



TIXFIT

CONTENT & AI GROWTH SYSTEMS FOR GOLF BRANDS

Make your club impossible to ignore.

Premium short-form content, advertising creatives and custom AI brand ambassadors for the modern golf industry.

PRIVATE CLIENT BROCHURE

The digital experience should match the real one.

THE TIXFIT PROMISE

Golf is not just a course. It is a lifestyle.

TIXFIT turns locations, experiences and offers into a repeatable short-form content system built for premium golf brands.



Attention

Create reasons for the right audience to stop, watch and share.



Desire

Show the full club lifestyle, not just a scorecard or announcement.



Opportunity

Support memberships, bookings, events and premium experiences.

THE GAP WE CLOSE

The experience people have at a great club is often far better than the experience they see online. TIXFIT closes that gap with content designed for modern platforms.

Built for premium golf businesses

WHO WE WORK WITH

Exceptional products deserve modern visibility.

We partner with golf businesses that have something worth experiencing, but are not yet showing it consistently online.

Private golf clubs

Golf resorts

Luxury golf destinations

Golf academies

Golf travel companies

Premium golf events

Golf real estate

Equipment & apparel

High-end country clubs

A clear fit

The strongest partners already deliver an exceptional on-site experience. We help make that quality visible before a guest, member or buyer arrives.

The problem is not the club. It is the content.

THE CONTENT GAP

Great facilities. Weak digital storytelling.

Many clubs rely on occasional photography, tournament announcements and corporate graphics. That rarely communicates why someone should want to be part of the club.

- Random photos
- Occasional drone footage
- Inconsistent posting
- Videos without strong hooks
- Little personality
- No repeatable formats
- Weak offer storytelling
- Few creative variations

THE RESULT

The online impression falls short of the real experience. A premium club becomes easy to scroll past.

One club. Four content worlds.

OUR APPROACH

Turn the club into a content brand.

Instead of producing random videos, we build repeatable formats around the entire golf experience.

Golf experience

Course cinematics, POV golf, hole showcases, player moments and golf tips.

Club lifestyle

Clubhouse, restaurant, spa, pool, hotel, pro shop and training facilities.

Sales content

Memberships, golf packages, events, tournaments, lessons and offers.

Brand content

Club history, staff, member stories, behind the scenes and club culture.

The result: a social presence that sells the lifestyle around the club.

TIXFIT Growth

CORE CONTENT SYSTEM

EUR 3,500 / MONTH

A monthly content system for golf brands that want consistent premium short-form content and advertising creatives.

UP TO 20-30 EDITED SHORT-FORM VIDEOS

Optimised for Instagram Reels, TikTok and YouTube Shorts.
Built for Facebook Reels with cinematic, POV, educational, lifestyle, storytelling, promotional and event content.

Strategy

Monthly content direction around audience, offers, content pillars and priorities.

Hooks

Platform-native concepts where the first seconds earn attention.

Ad creative

5-10 campaign creatives and variations where required.

Advertising management can be added separately or handled by the client's existing team.

HOOKS & TESTING

The first seconds decide whether the story continues.

Every concept is designed for how people actually consume short-form content. Then we create variations instead of betting everything on one idea.

- 1 **POV: You joined one of Dubai's most exclusive golf clubs.**
- 2 **Would you pay EUR 10,000 a year to play here?**
- 3 **This might be the most beautiful finishing hole in Europe.**

CREATIVE TESTING

Different openings, calls to action and angles show what earns attention and supports conversion.

TIXFIT AI

A DISTINCTIVE DIGITAL ASSET

EUR 5,500 / MONTH

+ EUR 3,500 INITIAL AI BRAND SETUP

Everything in TIXFIT Growth, plus a custom virtual golf ambassador built exclusively around your brand.

A recognisable personality

A custom character can introduce the club, promote offers and appear consistently on social channels.



**VIRTUAL
GOLF
AMBASSADOR**

A long-term asset built around the club, not around one external creator.

The AI ambassador system

DEVELOPMENT

Designed to look, sound and behave like part of the brand.

TIXFIT creates the foundations that keep the character visually and strategically consistent over time.

Visual identity

Face, hair, clothing style, golf outfits, lifestyle aesthetic and brand compatibility.

Personality

Tone of voice, communication style, traits, humour, audience and brand values.

Brand guidelines

Clear rules for how the character appears across content and campaigns.

AI + REAL CONTENT

Combine real course footage, clubhouse moments and player experiences with a virtual ambassador. This creates a content signature that competitors often do not have.

TIXFIT uses virtual personalities transparently. They are digital brand assets, not deceptive replacements for real people.

Choose the system that fits your ambition.

TIXFIT GROWTH

EUR 3,500 / MONTH

- 20-30 short-form videos
- Content strategy and hooks
- 5-10 ad creatives
- Creative variations
- Monthly creative review

BEST SUITED FOR

A professional short-form content engine.

TIXFIT AI

EUR 5,500 / MONTH

- Everything in Growth
- Custom AI golf ambassador
- Visual identity and personality
- AI image and video creation
- Ongoing character development

BEST SUITED FOR

A unique digital identity for the brand.

TIXFIT AI includes a EUR 3,500 one-time setup for development of the virtual brand ambassador.

From discovery to a system that improves

01

DISCOVERY

Club, membership, audience, offers, positioning and current marketing.

02

STRATEGY

Content pillars, video concepts, hooks, campaign creatives and priorities.

03

PRODUCTION

Existing or new footage, AI assets, client material and custom edits.

04

DELIVERY

Ready for Instagram, TikTok, YouTube, Facebook and paid advertising.

05

OPTIMISATION

Review performance and create more around proven concepts.

CLIENT INPUT

Existing footage, photography, brand assets, offers, membership and event information. On-site filming can be arranged separately.

Build the club people want to belong to.

A private strategy conversation is the starting point. We will assess your content, offers, audience and the strongest first creative direction for the brand.