



HOW CONVERSATIONAL COMMUNICATION CAN IGNITE YOUR BUSINESS

AUTHOR: MIKLÓS BREITNER / GOLF BUSINESS MONITOR

THIS PANDEMIC DOES NOT NECESSARILY MEAN THAT YOU AS A PGA PRO SHOULD SHUT DOWN YOUR BUSINESS UNTIL THE END OF THE COVID-19.

► **ON THE CONTRARY!**

Its in times like these during COVID 19 that we must reinvent our communication styles. As spring weather approaches and Canadians are stuck at home, YOU, the PGA Professional should and could be an outlet for golfers across the country to unite with.

In this article, I will show you online communication techniques which could provide massive opportunities (e.g. engagement with you, remote belonging, etc.), as well as challenges, for golf clubs and PGA Pros in 2020 and beyond.

BROADCASTING STYLE VS CONVERSATIONAL COMMUNICATION STYLE

Most of us grew up in an era when there were limited sources of information and marketers could control these sources. In those days, it was characterized by interruptive marketing and so-called broadcasting style communication. It meant marketers/brands told us what to think, believe, do, etc.

Interruptive communication techniques' efficiency is declining sharply.

Now it is totally different. We have to earn our customers', guests', members' attention, because they are empowered and have access not only to almost endless sources of information, but also to billions of experiences.

I thought to highlight this because it will give you a better understanding why we must change how, where, when, and what we communicate, but most of all to change to conversational communication.

We have to master how to become great storytellers. We have to convince our followers why you matter to them. What sets you apart? What's unique about your story.

A compelling story is characterized by:

- 1 It's true.
- 2 It's human – be specific enough to be believable, and universal enough to be relevant.
- 3 It should be told in the context of your customers' life. The best content has your customers in it.
- 4 Is not preaching or hard sell. Rather show them how your service lives in the world.

When you will work on your content then you shouldn't forget to align it with your business goals.

INTERACTIVE CONTENT

To increase the effect of your online communication, it is wise to create and utilize interactive content that helps your followers and visitors to get involved and engaged.

Benefits of interactive content:

- ▶ Interactivity gives consumers a reason to stay on your social media channels and website. It provides something different and unique while still bringing people into your sales funnel.
- ▶ Encourage people to engage and share content with their friends. Invite them to experience something new and original. With more sharing you will gain bigger exposure and loyalty (to your social media channels & website). On Facebook since 2018/01 those contents get bigger exposure that attracted a significant number of comments and shares.
- ▶ It will increase also your website's page view number. If you provide exceptional user experience on your website, then they will more likely to bookmark your website and return more frequently.
- ▶ As you will be different from your competitors, your content will cut through the 'content tsunami' (noise) in social media and search engines.

Here are some examples of interactive content types:

- ▶ Quizzes (e.g. about the new rules, tournament results, golf equipment, etc.). They help people feel good about themselves; and they are very shareable.
- ▶ Surveys: about your clients' satisfaction or what kind of help they need during COVID-19 or what topics matter to them, etc.
- ▶ eBooks – They are easy to share by people. Less transactional, customers tend to feel more valued as they are delivered content in a personalized and engaging way. Why not to transform your blog post, podcasts, videos into eBooks? [Designrr](#) is a great tool to create eBooks easily.
- ▶ Contests & Games – people want to have fun and be entertained.
- ▶ Video: A Buffer study found that videos performed better than all other types of Facebook posts in 2019. Live video usage is gaining moment during the COVID-19 as people cannot leave their home. Facebook (Facebook Live), Instagram, YouTube (you'll need at least 1000 subscribers), LinkedIn and Twitter (=Periscope) live have become the new communal giving you and people in general an opportunity to escape and engage with one another and feel a sense of living. In these days I join many such online events.

INTERACTIVE & ONLINE CONTENT WILL DELIVER RESULTS!



Live communities are bringing people together for the best reasons, to share, live, learn, and cope. This reminds us that we are not alone. It will give you a huge opportunity to engage and retain your existing clients (despite the COVID-19) and hopefully to acquire new ones.

Live communities are bringing people together in ways not possible otherwise right now. Actually, this was the original promise of social media that many golf clubs and marketers forgot and kept on communicating in broadcasting style like they did 20 years ago.

Surveys, polls, and either-or quiz responses are the best ways to collect data about your audience. Such data and insight you can utilize for future content and service development.

Your interactive & online content will deliver results only if you:

- 1 Make content relevant by tying it to current events.
- 2 Appeal to positive emotion.
- 3 Offer value to YOUR audience.
- 4 Save your audience time and effort—do the work for them.
- 5 For maximum shares, help people look good.
- 6 Provide old information in a new way.
- 7 Package content to appeal to people in more than one way.

MESSENGER APPS, CHATBOTS, LIVE CHAT



In this real-time, on-demand world we now live in, where access to millions of services and experiences are just a few clicks away, we simply cannot afford that luxury not to utilize conversational marketing.

Conversational marketing is a feedback-oriented approach that uses chatbots, live chat, and targeted messaging to foster genuine conversations and deliver value across channels.

A Hubspot study says that more than 53% of buyers would probably buy from a business that they can communicate with, via message. Messaging as a channel is not just fast, but a whole lot easier and feels like a conversation for a lot of people.

With interactions that come across as more conversational, and less transactional, customers tend to feel more valued as they are delivered content in a personalized and engaging way.

FACEBOOK MESSENGER / WHATSAPP

WhatsApp and Facebook Messenger have succeeded to conquer the world, because of their mastered accessibility, engagement, simplicity and trust.

It's redefined what SMS used to be and perfectly anchors itself into our mobile-obsessed lives.

By using Facebook Messenger, you will be able to continue to help your customers to develop their games with tutorial materials, virtual lessons, video tips, live video, create a community around you, etc. A good example of virtual lessons is short video clips featuring swing drills and fitness for golf tips.

You can also help your followers to find articles that they want to read.

Of course, it won't seem like a real-life lesson, but in the current health environment it is a good alternative.

Before you jump on this idea, check what is the most popular messenger application among your current and potential customers.

I am expecting that Facebook Messenger (71%; Source: Statista.com) will remain dominant in Canada. WhatsApp is not likely to reach prominence in Canada.

You can think of Facebook Messenger bot that is lot like email marketing. Instead of emails you are sending Facebook messages.

Unlike cold email lists that can easily get spam listed by customers, Facebook Messenger bots are a warm and welcoming opportunity.

ABOUT THE WRITTER

Miklós Breitner is the author of Golf Business Monitor, a golf business blog since 2009 which covers the latest business challenges and initiatives of the golf industry focusing on golf club management and marketing, golf tourism and golf equipment. Miklos is an official media partner of the PGAs of Europe and the European Golf Course Owners.

Association. Blog: www.golfbusinessmonitor.com

