



eMarketing Master™

“5 Easy Steps to Successful Email Marketing Campaigns”

Email marketing is considered to be one of the most powerful tools for marketing, branding, interactive communication and building customer relationships. It is cost efficient, easy to use, timely to implement and measurable. It is a unique communication tool that allows you to communicate “one-on-one”, offering personalized and relevant messages that capture the interest of your target audience.

1. Define your Goal-What is the desired outcome of your marketing campaign?

- ✓ Generate new memberships
- ✓ Stimulate consistent communication with members
- ✓ Increase business during slow periods
- ✓ Increase rounds at your course or driving range
- ✓ Build traffic at your dining or catering facilities
- ✓ Increase tournament or event participation
- ✓ Generate increased greens fees or pro-shop sales
- ✓ Grow repeat participation at your facility

Remember to determine how your campaign objective fits into your overall sales and marketing plans to ensure it aligns with your larger business goals.

2. Determine your Target Audience-Who is the audience you want to reach?

- ✓ Existing members or players (active vs. inactive)
- ✓ Prospective members or players (new to your club)

You can further segment your selected audience into smaller and specifically defined groups based on demographic, interest, geographic and/or behavioral characteristics to develop targeted and personalized offers.

3. Build/Access your Contact List-How do you reach your intended target audience?

- ✓ Utilize your current member directory or customer list
 - This file can be used as the foundation for your email marketing database and additional information added as it is collected.
- ✓ Build an “opt-in” list of customers interested in your club or course
 - The most responsive source of customers is those that choose to be part of your database and personally volunteer information (that is why it is called “permission-based” marketing). You can gather emails either by having visitors or players fill out a simple online registration form (if you have a website) or at your facility at any point-of-contact (available at event sign-up, P.O.S., with bills, etc.). You can also do a mailing requesting this information for special and value-added offers based on their expressed interests.
- ✓ Purchase a list of prospects from a 3rd party list provider

Contact Country Club Connections at or via email us for a no-cost evaluation of how **eMarketing Master** can benefit your organization.

887-446-3639

www.nemexinc.com

info@nemexinc.com



- Lists are available to help you generate new members or players based on your screening criteria. Vendor referrals are available upon request.

Consider incenting people to provide you with their email addresses and additional information that will assist with your marketing efforts. For example, you can provide a coupon for a discounted round of golf for online sign-ups or registrations.

Remember, the more you know about your audience, the more effective you will be in profiling and segmenting your data for personalized and targeted offers. This includes gathering demographic (e.g. age, education, etc.), interests (e.g. hobbies, leisure activities, sports, etc.), events (e.g. birthdays, anniversaries, births, etc.) and behavioral (e.g. scratch golfer, women's tournament player, active pro-shop buyer, etc.) information when possible.

4. Create your Message -*What do you want to say and what action do you want?*

- ✓ Target the message
 - Write content that will appeal to the needs and interests of your audience
- ✓ Make your "Subject" title compelling
 - A customer's decision of whether to open or delete your email is based on this simple yet direct highlight of what you are offering, so summarize the benefit
- ✓ Create interest
 - Your offer should be direct and upfront so customers do not have to hunt for it. Also, be direct with your message but respectful of your relationship with the recipient.
- ✓ Include a call-to-action
 - Every offer you make should have a requested action so the recipient can respond and you can measure results. Be sure the call-to-action is direct and easy to do.

5. Send and Track Response -*What do you want to measure and evaluate?*

- ✓ Develop measurement criteria which is key to determining the effectiveness of your campaign and what adjustments are required in the future
 - Number emails sent
 - Number emails received vs. undeliverable
 - Number that opened emails ("response rates")
 - Number that responded to offer links in emails ("click-throughs")
 - Number opt-outs ("unsubscribers")

Your customer database is a very rich source of customer information that can be "mined" to assist in other telephone, mail and fax marketing efforts. Once you have captured relevant customer information, including valuable emails, this data can be enhanced and used on an ongoing basis to assist in your business-building and customer relationship management efforts.

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