



TOPGOLF

BUILDING A GLOBAL SPORTS ENTERTAINMENT COMMUNITY



OBJECTIVES



Marketing Strategy



Competitive Analysis



SWOT analysis



Recommendations



TOPGOLF

BACKGROUND

FOUNDERS: STEVE AND DAVE JOLLIFE (BROTHERS)

DATE: 2000

LOCATION #1: WATFORD, UK

Wanted to create a more engaging and exciting driving range experience featuring a unique system that tracked the accuracy and distance of each shot using infrared sensors.

Topgolf began to expand rapidly across the UK. From the UK to the USA In 2005, Topgolf opened its first venue in the USA, in Alexandria, Virginia.



MARKETING STRATEGY

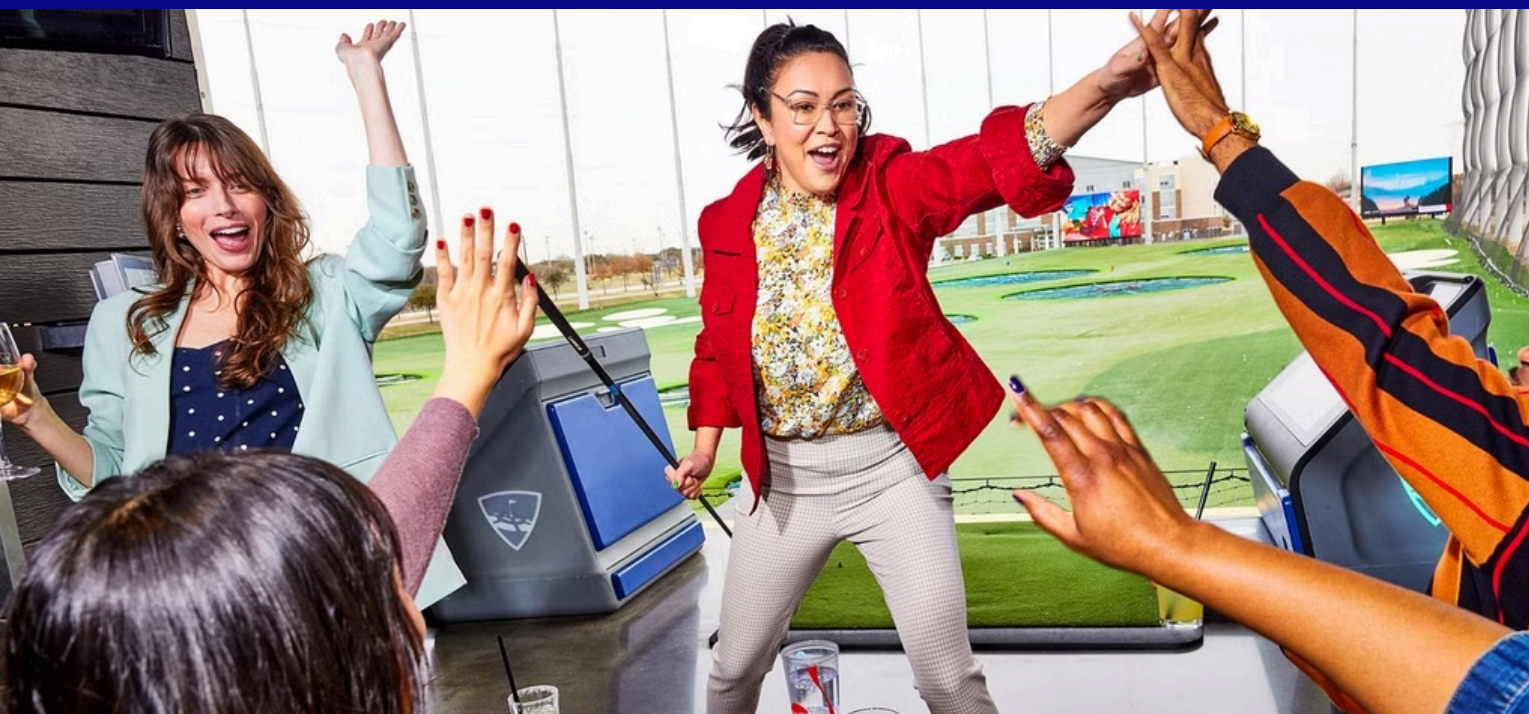


**WHAT FACTORS LED
TO EARLY SUCCESS?**

**MARKETING
STRATEGIES?**



MARKETING STRATEGY



Factors:

- Decline in golf course participants and courses
- High expense of golf
- Electronic gaming opportunity

Strategies

- First mover advantages
- Product-market fit
- Differentiation
- Repositioning to offer an experience
- WOM advertising
- Execution value vs. option value (aggressive expansion)
- Strategic Partnerships (Callaway)





