



FIVE MUST HAVE MARKETING TOOLS FOR YOUR GOLF CLUB

Before your club starts to think about expensive advertising strategies or CRM solutions, ask yourself if you have got the basics covered first.

1

Email Marketing

Are you collecting a database of visitors and contact and regularly sending them news and information about what's on at your club? Only send information that is newsworthy, otherwise your unsubscribe rate will increase. A monthly communication is a great start.

2

Website

You need a website that is easy to navigate and easy to read. Ensure that it's easy for you to update news, events and other information for the articles in your email marketing to click through to. Articles should be short and sharp, all the detail should be on your website. Be sure to have Google Analytics installed for reporting.

3

Local Marketing

Statistically, most of your potential new customers or members are going to come from your local area. Make sure they know what is happening at your venue. Don't underestimate roadside signage for passing traffic, letterbox drops and using other local options such as school newsletters and sporting clubs.

4

Satisfied Members

Your members and regular visitors are the best marketing tools you have! Do you regularly keep your members up to date with all the news and exciting campaigns your Club is running so they can tell their friends? Satisfied and loyal members should be encouraged to refer friends through member referral programs.

5

Great staff

Do your staff smile and welcome every visitor? Make them feel their custom is appreciated? A great customer experience encourages return visitations. Negative experiences make a great Facebook post that is quickly shared. Make sure staff are informed. A great marketing campaign is lost if staff don't know about it.

You might question why social media is not in the list above. Poorly managed social media is worse than none at all. If you don't have the resources to dedicate to doing it regularly and well, then don't do it. And once you get the above mastered, social media makes a great number 6!