

CASE STUDY – USING LOCAL ADVERTISING TO MARKET A SPECIAL OFFER

1. The Challenge

Peebles Golf Club, one of the biggest clubs in the Borders area, had experienced a decline in membership over the previous 2 years, despite being in an area with a growing population and a relatively inexpensive membership fee.

2. The Solution

The Committee had agreed to a special introductory offer of £250 for a half season (against a full season price of £370), with no joining fee (normally 50% of the annual fee), running from August to 2009 to March 2010. The special offer was valid for anyone applying for membership before the end of October.

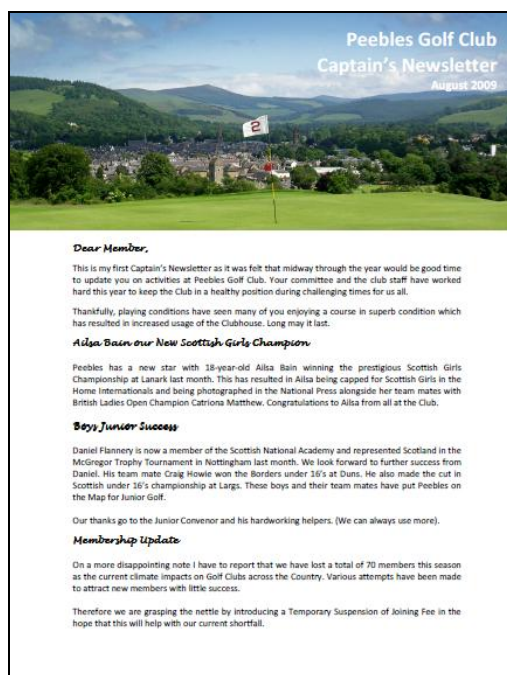
We negotiated a full page colour advert (x 2 editions) in the 'Peebles Life' magazine at a cost of £350, which is circulated to every household in the local area and approached a local design agency to create an impactful advert. The special offer was also circulated to members to 'recommend a friend' through the club's new Captain's Newsletter. The design costs were approx £250, resulting in a total spend of £600. The newsletter was designed in-house using a new template created by our agency.

3. The Outcomes

The advert resulted in 31 new members between August and October, generating more than £7k in subscription revenue from a £600 spend. The majority of new members were also from the 25 – 40 year-old age category, which had been showing the biggest decline in recent years.



Above: Local Press Advertising



Above: Members' newsletter – August

Using a professional creative agency gave the club the opportunity to deliver a more impactful advertising message.

4. Success Criteria

- The short term success was generating 43 new members to plug most of the gap created by the recent shortfall in adult membership numbers
- The long term success will be determined by how many of the new members are retained when subscriptions are renewed in March/April
- Increased and improved communication to both new and existing members has generated very positive feedback

5. What Next

The club have focused more attention on marketing and have appointed a marketing convenor to work on promoting membership opportunities for the 2010 season, as well as allocating a more realistic budget to marketing.

The success has demonstrated that a small amount of investment (approx £600) can reap rewards (approx £10k) in addition to the lifetime value of those new members.