

## **Section 11 - How to Create, Implement and Track a Marketing Plan**

Plan your work and work your plan. Be sure to designate who is responsible for executing each marketing task.

A successful marketing plan consists of:

- (1) Having the right message
- (2) Consistently and massively communicating that message to the right people
- (3) Delivering the product or service in a way that meets or exceeds expectations
- (4) Tracking results
- (5) Repeating what works (and dropping what doesn't)

### ***A. What is your Unique Selling Proposition (USP)?***

The 3 criteria for a USP are: (1) Clearly communicates what benefit your product/service delivers; (2) Unique and distinguishes you from the competition; (3) strong enough to attract new customers

Examples: The #1 Ball in Golf; Serious Clubs for Serious Golfers; The Twin Cities Best Greens; Vermont's Most Beautiful Resort; Home of Fast Play Friday

Develop your UPS by coming up with 15-20 key words or statements. Come up with ideas by asking:

1. What do people tell you they like best about your course?
2. You are the best course because?
3. What do people remember your course for?
4. What is the most unique thing about your course/ facility?
5. What do people say to other people about your course?
6. What are you most proud about at your course?
7. What's the first thing that comes to your mind when you think of <your course name>?

### ***B. How to identify your target customer***

Think of the ideal golfers that come to your course. What is their:

Age?

Income?

Occupation?

Where do they live in relation to the course?

What kind of player? (avid, social, business, beginner, low handicap, high hc)

**C. 2010 Marketing Calendar**

Create and post your month by month marketing calendar. List marketing efforts and document their effectiveness on the calendar.

Step 1 – Identify when you need extra play. **Place an X in traditionally slower times:**

	MON AM	MON PM	TUE AM	TUE PM	WED AM	WED PM	THU AM	THU PM	FRI AM	FRI PM	SAT AM	SAT PM	SUN AM	SU PM
JAN														
FEB														
MAR														
APR														
MAY														
JUN														
JUL														
AUG														
SEP														
OCT														
NOV														
DEC														

January, 2010

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- League signups, season passes/ memberships
- Host an event at our course
- Send a mailer to golf tournament coordinators
- Promote wedding/ banquets
- Super Bowl promo. Course hosted Superbowl tournament (fans of team 1 vs. fans of team 2. Match play format)
- Martin Luther King day (holiday)

Marketing Campaign	Cost	Return

**February, 2010**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15 Presidents Day	16	17	18	19	20
21	22	23	24	25	26	27
28						

- League signups, season passes/ memberships
- Host an event at our course
- Offer a Valentine's Day promotion. Couples golf with dinner and wine on Friday and Saturday (9 holes)
- Host a Singles tournament (find next years Valentine at CourseName)
- President's Day special. Early morning shotgun for general public. Afternoon shotgun and dinner for families
- For northern states, mention that your course opening status will be posted on your website
- Holidays: Groundhog Day, Chinese New Year, Lincoln's birthday, Valentines Day, President's Day

Marketing Campaign	Cost	Return

**March, 2010**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17 St. Patricks Day	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

- League signups, season passes/ memberships
- Host an event at our course
- Lesson packages
- St Patricks Day promotion
- Promote practice development program
- Offer unlimited play for the month package
- Contest: Pick the March Madness (NCAA basketball). See marketing idea #104
- Post your course opening date on your website
- Holidays: St. Patrick's Day

Marketing Campaign	Cost	Return

**April, 2010**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

- League signups, season passes/ memberships
- Host an event at our course
- Spring opener event (course hosted event to welcome golfers back)
- Host a tournament planner lunch seminar followed by golf/ prizes. Invite past events as well as local business owners and charitable organization staff
- Contest: Pick the Masters winner and get a prize
- Do early morning shotguns the Sat/ Sun of the Masters
- Promote mini-outings (12-48 golfers)
- Special Days: Easter, Earth Day

Marketing Campaign	Cost	Return

**May, 2010**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9 Mother's Day	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- Mother's Day special
- Promote memberships
- Host a Mom-Child outing (also welcome Dads to join them)
- Promote a Practice Development program (monthly fee for X# lessons, X# of rounds and use of practice facility)
- Promote mini-outings (12-48 players)
- Special Days: Cinco De Mayo, Mother's Day, Armed Forces Day, Memorial Day

Marketing Campaign	Cost	Return

**June, 2010**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20 Father's Day	21	22	23	24	25	26
27	28	29	30			

- Father's Day special
- "Longest Day of Golf" concept. See marketing idea #34
- Family golf times
- Host a Father-Daughter/ Father-Son outing
- Special Days: U.S. Open, Flag Day, Father's Day

Marketing Campaign	Cost	Return

**July 2010**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- 4<sup>th</sup> of July special (eg. early morning shotgun with cookout afterwards)
- Family golf times
- Host a family golf day. Kids play free with paid parent
- Participate and promote "Take Your Daughter to the Course" week promoted by PGA and Golf Course Owners Association
- Offer a beginner golf clinic (group lesson, review of rules, 9 holes supervised by
- Special days: Independence Day, British Open

Marketing Campaign	Cost	Return

**August, 2010**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

- Family golf times
- Promote monthly practice development program
- Promote planning your holiday party
- Be a hosting course for Patriot Day (see marketing idea 101)
- Special Days: PGA Championship

Marketing Campaign	Cost	Return

**September, 2010**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

- Fall golf promotionals
- Course hosted event: Golfer Appreciation Day (get feedback before or after round)
- Morning shotgun (eg. 11AM) starts once frost begins
- Offer unlimited golf monthly membership
- Promote next year memberships (join now and play for rest of current year)
- Run morning shotgun starts on days when college or NFL teams are playing
- Host a tournament planner VIP day for those who have brought an event to your course this year
- Special Days: Labor Day, Patriot Day

Marketing Campaign	Cost	Return

**October, 2010**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

- Fall golf promotional
- Late Morning (11 or noon) shotgun starts once frost begins
- Do a year end email survey to gather feedback
- Promote unlimited golf monthly plan
- Promote a food shelf drive (see marketing idea #109)
- Special Days: Columbus Day, Halloween

Marketing Campaign	Cost	Return

**November, 2010**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

- Promote next year memberships
- Holiday gift packs and gift cards via online store
- Promote a food shelf drive (see marketing idea #109)
- Offer unlimited monthly plan
- Promote hosting holiday parties at your facility
- Promote gift cards and gift packs for the holidays
- Special Days: Veteran's Day

Marketing Campaign	Cost	Return

**December, 2010**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25 Christmas
26	27	28	29	30	31	

- Promote next year memberships
- Holiday gift packs and gift cards via online store
- Offer unlimited monthly plan
- Promote hosting holiday parties at your facility
- Promote gift cards and gift packs for the holidays
- Special days: Christmas

Marketing Campaign	Cost	Return