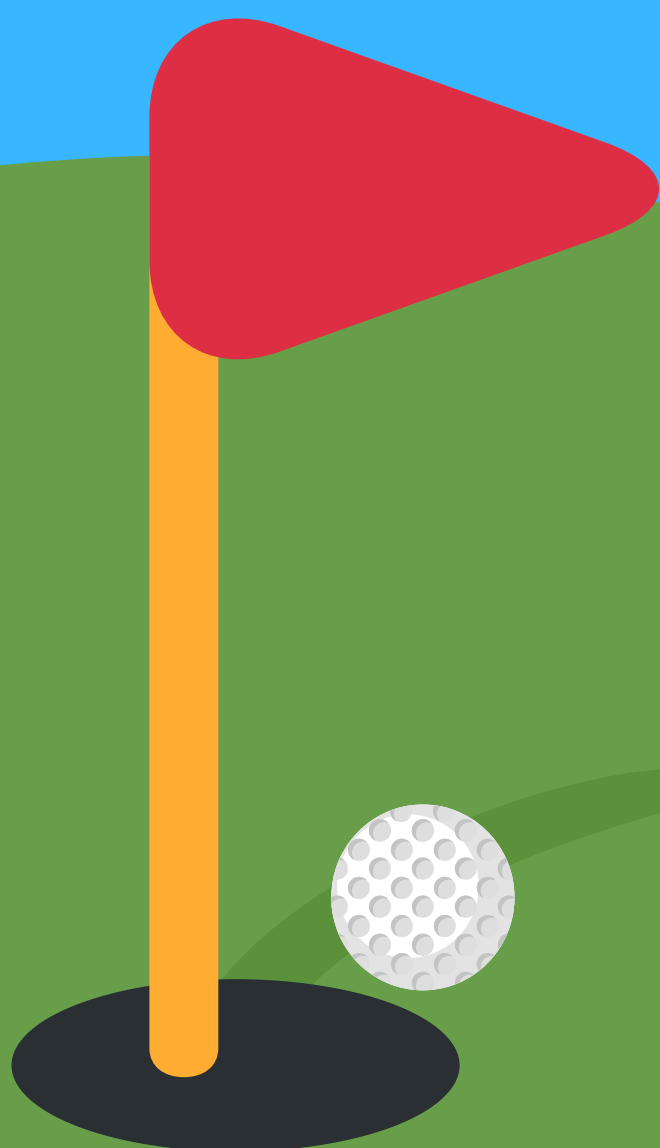




18

WAYS TO FIND NEW MEMBERS FOR YOUR GOLF CLUB



With so many golf courses out there, it can be difficult to stand out from the crowd and attract new members.

In this guide we show you 18 ways that you can market your golf course.



1.Branding: Your golf course should have strong branding in order to identify it as unique and special. Your website, print marketing materials, social media posts and even your signage should all reflect your golf course's brand.

2.Website: People will generally search online when looking to join a golf club. Your website needs to be informative and well laid out. The website should highlight all of the benefits that your members receive, why they are better than other courses in the area and what makes you special!

3.SocialMedia: With so many people using social media, it's a no-brainer to use this platform as the first way of marketing. Create an account on Twitter and Facebook for your golf course. Share photos from great games or posts about how fun golf is in general.



4. Former members: Reach out to former members and see if they are interested in rejoining the golf club. Offer them incentives to get back on board.

5. Golf lessons: If you're not already doing so, offer a free golf lesson for beginners. They're a great way to recruit new members who may be interested in learning the game or improving their skills.

