



Golf Marketing Autopilot Workshop

How to put your marketing on autopilot so you can focus on customer service, staff management and delivering a great product on the course & in the clubhouse.

This seminar includes a workbook including checklists for staff training on social media as well as a 12 month marketing calendar including 100+ proven marketing campaigns.

A Step-by-Step Plan to Increase Your Gross Revenues & Profitability

By:

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Founder, TwinCitiesGolf.com

Itinerary

Topic 1 - Creating a Marketing Plan

Topic 2 - Website

Topic 3 - Email Marketing

Topic 4 - Social Media

Topic 5 - Online Reputation

Topic 6 - Teesheet and POS

Topic 7 - Month-by-Month Marketing Calendar

Topic 8 - 20 Ways to Make \$5,000 More this Year (\$100,000+)

Topic 9 - Monthly Reporting

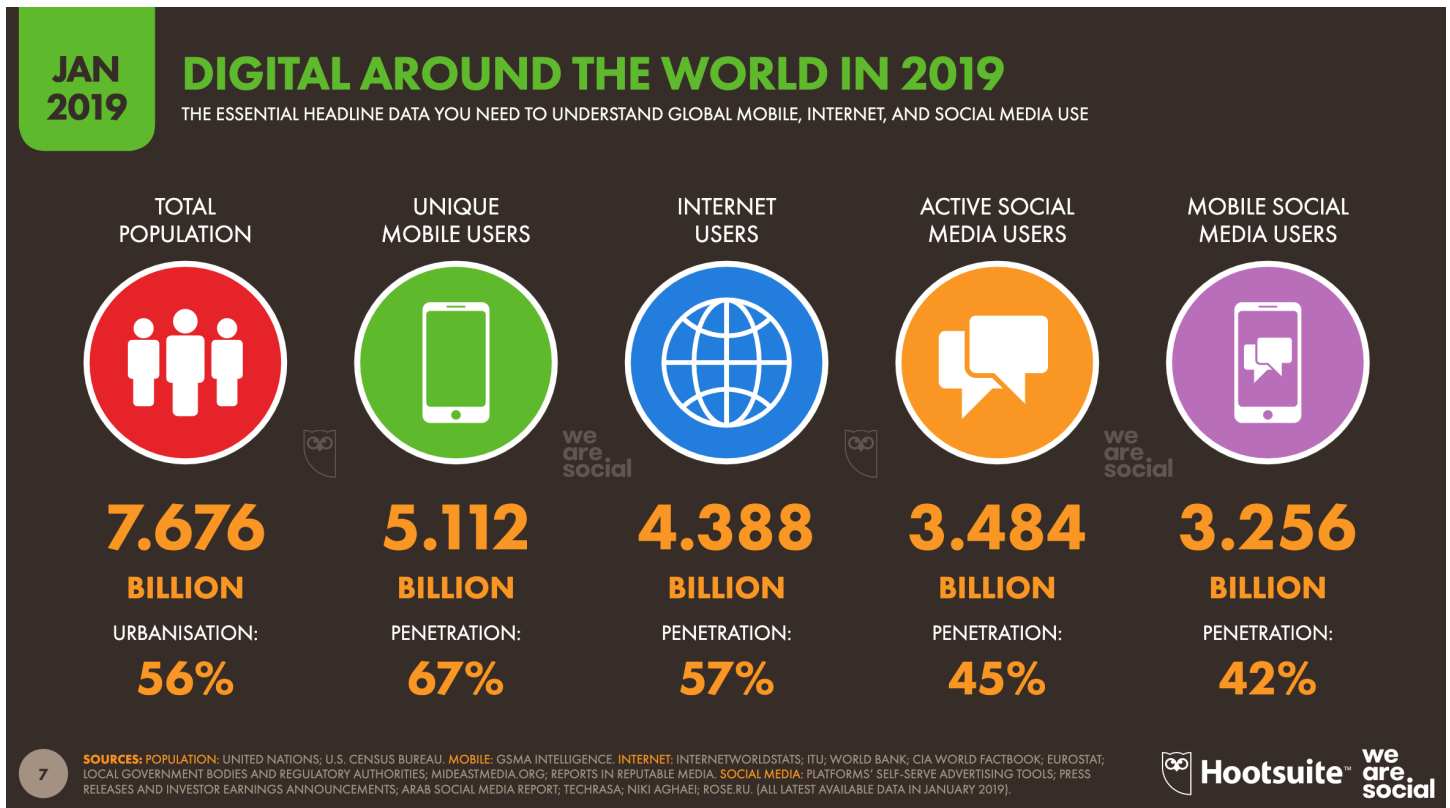
Topic 10 - Group Golf Outing Pricing

Topic 11 - TCG Marketing Vault of 100+ Promotional Ideas

Topic 12 - Marketing Checklist

Why the Golf Marketing Autopilot Program?

The purpose of this program is to **INCREASE PROFITABILITY** by implementing a marketing program that allows *the course owner/ GM/ Head Pro* to focus on **servicing customers, managing staff** and **delivering a quality product on the course and in the clubhouse.**



When your marketing is on autopilot, rounds and revenue increase while being more consistent and predictable including year round revenue generation.

These marketing strategies have helped over 100 courses increase their rounds, revenue, branding and profitability.

With the tips included in this workshop, you can decide if in house staff can implement or understand how to get help where needed.

