



FlingGolf Nationwide Growth and Awareness

## Our Team



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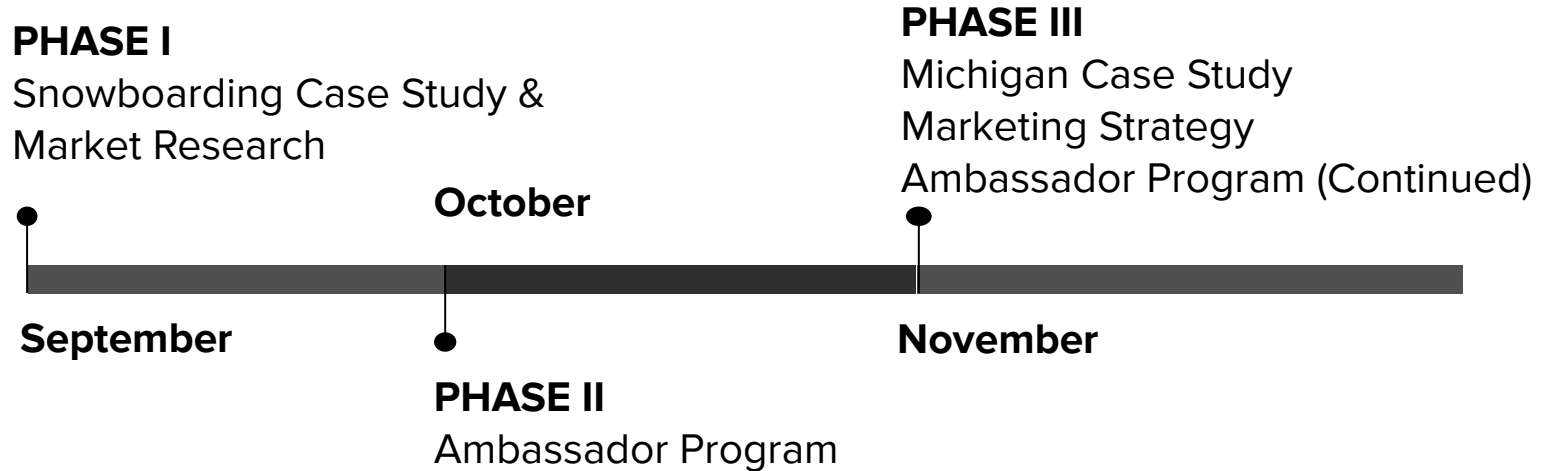


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01	Introduction
02	Snowboarding Case Study & Market Research
03	Ambassador Program
04	Marketing Strategy
05	Michigan Case Study
06	Family Marketing
07	Overview





A photograph of three people from behind, walking on a green golf course. On the left, a man in a blue shirt and a tan baseball cap carries a golf club. In the center, a woman in a purple hoodie also carries a golf club. On the right, a boy in a red shirt carries a golf club. The background shows trees and a cloudy sky. A yellow-bordered white box is overlaid in the center, containing the text 'Phase I: Snowboarding Case Study and Market Research'.

## **Phase I: Snowboarding Case Study and Market Research**

## History of Snowboarding

1990s - New method to access slopes

Continue to advance the game of golf through **technological advancements**

## Gaining Market Share

Innovate existing technologies

**Innovate** FingGolf product to be accessible to **larger audience**

## Competitive Analysis: Target Market



**65%**

**of participants are  
ages 25-44**

**93%**

**of participants  
are men**

Source: PDGA

## Competitive Analysis: Target Market



**TOPGOLF**

**54%**

**of participants are  
ages 18-34**

**68%**

**of participants  
are men**

Source: NorthCo

## Target Market Takeaways



**Widen target  
market age range**



**Increase women and  
children participation**



A photograph of two male golfers in mid-swing on a golf course. The golfer on the left is wearing a white polo shirt, blue shorts, and a white cap, holding a yellow shafted club. The golfer on the right is wearing a light blue polo shirt, dark shorts, and a grey cap, holding a black shafted club. A row of orange cones is visible in the background between the two golfers. A large white text box with a yellow border is overlaid in the center of the image.

