

# Puttshack

Puttshack Brand  
Ambassador Program  
Measurement Plan

Enhancing Brand Visibility and Engagement  
By Michael J. Smith



# Introduction to Puttshack

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- “Puttshack: Where mini-golf meets innovative technology and gourmet food for a unique ‘eatertainment’ experience.”

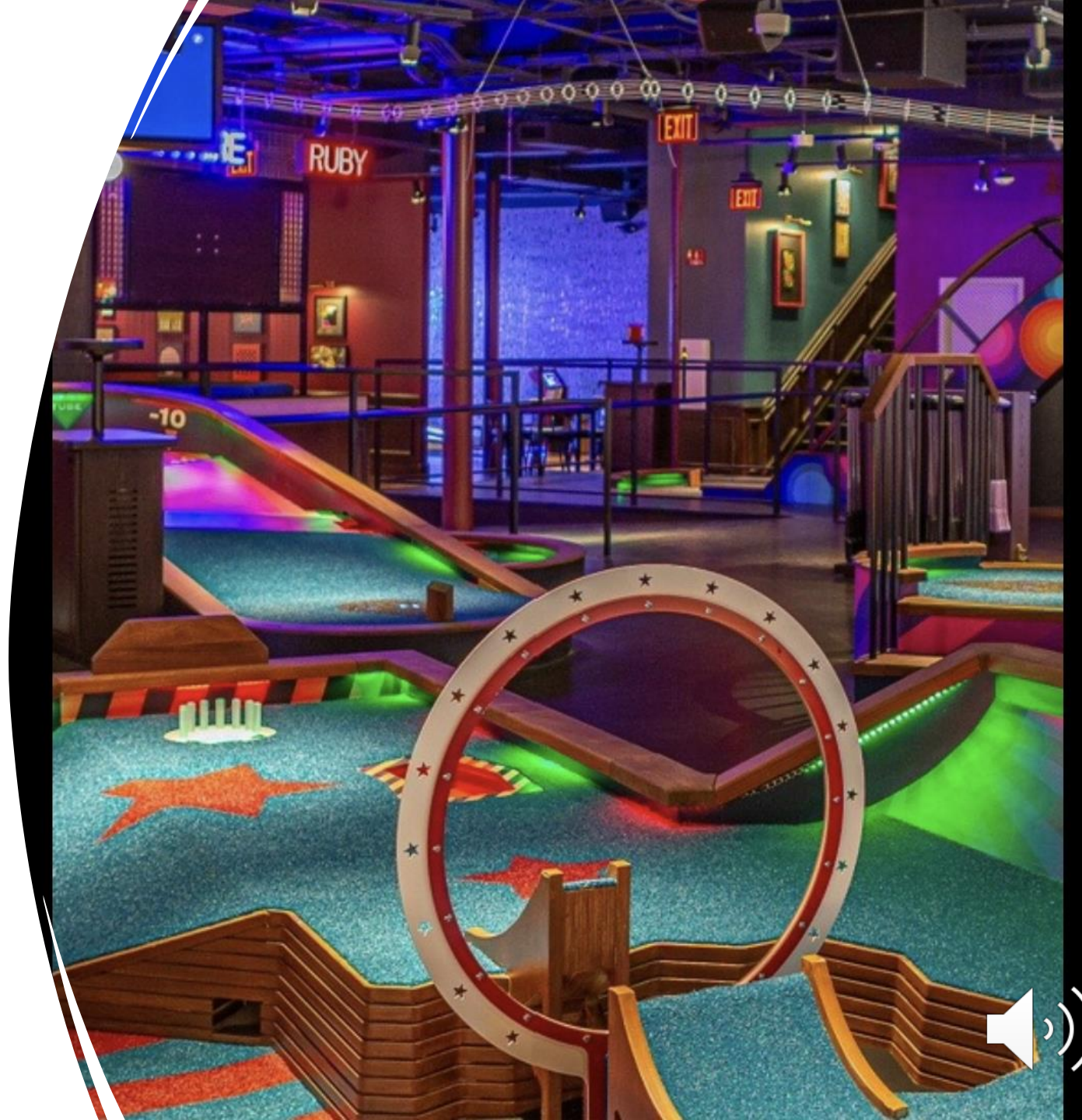




# Business and Marketing Goals

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- **Business Goal:** Increase annual revenue by 20% within the next fiscal year.
- **Marketing Goal:** Increase brand awareness by 20% within 10 months.



