

10 Tips on How to Market Your Golf Course

1. **Differentiate.** How does your course stand out from the rest? What do you offer that others don't? If nothing comes to mind right away, think about it from your golfer's perspective. Even a small nuance can make a big difference.
2. **Know Your Golfers.** It's harder than it sounds. You likely know the facts of their names, addresses, and contact info – but do you know what motivates them? What their interests are – and thinking about point 1, why they choose to play your course?
3. **Research.** If you don't immediately know who your golfers are, find out. And while you're at it, check out your competition. See what other courses are doing to keep their clients engaged.
4. **Communicate.** Golf is about values, sportsmanship, honour and respect and people are connected to the sport emotionally. Communicate to your clients as you would your friends. Start a conversation and keep it going – not just when you want something.
5. **Design the Experience.** Is there something you can do to make your golfers feel special, valued and that their money was well spent at your course? Sometimes this isn't as difficult as it sounds. Preferred parking, welcome signage, and advance notice of special events can go a long way to building a long-term relationship.
6. **Be Authentic.** Don't overpromise and under deliver. Be real, across the board. If people come to your course because it represents a good value for their money – own that, and be proud to offer this to your clients. The fastest way to a disaster is to fall short of mark. Authenticity should also carry through to how you communicate with your customers, too. Speaking to business golfers may be different than how you speak to those playing with their families.
7. **Tools, tools, tools.** Embrace technology, it's your friend. There are excellent Customer Relationship Management (CRM) systems available. There are also email services which can help you send and track email responses, and of course a website is important. Adding an Interactive Virtual Tour to your website is a great way to create a more engaging experience for your customers and provides content worth sharing via Social Media (see below).
8. **Social Media.** Is there a list anywhere today that doesn't have social media on it? If you've read the list to this point, the need for a way to talk to your customers should be evident. Social media is just another way to talk with, engage and build a relationship with your customers. If you aren't on Facebook or Twitter already, it's time to get an account. It's an investment in your time though, but it's worth it. As more people are leaving the sport of golf than entering it, the next generation is very comfortable with technology and social media.
9. **Be Creative.** Partner with other organizations, if you've got something great to share (like a virtual tour) other organizations are often interested in sharing your content, for example: Chamber of Commerce, business association, tourism, hotel and Golf Association websites.
10. **Start now!**

For more information, visit: www.ShareMy360.com/golf