## Phase II: Ambassador Program

## Contents

1

### Objectives and Goals

2

### Best Practices Implemented by Competition

3

### Execution Methods

4

### Overview of Social Media and College

MSCG Ambassador Program 6

**Fling Golf Ambassador Application**

Your name:

Your email:

Email:

Your phone:

Your Social Media:

What do you know about FlingGolf? (Max 200 Words):

How would you use your platform to attract potential customers? (Max 200 Words):

Who is FlingGolf's target market, and how would you engage them? (Max 200 Words):

**Exhibit 2. Ambassador Application Page**

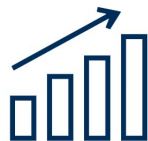
As shown in Exhibit 3, for FlingGolf, applications should be submitted by mid September at the latest. This is because there needs to be time for students at colleges in northern states to use the product and promote it before the weather turns. All ambassadors should be hired by October 1st, and they should know their tasks and have group communication set up within the following week. The next step should be to set incentives for the ambassadors. These incentives should drive up sales and elevate brand awareness, as stated in the goals for the program. In December, there should be an awards event for the ambassadors, which could also serve as a team building event.

**Exhibit 3. Execution Timeline**

Early August: Find Important Characteristics → Mid August: Create Application → September 10th: Applications Due → October 1st: Ambassadors Hired, Assigned Goals and Tasks → December 30th: Awards Event, Goals Reviewed

