

A Marketing Plan For The Preferred Golfer Program

Congratulations on the purchase of the Preferred Golfer Marketing program. It's loaded with features that are designed to drive golfers to your facility, increase rounds played and brand your course in your community.

It is probably the best advertising you never bought. I say that because your clients will buy into your Preferred Golfer Club and *pay you to advertise to them*. How's that for Return on Investment!

Profitability

Let's start with the dollars. Depending on the cost per round of your course we recommend selling the program at \$10.00 or \$20.00 per person. Your return on investment will be as follows on 5,000 units.

<u>Cost of Preferred Golfer Program - \$5.00 each</u>	<u>\$25,000.00 cost</u>
Sale of Preferred Golfer at \$10.00 each	\$25,000.00 profit
Sale of Preferred Gofer at \$20.00 each	\$75,000.00 profit
Sale of 10,000 Oversize Post Cards at .10 each	\$1,000.00 profit
Sale of 10,000 Oversize Post Cards at .25 each	\$2,500.00 profit
<u>Total Profit Potential</u>	<u>\$26,000 to \$77,500</u>

If you charge over \$50.00 per round – charge \$20.00 for your program. If you charge under \$50.00 per round – charge \$10.00 for your program.

This profit does not count - increased rounds from advertising, increased rounds from coupons, increased sales from profit centers, sales from eMarketing. This is pure cost of goods and money taken in over the counter for that item, which is much higher than keystone profit.

This profit also does not count the savings from NOT buying the normal marketing items you usually pay for that are found in the list below such as; a photo shoot, rack cards or direct mail cards that are included in this program.

The photography benefit

One of the true benefits of the Preferred Golf Program is that it is a "Total Marketing Package" designed to answer the needs of several key marketing issues every course must address. One of the most critical aspects of any marketing campaign is the image and photography you use to promote your facility.

We are proud to offer the services of John R. Johnson and Mark Whitright from Johnson Design Golf Marketing and GolfPhotos.com . You know their work, they have produced the images for the Successories motivational products, USGA Calendars & Sports Illustrated Calendars, several coffee table books, like "Golf Courses of the PGA Tour" and every major golf publication/magazine both in North America and abroad. The firm has twice been named "Golf Photographer of the Year" and several times Runner-up. This obviously means you will be getting quality images with your Preferred Golfer Program but it also means much more.

We will give you an entire set of original slides with your shoot of all 18 holes, club house and amenities. These are yours to use - copyright and royalty free for your promotional needs - now and years into the future. The media can use these images when used in conjunction to stories about your property - Free of Charge. This is a huge boost to your PR exposure. Other photographers charge the media, so who's photos do you think will get used first? Last we send out a monthly eMail blast to all media listing your course as a new photo shoot and making these images available to them at no cost. We have deep media contacts that most courses do not have.

Value added benefits	Cost if purchased separately
Professional Photo-shoot of all 18 holes	\$6,000.00
Graphic Design of multiple items	\$1,500.00
Create News Paper Ads	\$150.00
Create 11 x 14 Counter Cards	\$250.00
5,000 Hot-Linked Screen Savers	\$13,475.00
5,000 Data Collection/Stamp Cards	\$2,350.00
10,000 Oversized Post Cards	\$1,750.00
20,000 Rack Cards	\$2,150.00
50,000 VIP or Discount Cards	\$2,675.00
10,000 Ambassador Cards	\$1,565.00
Total value of package	\$31,865.00

All of these items are included in your package for \$25,000.00 set-up costs. This means that we are saving you an additional \$6,865 over what you would normally pay for these types of promotional materials. It's money you're likely already spending.

Besides the profit you will make from this program, the value of 100,000 printed pieces of your advertising material placed into your community is exceptional. *What magazine, radio station or TV station is paying you money to advertise with them?*

This program just makes sense financially. There is simply no other advertising vehicle that you can get such incredible returns on your investment. Keep in mind, this is not an advertising expense – it is a solid investment and can be line itemed as cost of goods. This is a savvy way to be creative in your budget and makes you look like a star player.

Preferred Golfer Deluxe Package

If you purchased the **\$600.00 upgrade** to digital marketing to be coupled with your print advertising, then you can add these great benefits to your total marketing program.

First - we will help you build a digital database from the information collected on your survey card that came with the program. This data base is loaded onto the most state-of-the-art eMail program in the industry today – Golf eMailer.

Secondly -we create a custom template you can use with your Golf eMailer account or with your personal Outlook Express program. You are now set to look as polished in the digital marketing world as you do with your traditional paper marketing.