Topic 1 - Creating a Marketing Plan

The Step-by-Step Process to Revenue & Profit Optimization

1. What is your Ideal Scene?

Who do you want playing here? (IDEAL CUSTOMER)

What makes your business unique? (UNIQUE SELLING PROPOSITION)

What "vibe" (aka culture) do you want to create at your facility?"

How do you want people to describe your course and facility?

Who is your ideal customer? (below are common responses by owner/operator)

- Nice to staff and fellow golfers
- Talks positive about course word of mouth and online
- Buys food/ drinks
- Uses practice facility
- Pays full rack for prime times
- Gives positive constructive feedback (not criticism)
- Great golf etiquette
- Brings guests

2. What are your goals?

A. Gross annual revenues:

2022 actual: \$ _____

2023 actual: \$ _____

2024 goal: \$ _____

B. Net 2024 profit goal: \$ _____ (if net profitability is typically less <20%, ask Kevin for an evaluation)

C. Annual rounds goal? 2022 actual : _____ 2023 actual: _____ 2024 Goal: _____

D. 2023 **Overall Revenue per round?** (A divided by C): \$ _____

E. 2023 **Season pass member rev per round?** (divide membership rev/member rounds): \$ _____

LIST BELOW WHAT ADVERTISING YOU DID (& how much spent on each) **IN 2023** (eg. newspaper, groupon, pay per click, golf magazines, yellow pages, radio etc.)

3. What type of customers do you want?

UNDERSTAND & NICHE MARKET TO UNIQUE GOLF CUSTOMER SEGMENTS

*Check the types of customers you want MORE of.

- Daily fee (full rack rate golfer)
- Loyalty card (upfront fee followed by savings per round)
- Corporate rounds (the foursome paid for with a company AmEx)
- Season pass members
- League players
- Large outings
- Small outings
- Women golfers
- Junior golfers
- High school golf team players
- Practice-only customers
- Non-golfers THINKING of starting to play
- Beginner golfers
- 100+ Golfer
- 90-99 Golfer
- 80-89 Golfer
- 70-79 Golfer
- Out of town visitor
- Family golf (playing as a family)
- Couples golf
- Millennials
- 25-45 year old busy parent
- Seniors
- Twilight golfers (after 6PM)
- Public Country Club members (quality nomadic golfers who play during non-prime times)
- Golf clinic customers
- Early bird customer (before 7AM)
- Super twilight
- Mid-day weekday player
- Afternoon weekend player
- Shoulder season play
- Discount-only players (GolfNOW, Groupon, coupons, specials)
- In-house events (including Club Championship)

4. How can you improve the Customer Experience?

The BEST marketing is when customers have a GREAT experience. Check boxes of what you feel can be improved on.

- Course conditions
- Pace of play
- Course playability
- Staff friendliness
- Cleanliness of clubhouse/proshop/restrooms
- Food/ drinks quality & selection
- Customer communication (before, during, after)

5. What days/times do you need more rounds? (place an X in the boxes where needed)

Additional rounds?	5AM-7AM	7AM to noon	Noon to 5PM	After 5PM
Mon				
Tues				
Weds				
Thurs				
Fri				
Sat				
Sun				

Sample month of APRIL (examples)

Additional rounds?	5AM-7AM	7AM to noon	Noon to 5PM	After 5PM
Mon		25% OFF		25% OFF
Tues	2 for 1	2 for 1		
Weds	25% OFF			
Thurs				
Fri				
Sat				
Sun				Kids play free with parent Couples Nights

6. Set goals for number of rounds per year per niche?

Type	Max # that you can handle?	Rounds/ Year
Daily Fee		
Season Pass		
Loyalty/Patron Card		
League Players		
Events		
Promotional Programs (eg. groupon, birdie card)		
Nomadic player (PCC)		
	TOTAL ROUNDS:	

7. Identify what stage of business you are in?

Stage 1: Brand New.

Status: No customers. No database. No revenue. No social media following.

Strategy: In this situation, create a higher perceived value but offer new customer specials to attract customers and revenue. Make every effort to fill ALL (prime & non-prime) times. Create off-season revenue.

Stage 2: Not Profitable.

Status: Not profitable. Small database of customers and social media reach.

Strategy: Continue offering specials that attract customers, revenue while building your database and social media following. Make every effort to fill ALL (prime & non-prime) times. Create off-season revenue.

Stage 3: Break Even.

Status: Breaking even or some years make money/ some years lose money.

Strategy: Continue offering specials that attract customers, revenue while building your database and social media following. Make every effort to fill all non-prime and shoulder season times. Create off-season revenue.

Stage 4: Profitable.

Status: Profitable and happy with current operational systems. Acceptable to borderline too many rounds.

Strategy: Assess which marketing programs are driving the lowest revenue per round and discontinue or modify those. Key to revenue growth is filling non-prime times and generating shoulder + off-season revenue.

Stage 5: Perfect Balance of Profitability and Tee Sheet Utilization

Status: At capacity for rounds and have optimized overall revenue per round. The perfect/ ideal scenario. Eg. Pebble Beach

Strategy: Keep doing the things that made you successful and constantly analyze all programs and pricing. Test new programs with limited trials to assess impact.

8. MARKETING PLAN STEPS

1 - Evaluate

- Where are you at?

2 - Goals

- Where do you need (profitability) to be?
- Where do you want (ideally) to be?

3 - Plan

- What are we going to do?
- What's our budget?

4 - Create

- What needs to be setup/ designed/ optimized?