# Brand Activation Matrix



- “According to Steven L. Savino’s video ‘Brand Activation - The Secret to Winning,’ Puttshack is a ‘hide and seek’ brand. Loved by customers, but low market share. Solution: Raise brand visibility.”



# BRAND AWARENESS



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## Rationale for Increasing Brand Awareness

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- “Boosting visibility helps more potential customers discover Puttshack, converting love for our brand into market share.”
- “Brand awareness puts your brand on the radar of your target audience ([Grin, 2024](#)).”





## Program Management: Goals

### Business Goal:

- Increase annual revenue by 20% within the next fiscal year

### Marketing Goals (Macro Conversions):

- Increase brand awareness by 20% with our target audience within 10 months

### Relation to Broader Business Goals:

- **Increase Instagram mentions:** Drives brand awareness and engagement, leading to higher traffic and potential sales, supporting the goal of increasing annual revenue.
- **Increase online bookings:** Directly contributes to revenue growth by converting online engagement into sales.
- **Increase followers on Instagram, Facebook, and TikTok:** Expands our audience reach, enhances brand visibility, and supports long-term revenue growth.

### Campaign or Program Goals (Micro Conversions):

#### Increase Instagram mentions by 15% through brand ambassador posts:

- **Specific:** Targeting a specific social media platform, Instagram.
- **Measurable:** Achieve a 15% increase in mentions.
- **Achievable:** Based on our current growth trends and influencer engagement.
- **Relevant:** Instagram is our most important social media site for visual engagement
- **Time-bound:** Within 6 months.

#### Increase online bookings by 15% within the next six months:

- **Specific:** Focused on online bookings.
- **Measurable:** Aim for a 15% increase.
- **Achievable:** With strategic ambassador promotions and special offers.
- **Relevant:** Directly impacts revenue.
- **Time-bound:** Within 6 months.

#### Increase followers on Instagram, Facebook, and TikTok by 20% within 6 months:

- **Specific:** Targeting Instagram, Facebook, and TikTok.
- **Measurable:** 20% growth in followers.
- **Achievable:** Through targeted content and ambassador engagement.
- **Relevant:** Enhances our social media presence and brand awareness.
- **Time-bound:** Within 6 months.

# Program Goals Overview

- 1. Increase Instagram mentions by 15%
- 2. Increase online bookings by 15%
- 3. Increase followers on Instagram, Facebook, and TikTok by 20%



# Goal 1 - Instagram Mentions

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- Increase Instagram mentions by 15% through brand ambassador posts. We will use Hootsuite to track these mentions, helping us understand the reach and engagement of our ambassador efforts.



**TESTIMONIALS**

The Puttshack employees treated us exceptionally and the food and drinks were above and beyond. We will be coming back for sure.

-Owen

“ Everyone had a great time on Friday. I will surely, and happily, refer folks to you and Puttshack for the best time, great food, drinks, and games!

-Zoey

“ We had a great time yesterday and received great feedback from our group, especially about the empanadas and the team working our event!

-Sophia

**READY TO GET STARTED?**

GET STARTED

The banner features a dark blue background with orange and yellow wavy lines at the top and bottom. The testimonials are arranged in three columns, each with a quote and a name. The 'GET STARTED' button is a white rectangle with a thin black border.

# Goal 2 - Online Bookings

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- Increase online bookings by 15% within six months. We will track this using our in-house proprietary software to monitor online bookings on our website, measuring the impact of ambassador promotions.

## GROUP BOOKINGS



SELECT A VENUE FOR MORE INFORMATION ON MENUS & VENUE SPACE

## LEAVE THE HOSTING TO US

g your private event at Puttshack means perfect execution... Not just when scoring an effortless hole-  
trusting our expert Sales team to bring your dream party to life. We've got the music bumpin', glasses  
clinking, and game faces on. What do you say we get this party started?!

