



fibodo



What can we learn from Golf?

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27.04.16



## Golf – Our key findings

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Declining participation

Professionally analogue

Multiple stakeholders

Public perception

Barriers to participation

Limited data





fibodo's mission

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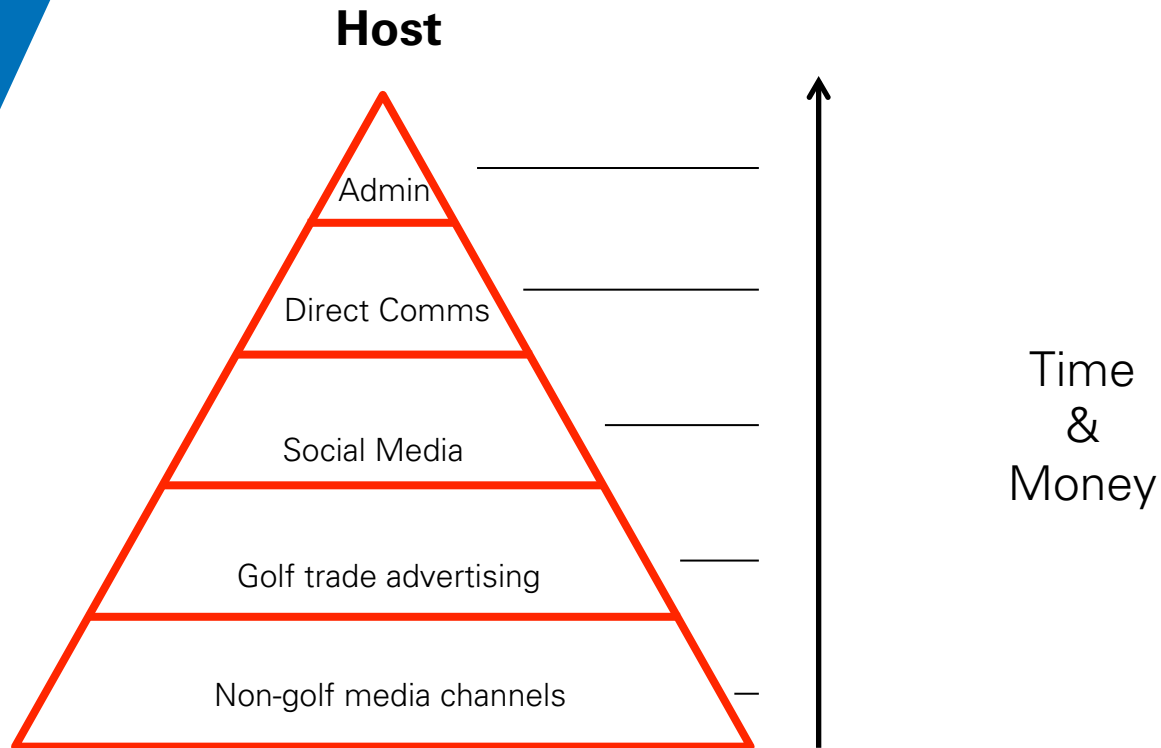
Breakdown  
the barriers to  
participation  
in sport