5 - Implement

- Create checklist
- Assign who does what
- Get to work

6 - Measure

- How do we track?
- Reports

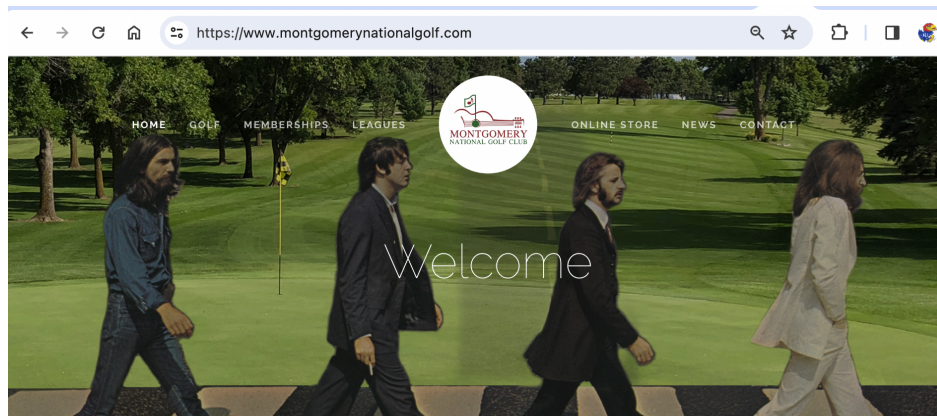
7 - Modify

- Keep what's working
- Stop what's not
- Optimize where you can

Topic 2 - Website

The foundation of most marketing initiatives is an up-to-date and mobile friendly website.

- User friendly (easy to navigate)? Recommend HTML5 coding
- Reflective of your quality? (professional pics/ video/ drone aerial)
- Mobile friendly?
- e-Commerce equipped?
- Ranking 1st page of search engines?
- 30-60 video on your homepage?
- Easy to update?
- Connected to your social media?
- Gathering emails from visitors?
- Equipped with landing pages to track unique marketing campaigns?
- Saving staff time with forms?
- Collecting statistics?
- Ability to post blogs (aka news updates)?
- Does homepage tell your story in 30 seconds or less?



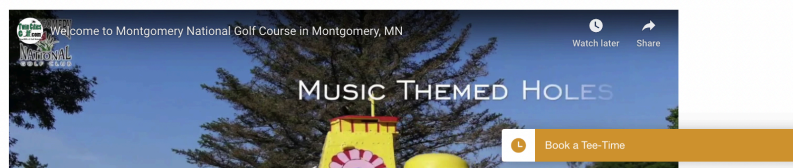
Welcome to Montgomery National GC, the World's 1st Music-Themed Championship 18 Hole Golf Course

With over 30 years of experience in the golf business (Lone Pine GC and then as Director of Golf at the Meadows at Mystic Lake), owner Greg McKush has combined a passion for music and The Beatles to create a fun and unique golf experience.

Conveniently located just 30 minutes south of Lakeville in Montgomery, MNGC was the first design by popular golf architect Joel Goldstrand (and regarded by many as one of his best).

This 18 hole championship course layout features water hazards on 8 holes, well-placed bunkers, wide tree-lined fairways and smooth fast greens in a beautiful rural rolling setting.

[BOOK A TEE TIME](#)



Topic 3 - Email Marketing

Email marketing remains the most valuable potential revenue generator that a course has so it is essential that it is done on a consistent basis and delivered in a professional manner.

We've helped courses with email marketing since 1998 and know what works and what doesn't.

How to Build Up Your Customer Email Database

- Collect emails at check-in with daily opt-in contests or special offers
- Accept online tee times
- Birthday club
- Monthly e-News
- Offer email only invites to special events & special discounts
- Surveys
- Drawings
- Fish bowl on counter for free golf works well for leads on outings and selling advertising ("Toss in your business card for a shot a free golf drawings each week")

Email marketing Do's and Don'ts

DO

- Keep your emails short and sweet with a max of 3 information points.
- Double check that your emails look great on mobile devices.
- Check open rates...should be above 15%. Eblast once a month in off-season (unless you have weekly activities in the restaurant).
- Eblast up to once a week in season (more frequently leads to unsubscribes for courses).
- Link to pages on your website (called landing pages) for more info & to buy online.
- Use proper grammar, spelling and punctuation.
- Send yourself a test and click on all links to make sure they work before eblasting.
- Stagger your blast if you have more than 3,000 to avoid server overload & improve delivery.
- Link to your social media.
- Send at high open rate times (Tues-Thurs mornings between 8AM-10AM)
- Include in your subject line the topics that are in the email or a teaser line

DON'T

- List actual emails on your website (spammers will grab it). Use contact forms instead.
- Buy or use a list gathered by someone else
- Eblast multiple times per week to EVERYONE (massive unsubscribe rates). Specific lists (like league members ok)
- **Eblast from the same domain that your staff uses for daily communications** (setup a domain like @golfcourse.NET and eblast from news@golfcourse.NET to prevent deliverability issues).
- Use info@ (spammers assume your domain has an info@ email).

Example:

[View this email in your browser](#)



Golfers,

Enjoy great course conditions, great weather and great golf this fall here at Crow River Golf Club.

We have some exciting announcements this month.

1. **Check out our newly re-designed** (and mobile friendly) **website at www.CrowRiverGolf.com**. Book tee times, view upcoming events, and enjoy the convenience of our new online secure store. Gift certificates, memberships and holiday gift packs are now available!
2. Our fall aerification was completed last week and **greens are back to rolling fast and true**. Fall colors are beginning and course is in fantastic shape so join us for some great golf.
3. **Connect with us on social media** to stay informed with weekly chances to win throughout the fall.



