

MODERN MEMBERSHIP **STRATEGIES**



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813.344.4769

THERE'S BEEN A CULTURAL SHIFT

We live in an on-demand, impersonal world.

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IF YOU FEEL
A LITTLE
LIKE THIS



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OR LIKE THIS

It's ok, you're not alone.



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DO YOU HAVE
WHAT IT TAKES?

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YES, YOU DO!

You just need to find it, and make it a focus.



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MANY CLUBS **LACK FOCUS**

when it comes to the desires of the modern consumer

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Carmel's Premier Private Family Club

Woodland Golf and Country Club

Golf and Social Memberships Available

Reduced Initiation Fee

- Pete Dye Designed Championship Golf Course
- Junior Sports/ Swim Team
- Teaching PGA & Tennis Professionals
- Full-Service Clubhouse with Superb Cuisine and Event Facilities

Our Simple Philosophy...

"Fun & Camaraderie for the Entire Family"



Woodland

Here is where you belong...

Contact Laura Huckelberry at **846-2588** or **lhuckelberry@woodlandcc.com** for more information.

100 Woodland Lane, Carmel, IN 46032 • www.woodlandcc.com

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Lima Country Club



585-624-1490



Home of Island Oaks & Charleston Pines
2 - 18 Hole Championship Courses
Adirondack Style Club House
Serving Lunch & Dinner Monday - Friday
Friday Night Fish Fry & Full Dinner Menu
Banquet Facility • Weddings • Parties



Tournaments • Special Occasions - up to 225 People



www.limagolf.com | 7470 Chase Road • Lima, NY 14485

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Founded 1966

Briarwood Country Club

Briarwood Country Club is a private, member-owned Club that offers outstanding golf, swimming, fishing and dining facilities. Conveniently located on Hwy 39, just a few miles north of Meridian, Briarwood is also nearby to several attractive residential communities that feature homes of many styles and values. Briarwood is defined by its 18-hole golf course, a large outdoor pool and a great dining venue that provides a wealth of opportunities to play with old friends and make new ones.

308 Briarwood Road • Meridian, MS 39305
601-681-6183 • www.briarwoodcc.org

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#1
EXPERIENCES
not things!



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78%

of millennials would choose to
spend money on an
experience or event over
buying something.

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JONATHAN



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CREATING MEMORABLE EXPERIENCES
TRIGGERS THE “VIRTUOUS ENGAGEMENT CYCLE”



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PROBLEM:

60% OF MILLENNIAL GOLFERS
RARELY / NEVER POST PHOTOS OF
THEIR ROUNDS ON SOCIAL MEDIA

Source: National Golf Foundation

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“PICS OR IT
DIDN'T HAPPEN”

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WHY?

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TODAY'S MODERN CUSTOMER NEEDS DIRECTION & ENCOURAGEMENT



(A.K.A. spoon feeding)

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REWARD SYSTEM

It's not just enough to set the stage though,
You need to reward the behavior & engagement.

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Gabriel Aluisy @GabrielAluisy · Jun 21
What a cool idea! #screaminsicilian



← ↻ ❤️ 1 📊 ⋮



Screamin' Sicilian
@ScreamnSicilian



[Follow](#)

@GabrielAluisy That 'stache is the perfect hairy hat for that Screamin'-induced smile, Gabriel.
#StacheEnvy

RETWEETS

2

LIKE

1



7:14 AM - 22 Jun 2016

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Photo credit Donovan Maguigan, superintendent, Stockton Seaview

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#2
F.O.M.O.

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#2

F.O.M.O.

Fear of Missing Out.

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FOMO - COPYWRITING

- A “once-in-a-lifetime” event.
- “Must-indulge” dining experience.
- “Don’t miss out” on all the fun.
- Get it “before it’s gone.”

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SUCCESSFUL BRANDS
THRIVE ON
SCARCITY

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SUCCESSFUL CLUBS
COMMUNICATE LIKE



NOT



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#3 VALUE VALUES

Make sure yours are
front & center.