find it. book it. do it



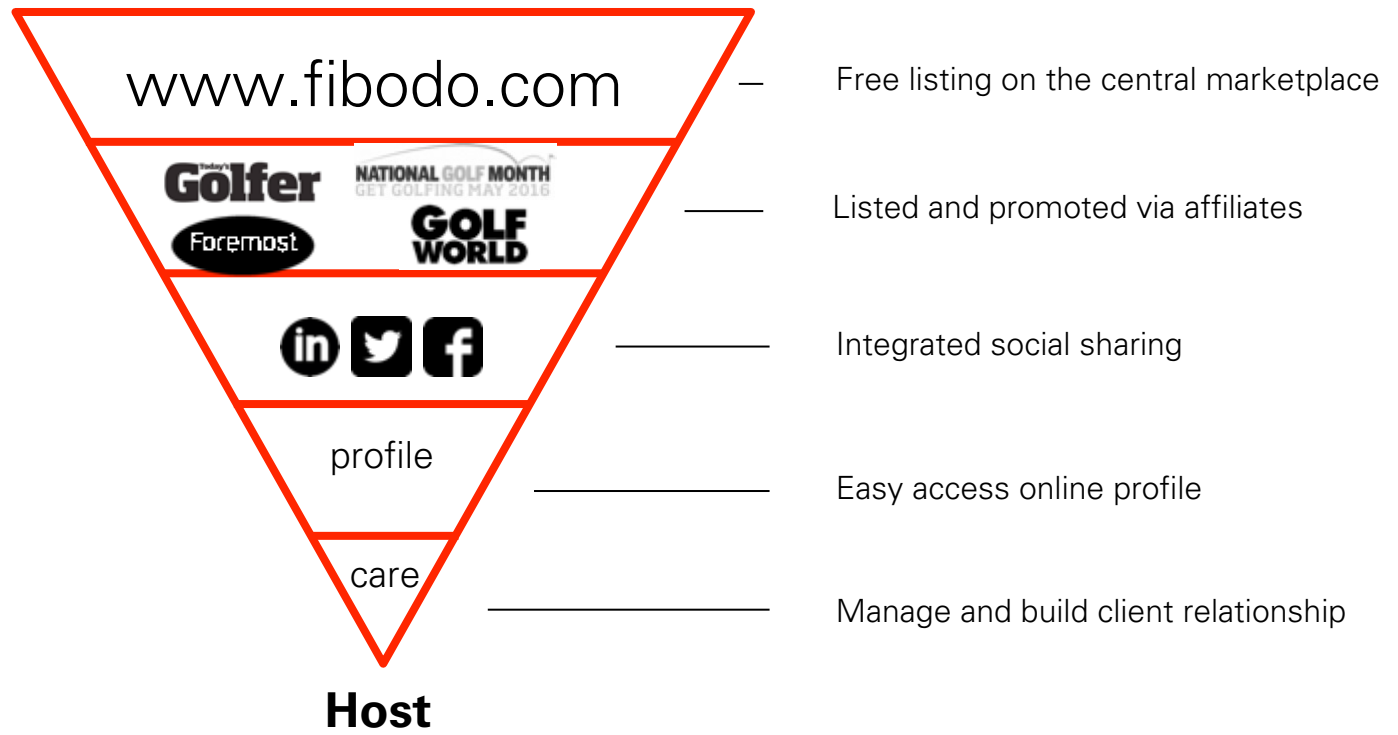
# Existing awareness model

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# The new awareness model

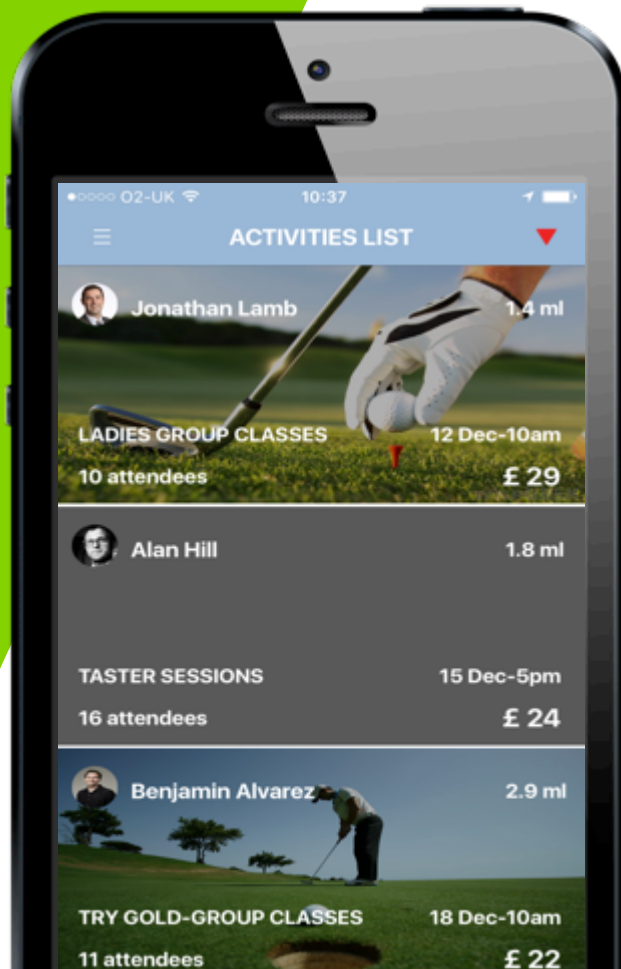
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# Live marketing & booking hub

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Live dairy  
GPS search  
Instant book  
Secure payment  
Affiliate marketing  
Bespoke website  
Phone support  
Direct to print  
Social media  
E-commerce  
Custom app  
Free