WHAT 14 STUDIES SAY ABOUT

The Best Time To Send Email

The Best Day To Send Email Is...

S M **T** **W** **T** F S

Tuesday
#1

The best day to email is by far on Tuesday.

Thursday
#2

If you send two emails a week, choose Thursday for your second day.

Wednesday
#3

While Wednesday wasn't the most popular, it was mentioned several times.

The Best Time To Send Email Is...

6AM 8AM **10AM** 12PM **2PM** 4PM 6PM **8PM** 10PM 12PM

While late-morning send times were the most popular in general, several studies concluded that the best time to send emails is at 10 a.m.

10 am

As Campaign Monitor notes, this is likely due to people checking their email before going to bed.

8 pm

It looks like you might be successful by sending your emails later in the day as people are checking out of work mode or looking for distractions.

2 pm

50% of you begin your day by emailing in bed.

6 am

Topic 4 - Social Media

Social media has quickly become a great way to stay in communication with your current customers and reach more new ones.

The following social media platforms are beneficial for golf courses & their demographic:

Facebook - 2.2 billion users - ages 35+

Twitter - 336 million users - ages 20-40

Instagram - 1 billion users - ages 12-29

Google Business - everyone via google.com & maps

YouTube - everyone

LinkedIn - professionals above 25

Snapchat - ages 12-35

How to **manage social media in 15 minutes a day**

- Get a free Hootsuite account (up to 3 social media accounts) at <https://hootsuite.com/create-free-account> (upgraded features for \$29/month).
- Set aside 5-10 minute windows first thing in the morning and then again mid afternoon (eg. 9AM and 3PM) to check your Hootsuite dashboard.
- Check YouTube, Linked In, Google+ once a week.
- Have links to ALL your social media on ONE page (recommend using Google docs so all staff can view from any device). Recommend using **Google Docs** to improve staff efficiency.
- Have most of your social media posts planned out at the beginning of each month.

Overwhelmed with how to efficiently create and manage social media? Most courses (and businesses) are. Use services like Hootsuite, hire a marketing person or have our trained TCG social media team ready to help with creativity. The most effective plan is to get professional help for 6-12 months to learn and get down the routine then decide what you need going forward.

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Example of managing your social media with Hootsuite

The screenshot displays the Hootsuite dashboard for TwinCitiesGolf.com. The interface is organized into several vertical panels:

- Timeline:** Shows a Facebook post from TwinCitiesGolf.com (Twin Cities Golf) about a Vikings vs. Seahawks game simulator. It includes a photo of a simulator and a list of comments from users like Jason Schuneman and Samuel Phillip Vikes.
- Messages:** Displays a message from Luke Liebel and a reply from Amy Breidenbach Green.
- My Posts:** Features a tweet from TwinCitiesGolf.com promoting a simulator contest. Below it is a post for a 'FREE 30 MINUTES OF INDOOR GOLF SIMULATOR TIME IN NOVEMBER' with a photo of the simulator.
- My Tweets:** A vertical list of tweets from TwinCitiesGolf.com, including replies to other users and promotional tweets for simulator events.
- Home:** Shows a tweet from Legends Golf Club about a Christmas cake tasting event, featuring a promotional graphic with the text 'CHRISTMAS CAKE TASTING' and 'LEGENDS CLUB WEDNESDAY, DECEMBER 19TH 5:00PM-7:00PM FREE CAKE AND WINE SAMPLES!!!'.
- Mentions:** Lists tweets mentioning TwinCitiesGolf.com, such as one from Brian Rider and another from DV @VijasteD.

Does

- Interact with fans
- Block inappropriate comments (Hide or delete/block)

Best Times and Days to Post on Social Media

Best Times On Facebook

Facebook is broadly used on mobile and desktop, at work and at home. It really depends on the audience as far as who and how it is used.

 B2C Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

Best Times On Instagram

Instagram users are on a platform meant for mobile, and that means they tend to use the network all the time, any time.

 B2C Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

Best Times On Twitter

Twitter is a hard nut to crack, and definitely audience dependant, like Facebook. It is often treated like an RSS feed, and something to read during down times like commutes, breaks, and so on.

 B2C Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

Best Times On LinkedIn

LinkedIn is for professionals, and they tend to use it around work hours.

B2C Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

B2B Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

LET'S ADD BEST DAYS TO POST...

Facebook

MON TUES WED THU FRI SAT SUN

Instagram

MON TUES WED THU FRI SAT SUN

Twitter for B2C Companies

MON TUES WED THU FRI SAT SUN

Twitter for B2B Companies

MON TUES WED THU FRI SAT SUN

LinkedIn

MON TUES WED THU FRI SAT SUN

Topic 5 - Online Reputation

It is absolutely critical to keep a **4.0 or better online reputation** (and negatives off the 10 most recent).

- Add 3-5 positive reviews a month.
- Only ask customers that you KNOW had a great experience.
- Do NOT eblast your entire list or post on social media to "Rate Us" - will lead to negative reviews being posted.
- Reply to reviews
- Report inappropriate or negative reviews to google for removal consideration

Online review sites critical for golf courses:

- **Google** (connected with google maps)
- **Facebook**
- **Yelp** (connected with apple maps)
- If heavy emphasis on wedding/ banquets, then TheKnot.com

To Do's

- Claim your Google+ listing (update description, hours, add pictures/ video)
- Claim your Yelp business listing
- Find any other online review sites that you are listed on that show up in google searches for your course name (eg. TripAdvisor, GolfLink)

Golf Marketing Autopilot - Workshop for Golf Courses (updated January 15, 2024)

Examples of search engine results, title description, Google+ page views, reviews from Golfadvisor/google, google photos, proper website coding to get multiple listings on first page.

