





LADIES  
EUROPEAN  
TOUR

# LET Communications Rookie Members


# Player Profile Page

SOLHEIM CUP | LET ACCESS SERIES

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## ESTHER HENSELEIT

HAMBURGER GOLFCLUB

## 19

TOURNAMENTS PLAYED

## 1


## 10

## 64

LEF. WINS  
TOP-TEN FINISHES  
LOWEST ROUND

DATE OF BIRTH	14TH JANUARY 1999	PLACE OF BIRTH	VAREL
NATIONALITY	GER	RESIDENCE	NIEDERSACHSEN
HEIGHT	5' 10"	TURNED PRO	2019
EXEMPTION STATUS	O2A, WINNERS OF OOM	REPRESENTS	HAMBURGER GOLFCLUB
OWGR RANKING	130		

### STATS



ORDER OF MERIT

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2020

CATEGORY

STAT

RANKING

# Social Media

- Best and easiest way to communicate: reach a wide audience, tell your story and show your personality
- Increased brand recognition:
  - **Promote yourself** – increased personal profile, the more followers/fans you have – the more attractive to potential sponsors you will become
  - **Promote tournaments, sponsors/Promoters & LET**
- Connect and build relationships with fans, spectators, players and others – give them an insight into your life both personally and as a pro on the LET
- Support current sponsors
- **Engage and Support LET campaigns to grow our profile**

# Best Practice

- **Work With Your Sponsors.** Find out what they'd like you to put online and suits their brand (you need a good mix of promotional content and real content)
- **Images and Videos.** Enhance your updates with behind-the-scenes images and video
- **Use Hashtags!** Find out correct #Hashtags and @Handles before the event (save them in your phone to copy paste)
- **Build a Strategic Following.** Follow people who interest you, but who can also help spread your message- e.g. key media, other players, and those companies and brands you want to connect with
- **Be a Story-Teller!** Tell people about yourself! Comment on your round, the conditions, your score, congratulate others and engage in conversations!

# Content Production

- LET will ask you to participate in activities in order to gather content, promote you, build your profile as a new star of the LET and to fulfil sponsor requests and obligations.

These may include:

- TV, radio and written interviews for the LET website and other publications
- Blogs
- Press conferences
- Filming on location





# Rookies on Tour



# Stay in Touch

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