## Goals and Objectives

**INCREASE SALES**



**PROMOTE GAME  
EXPERIENCE**



**ELEVATE BRAND  
AWARENESS**



**ESTABLISH AND MAINTAIN  
CAMPUS PRESENCE**





## Best Practices by Competition



**MUTUALLY BENEFICIAL**

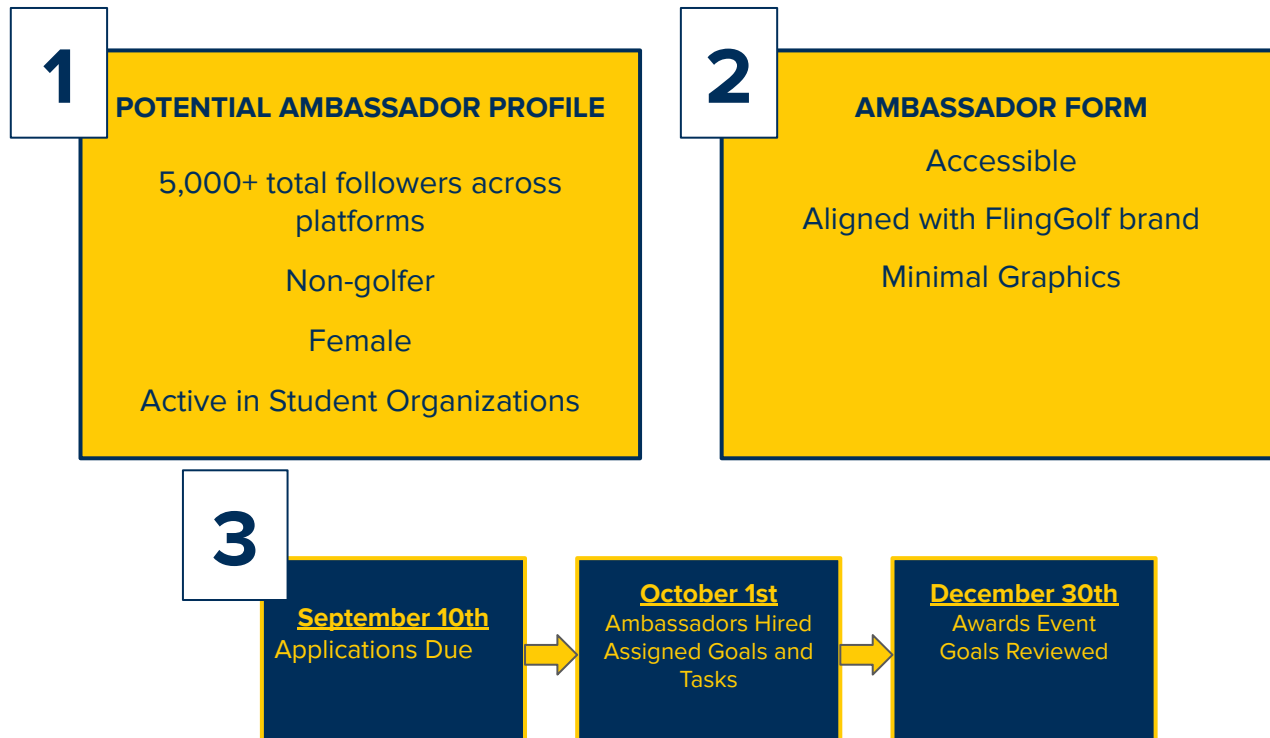


**REWARDS SYSTEM**



**UNDERSTANDING THE BRAND**

## Execution Methods



## Overview of Social Media and College

# 76%

**of consumers are more likely to trust content shared by people than by brands.**



Source: DrumUp



## Phase III: Michigan Case Study

## University Athletic Programs to Target

### University of Michigan

Division I School  
(in Power Five)



### Georgetown University

Division I School  
(not in Power Five)



### Tufts University

Division III School  
(near FlingGolf HQ)



Instagram Account	Username	Followers	Following	Follow Ratio	Posts	Verified?
Football	umichfootball	343,000	407	842.75	2,975	✓
Athletics	umichathletics	238,000	1,353	176	4,258	✓
Men's Basketball	umichbball	141,000	120	1175.00	2,583	✓
Softball	umichsoftball	93,000	85	1094.12	1,367	✓
Ice Hockey	umichhockey	54,500	190	286.84	1,933	✓
Baseball	umichbaseball	50,200	164	306.10	2,073	✓
Volleyball	umichvball	49,200	137	359.12	2,358	✓
Wrestling	umichwrestling	32,900	267	123.22	1,066	✓
Women's Gymnastics	umichwgyim	32,400	135	240.00	1,413	✓
Men's Lacrosse	umichlacrosse	22,300	272	81.99	767	✓
Swimming/Diving	umichswimdive	18,800	278	67.63	1,660	✓
Women's Basketball	umichwbball	18,700	313	59.74	1,672	✓
Women's Lacrosse	umichwlax	13,300	223	59.64	1,255	✓
Women's Soccer	umichwsoccer	12,900	126	102.38	1,020	✓
XC / Track & Field	umichtrack	12,600	1,511	8.34	826	✓
Field Hockey	umichfieldhockey	9,544	203	47.01	1,053	✓
Men's Gymnastics	umichgym	9,485	85	111.59	670	✓
Dance	umichdance	9,421	134	70.31	307	✓
Men's Soccer	umichsoccer	9,319	98	95.09	536	✓
Cheer	umichcheer	5,578	137	40.72	424	✓
Rowing	umichrowing	5,203	648	8.03	628	✓
Women's Golf	umichwgolf	3,635	132	27.54	1,339	✓
Water Polo	umichwaterpolo	2,437	98	24.87	1,239	✓
Men's Tennis	umichmtennis	2,389	141	16.94	596	✓
Women's Tennis	umichwtennis	1,937	141	13.74	580	✓
Men's Golf *	umichmgolf	1,080	67	16.12	70	✗

## University Athletic Programs to Target

### Instagram Breakdown of Men's Lacrosse & Golf Team

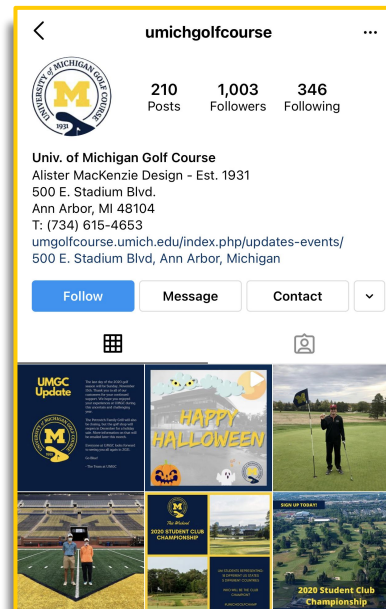
<u>Player</u>	<u>Instagram Username</u>	<u>Followers</u>	<u>Following</u>	<u>Follow Ratio</u>	<u>Posts</u>	<u>Avg. Likes</u>	<u>Verified?</u>	<u>Account Privacy</u>	<u>Year</u>	<u>Notes</u>
JP Hatch (lax brand account)	stringsbyjp	4,490	1,035	4.34	734	323	×	Public	Senior	Cross-collab opportunity, great follow ratio (personal ig account private though)
Joey Corbett	joeyycorbett	2,978	621	4.80	8	454	×	Public	Freshman	Lots of great lacrosse content, great follow ratio
Dylan Gardner	dylanpg10	1,601	1,539	1.04	22	509	×	Public	Freshman	Qualified potential micro-influencer / ambassador
Harry Bogle	lordharrybagel	1,708	1,684	1.01	223	466	×	Public	Senior	Freelance videographer and editor
Max Yarranton	max.yarranton	1,153	1,116	1.03	33	308	×	Public	Junior	Stopped posting lacrosse content recently, Canadian
Josh Zawada	jzawada	1,462	1,360	1.08	16	400	×	Public	Freshman	Great lacrosse content to good ambassador