GET STARTED



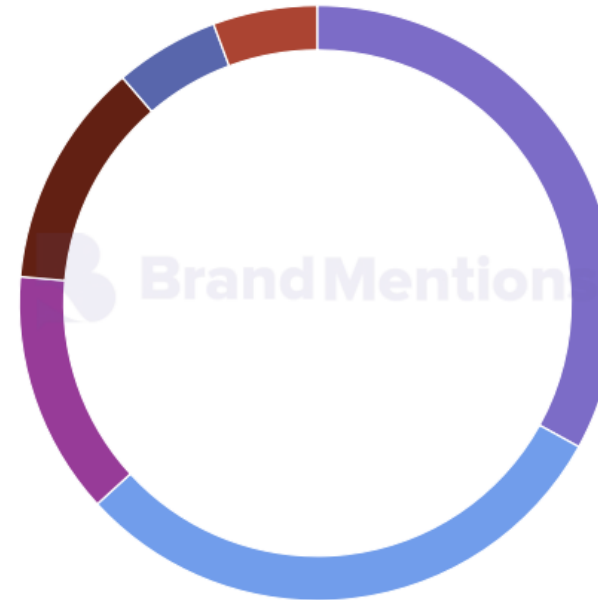


# Goal 3 - Social Media Followers

- Increase followers on Instagram, Facebook, and TikTok by 20%. These are our biggest social media platforms, where most of our customers and ambassadors engage.

