

GOLF SWAG OPERATIONS

What It Takes to Launch a New Product

A breakdown of the people, time, and cost behind every product that goes live on golfswag.com

6+

People Involved

29-57

Hours per Launch

3

Phases to Complete

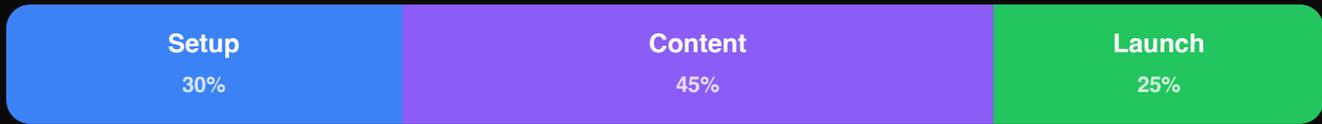
Cost by Phase

Estimated range per product launch

Phase 1 Setup	9-17 hrs	\$555-\$1.2K
Phase 2 Content	13-29 hrs	\$1K-\$2.2K
Phase 3 Launch	7-11 hrs	\$500-\$1.1K
Ongoing /month	3.5-5.5 hrs	\$230-\$482

Time Distribution

Where the hours actually go



- Item listing, NetSuite, Customily
- Photography, images, 40+ copy fields
- Site prep, email, ads

People Required Per Launch

<p>DIRECTOR OF OPS</p> <p>Asher</p> <p>Pricing, Jira requests, Customily form, QA, site prep, oversight of entire process</p>	<p>IT / NETSUITE</p> <p>Gold Bond (Matt Price)</p> <p>NetSuite product setup, Shopify sync, pricing data, file management</p>	<p>CUSTOMILY DEV</p> <p>Twisty Designs</p> <p>Product configuration, live preview, print logic, variant setup</p>
<p>GRAPHIC DESIGN</p> <p>Scott Chandler</p> <p>Thumbnails, print templates, image formatting, composites, VIP assets</p>	<p>MARKETING AGENCY</p> <p>Branded Golf + Hello Digital</p> <p>Photography, email campaigns, social, Google/Meta/Microsoft ads</p>	<p>DESIGN QA + CX</p> <p>Matt H. + Herman + Rochelle</p> <p>Artwork verification, CS readiness, post-launch monitoring</p>

1

Setup

Foundation work before any content is created

\$555-\$1,178

9-17 hours

TASK	OWNER	HOURS	COST
Product details in listing sheet	Asher	0.25	\$19
Request pricing from Gold Bond	Asher + GB	0.5	\$38

Confirm retail price / margin / MAP	Asher	0.5	\$38
Submit NetSuite Jira request	Asher	0.25	\$19
NetSuite setup + Shopify sync	Matt Price / GB	1.5-3	Internal
Verify sync, troubleshoot issues	Asher	0.5-1	\$38-\$75
Create base creatives (3 assets)	Scott Chandler	4-8	\$140-\$400
Fill Customily request form (13 fields)	Asher	0.5	\$38
Customily product configuration	Twisty Designs	2-4	\$150-\$400
QA testing all variants	Asher + Matt H.	1-2	\$75-\$150

2

Content

\$1,012-\$2,162

Images + copy for every product page field

13-29 hours

TASK	OWNER	HOURS	COST
Source assets (GB Drive + brand portals)	Asher	1-2	\$75-\$150
Product photography (if needed)	Branded Golf	2-4	\$200-\$500
AI mockups + stock composites	Scott / Panda	1-3	\$35-\$150
Photoshop composites + formatting	Scott Chandler	2-4	\$70-\$200
Thumbnails + additional images (6-8 assets)	Scott Chandler	3-8	\$105-\$400
VIP section images/videos (3 assets)	Scott / Branded	1-3	\$35-\$150

All copy fields (40+ for golf balls)	Panda + Asher	2-3	\$150-\$225
Specs + metrics fields	Asher	0.5	\$38
Final QA + upload to Shopify	Asher	1	\$75

3

Launch

Go live and activate marketing

\$500-\$1,087

7-11 hours

TASK	OWNER	HOURS	COST
Assign/create collection + navigation	Asher	0.4	\$30
Create redirect (if replacing product)	Asher	0.25	\$19
Marketing email (Klaviyo)	Branded Golf	2-3	\$150-\$300
Meta Ads creative + campaign setup	Hello Digital	2-4	\$150-\$400
Google + Microsoft Ads setup	Hello Digital	1.5-3	\$113-\$300
Google Merchant Center listing	Asher	0.5	\$38

Cost Varies by Product Type

Existing Brand, New Model
e.g., 2026 Titleist Pro V1

\$2,000 - \$2,800

New Brand to GolfSwag
e.g., Adding Snell Golf line

\$2,800 - \$3,800

New Accessory Type

Brand New Category

e.g., Custom headcovers

\$2,500-\$4,000

e.g., Entering custom apparel

\$3,500-\$4,500+

Ongoing Cost Per Product (Monthly)

Every product on the site has a recurring maintenance cost

Ad Maintenance

\$75-\$200

Marketing/Promos

\$75-\$200

Inventory

\$19

Review Monitoring

\$4-\$6

Print Files

\$19

Performance

\$38

Total Investment Per Product Launch

\$2,067 - \$4,427

29-57 hours across 6+ team members

Every product on golfswag.com represents a significant investment in setup, content creation, and marketing activation. Understanding this helps us

prioritize which products to launch and when, ensuring each one gets the attention it needs to succeed.

Golf Swag Operations Report · February 2026 · Prepared by Asher Hoffman