## University Athletic Programs to Target

Official University of Michigan  
Golf Course



Product placement to consumers  
who hear about FlingGolf





# Club and Campus Socials



## Club and Campus Socials

CLUB NAME	CATEGORY
AIESEC	Cultural/Ethnic
Albanian American Student Organization	Cultural/Ethnic
Arab Business Society	Cultural/Ethnic
Asian Consortium for Economic Development	Cultural/Ethnic
Bangladeshi Students Association	Cultural/Ethnic
Beta Theta Pi	Social Fraternity/Sorority
Beta Upsilon Chi	Religious/Spiritual
Bridges International	Religious/Spiritual
German Club	Cultural/Ethnic
H2O Campus Ministries	Religious/Spiritual
Hellenic Student Association	Cultural/Ethnic
Kappa Phi Lambda	Social Fraternity/Sorority
Konnect	Creative & Performing Arts
Lambda Theta Phi Latin Fraternity	Social Fraternity/Sorority
Lord of Light Lutheran Campus Ministry	Religious/Spiritual
Native American Student Association	Cultural/Ethnic
Syrian Student Association	Cultural/Ethnic
The University of Michigan Polish Student Association	Cultural/Ethnic
The Wesley Foundation at the University of Michigan	Religious/Spiritual
Turkish Student Association at the University of Michigan	Cultural/Ethnic

