

WWP V2 - SG (Client 5)

Original WWP notes:

https://docs.google.com/document/d/1efYXqXzZ208Rrnnbp55XUbCiq2cw_bjqrY7uq8flYMc/edit#heading=h.w6kfabo88sl5

SPIN CALL Notes:

<https://docs.google.com/document/d/1fYEuSHImDTevimcXxwW6htXN-4KPDHXdhElwb0CwGVw/edit>

Customer Reviews of Competitors and client

https://docs.google.com/document/d/1XvLw7PPcGsdKYGlgEAcErZ-mdB00Xqvu_qC6E_d-Ybs/edit

Niche

Alternative Golf Game - Family Friendly Entertainment

Active Buyers

1. Who am I talking to?
 - a. Triad Residents looking for something fun to do
 - b. People visiting the area looking for something to do with their spare time
 - c. Tried all the other 'common' family fun activities and need something new
 - d. People tired of ill-maintained facilities and rude staff
 - e. Looking for budget friendly alternatives
 - f. Would like to have fun without rowdy/disrespectful patrons
2. Where are they now?
 - a. Figuring out plans for the day/night
 - b. Looking for something fun/unique to do
 - c. Trying to find something novel that isn't overrun by rowdy customers
 - d. Where service is friendly and attentive
3. What do I want them to do?
 - a. See our ad, and visit the website.
 - b. Book a reservation for a Tee Time
 - c. Come play a round with family, partner, or friends

- d. Follow the client's Social Media & share videos
- 4. What do I need them to experience in order to get there?
 - a. Accessibility
 - b. Tribal value
 - c. Clean and Well maintained
 - d. Friendliness of staff
 - e. Novelty

Passive buyers

- 1. Who am I talking to?
 - a. Triad Residents/Students bored of the standard fare for entertainment
 - b. Triad residents/students looking for new activities to try
 - c. Area visitors looking for something unique and fun to do
- 2. Where are they now?
 - a. Current State:
 - b. Dream State:
 - c. Sophistication level:
 - d. Awareness level:
- 3. What do I want them to do?
 - a. Stop Scrolling
 - b. Click on our ad
 - c. Book a Tee Time
- 4. What do I need them to experience in order to get there?
 - a. Levers needed to pull
 - b. Desire or Pain more effective with customer?
 - c. Show Dream State or Pain State

Key Metrics for Success:

- 50 attendees on Thursdays
- 150 attendees per day Friday-Sunday

Drafting and Refining – 3 Campaigns based on Best Customers per SPIN
Call and market research, Each campaign is tailored to specific days to maximize results for remainder of the season (Ends Nov 3rd)

1. **Date Night Deal** (Friday & Saturday promotion) \$27.00

- a. **Text:** Tired of the same old date night? Spice things up with a round of glow-in-the-dark SoftGolf! It's the perfect way to laugh, connect, and make unforgettable memories together. No equipment or experience needed—just 9 holes of glowing fun for \$27! 🌟
- b. **CTA:** Book your glowing date now that way you are not waiting to tee off! Now get ready for a memorable night! (Meta Button to Book Now)



*Light Up Your
Date Night!*



**Every Friday and Saturday Night
Play 9 holes together for just \$27
No equipment or experience needed!**



****Use Coupon Code *FallDate24*****

2. **College/University Campaign:** Weeknight College Special

- a. **TEXT:** Need a break from the books? Round up your friends and hit the greens for a night of glow-in-the-dark SoftGolf! No equipment, no experience needed—just pure fun and laughs. Play 9 holes with your crew, the perfect way to unwind after a long day.



Valid Thursday & Friday



\$10 per person with student ID



Perfect for groups or solo players



Compete for bragging rights!

We're posting the best submitted scores from each college for the rest of the season on our socials—see if your college ends up on top!

- b. **CTA:** Grab your friends, fun, laughs and collegiate competition await! Swing by or reserve your time online!

9 Holes of Softgolf for \$10 with valid College ID*!



See if your College has the **best Softgolf score** of the week!

***Offer Valid Thursday & Friday Only**

3. **SUNDAY FUNDAY - Family-Focused Campaign:**

- a. **TEXT:** Sunday Funday just got even better! Bring the whole family for a day of fun, laughter, and SoftGolf—where on **Sundays, kids under 13 play for \$7!**

No equipment or experience needed—just show up ready for a great time on our beautifully manicured grass course, with friendly staff here to make your day

even more enjoyable. You'll love it so much that Softgolf will become your new Sunday Tradition!

- b. **CTA:** Join us this Sunday for some unforgettable family fun!



SUNDAY FUNDAY

Tired of neglected
mini-golf courses?
Bring the family on Sunday
for a fresh experience
on real grass with
friendly staff!

*** PLUS ***

Kids under 13 play for \$7
Coupon Code: **FAMFUN24**