## Sources

mention sources



SOURCE

% - MENTIONS

Instagram

33.02% - 35

Twitter

30.19% - 32

Site

13.21% - 14

News

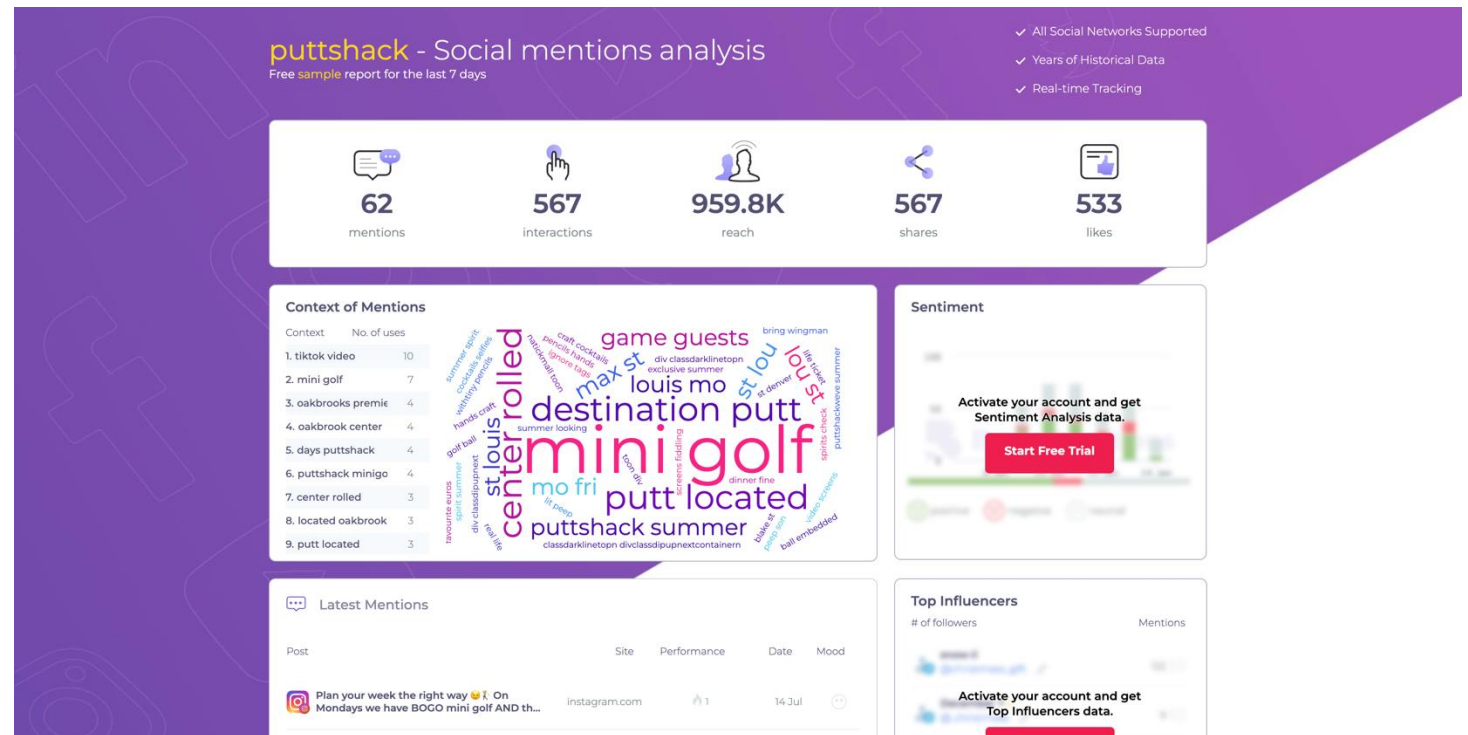
12.26% - 13

Facebook

5.66% - 6

# Metrics to Track - Instagram Mentions

- We will use Hootsuite and Brandmention to track Instagram mentions. These tools allow us to monitor brand visibility and engagement effectively, providing insights into our campaign's reach.



# Metrics to Track - Online Bookings

- Track online bookings using our in-house proprietary software. This will help us measure the impact of our ambassador promotions on our sales.



# Metrics to Track - Brand Ambassador Coupons

- Track brand ambassador coupons using Brandchamp. Personalized percentage-based discounts will be entered at checkout online, allowing us to track metrics such as coupon redemption rate, coupon revenue, coupon ROI, and coupon impact on brand metrics ([\*Brand Ambassador Coupons: How to Offer and Redeem Coupons With Your Ambassadors, 2024\*](#)).

Tracking Coupon Performance and Effectiveness

Coupon redemption rate

Coupon revenue

Coupon ROI

Coupon impact on brand metrics

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BrandChamp PLATFORM PRICING CASE STUDIES BLOG GET A DEMO LOGIN

**All-in-One Advocacy & Ambassador Marketing Software**

Increase referral sales, user generated content, issue rewards, easily communicate and streamline operations.

Enter your email GET A DEMO

4.0/5

Integrated with leading ecommerce solutions and marketplaces

facebook twitter Instagram shopify WOO COMMERCE Google Analytics

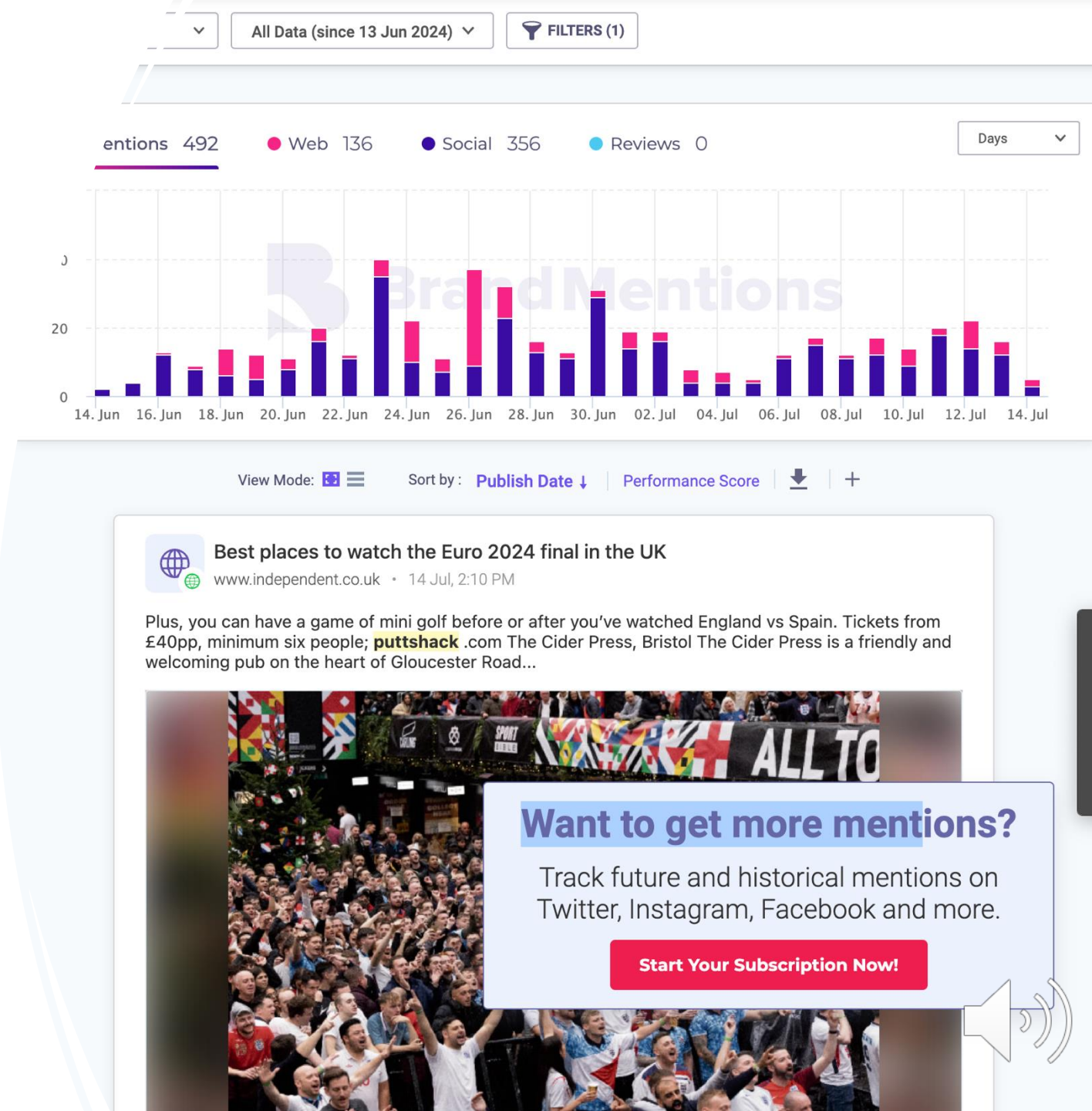
Trusted By The Worlds Best Advocate & Ambassador Programs!