Cultural, Social, and Religious  
Clubs

Attended Michigan Festifall  
2020

Broken down into 21-50, 50-100,  
and 100+ members

## Club and Campus Socials

Campus  
Involvement

Socially-Distanced  
Solution

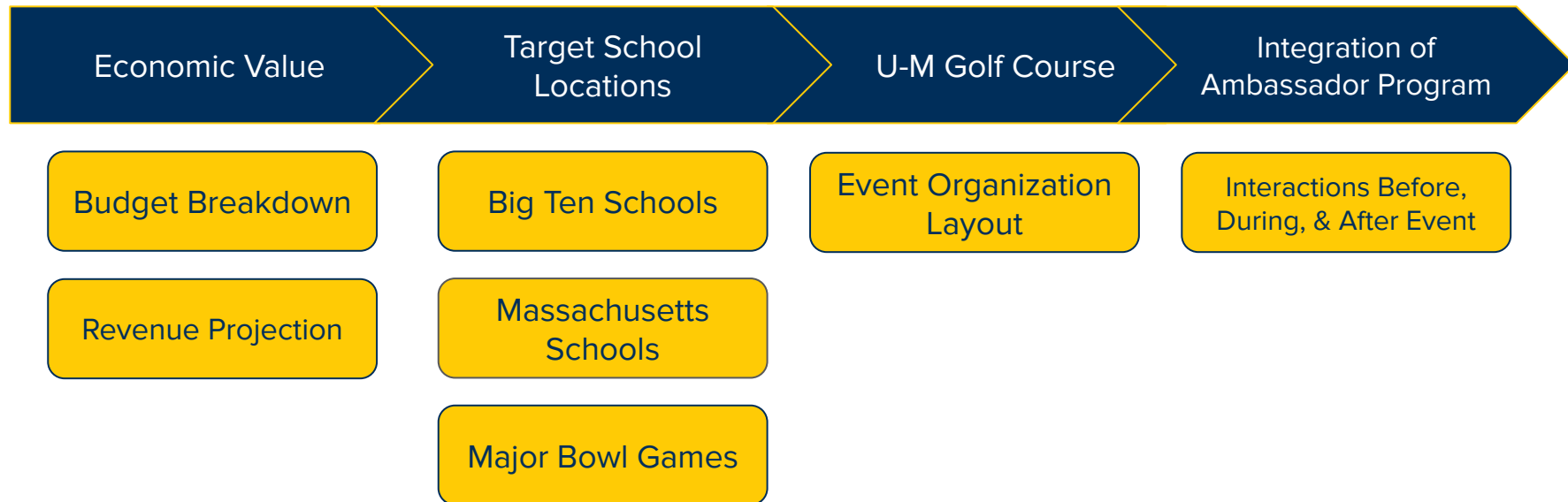
Integrate  
Ambassadors





## Tailgate on Golf Course

## Tailgate on Golf Course





## Tailgate on Golf Course

### Budget Breakdown

	Small	Medium	Large
Event Space	500	750	1250
Food & Drinks	250	500	800
Electronics	650	1200	2100
Other Equipments	250	550	900
Fling Golf Related	500	1000	1600
<b>Total Cost</b>	<b>2150</b>	<b>4000</b>	<b>6650</b>
Labor	225	375	600
<b>Total Cost with Labor</b>	<b>2375</b>	<b>4375</b>	<b>7250</b>



Small	Medium	Large
\$2,375	\$4,375	\$7,250

### Revenue Generation

	Small	Medium	Large
<b>1. How many people can see our tailgate? How many will stop by?</b>			
Total Exposure	4000	5000	6000
Total stop-by	160	350	600
<b>2. How many people will try to play fling golf?</b>			
% to try playing Fling Golf	70%	80%	90%
Total Players	112	280	540
<b>3. How many people may really like it &amp; become a potential customer?</b>			
% to become potential customers	30%	30%	30%
Total Potential Customers	34	84	162
<b>4. How much can we make from it?</b>			
Average Stick price	100	100	100
<b>Potential Sales Generation</b>	<b>\$ 3,400</b>	<b>\$ 8,400</b>	<b>\$ 16,200</b>



Small	Medium	Large
\$3,400	\$8,400	\$16,200

## Tailgate on Golf Course

<b>High Feasibility:</b>	People currently park and tailgate at the golf courses near the football stadium	
<b>Medium Feasibility:</b>	No current parking & tailgate practices at golf courses, but there is a golf course close by	

School Name	Location	NCAA Division	Walking Distance to Stadium (miles)	Parking for Tailgate?	Varsity Golf?	Varsity Lacrosse?
University of Michigan	Ann Arbor, Michigan	D1	0.3	Y	Y	Y
University of Wisconsin	Madison, Wisconsin	D1	1.6	Y	Y	N
Purdue University	West Lafayette, Indiana	D1	0.5	Y	Y	N
University of Iowa	Iowa City, Iowa	D1	1.1	Y	Y	N
Indiana University	Bloomington, Indiana	D1	1.9	N	Y	N
Rutgers University	New Brunswick, New Jersey	D1	0.4	N	Y	N
University of Maryland	College Park, Maryland	D1	0.4	N	Y	Y
Boston College	Chestnut Hill, Massachusetts	D1	1.1	N		N
Amherst College	Amherst, Massachusetts	D3	0.5	N		N
Bowl Name	Location		Walking Distance to Stadium (miles)	Parking for Tailgate?		
Rose Bowl	Pasadena, California		0.2	Y		
Cotton Bowl	Arlington, Texas		1.4	N		
Fiesta Bowl	Glendale, Arizona		1	N		