The image shows a Google search for "golf courses in montgomery mn". The search results include a prominent business listing for the Montgomery National Golf Club. The listing features a "Your business on Google" banner with 6,876 views. Below this are buttons for "Edit info", "Create post", "Add photo", "Reviews", and "Create ad". The "Top things to do" section includes prompts to promote the business with an ad, view new photos, and add an opening date. The main listing includes the club's name, address (900 Rogers Dr, Montgomery, MN 56069), hours, phone number, and a link to edit information. It also displays a 4.5-star rating from 89 reviews on Golf Advisor and a 3/5 rating from 2 reviews on GolfLink. A "Popular times" chart shows the club is usually not busy at 3 PM. The listing is followed by several search results for related information, including rates, contact details, and a news article about the club's new owner.

Google Search Results:

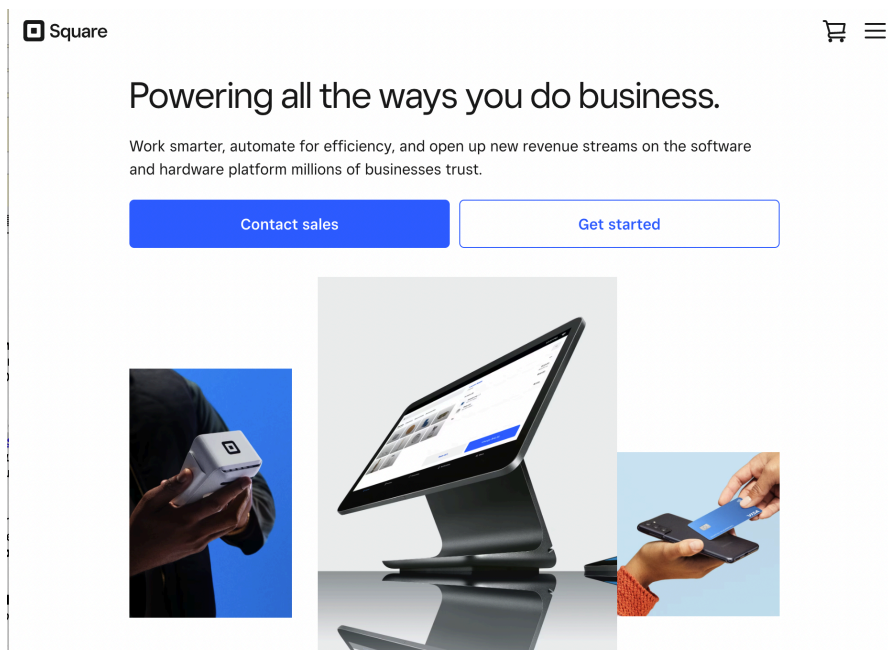
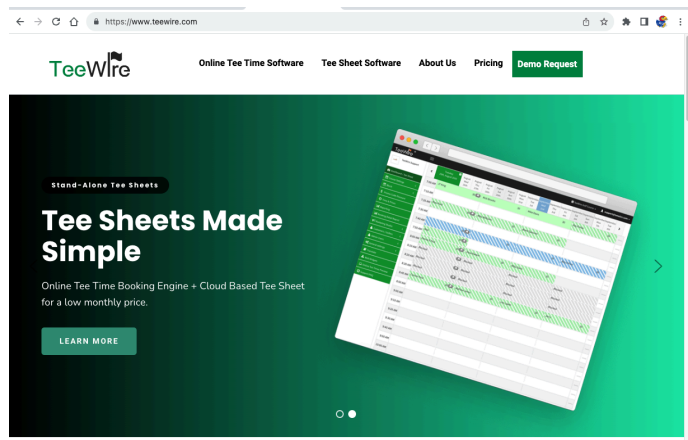
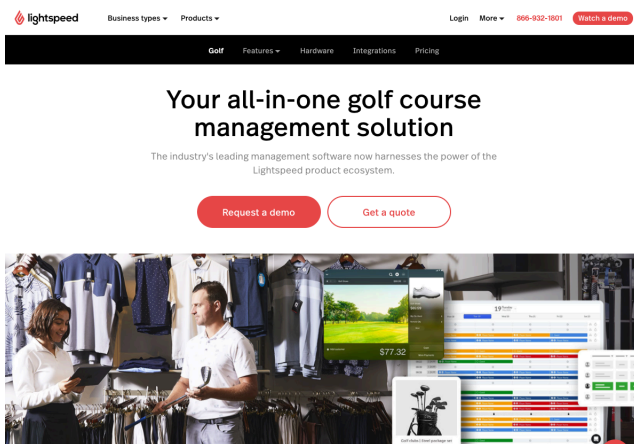
- Search query: golf courses in montgomery mn
- Results: About 2,460,000 results (0.82 seconds)
- Business listing: **Montgomery National Golf Club** (6,876 views)
- Buttons: Edit info, Create post, Add photo, Reviews, Create ad
- Top things to do: Promote your business with an ad on Google, New photos, When did your business first open?
- Address: 900 Rogers Dr, Montgomery, MN 56069
- Hours: Open - Closes 11PM
- Phone: (507) 364-5602
- Products and Services: places.singleplatform.com
- Rating: 4.5 stars (89 reviews on Golf Advisor, 3/5 on GolfLink)
- Popular times: 3 PM: Usually not busy
- Send to your phone: Send
- Reviews: "Great conditions, friendly staff. A great pic in the area.", "New owner Greg has the place in great shape.", "Not overly demanding, but plenty of water and trees to keep your attention."
- From Montgomery National Golf Club: "This 18 hole championship layout features water hazards on 8 holes, well-placed bunkers, and tree-lined fairways providing an interesting challenge to lower handicaps while the generous fairways are friendly to all skill levels. It features beautiful...More"
- Search results below listing:
 - Montgomery National Golf Club - 18 Hole Championship Golf Course ...
 - Rates — Montgomery National Golf Club - 18 Hole Championship Golf ...
 - Contact — Montgomery National Golf Club - 18 Hole Championship ...
 - Montgomery National Golf Club - MNGolf.org - Minnesota Golf ...
 - CreeksBend Golf Course — New Prague, MN
 - Montgomery National Golf Club in Montgomery, Minnesota, USA | Golf ...
 - Savage man purchases Montgomery National Golf Course | News ...