Using Golf eMailer, you can bulk mail your 5,000 Preferred Golfers special opportunities each month to drive more play and sales into your profit centers. In addition, you will get personalized reports of who read your eMails and a report of who your hot prospects are by individual name. This is a terrific tool at a great price for this new digital age. It will become your most cost-effective form of marketing.

Value of Deluxe Upgrade

Golf eMailer Account Set-up	\$75.00
Golf eMailer Custom Template	\$250.00
Golf eMailer One Year Account	\$600.00 – 5,000 eMails per month
Online Database Collector for your website	\$275.00

Total Value of Upgrade **\$1,200.00**

The Preferred Golfer Loyalty program is a total turn-key marketing program, designed to cover the tried and true traditional marketing principals that have always worked as well as contemporary digital techniques, peer marketing, customer service and guerrilla marketing, all perfect for community support.

The best part besides the advertising working very well is how the program makes money.

Total Profit Potential of Program	\$77,500
Printing Savings	\$ 6,865
Deluxe Upgrade Savings	\$ 600

Total Preferred Golfer Program Profit and Savings \$84,965

Essentially, this means that between your reduction of marketing costs and your increase in profit, you are improving your bottom line by nearly \$85,000... and all your advertising costs are completely paid for! You could easily eliminate \$15,000 from your advertising expenses by using the Preferred Golfer program. **Therefore, this program is worth more than \$100,000 to your bottom line this year.**

How to Use Your Preferred Golfer Tools

The program comes with some powerful tools, which are valuable only if used properly. Here is a guide to some of the uses of these items.

5,000 Screen savers – this item will display your 18 holes, your logo, and your amenities on a computer screen automatically – everyday the computer is turned on. On addition to the page by page branding, the screen saver prompts the user to touch f/9 – this single stroke of the key will take the viewer directly to your up-to-date web site for additional offers. Note: Encourage the user to “give away” the saver to others – the disk is not copyrighted, you want it on as many machines as possible showing your facility.

We can also create a special link from the screensaver to a page on your website that has online contests, special online coupons and weekly specials. We can work with you or your webmaster to create a variety of online promotions, all designed to keep people constantly visiting your website. We can create separate links from each screen to different pages on your website (if you want them to go to the fine dining section of your website, we can have it link from the photo they see on the screensaver).

5,000 Data Survey / Loyalty Stamp Cards - When people sign-up for your “Preferred Golfer” program they are buying into a Club. This gives them a sense of prestige and belonging. Allow their membership to qualify for special privileges, such as:

- Early tee-time reservations
- Pre-sales
- Special events
- V.I.P. status
- Stamp card for instant discounts up to 10% for items over \$20

This tool has two distinct purposes. It tears in half, data to you, stamp collection and membership card is kept by the Preferred Golfer.

1. It collects data and information about your golfers likes and dislikes. Critical for your direct or eMail campaigns.
2. It is your “Club” card – reward loyalty with instant sales and a place to collect stamps to “Earn” a free gift or round of golf, lesson, etc.

The tool is also designed to reward their loyalty. We recommend that for every 10 stamps they collect for merchandise purchases over \$20.00, they collect a stamp for a reward at your facility. Example - Ten stamps and they round of golf.

This is your data collection tool is important. It is critical to the long-term success of your marketing that every person who purchases the “Preferred Golfer Program” fills out the card completely before they are given their DVD package with the discount vouchers.

This collection card will allow you to gather very specific information about the interests of your golfers as it relates to your offerings and profit centers. It will also allow you to create customized mailing lists and an eMail database.

The eMail database can be used in conjunction with Golf eMailer, when upgraded to Preferred Golfer Deluxe. It takes the data, likes and dislikes of your golfer and puts this information online. This is a powerful online broadcast eMail tool that sends out personalized eMail, complete with graphics, photos and printable vouchers for eMarketing specials at your location. If you are interested in more information on Golf eMailer, [click here](#).

Rack Cards – you will receive 20,000 full color rack cards – they can be 4 different cards x 5,000 each. Use these for hotels, airports, Chamber of Commerce and Visitors Bureau, Convention Center, tourist destinations and special events. Many facilities will use this to promote their golf schools or their membership programs. Use them on and off property. These can also be used as a direct mail piece.

Post Cards – People buy post cards. These oversize cards will be sent to golfers by golfers and you don't have to pay the postage – they will.

