



THE ALL-NEW

TP5 / TP5x



JOIN THE MOVEMENT

### **Buy 3 Get 1 Free Personalized Process**

1. Golf professional/store rep sends email to their consumer base describing the Buy 3 Get 1 Free golf ball promotion with the following link: [www.taylormadegolf.com/club-member-buy3get1](http://www.taylormadegolf.com/club-member-buy3get1)
2. Consumer clicks the link in email, directed to “Join the Movement” landing page
3. Consumer selects from 1 of 4 options: TP5 MyNumber, TP5 Personalize, TP5x MyNumber, TP5x Personalize
4. Consumer creates personalized golf ball OR selects custom ball number depending on selection in Step 3
5. Consumer enters their contact information, their golf pro/store rep’s email address, and clicks “Send to Golf Pro/Store Rep”
  - a. Consumer will see Thank You landing page
6. Consumer will receive an email displaying the contact information they entered in Step 5 after personalizing their golf ball
7. Simultaneously with Step 6, golf professional/store rep will receive an email with Silhouette recipe ID, consumer name, consumer email address, and instructions to complete the consumer’s order
8. Golf pro/store rep logs into TM Direct
9. Golf pro/store rep navigates to “Promotion” listed in top navigation
10. Golf pro/store rep clicks “Buy 3 Get 1 Entry Form”
11. Golf pro/store rep enters Silhouette recipe ID, consumer name, and consumer email address that were provided in email to golf pro
  - a. Consumer name and email address will automatically be populated in checkout; Consumer Name will appear in the P.O field while the Consumer Email Address will be added as an additional contact to receive an order confirmation email
12. Golf pro/store rep adds to cart
13. Golf pro/store rep checks out; each consumer’s order should be placed individually

**The site will be active starting on March 15, 2021**