MARKETING CONVENOR WORKSHOP
MARKETING ON A BUDGET
Agenda

- What is marketing?
- Building a marketing plan
- Marketing channels
- Practical advice – website and social media
- The Do’s and Don’ts of Golf Club Marketing
- Workshops
What is Marketing?

Marketing, according to the American Marketing Association:
“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.”

Marketing, according to Scottish Golf:
“All the creative stuff you need to do to get more customers spending more time and money with your golf club. But actually, it’s simpler than you think!”
Old Marketing...
New Marketing...

Fancy a **SHOT?**

Introductory memberships for first time golfers... it's easier than you think!

**SCOTTISH GOLF:**

- If you're new to golf, you can join one of 100 clubs now offering introductory memberships.
- Get into Golf membership packages with benefits including:
  - Learn to play lessons from the pros
  - Use of clubhouse, bar and restaurant facilities
  - Provision of free golf equipment
  - A warm and friendly welcome

To find out more, drop into your local club or contact:
- E: info@scottishgolf.org
- W: golfinggolfscotland.org

*Prices vary depending on club.

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paradegolf
Castle Stuart Golf Links

53 likes

paradegolf 11th Hole Castle Stuart
www.paradegolf.com
#castiestuart
#scotlandgolf
#oldcourse
#oldcourse
#standrewsgolf
#standrewsgolfclub
#standrewsgolftravel
#standrews
#standrewsuniversity
#standrews
#standrewsgolfcourse
#standrewslife
#touroperator
#scotlandgolf
#golfour
#golfpackage
#golfholiday
#czechpga
#golfvacation
follow
#royalandancient

Log in to like or comment.
Why do we need marketing?

- Increase customer spend
- Increase visitor numbers
- Build your reputation
- Retain existing members
- Recruit new members
- Stay visible
- Show customers you care
- Keep customers engaged
1. What does a good marketing convenor look like? *(Skills, experience, traits)*

2. List the responsibilities of the Marketing Convenor and the marketing sub-committee?
Build your Marketing Plan

- **Overview: Where are you now?**
  - Understanding your current audience – members and visitors
  - **Who is our target audience – is this different from above?**
  - What is our brand? What are unique selling points?
  - **Environmental analysis – what is the competition doing/best practice?**
  - Define your marketing objectives
  - **Activity – mix of communication channels**
  - Budget
  - **Resource**
  - Evaluation & Measurement
Define your Marketing Objectives

Marketing can be integrated into most parts of your business…but it can’t achieve everything. When starting out, it is important to define your marketing objectives to keep your activity focused:

Examples:
1. Delivering a successful Open Day with 15 new members
2. Developing a monthly e-newsletter that’s read by 75% of the members
3. Reaching 1,000 engaged followers on our Facebook page
4. Building a new website that increases visitor numbers by 10%

Your objectives should be SMART:
Specific | Measurable | Achievable | Realistic | Time defined
Elements of the Marketing Mix

**Brand**
- Brand Identity
- Customer Service
- Appearance (Clubhouse/Uniform)
- Tone of Voice
- Perception

**Print**
- Subscription Letters/Packs
- Noticeboard Posters
- Newspaper Adverts
- Promotional Flyers
- Promotional Banners
1. What are the 3 or 4 unique selling points that make your club special?

2. How would you describe your club’s brand?
Elements of the Marketing Mix

Social Media
- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn

Digital
- E-Newsletters
- Membership App
- Website
- Online Booking
- Database (CRM)
Website | What is it’s purpose?
Website | What is it’s purpose?

1. To make you visible to the world
2. To provide key information – location, prices, contact details
3. To be a digital noticeboard for your members
4. To showcase your course and facilities – photography and video
5. To promote your social media channels
6. To capture data for future marketing – Online Form
7. To generate bookings
8. To highlight your unique selling points – what makes you different!
9. Think of your key audiences – Members, Visitors/Public, Prospective Members
10. To sell your club and drive revenue!
Good Practice: Website | Kilmarnock Barassie GC
Welcome to Liberton Golf Club

Membership Currently Available
Read more by selecting "Join" from above menu.

Weather Forecast

Online Booking
Click here for Online Booking

Electric Buggy Hire
Buggies are available for hire to non-members at a cost of £20.00 per round.
To book please contact the Secretary or the ProShop

Views of Liberton Golf Course

Hole 1 | Hole 2 | Hole 3 | Hole 4 | Hole 5 | Hole 6 | Hole 7 | Hole 8 | Hole 9

Adult | Junior
Not So Good Practice: Mobile Optimisation | Dunfermline
A club with a great reputation for developing juniors...yet no mention of juniors on their website!
Website | Do’s and Don’ts

Do...