We will customize 2 sets of 5,000 postcards each. We will choose two of the most outstanding photographs we take of your golf course and create 2 exceptional postcards that will hold a strong retail value. Price them cheap, @10 to 25 cents to encourage purchase.

Sell or give these postcards away to hotels and stores and let them keep the profit. You should also give plenty of these to your Chamber of Commerce and Visitors Bureau. They are as nice (or nicer) than any post card in town, except they all have your course and contact information on each one. 10,000 cards postcards have exceptional branding power. These can also be used as direct mail pieces for your special events. These postcards can generate a huge response if used correctly.

10,000 Ambassador Cards - This is one of the strongest marketing tools in the entire package. It is essentially a referral incentive program. Each card has a color photo of a golf hole on one side with your logo branding and contact information. The back has an offer if signed by the Ambassador.

Give these vouchers out to members of your community who have daily contact with golfers. This can include concierges, bartenders, waitresses, hotel clerks, valets, apartment managers, city officials, pastors, tourism promoters, real estate agents and local business people. These tools are a great way to build relationships with people in your community. The Ambassador signs the card on the back and use their "power" as an ambassador to your course to "comp" a person a discount to play your course.

The referral incentive system works by you giving 20 "Ambassador Cards" to various potential ambassadors. Explain to them that for each 10 people that they refer, they will get a free round of golf (costs you nothing – space available - and they bring their friends to play and buy F & B). Make sure you instruct the potential Ambassador to sign their name on the back of their card right away. This will get them immediately committed to involvement.

The Ambassador Program works best if you get your staff and members involved. We recommend you meet together as a group and compile a list of Who's who and have people give the Ambassador Cards to 10-15 people they know in the community. You can create some real energy and excitement if you do this in a group setting. Create some simple contests or prizes for the people whose "Ambassadors" turn in the most cards in a month or for the year.

We've included a simple tracking sheet that you can use with your team to chart their Ambassadors. It's also a great way to get your team pro-actively thinking about how to market your golf course..

50,000 V.I.P. Cards / Premium Vouchers - We will work with you to create a series of value added premiums and discounts. Each card has a color photo of a golf hole on one side with your logo branding and contact information. The back has an offer for the VIP.

These ten cards will be in the 5,000 Screen Saver CD cases when they purchase the Preferred Golfer Program. You will ideally want to create at least \$100 of value added vouchers that you add to your "Preferred Golfer" package. (\$50.00 if your greens fees are less than \$50.00) This will help to increase the value of the package and will provide the incentive to make it sell.

Your premiums can include (but are not limited to):

- \$5-10 discounts (space available)
- Free Lunch (hot dog and coke) – who said there was no free lunch.
- ½ hour lesson or 1 free group lesson
- 2 for 1 golf opportunities
- Instant replay for a discount
- Free driving range pass
- Free golf cart
- 20% off 1 item in ProShop

You can create any number of these programs or they can all be the same, your choice. A very classy touch, with tremendous branding potential. They are business card size and will be carried in the wallet. Let them be transferable as you just want the increased play, the Preferred Golfer can now look like a big shot. Cards should be dated to "Expire" in one year – You will re-new this Preferred Golfer program each year.

The program is very powerful – a proactive approach to improve your image and marketing with positive net results and profit.

How to Sell the Preferred Golfer Program

How it works

We must establish value for the consumer – so the beautiful screen saver package, is loaded with easy to understand values. The golfer gives you \$20.00 to gain the following:

Screen Saver	\$10.00 value
VIP Coupons (10 at \$10.00 each)	\$100.00 actual savings
Preferred Golf Status	Advance/Special Opportunities
Email Club	Preferred Opportunities

The most obvious value to the consumer is the \$100.00 worth of transferable value coupons for the \$20.00 purchase price. These custom created coupons can be for anything you desire and are dated to expire in one year. If used on a tee times, they are space available for booking. The user will come back to use these coupons – 10 times as they have value. This means additional revenue for the course. The next most obvious item is the Preferred Golfer status: This can mean many things such as advance tee reservations such as 10 days instead of 7, discounts at the facility such as 10% off (which creates instant sales for the Preferred Golfer). Again we are looking to create undeniable value.

The screen saver is an added bonus which brands your course 24/7 on their computer screens and it hot-links with the touch of one key to your website for even more opportunities for information or discounts. Very powerful.

The one item you must collect is DATA – the Preferred Golfer must fill out the data and survey card BEFORE you hand over the screen saver and discount cards. You are now armed with the golfer's likes and dislikes, plus both eMail and regular address to contact them with e-special offers or direct mail. This is critical to the success of the program.