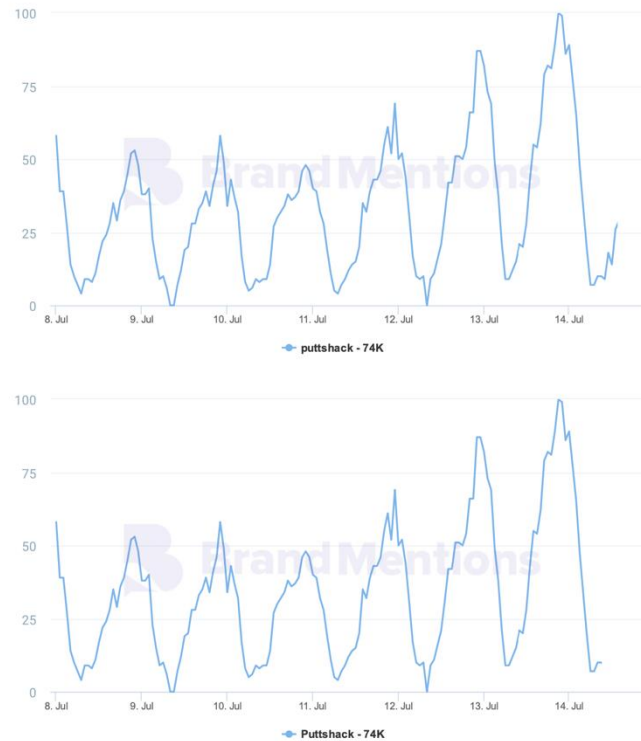


# Metrics to Track - Social Media Followers

- Monitor follower growth on Instagram, Facebook, and TikTok using social media analytics tools. This indicates the effectiveness of our content and ambassador engagement.



## Google Search Trends



15 / 29

# Tracking Tools and Software

- Utilize tools like Google Analytics, Hootsuite, and Brandchamp. Google Analytics will help us monitor online bookings and website traffic. Hootsuite will track social media engagement and mentions. Brandchamp ([Brandchamp, 2021](#)) will track our ambassadors and their unique coupons.



# Goals

**S**

**Specific**

**M**

**Measurable**

**A**

**Attainable**

**R**

**Relevant**

**T**

**Time limited**

## Timeline for Assessing Goals

Assess metrics at regular intervals: Monthly reviews, Quarterly summaries, Annual assessment.