1. Invest budget in your website – huge audience potential (£1k)
2. Ensure mobile optimised – Great smartphone/tablet user experience
3. Use good photography
4. Promote your unique selling points
5. Have clear call to action buttons – book, join, sign-up
6. Consider members, prospective members, visitors and beginners
7. Keep it up to date
8. Integrate social media channels
9. Give someone ownership of it
Don’t

1. Think your work is done because you did it in 2010
2. Make it look the same as every other golf club i.e ‘Hidden Gem’
3. Concentrate on your members who play competitions
4. Have your 2014 membership fees listed or advertise Xmas parties
5. Use photos of the clubhouse with no one in it
6. Forget about juniors/families
7. Have pages stuffed with text – photo/video/reviews
Social Media
Social Media – Reality of modern life?
Why good social media is a must!

- **Instagram**: 14m active users in the UK (64% female users)
- **Facebook**: 31m active users in the UK (60% of the population)
- **Twitter**: 15m active users in the UK (being overtaken by Instagram)
- **LinkedIn**: passed 15m users in the UK (79% are male)
- **YouTube**: 35.6m users in the UK (growing across all demographics)
Facebook | Good Practice – Variety of Content

   - Some top dressing being applied to the greens to help smooth out the surfaces. Course looking real shape now, bit of growth and we will be in great shape. Keep up the good work lads!

2. Duff House Royal Golf Club
   - Some big swings today with the eclectic scoring. Our DHK Masters Champion 2017 is Steven Ferguson with score of -6! Well done to all our competitors!

   - Open Texas Scramble Details:
     - Saturday 22nd April
     - Teams of 4
     - Any combination
     - Maximum handicaps: Gents 24 and Ladies 36
     - Member £44 per team
     - Visitors £60 per team

   Book Online at duffhouseroyal.com
   T: 01289 812062 - E: info@duffhouseroyal.com
Facebook – Be Creative | Kingsfield

- Club Match Play draws
- Informal tone of voice – “Banter”
- Utilise characters at club
- Clear Call-to-action
  > View Full Draw
Twitter | Good and Not So Good Practice

Winter arrived at @Crudenbaygolf this morning. Pictured the 3rd & 4th holes with New Slains Castle visible in the distance.
Good Practice | Instagram

Use a variety of themes – bag tags, pies and junior golfers!
Good Practice | Instagram

Good social media helps you keep in touch with your customers all year round...
Share the workload

Who is best placed to capture the best images?

Simply email/WhatsApp images to Facebook Administrator

Greenkeepers – Early morning sunrise shot (@GullaneGreens)

Club Professional – Group Lessons, Visitor party 1st tee

Bar/Catering Manager – Delicious steak pie, refreshing pint

Members & Visitors – Encourage others to showcase and share!
4 of the 7 getting into golf this evening. Well done ladies, thanks for a great week.
Facebook – Paid Advertising

Benefits:
- Finely Tuned Targeting (Age, gender, location, behaviour)
- Large mobile audience – Enter space people are already
- Excellent Analytics - What works well!
- Flexible: Images, carousel, video
- Inexpensive – You set the budget!
- Achieve specific objectives – Click to visitor booking!

- **Top Tip:** Encourage to experiment small amount – Very user friendly
Facebook – How could you use targeted advertising?

Men’s Open Competition : Borders Club | Target North of England

- Gender: Male
- Age 18 - 80
- Location: Newcastle +30 mile radius
- Pages: England Golf, TaylorMade, Titleist, The Open
- Interests: Golf, Golf Clubs
- Link to online booking webpage
- Message:
  > Specific to border-crossing English golfers / free shot of whisky...


Facebook – How could you use targeted advertising?

Junior Coaching Campaign: Target Parents

- Gender: Male & Female
- Age 30-45
- Location: Club postcode +15 mile radius
- Demographics: Parents with pre-teens (8-12 years) & (13-18 years)
- Pages: Scottish Golf, Bunkered Online
- Interests: Golf

Message:
> Come along to our Junior Golf Summer Camps? #GameForLife
Facebook – How could we use targeted advertising?