Selling the Screen Saver / Promotional Package

Over the counter sales

We recommend you set the product in a display rack on your counter right beside the cash register so that everyone will see it and inquire about it.

Staff training is critical for successful counter sales. If people don't make an inquiry about the counter display, give your staff permission to allow people to use one of the \$10 off coupons inside the package just for signing up immediately. The staff should prompt them - "*Did you know . . .*"

Besides developing a loyal customer, you will still make \$5 on the product and you will just collect an email address. This is important – if the golfer is about to pay rack rate – show them what they could have for \$20.00 more, less \$10.00 for the coupon = \$10.00 more for that round of golf with \$90.00 of coupons left to use. This is a great value.

You can have "One-day sales" in your pro-shop and mark the product to ½ price and you will still have a 100% mark-up on your advertising piece. This item makes a great stocking stuffer and can be used in combination with your Christmas or holiday advertising campaigns.

You can also include this gift as a part of your upgraded tee package for your busiest and most expensive tee times on the weekend. Some courses have a morning upgrade on top of the weekend upgrade to play the course. It adds value for the dollars they spend.

Tournament Sales

What a classy piece to send to a tournament director - This package is probably the best way you can ever increase your tournament sales. Think about how valuable it is to have your screensaver on the computer screen of the tournament director – they're forced to think about your course every day! Talk about taking a competitive advantage!

You can send the DVD package as is in the mail (just make sure to put a seal on the sleeve to make sure it stays shut.) You can even write a personal note on one of the postcards that are designed to fit inside the DVD case.

Tournament managers are faced with a dilemma of filling their tournaments with players. You can partner with these managers by helping them give value to their tournament players making their tournament more appealing than others.

If you are retailing the package in the pro shop for \$20 and you give it to the tournament director for \$10, they think they've received a terrific gift at cost. Their players will get a nice keepsake from the tournament and will receive \$100 in added value vouchers to play another day. This beats any of the other "typical junk" items (bag tags, balls, umbrellas, towels) that a tournament director puts in the package.

From your perspective look at this number – 144 golfers each coming back or sending a friend to play your course 10 times each = **1,440 additional rounds of golf from every tournament!** That is an impressive number.

It is important with tournaments that you collect data before the event or at the registration. Make sure that every player fills out a "Preferred Golfer Data Card" so you can build your eMail database. **They cannot have the saver and discount coupons unless they turn in a completed data/survey card.** Make sure to have the people at the registration table send people into the proshop to pick-up their screensaver. This way the pros can tell them about the discount vouchers in the package that they can apply to merchandise and make a purchase that day. Doing this can dramatically increase your proshop sales on tournament day.

Creating sales of the “Preferred Golfer” program by partnering with other groups

1. Junior Golf – Fundraising program

Allow your junior members to make money by selling the program to their friends and family. What junior golfer wouldn't want to make money to go to play in some tournaments? Any kid in your program could sell at dozens of these. You can create contests with prizes for the most units sold.

If you give the packages to Junior Golf at your cost and just break even, you're still ahead. You've now collected a new database and have hundreds of your advertising pieces in the community – all at no cost to you. Free advertising is good. You will look great in the eyes of the families at your golf club. (Remember only you know that you paid \$5.00 for it – most will think your “cost” is \$10.00)

Make sure with this program that you have the youth fill in the “Preferred Golfer Data Card.” The long-term value of this program is in the data you collect. Yes, grandma may not have email but she has friends who play golf and she can give out your value added vouchers. It's still great advertising that cost you nothing.

2. Men's and Ladies Golf Club

These groups are easy to get to promote their own club. This product is a “Bragging tool” that people can show off their course to their friends and family. They can be motivated to sell it and have funds put into their tournaments. A double win is when you put the funds they raise into prizes from your proshop, sold at full retail.

This item can also be sold to the members as an incentive / reward for paying their dues early.

3. Civic Organizations

Rotary, Elks, Lions, Moose Lodge can all be given an opportunity to sell this product as a fund raiser. You can gain tremendous good will by partnering with these organizations.

They make \$5 – you make \$10 - \$5 goes to cost of goods. Now the members of the Civic group will have coupons to visit your Course 10 times during the year - special privileges for the club members - money to the organization.

4. Chamber of Commerce & Visitors Bureau

This is an exceptional piece to sell to your local agencies that can be highly effective in promoting your facility. They have a tremendous amount of requests for information. You can give them your rack cards and allow them to sell your postcards and “Preferred Golfer” package for a profit. You can keep a small margin for yourself with these items because they have such a high perceived value for the end-user.

