

Marketing and Communications
Board Report for Fall AGM
Thursday, October 14

The 2021 CLGA season saw all tournaments and events back in almost full swing after a one-year hiatus due to Covid 19 restrictions. The full swing included stage one in the execution of a brand refresh for the organization that has been in existence since 1929!

Stage one of the brand refresh included a visual makeover starting with a new logo design with corporate branding guidelines that have been used to create some 2021 tournament posters and a new website. The new look has been brought to life in some corporate materials and collaterals including a retractable banner used for all CLGA functions and golf towels given as tee gifts to junior girls; both items helping to promote our business. In 2022, stage two of the brand refresh will include caddy bibs and outdoor event banners, as well as other printed corporate branded marketing materials that include service brochures, customized thank you cards and standardized event posters.

One goal of the web design committee was to attract members and other stakeholders to the new site. So how did we do? Well the new Wix platform comes with a reporting section that allows us see how we're doing, and I can say with confidence that the new web site is generating significant traffic! Web site statistics for the year-to-date show 4047 unique visitors to the site - (a person who visits a site at least once within the reporting period). Statistics show that visitors access the site almost equally by either mobile (48%) or desktop (45%) with about 7% using a tablet. We can see which pages are visited most frequently and how long the average time a visitor spends on each page. The user information that the new Wix platform generates will help us to focus our attention and refine the areas of the site that are most important to our stakeholders.

An integrated approach was used to get people to click through to the website and this is done through posters, e-blasts and through select social media platforms including Instagram and Twitter. The social media feeds were active for tournaments throughout the season. This year the CLGA was blessed with the talents of Katy Grant who produced promotional videos for the City Amateur that received over one hundred views following play on both days. We also received a hand up from Alberta Golf who covered the final day highlights in video that was shown on Global TV and currently resides on the home page of our website.

The website, social media and e-mail blasts comprise the integrated marketing approach that was used to create awareness and promote the services of the CLGA to our members, member clubs and other stakeholders.

With a 2021 baseline established, we hope to see even greater numbers in website visitors and social media traffic in the years to come raising awareness of who we are and what we do. With increased popularity, the need to establish waiting lists for all our events and tournaments is well within our sights.

Respectfully submitted,

Wendy Ellacott
Marketing and Communications Chair