



VIDEO IN PLAY GOLF

The 'Game-Changing' Experience

VIPG, an exclusive program, was meticulously crafted to convert new players into committed fans while also thrilling traditional golfers with the latest technology.

VIPG is not just a technology marketing program; it is a catalyst for aggressive revenue growth. We aim to seize all opportunities golfers bring and ensure they do not disappear. The VIPG network, comprising a mobile app, web portal, and social media solutions, can digitize golf training operations, promote loyalty, and enhance golfer-instructor interactions, significantly boosting youth engagement in the sport.

The Value of the Pro Critique

Personalized professional advice, a cornerstone of the VIPG network, can immediately establish a connection and earn a golfer's loyalty. Our program recognizes the most valuable and underutilized asset – the professional staff, whose expertise is crucial to the success of VIPG.

A golf pro reviews a submitted video and invites the golfer to commit to more assistance. Every interaction enables the system to build a comprehensive CRM for customer outreach. **VIPG** leverages the convenience and interactivity of a mobile phone to draw in players of every generation and experience level to utilize on-site amenities and increase revenue.

Engage with Diverse Markets and Communities

Millennial Digital Natives (DN) are not engaging with all the thrills and advantages of live play. VIPG provides the platform to reach these and other fast-growing but traditionally underserved market segments for a more significant golf experience. For example, analysts say, "If women golfed in equal proportions [to men], round bookings would increase by 47%." Women are the fastest-growing market segment in the golf game, but they will not commit to playing if they do not feel welcomed.

Conventional marketing strategies do not attract new high-value demographic segments or create the "customer experience" that savvy consumers expect. **VIDEO IN PLAY GOLF** is a golf business solutions company addressing traditional market challenges using 21st-century technology to cultivate new markets and revenue opportunities.

www.VideoInPlayGolf.com

703 851 6262

Richard Peter Martin, President & CEO