5. Local Hotels

We strongly recommend that you give lots of postcards to your local hotel partners. Allow them to make 100% profit on these and they will sell the postcards on a display rack at their front desk – giving your course premium placement at the desk. This is a powerful advertising weapon for you.

The Ambassador Cards should be given to every concierge and clerk. Give these people a strong incentive to refer people to your facility. These people are making direct contact with travelers every day and can easily identify the golfers who are checking in with golf clubs.

Other Means of Selling the Preferred Golfer Program

1. Mall Kiosks or at Sporting Goods Stores

This item has great retail mark-up (300%). There's lots of margin to sell these through other vendors and still retain a healthy profit for yourself (on your advertising package). This is an exceptional Christmas gift item.

You can also have other vendors sell your postcards.

2. Golf Shows

This is the perfect package to sell at a golf show. You won't end up wasting your promotional material with the tire kickers who collect everybody's junk and throw it in the trash at the end of the day. You will actually qualify your prospects on the spot to know if they have money to spend golfing. You will also have a tool to collect your database. Put in on a "½ price special for one day only" and you're still making 100% profit on your advertising tool.

Turn-key Marketing by People Who Know the Game

Not all advertising agencies understand the game of golf or the power of loyalty. 70% to 80% of your profit comes from as few as 15% of your golfers. Reward them and turn the 6-time golfer into a 10-time golfer. Bring the tournament golfer back time after time, long after the tournament is over. These programs work.

Reach your tourist at the core – in hotels, restaurants and bars to add rounds that you would normally lose due to lack of knowledge or recommendation.

Communicate with your core golfers via inexpensive eMail to alert them to specials they personally asked for. The Preferred Golfer Program was designed for course that wants to actively make a difference in their bottom line.

Bottom line

The Preferred Golfer Loyalty Program is the strongest marketing tool available in the market today. There simply is no other advertising program that has the ability to make you money from both selling the advertising package and from the value of 100,000 printed pieces of ad materials.

Preferred Golfer Program – Payment Schedule

The program is complex with many parts to be coordinated, so it must be planned into your overall marketing scheme.

To accommodate cash flow, the program has been divided into sections to give our artists time to photograph, prepare and print your marketing tools and to spread your payments over time and give you an opportunity for some sell through.

The following is the payment and production schedule for the Preferred Golfer Program.

Deposit Number One - \$9,000.00

The photography team of John R. Johnson or Mark Whitright – both nationally award winning photographers will book a trip to photograph all 18 holes of your course, the clubhouse exteriors, practice areas and amenities. This shoot will be used to create the various products of the Preferred Golfer Program. The original slides will given to the course for media or other marketing and promotional needs without restriction. The course will be billed at cost for travel expenses.

The graphic designers at Johnson Design Golf Marketing will now create the following items used in the Preferred Golf Program.

Four Rack Cards	Two Post Cards	Survey/Data Card
Ambassador Cards	VIP or Discount Cards	Counter Sales Card
News Paper Ads	Golf eMailer Template	Website Data Collector
Screen Saver Package	CD Face Art Work	Screen Saver 18+ Holes

All items will be submitted digitally for your approval to proceed to print.

Deposit Number Two - \$9,000.00

Once the approvals on all printed items have been secured the second deposit is due. Upon receipt, the materials will now go to print. This will include both the paper items listed above and the screen saver CD's with packaging. A total of 100,000 individual items will be prepared for your total marketing needs. 5,000 Preferred Golfers is your target number for your course.

Deposit Number Three - \$7,000.00 + \$600.00 for Preferred Deluxe Package

The final payoff is due 30 days after the program arrives at your location. We delay the final payment to give you an opportunity for some sell through. It is important that your staff training takes place early so when all items are on site, the program is placed into effect for all players, community groups and tournaments ASAP.

Future Sales Potential for your Club

The cards and Preferred Golfer Status are designed to last one year – we suggest June to June so the cards can be used by the golfer over two seasons. The program is completely renewable as your golfers will want to continue their “Preferred Status” and take advantage of specials each year. We will redesign the materials for each successive year so all screen savers and other materials have a fresh look to your golfers – Think volume two. Charge the same \$20.00 per golfer the next year. It will be easy to get these players to renew – you simply send out an email through your golf eMailer account and they can renew online. You stick a seal and a stamp on the package and out it goes in the mail.

Let's get the ball rolling for your course. Call us or email us today and we can discuss payment terms that can work for your facility.

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