Topic 6 - Tee Sheet and POS

Is it time to upgrade your tee sheet/ POS?

- How to market through your tee sheet
- How to save staff time (and costs) with your teesheet
- How to move away from bartering (which is likely costing you tens of thousands of \$\$ per year)

Contact us today for several options and strategies on how to upgrade, save money and increase revenues with a POS+Tee Sheet combo that meets your unique needs. Contact Kevin Unterreiner at kevin@twincitiesgolf.com or 952-240-1020



Topic 7 - Month-by-Month Marketing Calendar

January

Initiative	Staff	Goal Date	Completed on
Promote memberships, prepaid rounds, leagues			
Send eblast promoting new things coming			
Weekly social media posts			
Campaigns to attract more Social media followers (facebook, twitter, instagram)			
Promote for golf outings			
Junior programs			

February

Initiative	Staff	Goal Date	Completed on
Promote memberships, prepaid rounds, leagues			
Send eblast			
Weekly social media posts			
Promote for golf outings			
Junior programs			

March

Initiative	Staff	Goal Date	Completed on
Promote memberships, prepaid rounds, leagues			
Send eblast			

Golf Marketing Autopilot - Workshop for Golf Courses (updated January 15, 2024)

Weekly social media posts			
Spring training for golf?			
Start promoting junior programs for June			
Promote for golf outings			

April

Initiative	Staff	Goal Date	Completed on
Host a spring course sponsored event			
Send eblast			
Weekly social media posts			
Promote junior programs			
Spring training for golf?			
Masters promo			

May

Initiative	Staff	Goal Date	Completed on
Send eblast			
Weekly social media posts			
Promote junior programs			

Golf Marketing Autopilot - Workshop for Golf Courses (updated January 15, 2024)

Mothers Day			
May Special Events: <ul style="list-style-type: none"> ● Cinco De Mayo ● Mothers Day ● PGA Championship (recommend a social media contest...we can create) ● Memorial Day ● Leagues starting up? Room for more people? ● Group outings - host your golf outing here ● Junior programs? When do they start? Room for more? 			

June

Initiative	Staff	Goal Date	Completed on
Sell a Fathers Day golf gift package			
Send eblast			
Weekly social media posts			
Fathers Day "week" or event			

July

Initiative	Staff	Goal Date	Completed on
Host a course sponsored event			
Send eblast			

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Weekly social media posts			

August

Initiative	Staff	Goal Date	Completed on
Send eblast			
Weekly social media posts			
Course photo contest			

September

Initiative	Staff	Goal Date	Completed on
Host a course sponsored event (eg. Big Cup)			
Send eblasts every 2 weeks			
Weekly social media posts			
Fall course photo contest once leaves change			
Next year new member special (early bird price + play rest of this year free)			
Course photography contest for fall colors			
Upgrade tee sheet if needed			
Post a fall rate (even if its \$1.00 less or value add)			
If Vikings playing at 3:00 on Sunday, do a 9:00AM shotgun			

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October

Initiative	Staff	Goal Date	Completed on
Host a course sponsored event (Big Money Scramble)			
Send eblasts every 2 weeks (include fall rates)			
Weekly social media posts			
Post a fall rate (even if its \$1.00 less or value add)			
Host a Customer Appreciation Day or Week			
Consider 11AM shotguns on Saturdays and Sundays once frost is predictable			

November

Initiative	Staff	Goal Date	Completed on
Send eblast			
Do year end survey to get feedback			
1-2 social media posts			
Black Friday/ Holiday gift cards & gift packs			
Early bird membership			

December

Initiative	Staff	Goal Date	Completed on
Send eblast			
Sell gift cards & holiday golf gift pack via online store			
1-2 social media posts			

Topic 8 - 20 Ways to Make \$5,000 More this Year (\$100,000+)