# Relation to Broader Business Goals

- Increased brand visibility and engagement drive higher traffic and sales, supporting the goal of increasing annual revenue by 20%.



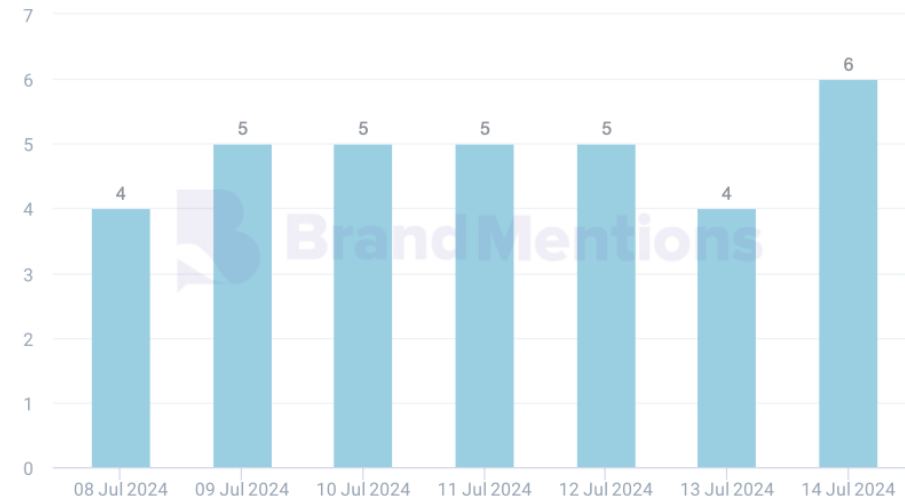


# Why Track These Metrics?

- Tracking these metrics helps us understand the effectiveness of our ambassador program and make data-driven decisions.

## Performance

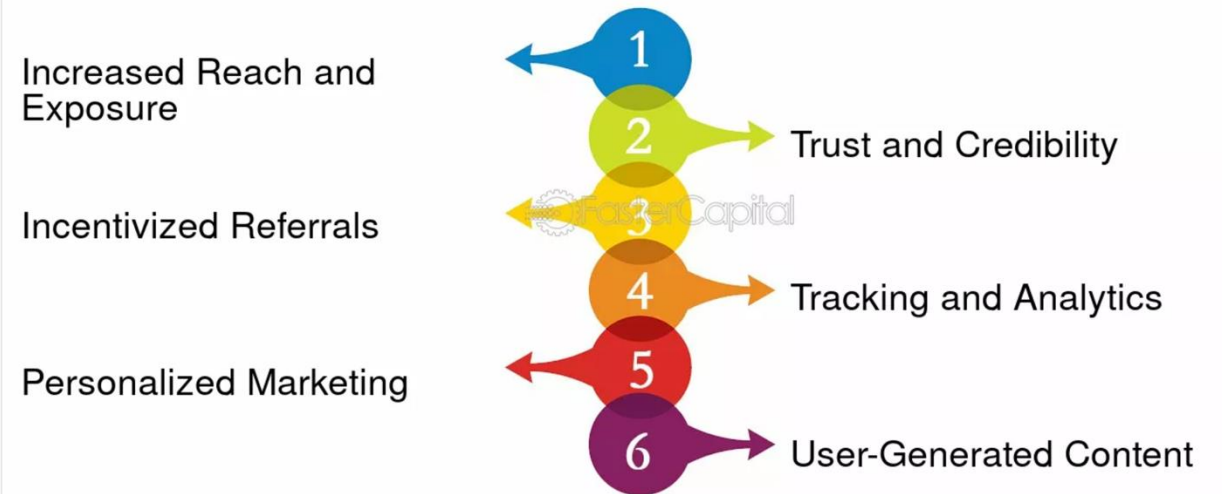
The average performance score



# How Each Metric Supports Goals

- “Instagram mentions and followers increase brand awareness. Online bookings and promo code redemptions drive revenue.”

## The Power of Brand Ambassador Coupons



# Conclusion

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- Our measurement plan will help ensure the success of Puttshack's Brand Ambassador Program, driving brand visibility and revenue growth.



# References

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**TECHNICALLY,  
THE BEST.**

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**Puttshack**

