

## COST EFFECTIVE PROMOTION METHODS

### 1. Word of Mouth

Free promotion of the club by your members, staff and visitors. Adding an incentive can help. Examples of incentives include – €50 on your card for the introducing member. Money off their own membership renewal etc.

### 2. Golf Club Website

Is available 24 hours a day and reaches a broad audience. You control the information on the website. Is it up to date and detail the benefits of being a member of your club? Is it attractive to non-members? Those looking to use the catering facilities? Is it inclusive to all ages?

### 3. Email Marketing

Are you collecting emails from visitors/taster session participants and society players? Free easy to use online tools such as Mailchimp can help you create great looking newsletters and promotional content. Try and segment your contact list so that you are only sending out relevant information to that person.

### 4. Your Members

Run a Members Invitation day, Introduce a Friend or Family Day to help promote vacancies and membership categories that will suit the invitee's lifestyle. Essential tips to consider when running these days:

<b>When</b>	When will you run your recruitment drive? Is your junior membership limited to certain months of the year? Are beginners interested in taking up or continuing golf in the winter months?
<b>Who</b>	Whom are you trying to attract? Will you have one big campaign or identify specific categories and run a series of days? Who will help out at the sessions?
<b>What</b>	What activities will be done? Will you run a Taster Session? Will there be a follow-on introductory programme for beginners? What will be the follow up after the programme? What are each category getting for their money? What are the benefits of joining your club? What information will you give once they join?
<b>Where</b>	Where can the club recruit? Do you have flyers, posters, information to circulate?
<b>Anything else</b>	Are you providing refreshments after each session? What membership offers do you have in place? What introductory activities will you run? Will you have the calendar of events ready in advance? What social activities do you have?

### 5. Flyers / Posters

Attach membership offer flyers to scorecards for visitors. Display posters in local facilities, shops, colleges etc.

**6. Local and Regional Newspapers / Magazines**

Free editorial might be available for local news items. If placing an advert, ask that they would include a number of additional news items throughout the year at no extra cost.

**7. Promotion Through Other Facilities**

Approach local driving ranges, pitch and putt clubs, gyms, GAA clubs etc. and seek to enter a reciprocal arrangement or request that they display promotional material.

**8. Corporate / Business Days**

Contact local businesses and offer corporate packages which might include membership, hole/event sponsorship, inclusion in the club newsletter. Perhaps create a corporate partner notice board allowing them to promote offers.

**9. Social Media**

Regular posting on social media to inform about ongoing events and membership offers. Show potential members how vibrant your club is and that they are missing out.

Other key points to consider:

- Do you have an adequate amount of **support** to deliver activities?
- Are all **members and staff** aware of the recruitment drive?
- Are the club and facilities **clearly signposted**?
- Is your **dress code** a potential barrier for those trying golf for the first time?
- Have you thought about designing a **calendar of events**?