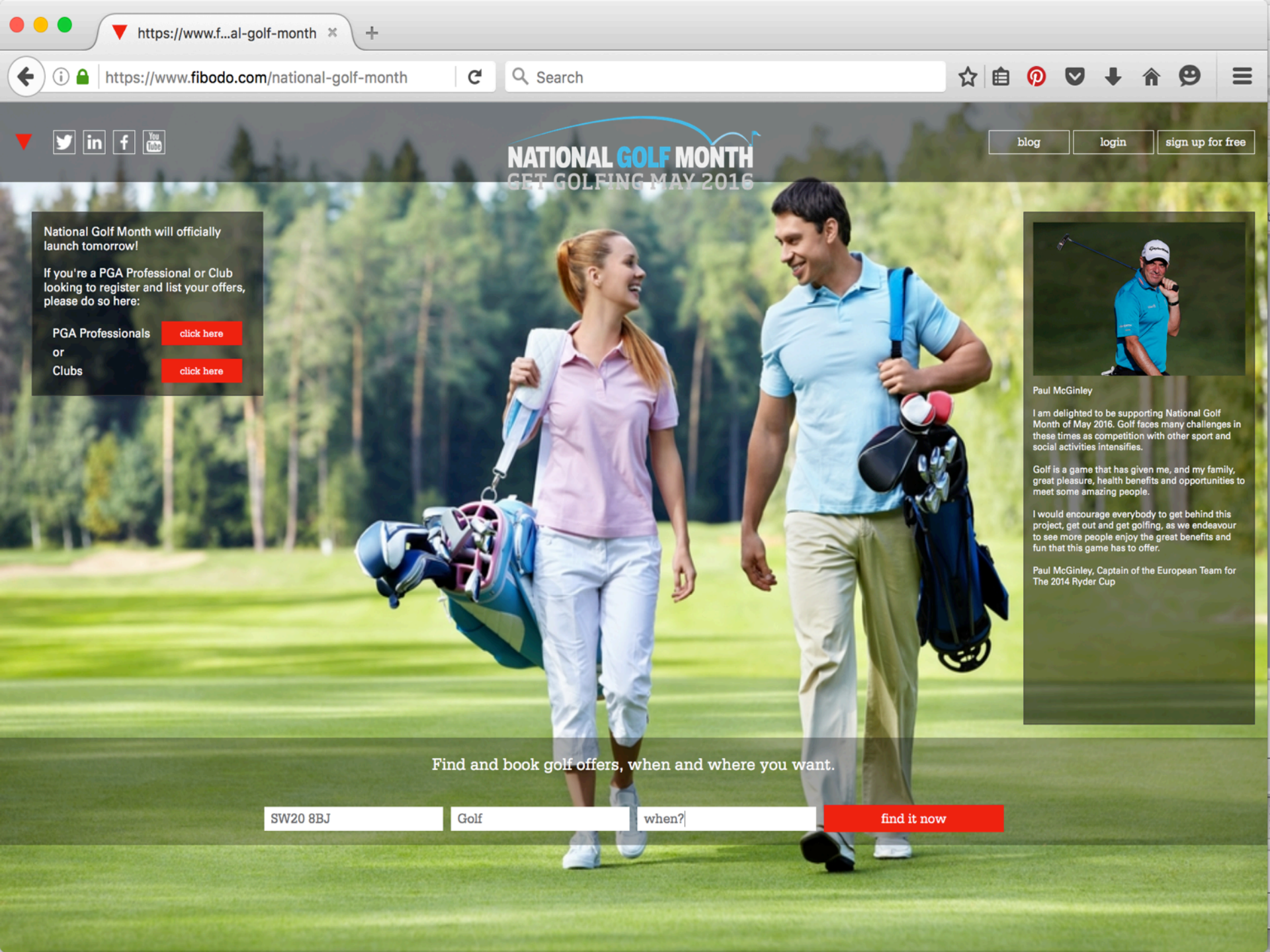


find sports  
book activities  
do more



fibodō ▼





# NATIONAL GOLF MONTH

## GET GOLFING MAY 2016

blog

login

sign up for free

National Golf Month will officially launch tomorrow!

If you're a PGA Professional or Club looking to register and list your offers, please do so here:

PGA Professionals [click here](#)

or

Clubs [click here](#)



Paul McGinley

I am delighted to be supporting National Golf Month of May 2016. Golf faces many challenges in these times as competition with other sport and social activities intensifies.

Golf is a game that has given me, and my family, great pleasure, health benefits and opportunities to meet some amazing people.

I would encourage everybody to get behind this project, get out and get golfing, as we endeavour to see more people enjoy the great benefits and fun that this game has to offer.

