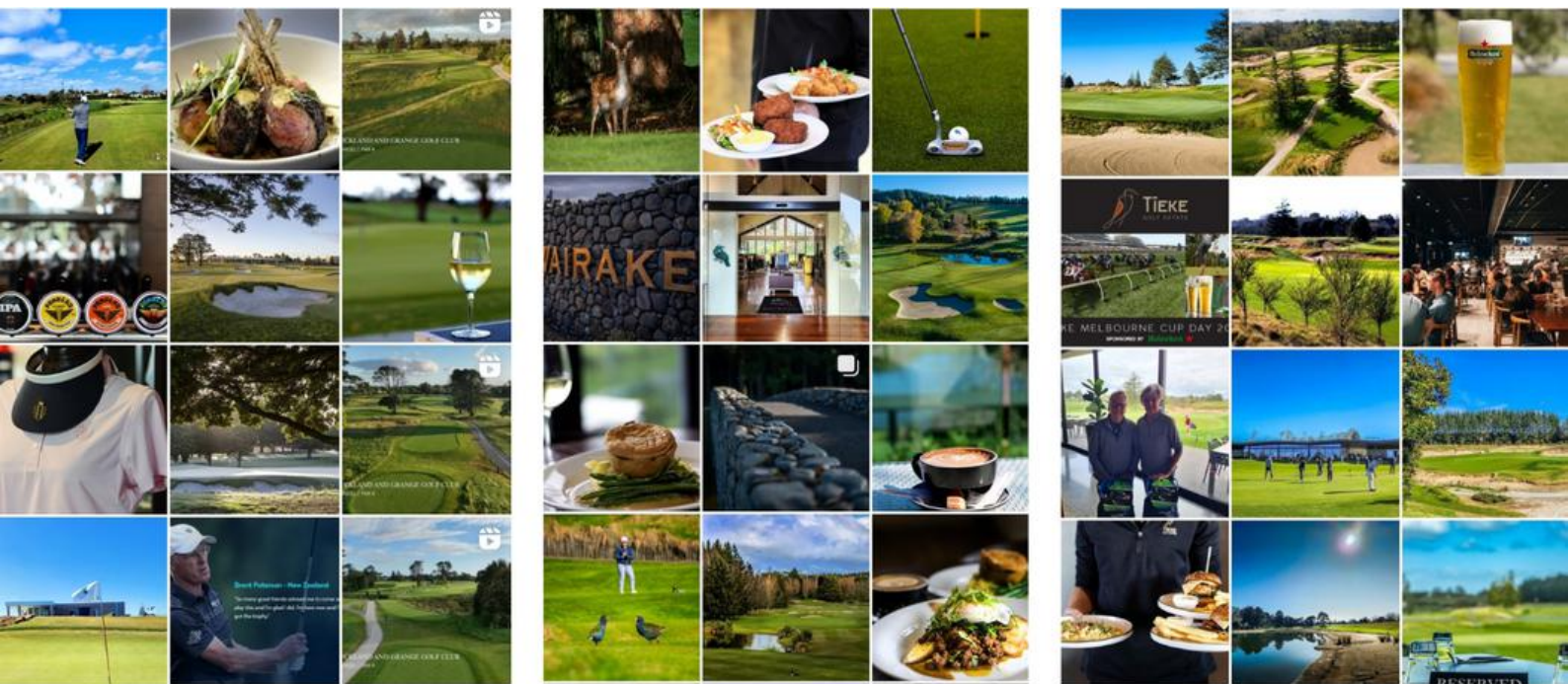
Strengthened Online Reputation:

Build a strong and positive online reputation, enhancing the club's credibility.



ABOUT US

WE ENSURE YOUR GOLF
CLUB STANDS OUT SO YOU
GET THE BEST RESULTS.



WE'VE WORKED WITH



ROYAL AUCKLAND
AND GRANGE
— GOLF CLUB —



WAIRAKEI
golf+sanctuary



TIEKE
GOLF ESTATE

GOLF MANAGER'S
ASSOCIATION
of New Zealand (Inc.)



Kingston Heath

POWER TURF
Success from the ground up



Sorrento Golf Club



WAITEMATA
GOLF CLUB

VELOCITY
RANGE



The Victoria Golf Club

north shore
GOLF CLUB

REMUERA
Golf Club



"Working with Emily has a personal approach, and we feel like we are really valued as a client. Emily is not afraid to suggest new ideas and challenge ideas that we have. Since working with Clubhouse Creative, we have experienced an increase of followers and more brand awareness of our operation. We find Emily to be a great partner for handling our social media, and definitely recommend Clubhouse Creative for all your social media work."

Warren Collett - Wairakei Golf + Sanctuary

"I have worked with Emily & Clubhouse Creative to review the clubs social media presence, and to help support the club in the development of a new strategy that separated the clubs online output into Waitemata Golf Club (Golfing / Club Content), and Derby St. Cate & Bistro (F&B Offer)."

Emily's expertise in this space, wonderful imagery and strategy development allowed the club to connect with the local community beyond golfers, this was a driver for growth in the F&B space.

I would highly recommend the Clubhouse Creative for Strategy Development, Content Creation, and Communications Support."

David Herbert - Waitemata Golf Club / North Shore Golf Club

THANK YOU!

We appreciate the opportunity to present our proposal to enhance your social media presence and showcase Huapai Golf Club.

We are excited about the possibility of working together to elevate your brand and drive increased engagement and revenue.

Next Steps

- 1. Review the Proposal:** Take your time to review the details of our strategy and content packages.
- 2. Schedule a Consultation:** Let's discuss any questions or specific needs you might have.
- 3. Confirm Your Package:** Ready to move forward? Confirm your interest, and we'll start the process right away.

CONTACT US

If you have any questions or need further clarification, please don't hesitate to reach out.

- Email: emily@clubhousecreative.golf
- Phone: 021 297 3235
- Website: www.clubhousecreative.golf