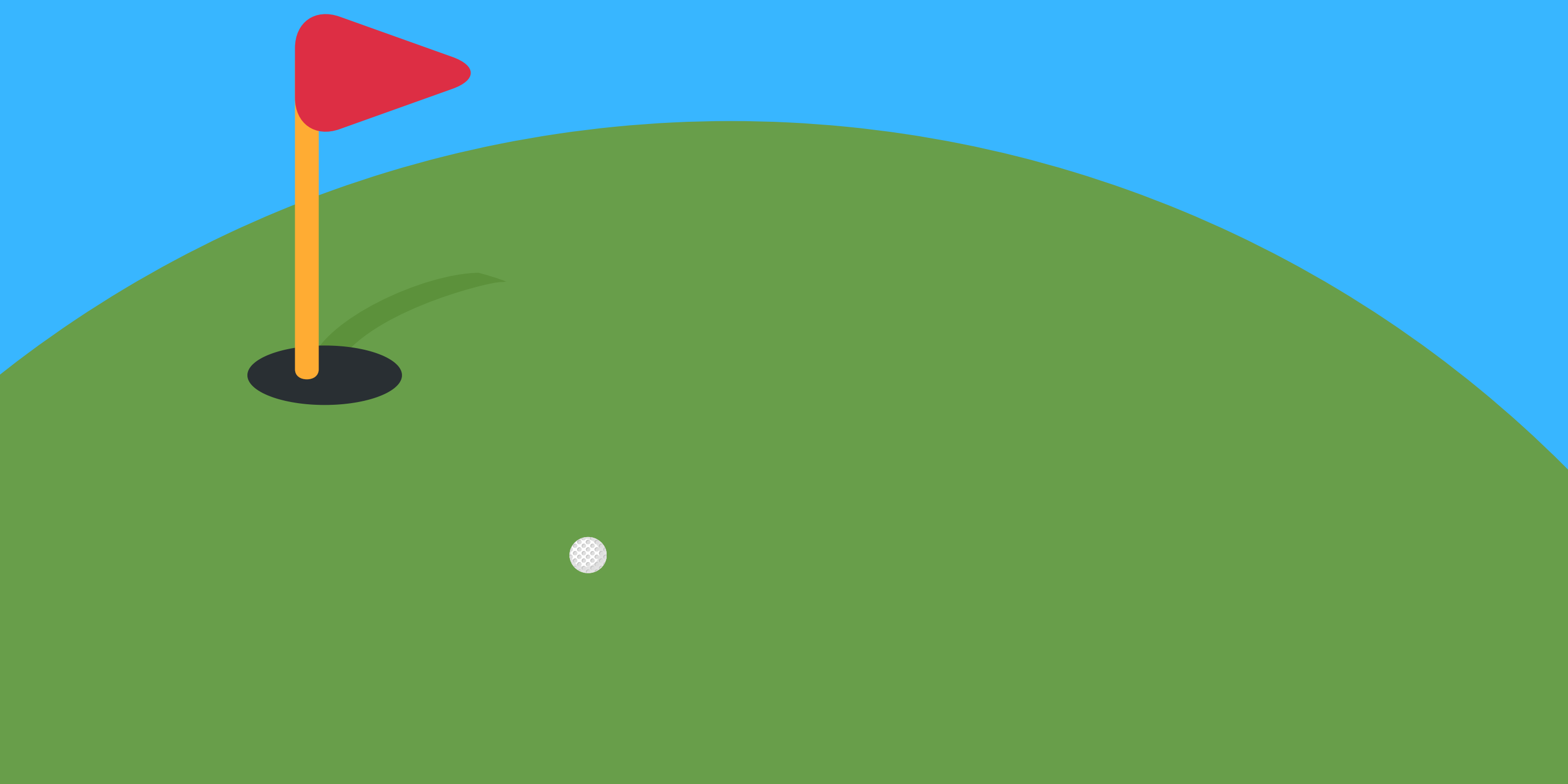
6. Network: Ask your members for recruitment ideas. They may have an idea you haven't thought of before, or know about opportunities within their own social networks.



7.Business cards: Offer club business cards to your members. It's an easy way for them to point people to your club and share more easily with their network.

8.Drone video: Drone flyover videos are the absolute best way to give anyone who visits your website a feel for what your course looks like, its size, and its environment.

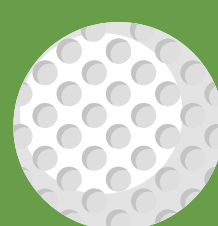
9.LinkedIn: Set up a company page on LinkedIn and post regularly. You can easily connect with people who are interested in golf, and build a following.



10. Estate Agents: Share club information with local estate agents. People moving into the area will include golfers looking to join a local club.

11. Bring a friend: Host a “bring a friend” meeting. Encourage members to bring someone. This could even be a recurring event so that new members are continually bringing new friends!