Paul McGinley, Captain of the European Team for The 2014 Ryder Cup

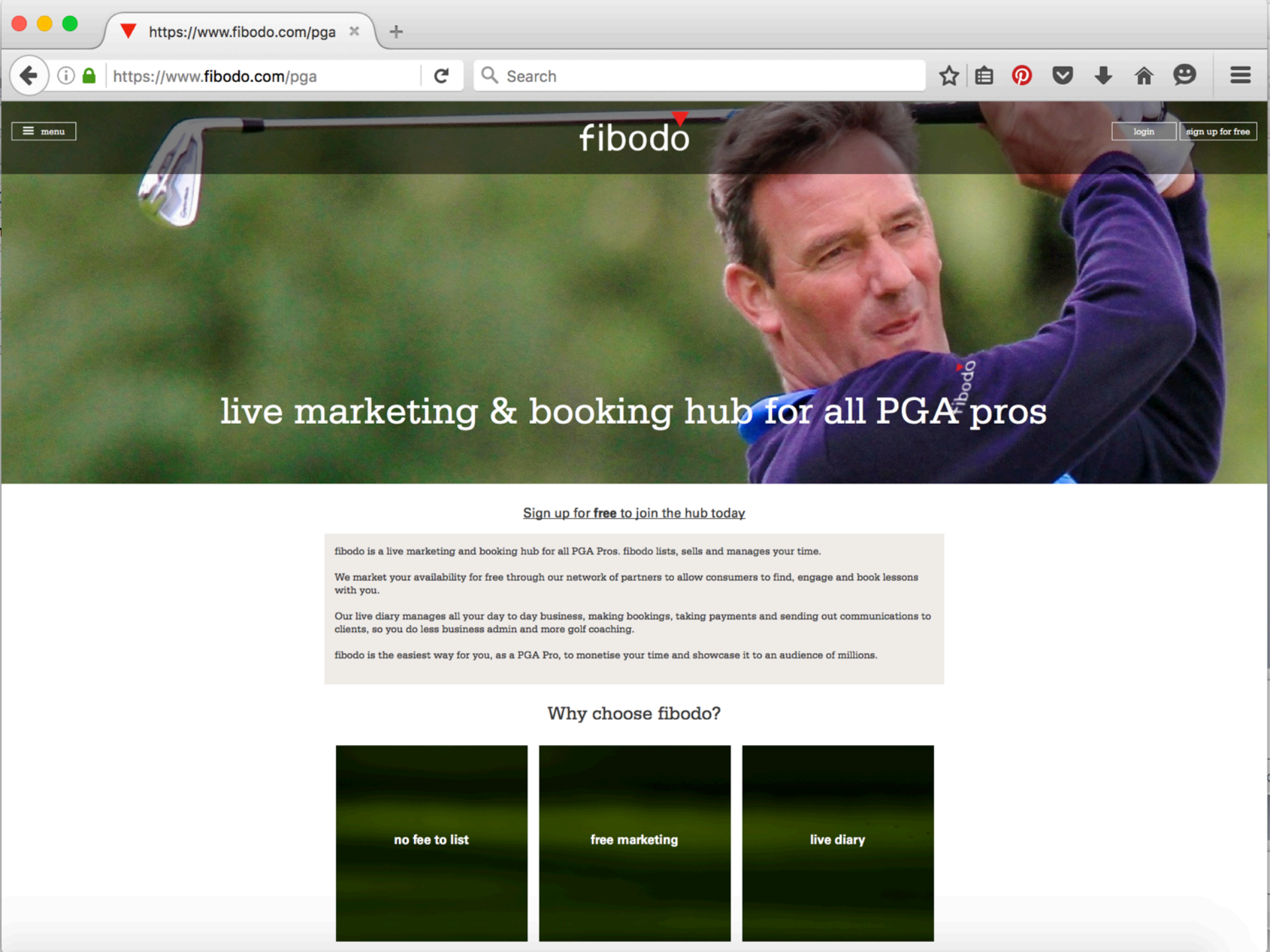
Find and book golf offers, when and where you want.

SW20 8BJ

Golf

when?

find it now



# live marketing & booking hub for all PGA pros

Sign up for free to join the hub today.

fibodo is a live marketing and booking hub for all PGA Pros. fibodo lists, sells and manages your time.

We market your availability for free through our network of partners to allow consumers to find, engage and book lessons with you.

Our live diary manages all your day to day business, making bookings, taking payments and sending out communications to clients, so you do less business admin and more golf coaching.

fibodo is the easiest way for you, as a PGA Pro, to monetise your time and showcase it to an audience of millions.

## Why choose fibodo?

no fee to list

free marketing

live diary



Sports hosts

Clubs

Government

NGB's

Sports brands

Media

Corporates

Trade groups





Data = Engagement

&

Engagement = Data



## Leisure news

25 Apr 2016

### New data portal launched to help one million more Londoners get active

BY JAK PHILLIPS



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Share



Pin it



Share



Print



*The organisation wants London to be the 'most active city in the world' and believes open data is key to this*

photo: Alessandro Colle / Shutterstock.com

**London Sport has announced the launch of a new insight and data portal as it seeks to make good on its goal of transforming London into the most active city in the world.**