Beware:

If you're not authentic, it will backfire.



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#4 PERSONALIZE

Your approach.



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Dominion Valley
Country Club



... you were meant to play here.

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Kiawah Island.
GOLF RESORT



Capture Your Kiawah Moment.
Play the courses where legendary moments are made.

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PERSONALIZATION **QUICK** **TIPS:**

- In ads, use words like you / your / yourself.
- When appropriate, use their name in mailers, eblasts and marketing packets.
- When giving a tour, have key staff notified with name and important info like home town.

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Guests hear their name no less than 3 times

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MOTHER'S DAY Brunch

**Celebrate and pamper your Mother...
the way she deserves.**

Please join us for an unforgettable Brunch crafted by our brilliant culinary team especially for your Mother's special day.



Reservations are required - 706-863-4640
Adults (13+): \$24 • Children (7 - 13): \$12 • 5 & under Free
Seatings at 11:00, 11:30, 12:00, 12:30, 1:00 and 1:30

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Please join us for an unforgettable Brunch crafted by our brilliant culinary team especially for your Mother's special day.



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#5 SHORT & SWEET.

You have 8 seconds & your
competing with 5,000 other
ad messages per day.

Don't overcomplicate
the message.



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FAMILY FUN

SUMMER MEMBERSHIP

JUNE, JULY & AUGUST GOLF, TENNIS & SOCIAL MEMBERSHIP

JOIN US THIS SUMMER!

East Lake Woodlands Country Club
14000 Woodlands Pkwy
Florida 34677

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#6

APPEAL TO EMOTIONS, NOT LOGIC

It's where purchasing
decisions happen.

Think about the last car you
bought...



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Where Legends Once Walked...

Where Legends Once Walked...

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Memories Are Now Made...

- Experiences
- Short & Sweet

- Values
- Appeals to Emotions

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INSTEAD OF THIS

Join us for a fun-filled
open house.

SAY THIS

You're invited to an exclusive
one-day-only luxury lifestyle
experience.

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INSTEAD
OF THIS

The best kept secret
in Belfast

SAY
THIS

Come explore.
We've been waiting for you.

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INSTEAD OF THIS

We offer a championship 18 hole Fazio designed course, 12 har-tru tennis courts, a modern fitness facility, and a 250 seat formal dining room.

SAY THIS

Imagine the possibilities.

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#7

GAMIFY THE EXPERIENCE



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WHAT CAN YOU **GAMIFY**?

- The referral process
- Your practice facility
- Your wine / craft beer list
- Spa & Fitness Use
- Event attendance

