



FY 19 WORKING MARKETING PLAN

	October	November	December	January	February	March	April	May	June	July	August	September	Total	Percentage
	1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28	4 11 18 25	4 11 18 25	1 8 15 22 29	6 13 20 27	3 10 17 24	1 8 15 22 29	5 12 19 26	2 9 16 23 30	Net Cost	
Medium														
AGENCY													\$2,500.00	1%
Graphic Design	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$2,500.00	
BROCHURE PRINT PROD DIST													\$11,315.00	2%
Vacation Guide	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$11,315.00	
CONSUMER SHOWS													\$24,000.00	5%
FL Golf Guide Show -11 shows					1 2 2 2	1 1 1 1							\$23,000.00	
Travel				x	x	x							\$1,000.00	
DIGITAL MARKETING													\$242,414.75	51%
Chute/Chute Management	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$12,000.00	
Digital Edge Agency	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$54,000.00	
Email Marketing Campaign													\$6,000.00	
Facebook Advertising	x	x	x	x	x	x	x	x	x	x	x	x	\$19,992.00	
Facebook Look-A-Like	x	x	x	x	x	x	x	x	x	x	x	x	\$10,000.00	
Facebook Spons. Posts	x	x	x	x	x	x	x	x	x	x	x	x	\$4,992.00	
FFCG Dedicated eBlast	x	x	x	x	x	x	x	x	x	x	x	x	\$9,600.00	
Geofencing Mobile	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$10,000.00	
Golf Advisor	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$40,000.00	
Golf Display/Retarget	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$6,000.00	
GSGA	x	x	x	x	x	x	x	x	x	x	x	x	\$10,753.50	
golf.com	x												\$21,246.00	
GolfStyles Email		x											\$5,418.75	
MailChimp	x	x	x	x	x	x	x	x	x	x	x	x	\$1,800.00	
Met Golfer Email		x	x	x	x	x	x	x	x	x	x	x	\$9,330.00	
Nxt Book/LP production	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$750.00	
VA Golfer Email				x									\$11,448.50	
Video Preroll													\$9,084.00	
EARNED MEDIA													\$2,505,515.00	N/A
VFIPress/Value add	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$2,505,515.00	
PRINT MEDIA													\$58,196.75	12%
Golf Georgia	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$10,753.50	
Golf Magazine	x x x x x		x x x x x										\$21,246.00	
Golf Styles	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$5,418.75	
Met Golfer	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$9,330.00	
VA Golfer	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$11,448.50	
PROMOTIONS													\$12,500.00	3%
Jaguar/PLAYERS/VF opportunities	x x x x x	x x x x x	x x x x x										\$12,500.00	
PUBLIC REL													\$19,719.00	4%
Communications Intern	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$1,000.00	
Strategic Planning													\$8,719.00	
Press Trips					xx				xx				\$10,000.00	
RESEARCH													\$11,050.00	2%
NGF/Travelsmart/UNF	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$11,050.00	
TRADE SHOWS													\$25,282.00	5%
IGTM/NAC		x											\$16,500.00	
PGA Show					x								\$1,500.00	
VISIT FLORIDA				x									\$3,482.00	
WTM													\$3,800.00	
TELEVISION													\$47,250.00	10%
Drone Video	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	x x	\$5,750.00	
Endless Golf	x x x x x			x x x x									\$30,000.00	
Travelling Golfer				x x x x		x x x x							\$8,000.00	
Video Spotlight													\$3,500.00	
TOUR OP CO-OP													\$5,845.00	1%
Various operators	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$5,845.00	
OTHER													\$16,962.00	4%
Communications	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$8,144.00	
Industry Dues/Meetings	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$3,000.00	
Postage/Shipping	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$2,527.00	
Regional T/E	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	x x x x x	\$3,291.00	
Advertising Budget Expense													\$477,034.50	
Plus Earned Media													\$2,505,515.00	
Marketing Grand Total													\$2,982,549.50	

Geo-target Markets
 Baseline target states FL, GA, NC, SC
 Top Ten Visa Spend Markets: ATL, NY/NJ, DC/BALT, ORL, BOS, CHI, TPA, PHI, DET, MIA
 Seasonal target DMA's will focus on CIN, CLE, DEN, DET, HOU, IND, MEM, MIN, NOLA, NSH, PITT, RVA and Toronto