Get into Golf Campaign: Target ex-sportsmen

- Gender: Male / Female / Both
- Age 30-45
- Location: 15 mile radius
- Pages: Follow local sports club pages. Rugby & Football Clubs
- Interests: Rugby, tennis, football

Message:

> Looking to satisfy your competitive edge? #GetintoGolf
Facebook – Paid Advertising

- Excellent Imagery
- Informal tone of voice – language
- Short Sharp Information
- Non-intrusive – Targeted at Golfers
- Clear Call-to-action – Book Now
Social Media | Do’s and Don’ts

Do

1. Have a plan with varied themes e.g. Scores, Juniors, Social, Course
2. Use imagery and video e.g. Kingsfield match-play draw video
3. Interact – social is not a one-way street
4. Respond to people – good and bad
5. Schedule Posts – When Audience online!
6. Retweet, share third party content
7. Invest in advertising – it’s cheap and targeted
8. Embrace your community – it’s not just about golf!
### Social Media | Do’s and Don’ts

**Don’t**

1. Be scared of it – have fun! – look at the statistics
2. Clutter it with results and ‘course open’ daily updates
3. Get someone who isn’t a user to manage it
4. Forget about it – use it daily, it takes seconds
5. Just be nice – it’s a tool for selling
6. Look around – see what other clubs/brands/golfers are doing
7. Get stuck – use the help tools available
8. Talk at people – talk with people, ask questions, spark debate
Photography | Pictures tell your club’s story
Photography | Pictures tell your club’s story

Return on investment in professional photography...
Cruden Bay win ‘Best View in Scottish Golf’
Photography Do’s and Don’ts

DO’s

1. Invest if you have the budget – photos can be used for years
2. Take photos of your course’s best views
3. Use Instagram or photo editors to improve the quality
4. Invite your members to take photos
5. Ask your greenkeeper to take photos – early morning is great
6. Photograph a busy clubhouse
7. Buy a camera or a good quality camera phone
Photography Do’s and Don’ts

DON’T’s

1. Use photos on a dull day – blue skies and sunshine sell your club
2. Take photos with things in the foreground – keep it clean
3. Fill your website with old photos – keep it fresh
4. Be put off by the cost of a professional photographer – every part of the marketing plan requires good imagery
5. Keep them to yourself – share with local media, tourism partners, golf magazine
6. Take photos of people in blazers all the time – if you are trying to attract new customers, reflect a more modern image
7. Forget to have fun!
Dear Parent,

With the new semester finally just around the corner, the motor under Coaches and student-athletes is gearing up to fuel your youngster’s desire to excel both in and out of the classroom. Please keep in mind that the team will have an increased focus on academics, training, and community service. Additionally, we will continue to maintain our high standards of excellence in our daily operations.

Best regards,

[Signature]

[Name]

[Title]
Newsletters

Content Themes:

- Captain’s Blog
- Greenkeeper updates
- Pro’s Tips
- Visitors testimonials
- Member feature - oldest, youngest, most successful
- Rules Changes
- Handicapping
- Social Events
- Photos!
Helpful Stuff

- **Canva**
  Create your own poster designs
  www.canva.com

- **Typorama**
  Pictures with words for social media
  www.apperto.com/typorama

- **YouTube – How to Videos**
  www.youtube.com
MIXED TEXAS SCRAMBLE OPEN

Sunday 28 May

ENTRY £50 PER TEAM OF FOUR

aberdourgolfclub.co.uk
Canva | Makes Design Simple for Everyone
COLVEND GOLF CLUB

Win a car - at a charity golf event!
In aid of forces charity SWSRnR

Sat 24th June 2017

For entries tel Peter Smith 01556630398

Am Am Charity day for the SWSRnR charity on Armed Forces day 24th June, 8:30 registration & coffee, Bacon roll on arrival, shotgun start 9:30, buffet lunch afterwards, fabulous prizes on offer, other hole in one prizes. £140 per team, payment to be made on entry.
Members Clubhouse – Preferential Green Fee Offer

Benefits:

- Boost Income
- Add value Club Membership
- Free Promotion (Members Clubhouse, e-newsletter)
- You control offer (e.g. Golf & Burger)
- Example: Dundonald Links
Summary – Top Tips

1. **Have Fun:** Trial & Error
2. **Utilise:** SmartPhone capabilities
3. **Use Insights:** - Facebook
4. **Experiment:** Paid Facebook Ads
5. **Canva:** Eye catching Social Media, Posters
6. **Tone of Voice:** Informal banter
THE 19TH HOLE – ANY QUESTIONS?