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#8

SAVVIER THAN EVER

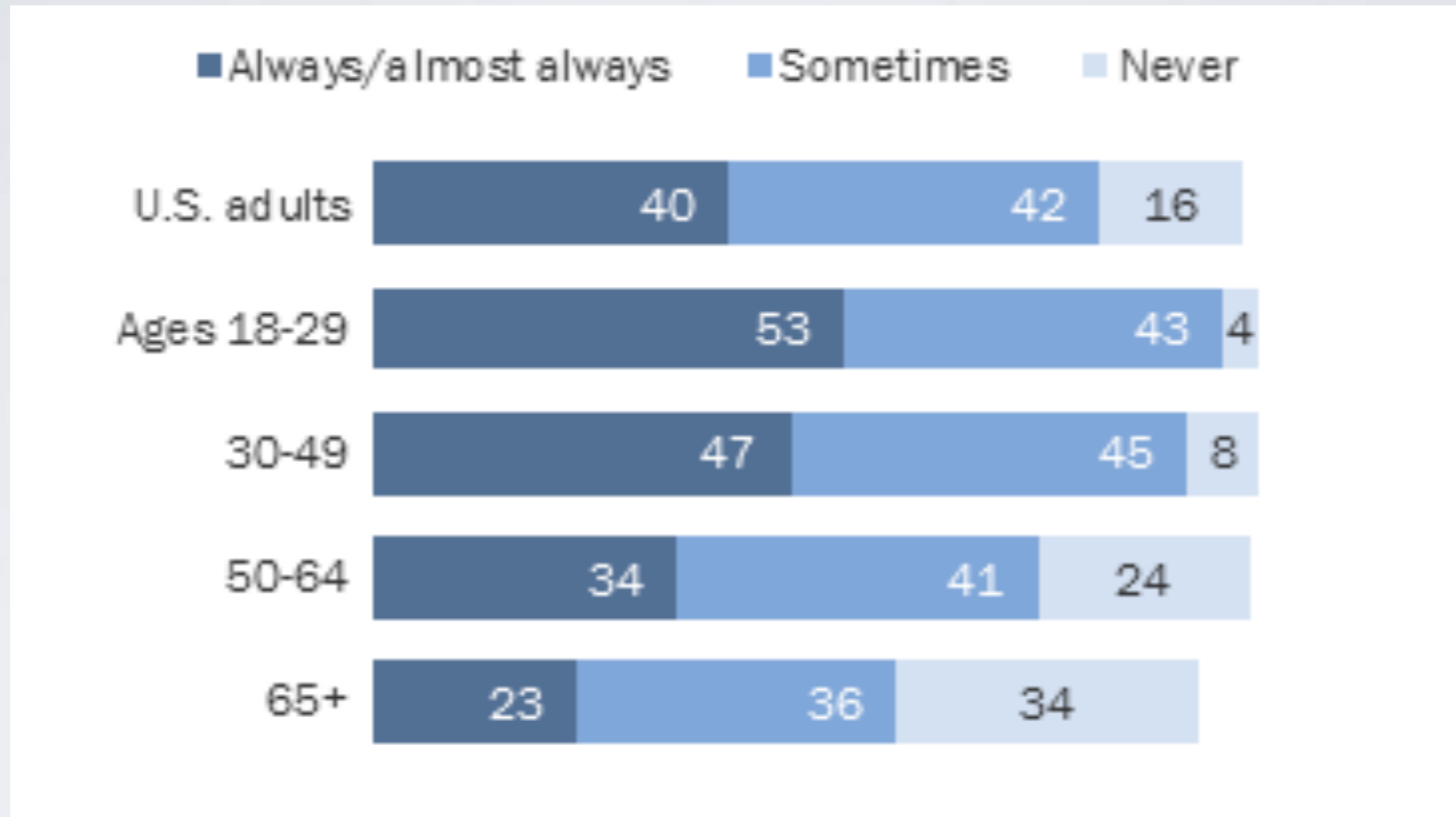
It's critical to monitor your online reputation.



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Over 50% of adults under 50
routinely check online reviews before buying



Source: Pew Research Center

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THE BIG 3



If you're not telling your club's story,
someone else will do it for you

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Search is changing...

amazon alexa

It's like 2001, all over again.

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amazon alexa

Reviews powered by



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Much of Alexa's info comes from



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ONE RESULT
TO RULE THEM ALL!

“RANKINGS” & POSITION WILL BECOME A THING OF THE PAST.

