

GO PLAY

A COURSE PARTNER COMMUNICATION FROM GOLFNOW

SPRING 2017

FEATURE

Boosting business with Plus

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Boosting business with Plus

The Plus service by GolfNow recently surpassed 1,000 golf courses that use its marketing performance platform. This milestone comes just two years after the launch of the service at the 2015 PGA Merchandise Show.

With today's golf industry focusing more than ever on attracting new golfers, golf courses are challenged to attract consumers who are offered seemingly limitless recreational choices. From maximizing revenue with dynamic pricing to tracking golfer satisfaction through social media and online reviews, the Plus platform combines expert consultation and proprietary technology to help golf courses manage their businesses in a very competitive marketplace.

"The number of administrative tasks a golf course operator faces on a daily basis can steal time from any efforts to attract new golfers," said Mike Hendrix, Senior Director for GolfNow Plus. "This is where Plus can lend support while also freeing them up to dedicate more time to concentrate on customer service."



“The amount administrative tasks a golf course operator faces on a daily basis can **steal time from any efforts to attract new golfers**. This is where GolfNow Plus can lend support while also freeing them up to dedicate more time to **concentrate on customer service**.”

Plus offers both a full-service option – each course partner is provided with a team of experts to handle inventory control and pricing, as well as brand communications and social media – and a Toolkit, designed for course operators who prefer to keep our proprietary technology in their own hands. The Toolkit offers guidance and more than 10 data-driven enhancements that will work in concert to help raise revenue, ranging from algorithmic pricing to sales pipelines to gift cards. ■



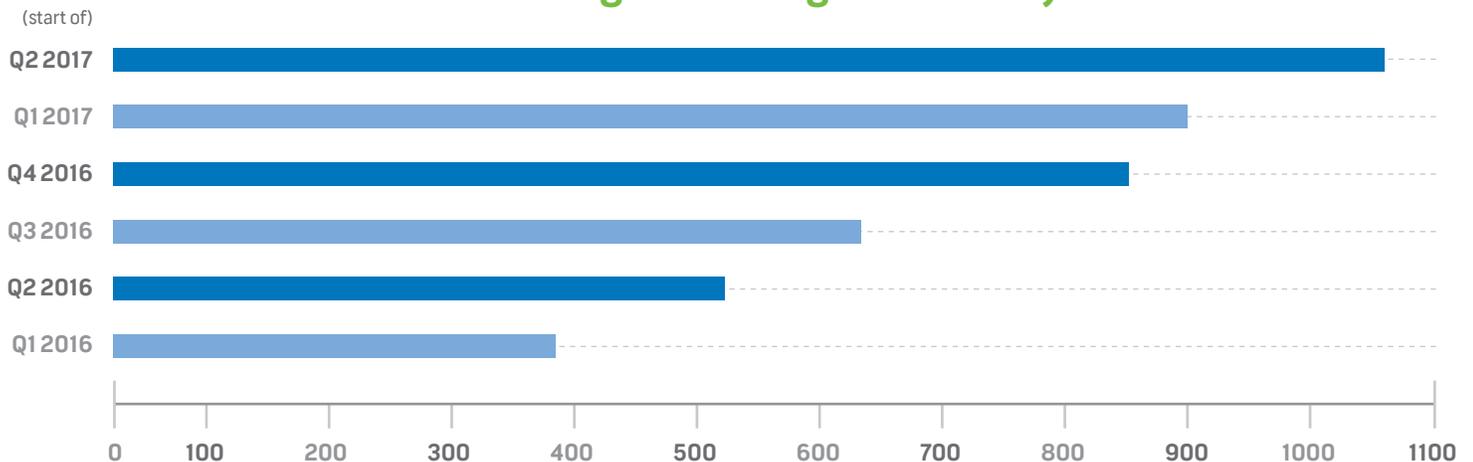
“Toolkit has been awesome. **We’ve increased our rounds** ... and the average rate. **It’s been a huge benefit**.”

Mark Knowles
Gold Mountain Golf Club, Bremerton, Wash.

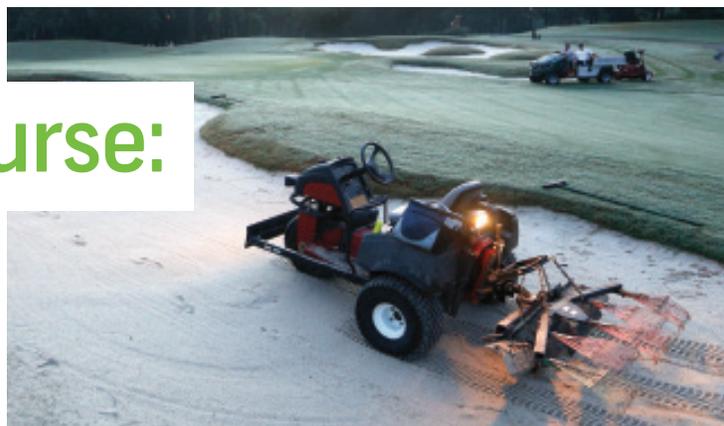
“The Plus team helps us out immensely because we can change what we’re doing by the day ... we have the **flexibility to change our prices** ... and it allows us to **fill our tee sheet**.”