## Tailgate on Golf Course

### High Feasibility

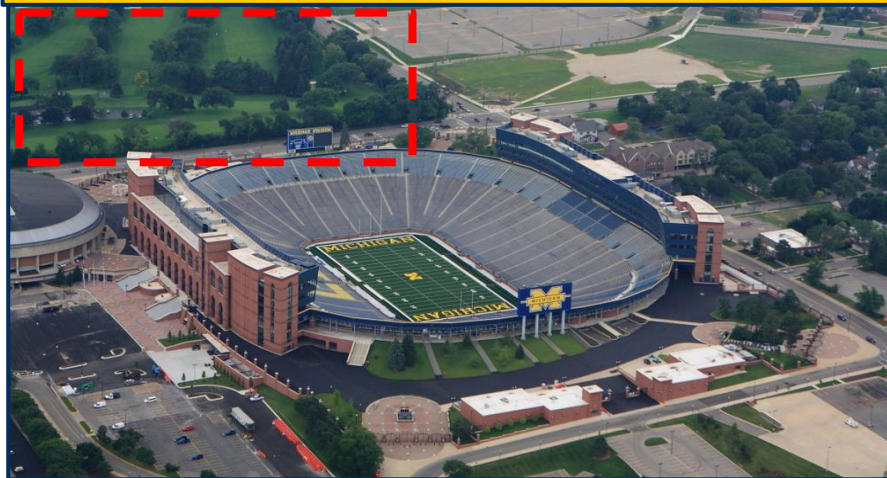


### Medium Feasibility

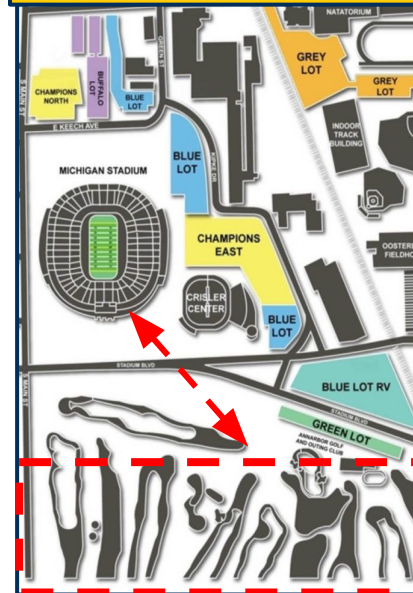


## Tailgate on Golf Course

U-M Golf Course

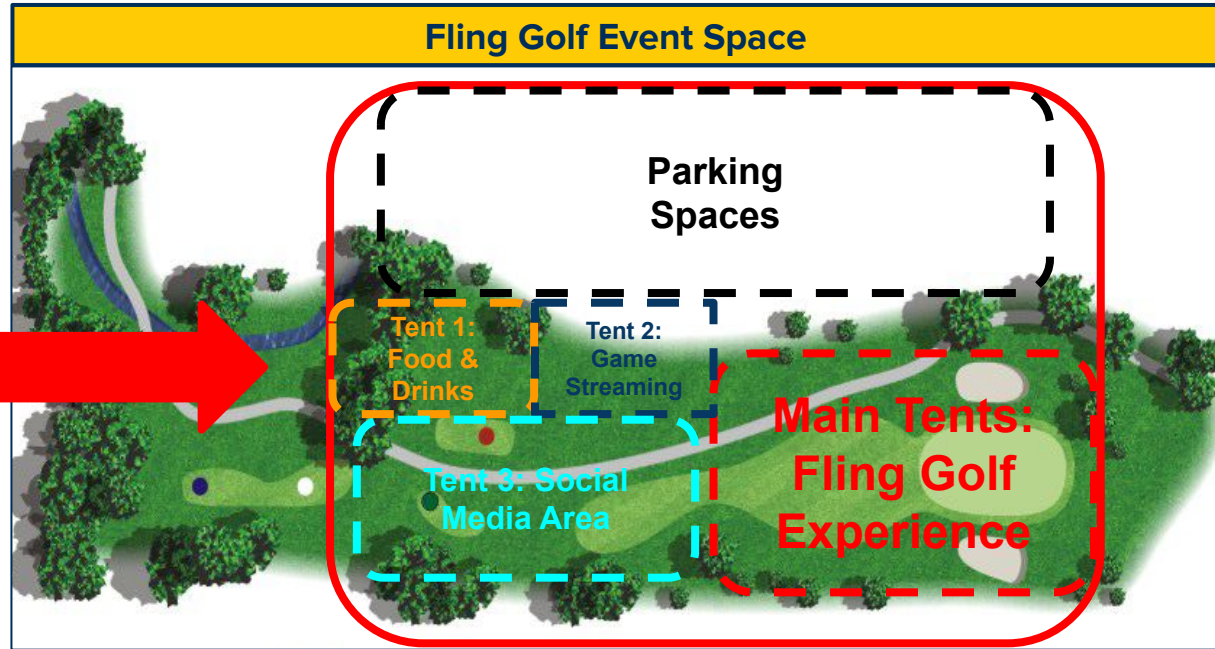


5 - 10 Minute Walk

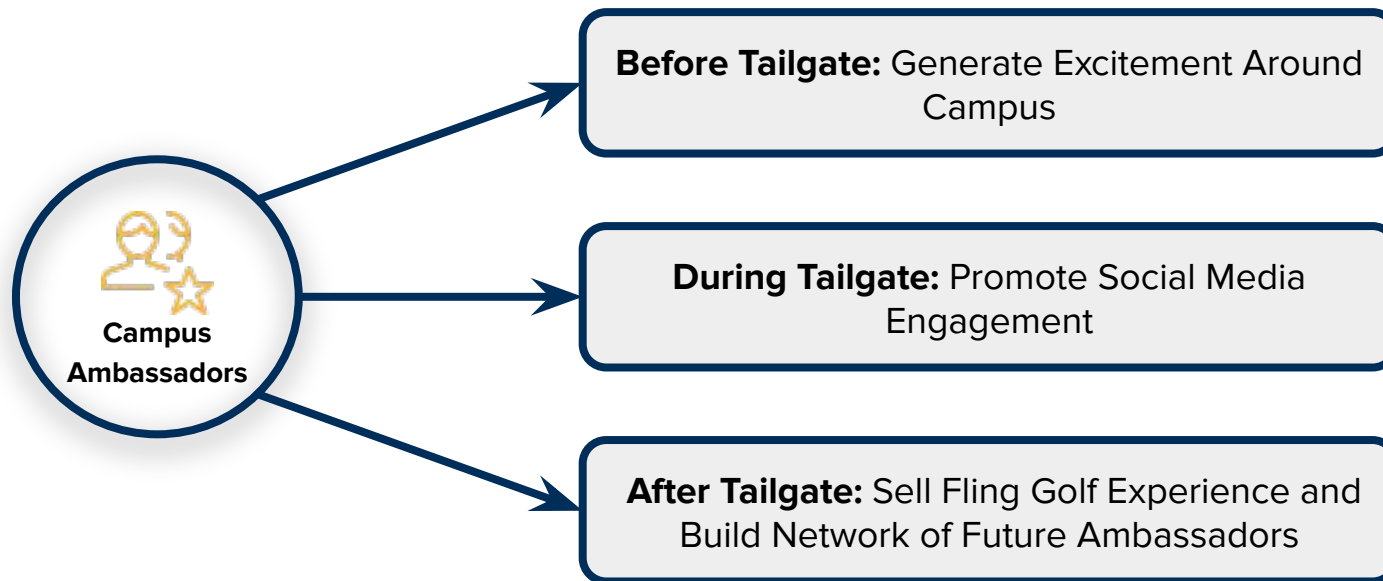




## Tailgate on Golf Course



## Tailgate on Golf Course



## Tailgate on Golf Course

Campus Involvement

Enhance Brand Awareness

Drive Sales





## Total Family Promotion

## Family Marketing Key Points

### Five Elements

Safe? Affordable? Fun? Educational? Exercise?  
FlingGolf can offer **3 out of the 5**.

### New Packages

FlingSticks should be bought in packs of **2 or 3, not 5**.

### Family Discounts

New consumers are more likely to make first time purchases when there is a discount. Implement first time **discounts up to 25%**.

### Displays

In-store displays need to be informational and eye-catching. **Children's and women's specific sticks** that appeal to respective group.



## Retailers to Target

Two Locations in MI:  
Bloomfield Hills and Plymouth

Smaller scale, easier entry

Driving range to test FlingSticks



## Retailers to Target



**PGA TOUR  
SUPERSTORE**



35 locations in 15 states

Large scale, difficult entry

Broadest range of products,  
willing to carry FlingSticks



# Overview



## Recommendations

1

Implement renewed  
**Ambassador Program**

2

**Reach out to student  
organizations** for social events

3

**Host tailgates**  
on college campuses

4

Get FlingSticks into  
**golf-store retailers**

5

Innovate FlingSticks via  
**technological advancements**

6

Grow **women and children**  
demographic

## Next Steps

Push to large-scale sporting good retailers such as **Dick's Sporting Goods**

Spread tailgate model to **nationwide schools**



**Launch FlingStick 2.0** targeted directly to improve on previous model

Grow Ambassador Program to **50 members**



**Thank you! Any Questions?**