

# Marketing Your Club

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# Presenters

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# What is marketing?

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- Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.



# Values of Membership

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- What benefits do you offer your members?
  - Tournaments
  - Social Events
  - SCGA Membership
  - Handicap Index
- Strength/Weakness of club



# Creating an Identity

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- Fun or Competitive?
- Don't be afraid to have a personality associated to your club
- Consistent language with all materials
- Logo, colors, look and feel



# Are you visible?

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- Bulletin board/Locker room
- Involved at golf course events
- Involved in community



# What are you saying?

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- Membership benefits clear
- How to become a member
- Club contact information
- Call to action



# Communication

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- Emails
- Flyers
- Web presence
- Word of Mouth - Engaged club directors
- Use the SCGA as a resource



# Emails

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- Eliminate printing/mailing costs
- E-Newsletters
  - Easy to use
  - Inexpensive
  - Effective
  - Tracking features
  - ConstantContact



# Constant Contact

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- <http://www.constantcontact.com/index.jsp?pn=scga>
- SCGA Discount
  - 20% off 6 month membership
  - 25% off 12 month membership
  - Send unlimited emails to your membership for as little as \$12/month



# Surveys

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- Ask your members; get them engaged!
  - Suggestion box
  - Emails
  - Online surveys
  - Constant Contact, Survey Monkey



# Use Your Assets

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- Identify interests and occupations of members
- Utilize those internal resources
  - Web site experience
  - Rules knowledge
  - Legal experience
  - Community leaders
- The SCGA



# Relationships

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- Maintain a relationship with golf course employees
- Establish a relationship with community officials
- Invite outsiders (Women's Clubs, Seniors) to member/guests and other tournaments/events
- Support junior activities at club
- Communicate tournaments/results to other clubs



# Delegating Responsibility

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- Utilize multiple people in process
- Don't hold all responsibilities to one person
- Identify roles at club; make sure those in the roles are engaged
- Right people for the job; Handicap Chairperson, Membership Director, etc
- Get support from those who are tech savvy
- If there is a backlash, consider extensions



# Case Study: Rancho Park Golf Club

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- Survival Mode
  - Tournament play down
  - Communication lapse
  - Costs were high
  - Time commitment
  - Membership was not getting a voice (Low Index members)



# Strengths/Desired Goals

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- Tournament Experience; cost versus scrip
- Pace of Play
- Early Tee Times
- Competitive Golf
- Flights
- Variety of Formats
- Strong weekend program



# Identify Valuable Role Players

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- Technical savvy
- Committed to making a change
- Leadership support



# Initial Changes

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- Online tournament registration
- Collect emails from membership registration
- Eliminated newsletter



# Web site

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- Desired a website that supports
  - Tournament registration
  - Membership registration
  - News/Information/Contact
  - Mass emails
- RPGC went outside for web support
  - [LAGolfClubs.com](http://LAGolfClubs.com)



# Results

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- Saved time and money by replacing newsletter with blasts
- Tournament participation increased
  - All tournaments sell out
- Increased tournament experience for all golfers
- Increase communication efficiency
- Decreased administration hours



# Case Study: SCGA Golf Course

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- Comprehensive tournament package
- Events at course for everyone
- Partner with community businesses (wineries)
- Create a learning environment
  - Demo Days
  - Golf Workshops
  - Rules Seminars
- Developed a email database to save cost on mailings

# Open Discussion

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