



eMarketing Master™

Email Marketing Platform OVERVIEW

A powerful communications and business building solution for your club

Are You?

- A public course, private club, management company or related facility interested in better and more consistent communications with current members, players or other properties?
- Searching for ways to identify and target specific groups who share common characteristics with messages tailored specifically to them?
- Considering ways to cost-effectively generate new memberships or attract new players?
- Evaluating ways to increase business during slow periods or off-season?
- Looking for ways to increase rounds at your course or driving range?
- Planning ways to build traffic for your dining or catering facilities?
- Determining steps to increase tournament participation, greens fees or pro shop sales?

Then consider this!

Country Club Connections now offers clubs, courses, developers and management companies a powerful communications and business building solution with **eMarketing Master**.

This **Email Marketing Platform (EMP)** has been designed to be easy to use and easy to administer—no technical skills or software are required. Once you sign-up for the system, we show you how to build your database of members and/or prospects, provide you with email templates to create high impact messages, and provide the tools to track response to your programs. There are significant benefits for public courses, private communities as well as other golf related facilities.

Our full service solution enables you to:

- Register members and/or prospects who want to receive specific offers from your course or club
- Create contact lists, grouped any way you want, to distribute targeted communications
- Develop creative and impactful email messages using formatted templates
- Track results from your efforts to determine what works and what should be changed

Email marketing is an efficient, cost-effective way to communicate and market aspects of your club, whether you are a public or private facility—and enables you to measure results. **eMarketing Master** is your solution.

Act today to leverage your email advantage:

- Over 40% of golf courses are online, and this trend is growing rapidly
- Over 80% of golfers have Internet access
- Over 90% of golfers with Internet access are online daily
- Email costs less than \$.05 per message vs. \$2.00 average for traditional DM
- Email messages generate average response rates of 12-30% vs. .50-2% for DM
- 80%+ of email marketing messages are responded to within 48 hrs. vs. 6-8 weeks for DM

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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