- Sell gift cards online during the holidays. Get name/ email from everyone who purchases so you can send them a link to buy again next year.
- Sell pre-paid rounds (10 @ 15% off, 40 @ 20% off, 80 @ 25% off). Typically 20% non-redemption.
- Put in a hole-in-one camera on a Par 3 and offer a cash prize payout and video of aces.
- Host a pre-season league Kick Off party for current members to bring new friends.
- Try TwinCitiesGolf's "Public Country Club" multi-course membership program. Drives an average of \$40k/ year from quality, younger, new customers at non-prime times with 12 months of revenue & no cost to course at a rev per round usually higher than season pass.
- Offer a different upsell item each week (balls, gloves, tees, etc.)
- Offer a food/drink add-on at check-in.
- Do a daily contest (eg. closest to pin). Eg. \$5 for closest to pin which includes a beer.
- Upgrade to a better tee sheet that has built-in marketing & makes online booking easier.
- Have a monthly marketing plan.
- Do a year end survey with a holiday offer.
- Add 2,000 emails to your database. Studies show each email adds \$10/year in revenue.
- Offer a Junior Camp. 50 kids @ \$100 each.
- Sell advertising (Give golf the same value as the ad. Buy a \$500 ad & get \$500 in golf passes)
- Host 3 course sponsored "majors". April, July, September.
- Offer "Flash Sales" on your online store. One day only deals.
- Move away from barter. Giving away 1-2 teetimes a day is likely costing you \$20,000+ per year in lost revenue (stat from the National Golf Course Owners Association & based on feedback from local courses).
- Train your staff how to help with your course social media (like/comment/share).
- Keep all negative reviews off the first page of google results.
- Set your annual goals for revenue and track your marketing results MONTHLY.

Topic 9 - Monthly Reporting

	Jan	Feb	Mar	Apr	May	June	Jul	Aug	Sep
Total Gross Revenue?									
Rounds?									
Rev/round?									
# of eBlasts sent?									
Email list size?									
Website visitors									
Facebook									
- Likes									
- # posts last 30 days									
- Av. # of likes/ post									
- Av. # comments/ post									
Twitter									
- Followers									
- # tweets last 30 days									
- Av. # of likes/ tweet									
Instagram									
- Followers									
- # posts last 30 days									
- Av. # of likes/ post									
YouTube Channel									
- Subscribers									
- # videos last 12 months									
- Av. # of views/ video									

Golf Marketing Autopilot - Workshop for Golf Courses (updated January 15, 2024)

Google+									
Page views?									
Review rating?									
# of total reviews?									
Blog (aka News) Posts									
- # of blogs this month?									

Topic 10 - Group Golf Outing Pricing

Recommendation: Have SET pricing for groups of 12-68 and 72+. Why? Less than 72, you can do tee times or modified shotgun and still get regular play that day. 72+ blocks off the course for half the day so need to charge more for full fields. Having set prices will eliminate the car dealership type negotiating. *List the below as "BEST PRICE FIRST" like the car dealers do now.* Having these set prices will save staff time and eliminate confusion. Courses are typically doing a 10-20% discount and/or adding in value add items *eg. Free range, \$5 pp proshop certificate, etc. Include all taxes/gratuities/fees in prices listed to avoid confusion.

PRICING FOR 12-68 golfers (golf + cart + range only. Food not included)

Shoulder Season (open thru April 30 & Sept 1 thru close) price per golfer: (golf + cart + range only)

Weekday (Mon-Fri) teetimes: \$_____

Weekday (Mon-Fri) shotgun: \$_____ (modified shotgun or full use of course)

Weekend (Sat or Sun) teetimes: \$_____

Weekend (Sat or Sun) shotgun: \$_____ (modified shotgun or full use of course)

Main Season (May 1 thru Aug 30) price per golfer: (golf + cart + range only)

Weekday (Mon-Fri) teetimes: \$_____

Weekday (Mon-Fri) shotgun: \$_____ (modified shotgun or full use of course)

Weekend (Sat or Sun) teetimes: \$_____

Weekend (Sat or Sun) shotgun: \$_____ (modified shotgun or full use of course)

PRICING FOR 72+ golfers (golf + cart + range only. Food not included)

Shoulder Season (open thru April 30 & Sept 1 to close) price per golfer: (golf + cart + range only)

Weekday (Mon-Fri) teetimes: \$_____

Weekday (Mon-Fri) shotgun: \$_____ (modified shotgun or full use of course)

Weekend (Sat or Sun) teetimes: \$_____

Weekend (Sat or Sun) shotgun: \$_____ (modified shotgun or full use of course)

Main Season (May 1 thru August 30) price per golfer: (golf + cart + range only)

Weekday (Mon-Fri) teetimes: \$_____

Weekday (Mon-Fri) shotgun: \$_____ (modified shotgun or full use of course)

Weekend (Sat or Sun) teetimes: \$_____

Weekend (Sat or Sun) shotgun: \$_____ (modified shotgun or full use of course)

Topic 11 - TCG Marketing Vault

Here are 100+ topics to give you ideas for social media/ eblast promotion

MEMBERSHIPS

- New member special offer (1st time members)
- Long distance member
- Join in fall and play rest of year for free
- Early bird special discount
- Buy a junior membership and parents get X passes
- Corporate memberships (recommend prepaid round passes for ease on staff and to prevent overuse)

HOLIDAYS

- New Years - January 1
- Easter - April
- Mothers Day - May
- Memorial Day - May
- Fathers Day - June
- 4th of July- July
- Veterans Day - November
- Thanksgiving - November
- Black Friday - November
- Christmas - December

LOYALTY AND PATRON CARDS

- Prepaid round packs (10, 40, 80 are popular packs)
- Promote benefits of Patron/ Loyalty Cards and link to buy online

SURVEYS

- Year end
- Leagues
- Course events
- Course improvements

LEAGUES

- Men
- Ladies
- Seniors
- Juniors
- Company
- Form Your Own

MAJORS

- Masters
- PGA
- US Open
- **3M Open in Minnesota**
- Open Championship

FLASH SALES (1 DAY SALES - limit quantities in your online store)

- Foursome special
- 2-some special
- Golf + lunch
- Golf + dinner

HIGH SCHOOL GOLFERS

- Set prices high school golfers for specific days/times

OUT OF TOWN VISITORS

- Promote if you have quality rental clubs and reasonable (or free) rental

CORPORATE GROUPS

- Buy advertising, get golf passes for that same value
- Corporate foursome membership (exclude weekend prime times)
- Networking lunch + golf. Target different industries each time.