COMPETITIVE ANALYSIS



BIGSHOTS GOLF™ DRIVE SHACK Puttshack



SIMILARITIES

- **Venue Size and Layout**
- **Technology and Games**
- **Target Audience**
- **Food and Beverage**
- **Expansion & Growth**
- **Experience & Atmosphere**





SWOT ANALYSIS





S

- Multiple distribution channels cater to a wide customer base
- Improved financial performance

W

Customer concentration could affect company's business and financial conditions

O

- Global sports equipment industry
- Global apparel retail market
- Increase in online retail sales in US

T

- Increasing Manpower Costs in US
- Competitive pressure
- Influx of counterfeit products

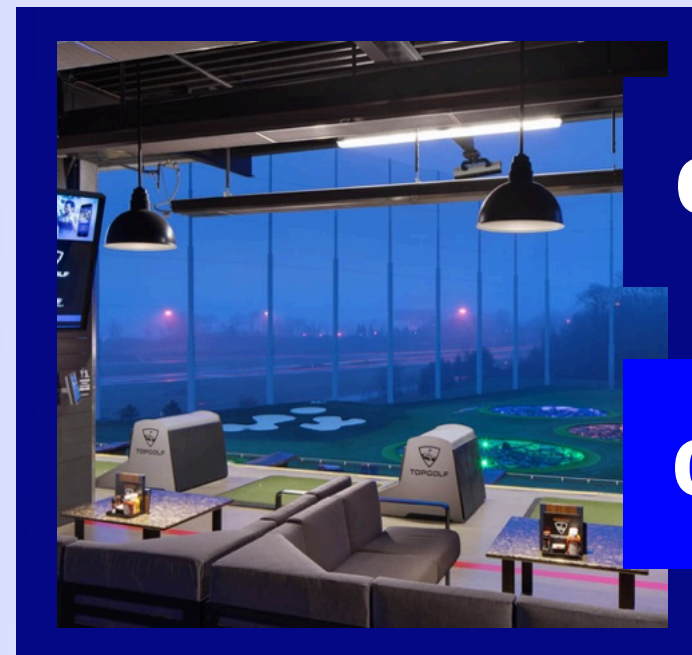


LOOKING AHEAD



01.

Double player base from 28.5 million in 2021 to 57 million by 2025



03.

Open 11 stores annually over the next several years (hit 250 globally)

04.

Increase revenue

INTERNAL GOALS

Increase number of **golf balls hit** per year to 50 billion in 2025

TOPGOLF'S FUTURE PROSPECTS



- 1 Expansion of Technology Solutions
- 2 Partnerships and Collaborations
- 3 Online/ Digital Engagement (online experiences trend)
- 4 Global Expansion
- 5 Product Portfolio Expansion (e.g retail)

[\(website walkthrough\)](#)



**WHAT DO YOU THINK IS
THE MOST ATTRACTIVE
FACTOR OF TOPGOLF FOR
DRIVING FUTURE
OPPORTUNITIES?**



Code: 7520 6759



FACTORS DRIVING FUTURE PROSPECTS

- 1 Innovative Technology
- 2 Brand Recognition and Customer Loyalty
- 3 Strategic Partnerships and Collaborations
- 4 Market Demand and Trends



TOPGOLF 9 SHOT CHALLENGE



The 9-Shot Challenge allows players to compete on virtual courses in a series of nine approach shots, testing their iron play skills, with the first tournament ranging in distances from 94 – 186 yards.



RECOMMENDATIONS





**WHAT DO YOU
THINK THE NEXT
STEPS ARE FOR
TOPGOLF?**



PORTFOLIO PRIORITIZATION

1

Activations

Necessary for enhancing the current topgolf experience

2

Digital & tech

Integrating more tech into the current & future Top Golf Experience

3

Venues

Expanding locations & bringing new activation and Tech to these venues

4

Media

Complementary service to original TopGolf Experience



SELTZER PARTNERSHIP

- Partner with Truly to further push the idea of Golf= Topgolf
- More gender neutral= fun for everyone



“TRULY, THE OFFICIAL SELTZER OF TOPGOLF”



TRULY THE OFFICIAL SELTZER OF TOPGOLF



BARSTOOL CLASSIC SPONSORSHIP



- Able to reach a more media centric demographic and bring attention to their Topgolf radio, TV etc.
- Brings golf credibility to the “Barstool Classic”
- UGC will be earned through participant sign ups and social media posts at the events with Topgolf branding



ONLINE MULTI PLAYER EXPERIENCE

- Allow solo participants to play golf games against players around the country
- Good for single players or small parties
- Connecting Topgolf locations and enhancing technology aspects

SUSTAINABILITY EFFORTS

- **Top Golf venues take up 12-15 acres**
- **Give back to the environment by planting trees and restoring forests to combat deforestation and promote biodiversity**
- **Take part in corporate social responsibility**





THANKYOU
FOR ALL YOUR ATTENTION