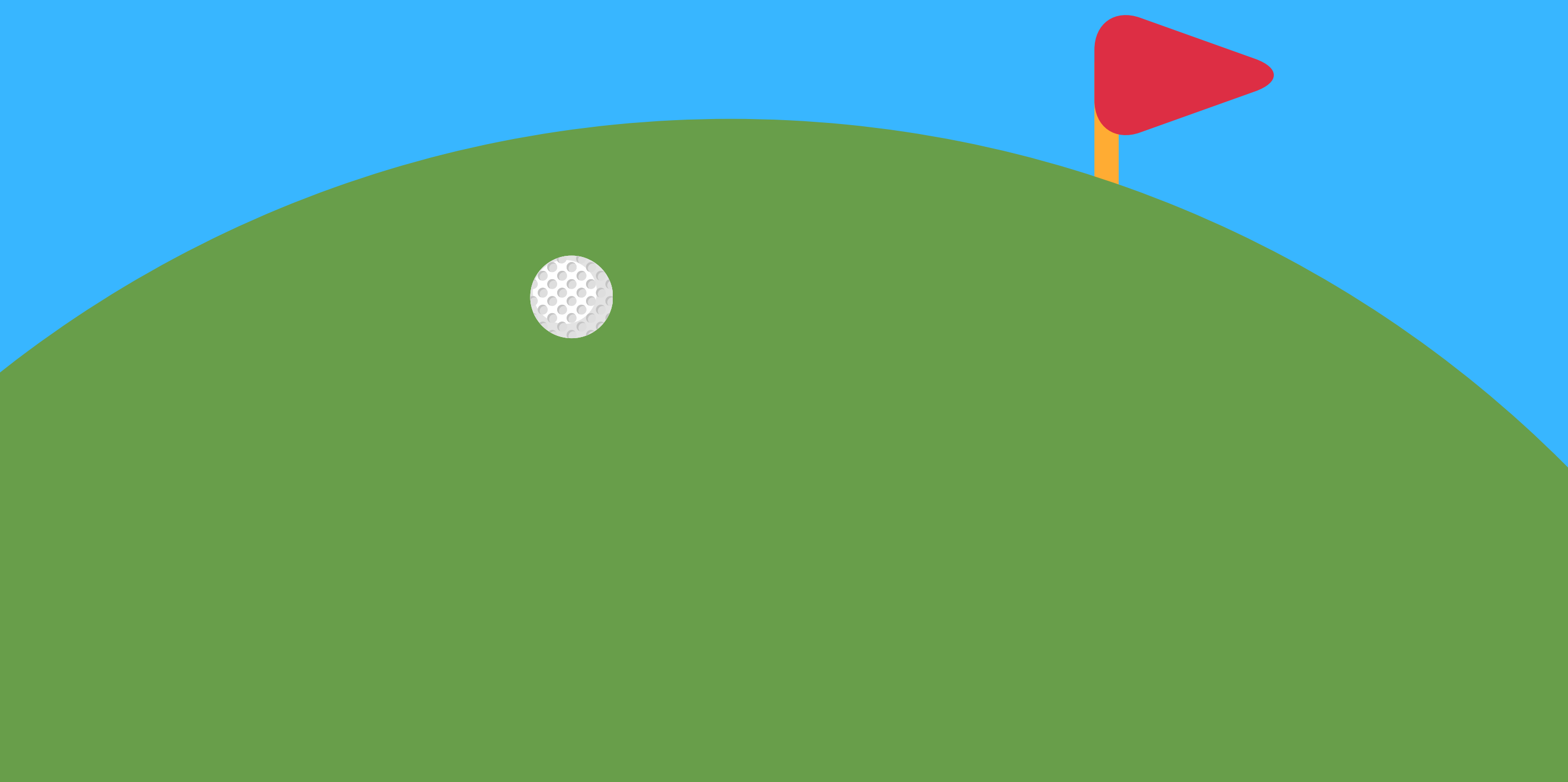
12. Thank you: Host a yearly event to say “thank you” to your members. Consider a member brunch, picnic, or other fun gathering. Make it something that will be talked about, and shared.



13.Track membership: That way, you can assess the effectiveness of your membership recruiting activities. Cut ineffective ways and pour more resources into the ones that actually work.

14.Signage in town: Golf clubs tend to be situated away from towns and urban areas, so look to promote your club where there are more people. Vinyl banners are a cheap to produce and set up in a town or city.

15.Business events: Local business owners will learn about each other, and about you! These events will bring in influential people who will be happy to promote your golf club to their business associates and friends.



16.Exit interviews: Conduct exit interviews with departing members. When you know why people are leaving, you can start figuring out ways to keep them.

17.Perks: Create perks for club members who recruit new members. Little perks and freebies can really motivate people.

18. Make it easy: Is it as easy as possible for new members to join? For example, if filling out a paper application and mailing it in is required, you might gain more members simply by shifting to online member application forms.