LADIES PROMOS

- 9 and Wine
- Lesson + lunch
- Lesson + lunch + 9 holes
- Ladies Only events

MILLENNIALS (born 1982-2004)

- Love scrambles
- Fun Play Days (golf + booze + music)
- USBs in carts to keep phones charged

FAMILIES

- Host Family Nights (6PM start, play up to 9 holes for \$\$ per family - up to 5). Sunday evenings popular.

TWILIGHT

- Play after X:XX PM for \$

MEET THE STAFF

- Short videos work best. Introduce themselves, when they started and share their favorite part of working at the course
- Manager, Head Pro, Superintendant, Banquet manager, Chef, etc.

FOOD SPECIALS

- Golf + lunch for \$
- Golf +dinner for \$
- Turn in scorecard for 2 for 1 drinks after the round (keeps golfers at course)
- New menu items
- Featured beer/ drink (see if your alcohol vendors will pay you - cash or product - for a plug)

HOLE-IN-ONES

- Promote SwingKing hole in one camera if you have it
- Get a picture of the golfer
- Send golfer name in to paper and MGA
- Post pic on social media and tag golfer
- Add their name to a wall plaque

GOLF OUTINGS

- Special pricing for groups of 12 (organizer free offer gets the leaders choosing your course)
- Target groups of 12-68

HOLIDAY GIFT IDEAS

- Gift cards (Buy \$100, Get \$125 or Buy \$50, Get \$60). Clarify that gift cards are not valid towards memberships.
- 2 rounds of golf with cart & range
- 4 some specials
- 1 round of golf + lunch + 3 sleeve of golf balls
- 45 minute lesson + round of golf

SPECIAL EVENTS

- Customer Appreciation Day
- Promote banquet facility with pics and a video of Banquets manager giving a video tour
- Company parties
- Longest Day of Golf fundraiser (usually June 20th)

Golf Marketing Autopilot - Workshop for Golf Courses (updated January 15, 2024)

- Golf Marathons (people get pledges per hole played)
- Host a Social Media Day (play golf in exchange for posting on their social media)
- Host a Golf Cart Skills Challenge (edgy but social media dream). Do it on the driving range.
- Hard Pin Scramble aka Die Hard
- Halloween Scramble
- Big Cup Scrambles

DRIVING RANGE

- Prepaid range punch card
- Add targets
- Offer group lessons on the range

CONTESTS

- Name the holes
- Photo contests
- Guess the score of local sports teams
- Pick the winner of sporting events
- Favorite hole?
- Treasure Hunter (put prizes - eg. pro shop gift certificates in plastic easter eggs - out on the course)

JUNIORS

- Junior camps
- Lessons for kids
- Intro Kids to Golf days (30 minute lesson followed by golf with parent or instructor)
- Club fittings for juniors

SENIORS

- Host course sponsored events for ages 60+ with proshop prizes
- Target senior groups of 12-16 and offer standing weekly teetimes

PROSHOP

- Featured Item of the Day
- Weekly special (play this week and get 2 gloves for \$XXX)
- Our best selling ball in the shop has been...
- Buy a shirt and get one half off this week

TRICK SHOT VIDEOS

- Driving range
- High school kids love to try

DRONE VIDEOS

- Featured hole of the day (makes for 18 different posts plus clubhouse plus practice facility)

TEESHEET

- Prepay for tee times when booking to save money
- Book online and get a special rate
- Text golfers while they are on the course special offers or replay offers
- Email golfers after the round (thank you, feedback, come back offer)

MISCELLANEOUS

- March Madness (watch in clubhouse with drink specials)
- NFL Fantasy Draft parties in clubhouse (or Golf+Draft Party special group rate) usually first week of September

BONUS

BANQUET FACILITIES

- Pics of weddings

GOLF OUTINGS

- Thank the host of the event and tag them on social media

ON THE COURSE

- Sunrises and sunsets
- Course improvements
- Wild life

SAMPLE CAMPAIGNS

- Fathers Day promos (eg. round of golf with sleeve of ProV's)
- 1-Hour Golf Lesson + Round of Golf Package
- 5 Lesson Package
- 10 Round Punch Pass
- Get a \$50 Gift Card for \$40 or \$125 Gift Card for \$100
- Buy a \$100 Gift Card
- Get a Round of Golf with Cart + a 3 Sleeve of Titleist golf balls for \$XX.XX
- Save 20% off clothes, shoes & merchandise (excludes golf balls & clubs)
- Father Son-Daughter Golf Tournament (price entry fee above your rack rate per person)
- Play Wednesday thru Saturday (June XX-June XX) between 1:00 and 3:00 and receive a complimentary hot dog & fountain drink.

Topic 12 - Marketing Checklist

- 1. Website**

- 2. Email**

- 3. Social Media**
 - Facebook**

 - Twitter**

 - Instagram**

 - YouTube**

- 4. Online Reputation/ Reviews**

- 5. Technology (teesheet, POS)**

- 6. Upselling Customers**

- 7. Creating a Monthly Marketing Calendar**

- 8. Monthly Marketing Reporting**

- 9. Video Marketing**