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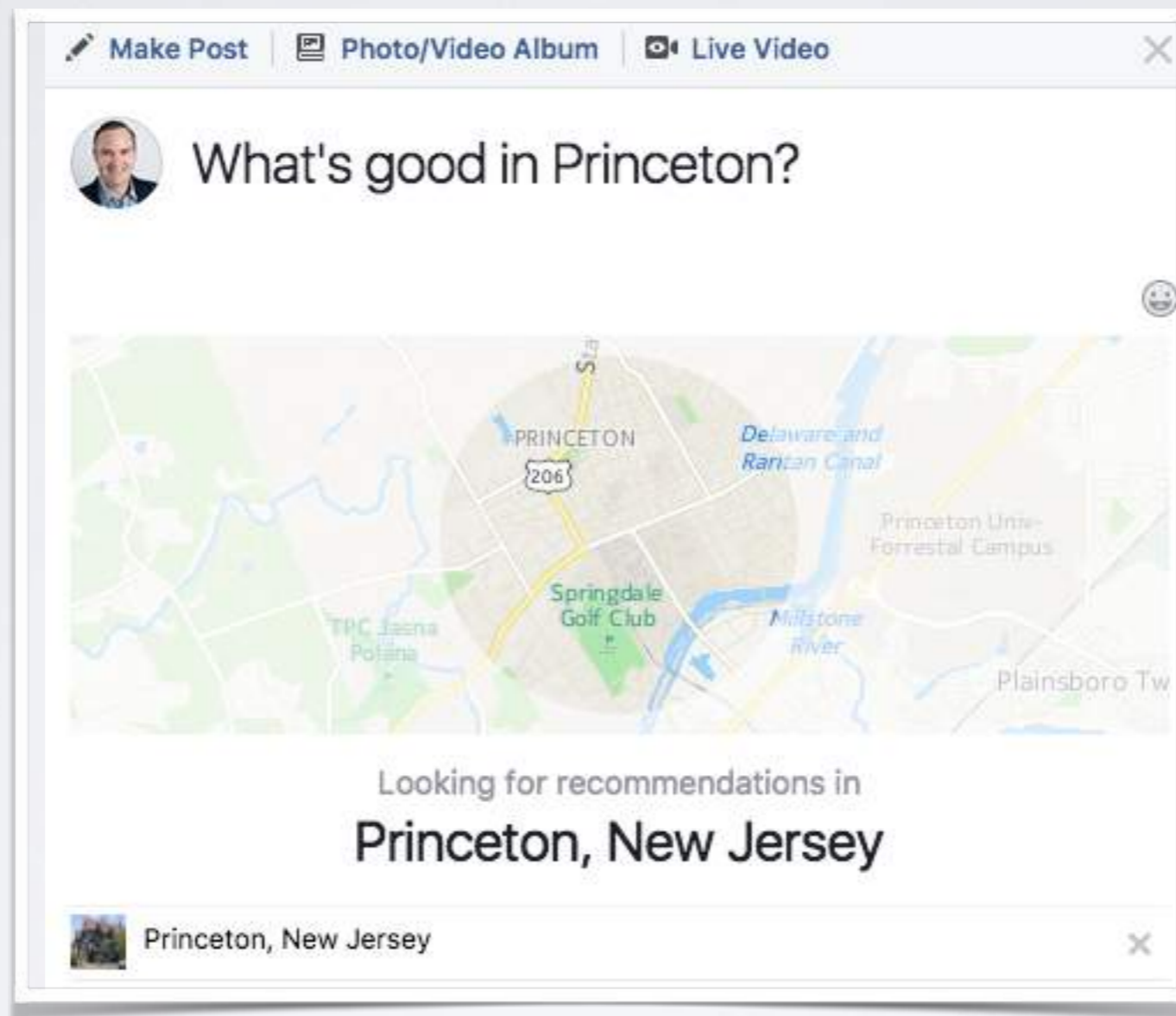
IN THE NEAR FUTURE
**RANK WILL BE
DETERMINED BY
SOCIAL PROOF**

REVIEW SITES & SOCIAL MEDIA (POSTS, SHARES, LIKES, COMMENTS)

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FACEBOOK IS ALL IN WITH “RECOMMENDATIONS”



