

eMarketing Master™

Email Marketing Platform

COMMON Q&A'S

Q: What is the eMarketing Master?

It is a powerful email marketing and business building solution that enables your club to *maximize your customer opportunity* by empowering you with the tools to:

- **Collect** valuable customer data to determine profiles and preferences,
- **Customize** messages and offers based on expressed interests,
- **Contact** high opportunity targets 1-on-1 in a personalized fashion,
- **Communicate** directly, consistently and effectively to optimize results, and
- **Convert** tracked data into insights to refine programs and increase response.

Individuals who *choose* to receive email communications (“*opt-in*”) have proven to be more responsive to targeted email offers when compared with traditional marketing mediums. Email communications can compliment or replace more expensive and labor-intensive marketing methods, including newspaper ads and direct mail. Your club will have the freedom and control to develop and deploy promotional offers in a timely manner based on your immediate business needs.

Q: What does this Email Marketing Platform (EMP) allow me to do?

This one-stop solution allows your club to collect, build and use a rich database of customer information (i.e. for members, players, visitors, referrals, prospect lists, etc.), including valuable email addresses. You can easily segment your database into different distribution groups as well as send emails on an individual customer level. Contact information can be easily accessed to send targeted and personalized email communications and offers, using formatted templates. You can also establish special access levels, so use of your customer database is controlled and distribution of emails is protected and monitored.

Q: How does eMarketing Master work?

This platform was created with the user in mind—it is as easy as 1-2-3!

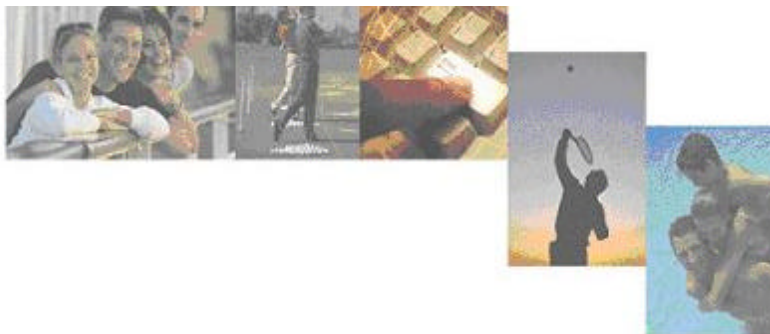
1. **Log-on to your secure email platform using a unique I.D. and password**
2. **Enter all customer contact information to create your customer contact database**
 - Customer contact information can be collected in a variety of ways. Any point-of-contact is an opportunity to request information and allow customers to “opt-in” for customized email communications based on their expressed needs and desires.

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

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Ways to collect customer contact information include:

- A simple “Registration” form on your public or private website,
- A “Take-One” form positioned at high traffic locations and events (i.e. Registration Desk, Pro Shop, Dining Room, Entrance Hall, etc.),
- A “Tear-Off Insert” in member statements and new member materials,
- A “Response Coupon” in your newsletter.
- A purchased email list of prospective members in a certain zip-code radius around your club (can be obtained from outside List Vendors)

3. Create and send personalized email communications to targets you select

- Simple templates make it easy for you to develop customized email messages and offers; all that is required is your ability to type.
- Intended recipients are selected from your existing database.
- Customers who receive your email and subsequently choose **not** to participate can click on an “unsubscribe” link contained at the bottom of every email; these names will automatically be deleted from your database.

Q: What do I get with eMarketing Master?

You get a full service solution that does not require any special hardware or software installations. For a low monthly fee*, you get all the tools you need to cost-effectively build your business:

- Formatted templates to enter text messages and optional graphics
- Contact database to build and update customer and prospect files
- Safety and access controls to ensure security of data and email approvals
- Campaign tracking and reporting to enable you to measure results

We’ll be there to guide you through the implementation process with an experienced and dedicated team of **Account Managers** who are available to assist you in using the platform and answering any questions you have.

***Pricing varies based on standard vs. customized platforms. Request a pricing proposal.**

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