

Golfmanager lands on Spotify with the first podcast for digitized golf club managers

- **This podcast is a new branch of the Golfmanager Community project after its successful launch with a portfolio of webinars on digitization and exclusive benefits for members**
- **It is the first podcast, in Spanish, aimed at industry professionals and golf club managers with advice and testimonials from managers and digitization experts in the golf market**
- **The first two episodes on best practices in digitalization in golf clubs and online sales are now available on Spotify**

Madrid, 06 July 2021. Golfmanager, the leading 100% cloud-based software in Spain and Portugal for the digitization and management of golf clubs, today announced the launch of the first podcast, in Spanish, on golf course digitization aimed at industry professionals and club managers on the renowned audio platform Spotify.

In each episode, managers and industry experts will discuss digitization at their clubs and how technology is helping them to successfully manage their day-to-day operations.

This podcast is a new branch of the [Golfmanager Community project](#) that the technology company launched on 15th June with a successful public presentation in which it unveiled a portfolio of webinars on digitization and exclusive benefits for members.

Golfmanager enters the world of podcasting

70% of internet users already consume audio online on a daily basis, according to [the IAB Spain 2020 Annual Online Audio Study](#). In fact, the Covid-19 confinement led 38% of Spaniards to take up podcast listening, according to [Spotify's Podcast Consumption Habits survey](#), which also highlights that 50% of Spaniards think that 2021 will be the year of the podcast and want to spend more time listening to them.

Following this clear trend for audio, Golfmanager takes a step forward to expand its brand experience and connect with hundreds of golf industry professionals on Spotify, the world's leading online audio platform.

On its official channel, the first two episodes on best practices of digitalization in golf clubs are already available, with the testimony of four managers of top clubs, and tips on online sales.

For Rafael Vera, Golfmanager CEO: *"It is essential to be in the channels where people are. And we know that online audio, and the world of podcasting, in particular, are experiencing exponential growth. At Golfmanager we like to do things differently from other traditional software. We are disruptive and this is just another example because no other company in the Spanish golf market has anything similar".*

"We want golf professionals and golf club managers to have access to more knowledge about the benefits of digitization from the platform that is most convenient for them and Spotify is one of them. That's why, in addition to the online video and live webinars, we opened our channel there. The goal is the same: to continue sharing knowledge to help them be better in their day-to-day operations".

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[More information about Golfmanager Community in this link](#)

[Official channel of Golfmanager on Spotify](#)

For any additional questions:

David Sánchez, PR Manager Golfmanager: dsanchez@golfmanager.com

About Golfmanager

Golfmanager is the leading 100% cloud-based software for golf clubs in Spain and Portugal. Golfmanager aims to digitize golf courses to optimize daily tasks through the power of technology. Since its launch in 2018, it has gained the trust of more than 120 golf courses across Europe becoming one of the leading European players in sports digitization. It has recently been appointed official partner of Oracle Hospitality.