

# Abstract

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In this session, our speaker will discuss the major trends in the use of social media in the sport of golf at the professional level, mainly focused on the PGA Tour and its affiliate tours. Then, our speaker will share some of the reasons why TaylorMade as a global golf company has embraced social media and continues to strive for connectedness in that arena. Finally, he will provide some more examples of why social media is so important for golf companies in Korea and how the approach may differ from other markets.

Due to the ever-changing media consumption habits of the global sports enthusiast, including golf fans around the world, and the need to create new golf fans across several demographics despite what may would describe as a sport with many barriers to entry, the PGA Tour has had to address its own brand identity in the digital age and integrate social media as the forefront of its overall brand relaunch strategy. Here, a closer look at the PGA Tour's year-old "Live Under Par" campaign will take place and more specific examples of the Tour's goals and initial results.

Golf club and golf apparel manufacturers have also had to adapt their marketing strategies to embrace the social media platforms and create a deeper relationship and connectedness with their loyal consumers, all the creating a return on these investments through increased revenues and customer engagement. Here the speaker will offer some interesting examples from his own employer while also showing how many of the major professionals are now as much a part of a golf brand's DNA as the brand itself.

While the rules of golf are basically the same throughout the world, social media platforms also allow global brands to efficiently adapt to local markets. Korea is one of the most important golf markets in the world and social media content must be catered toward the Korean consumer. Here, the speaker will offer examples of how golf brands adjust to local needs and specifically discuss how TaylorMade Korea has added some unique local opportunities to its social media strategy.

