



## **eMarketing Master™**

### *Your Business Building Hole-in-One*



#### **FEATURES & BENEFITS**

**Country Club Connections**, the recognized leader in providing web-based communications and management solutions for country clubs, golf courses, golf real estate development communities and related management companies—now brings you **eMarketing Master**.

**eMarketing Master** is a powerful marketing and business-building solution that will enable your club, course or organization to effectively *maximize your customer opportunity*. This intelligent yet easy-to-use **Email Marketing Platform (EMP)** contains an integrated suite of tools that will assist you in:

- establishing consistent communications with current and prospective members,
- attract new players with value-added offers,
- increase business during slow periods,
- build traffic for your dining facilities,
- promote golf shop specials...and much more.

**eMarketing Master** will give you the control and expert tools necessary to achieve your club or organization's business-building goals. Take advantage of this proven and cost-effective email marketing technique to reach, motivate and convert key customers today.

#### **Key Benefits**

- Cost-effective way to target and reach 1-to-1 or large scale audience
- Effective medium to engage qualified customers for optimum response
- Powerful communications tool to generate new or repeat business
- One-stop solution to create and deploy personalized messages and offers
- Automated tracking reports for timely campaign evaluation and refinement
- Secure repository of customer information to identify profiles and preferences

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

877.446.3639

[www.nemexinc.com](http://www.nemexinc.com)

[info@nemexinc.com](mailto:info@nemexinc.com)



### **EMarketing Master Difference**

- **SECURE**—control access levels for protection of data and email distribution
- **SCALABLE**—add to database, templates and reporting as business grows
- **PERSONALIZED**—gear messages to recipients' expressed preferences
- **OPT-IN**—customers can voluntarily sign-up to receive special offers
- **EASY**—no technical expertise or software required to administer this platform
- **RESULTS DRIVEN**—track and view campaign results reports online
- **FLEXIBLE**—built-in mechanism allows recipients to “unsubscribe” to emails
- **FAST**—execute timely same day campaigns compared to traditional mailings
- **EXPANDABLE**—add contacts to database to reach large audiences quickly
- **SEGMENTED**—profile customer segments and target based on findings

### **Key Features**

#### **List Management**

All customer information is maintained in a secure database environment by Country Club Connections, including subscribe, unsubscribe and undeliverable addresses. List import and export capabilities are available if you want to load or extract information.

#### **Message Creation**

Select from a number of pre-formatted templates to meet your marketing needs. Familiar word processor-like interface makes it easy to type your text messages. Further enhance messages by adding photos to eye-catching banner templates. Online editing and preview capabilities facilitate changes prior to distribution. Maximize response through automated email personalization.

#### **Customer Targeting**

Drive increased traffic, sales and customer participation by targeting value-added offers to customers based on user-defined preferences and campaign results. Further improve response by approaching customers “one-on-one” with personalized content. Also create specialized distribution groups to segment individuals with similar interests for targeted promotions.

#### **Message Testing**

Send a test message prior to distribution to verify the format and contents. You can also test several tactical components of your email to determine what works best—the subject line, offer, body content, banner graphics and day of distribution. Also include a link with an email address if you want to enable respondents to reply to your message.

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### **Email Deployment**

Schedule campaigns for distribution on a specific start and end date or implement reoccurring programs. Limit distribution authority by establishing approval rights for select individuals. Once emails are sent, view key statistics such as how many were sent, how many were received and how many people viewed it by simply clicking on the menu bar. You can send messages at any time of the day or night, 7 days a week—with minimal lead-time.

### **Results Reporting**

Tracking and analysis of campaign results is essential to evaluate your success. Comprehensive reports are available, including registration/sign-up activity and detailed campaign results. Customized reports are available for customer profiling and transactional analysis (i.e. recency and frequency of activity, etc.).

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