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CLUBS THAT THRIVE ARE PROACTIVE, NOT REACTIVE

Engagement, Programming, **Facilities**, & **Governance**

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Periscope



LIVE

LIVE STREAMING IS A
BRAVE NEW WORLD

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Facilities & Programming

Non-Golf Amenities Important to Millennials



Source: Global Golf Advisors / NextGenGolf Millennial Golfer Survey

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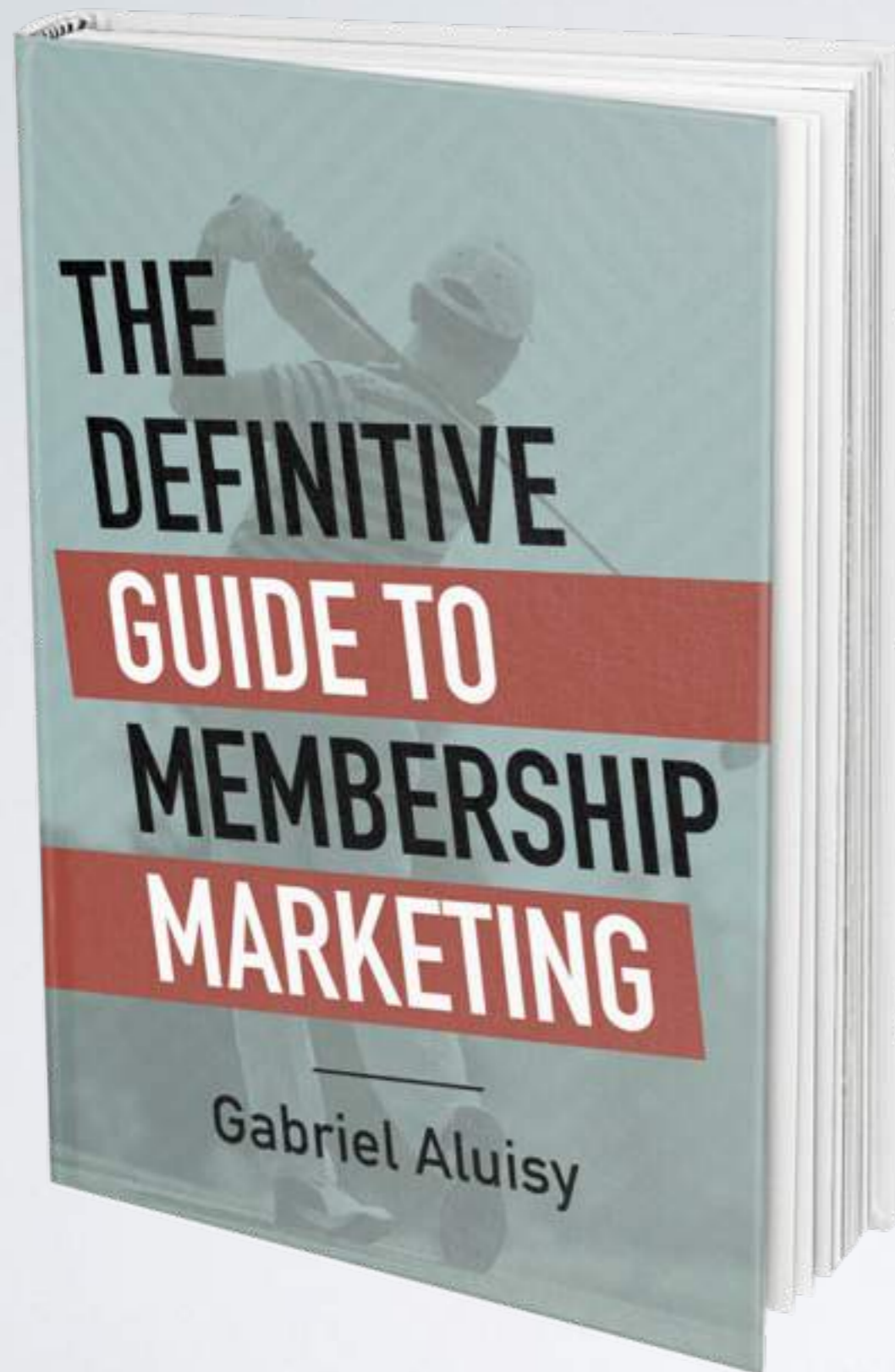


(FORWARD THINKING) CLUBS ARE GOING OUT AND GETTING YOUNGER MEMBERS ON THE BOARD AND IN COMMITTEES SO THERE'S A VOICE AT THE CLUB.

Michael Braidwood
Director of Education, CMA Europe

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THERE'S MORE
INSIDE

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