



**CREATIVE GOLF MARKETING**



# PRIVATE CLUBS WITHOUT WALLS



## WHO WE ARE

Since our inception in 1990, Creative Golf Marketing has successfully performed membership marketing services and consultations for over 1,600 private clubs, including golf, country, tennis, yacht and city clubs in the United States and Canada.



BoardRoom  
Magazine

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## ATTITUDES PRE-COVID-19

- Club is a building
- Programming was all on property
- Take out violated tax status
- If a member didn't come to the club, they couldn't experience it



## ATTITUDES POST-COVID-19

- A club is not a building, rather a group of friends
- “We don’t use the club enough”
  - This is now a two way street
- Virtual events
- Take-out dining adds value to membership
- How can members get value without being on property?



## GREAT DISTANCING EVENTS

- Cinco de Mayo in the parking lot (City Club)
- Family Picnic on the first fairway
- Zoom cocktail hour
- Zoom cooking lessons
- Zoom fitness classes
- Cocktail kits



## SAFETY AND SECURITY

- Familiarity works in our favor
- At risk members will not likely spend much time at the club until there is a vaccine
  - Average age of most clubs
  - Must stay relevant to these people.
- Cleaning and disinfecting will become more important



## HELPING AT RISK MEMBERS

- COVID-19 preys on the weakest among us
  - Overweight
  - Heart issues
  - Pre-existing conditions
  - Elderly
- There is a significant portion of our members who fall into these categories
  - They will likely avoid coming to the club
  - Do you want to retain them?



# CLUBS ARE THE ONLY SEGMENT POSITIONED TO SOLVE THIS PROBLEM

- Exercise
  - Golf
    - Walking- expect significant demand for push carts
  - Swimming
  - Tennis
  - Fitness
    - Rise in home gyms
    - Develop a virtual body weight program for members who are hesitant to come to the club

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# CLUBS ARE THE ONLY SEGMENT POSITIONED TO SOLVE THIS PROBLEM

- Nutrition
  - Contract with a dietician or nutritionist?
    - Obesity is #1 underlying condition in most areas that contribute to COVID-19 deaths
  - Educational webinars focused on nutrition
    - Different types of diets
    - Offer to-go starter kits for each diet type
  - Virtual cooking lessons for each type



# CLUBS ARE THE ONLY SEGMENT POSITIONED TO SOLVE THIS PROBLEM

- Social Health
  - This is our specialty!
- Importance of socializing to our physical and mental well-being
- Don't forget those at home!
  - Virtual wine clubs or book clubs
  - Keep at home members engaged.



# AN OPTIMISTIC RE-OPENING!



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# AN OPTIMISTIC RE-OPENING!

- What will the competitive market look like?
  - Independent restaurants
  - Sports
  - School
- Pent up demand
- Expect a long fall and long selling season



## IDEAS FOR RE-OPENING

- A tent will be a must
- Member only events
- Member/Candidate events



## DISCUSSIONS?

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