Mike Dopsloff
San Carlos Golf Club, Ft. Myers, Fla.

Courses boosting marketing with Plus by GolfNow



Straight from the course: the upside of Ride



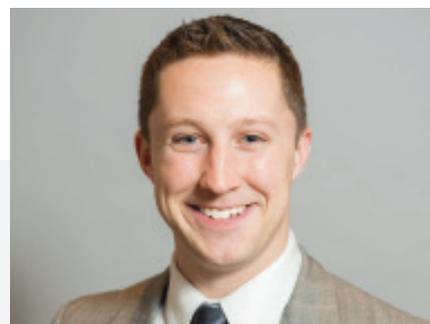
When GolfNow launched its Ride group purchasing service in 2015, it was a boon for golf courses looking to save money on items important to the everyday operation of their businesses. But the service was limited mostly to food and beverage. Over the ensuing two years, time and effort have been invested to enhance the program by including other supply items operators feel are just as critical to managing and maintaining their facilities.

Several of the notable additions include agronomy – fertilizer and chemicals needed to maintain prime course conditions – technology; fresh, locally picked produce; and environmental services.

So, if you've been placing orders in Ride, but only for the food, take another look. There's so much more that can deliver bottom-line savings for your golf course. If you've hesitated to join the program because you thought it was limited or wasn't the comprehensive buying experience you need, perhaps now we have you covered.

It's totally free to participate in our Ride program. In 2016, more than 530 golf courses purchased with Ride and enjoyed combined savings exceeding \$3 million – all keeping their share of that money in their budgets for other necessities.

Find out how Ride can help your bottom line. Learn more at business.golfnow.com.



A Q&A with Tim Presecky

Purchasing Analyst, KemperSports

HOW LONG HAS KEMPERSPORTS BEEN USING RIDE AND WHAT FEATURES BENEFIT YOU THE MOST? KemperSports initiated Ride purchasing in July 2015, primarily through US Foods. As our properties became more familiar with the program, we started engaging other vendors such as FedEx, Cintas and, most recently, PicRite produce as a way to complement our existing golf industry partnerships.

WHAT PRODUCT, SERVICE OR COMPANY WITHIN RIDE HAS STOOD OUT RELATIVE TO YOUR PRIOR VENDORS? US Foods' online system provides us with insightful, actionable, real-time data for our entire portfolio. Purchasing trends and product usage reports allow us to ask better questions and understand how we can further take advantage of the program's purchasing power. GolfNow's Ride team helps us analyze our product mix and make recommendations that better suit our needs and goals.

IF A POTENTIAL NEW CLIENT OF RIDE GAVE YOU A CALL, WHAT WOULD YOU TELL THEM ABOUT KEMPERSPORTS' EXPERIENCE WITH THE PROGRAM? Engaging in the GolfNow Ride program gave us access to many non-golf partners with which our properties already conduct business, resulting in significant savings. Clear communication to our properties about service model changes is vital to the success of any vendor transition and should be strategized prior to any switch.

WHAT DO YOU LIKE BEST ABOUT US FOODS' TECHNOLOGY CONNECTED WITH THE FOOD SERVICE DIRECT ORDER? The technology makes it. US Foods' technology allows transparency and reporting functionality for every property. We can slice, filter and customize data to answer specific or high-level questions and can do it within minutes, rather than after several e-mails to various vendors. Reporting allows us to know our business better, which allows us to make smart decisions on behalf of our clients. ■

Going mobile

As mobile devices become increasingly indispensable for the general population so, too, is the GolfNow mobile app for golfers. Mobile usage among GolfNow golfers so far this year has increased 40% over the same time period in 2016, and the GPS functionality on the GolfNow mobile app is up more than 500%.

GPS usage within the GolfNow app not only makes a good round better, it can mean more rounds for your course. Among several features scheduled to roll out in the app later this year include better GPS integration. Specifically, golfers will be able to view course layouts at the same time they are searching for their next round. Other planned features include a notice that encourages golfers to re-book at your course post round, and displaying favorites first for those golfers who have their go-to tracks they play regularly.

These improvements and more will make the GolfNow mobile app user experience even better. But the best news about the app is that it's totally free! ■



Season-starting tips

Warmer temps and higher demand are on the way, which is why we have compiled a handful of helpful reminders to ensure that your business enjoys a smooth start to the summer.



Pay a quick visit to the GolfNow Business Support Page (business.golfnow.com/support) for some useful information and tips about making the most of your GolfNow Technology system.



If you need service, free up a little time with the Queue Callback Option. We'll call you once a member of our GolfNow Cares team is available, letting you get back to business in the meantime.



Keep the link to our GolfNow Business System Status page (business.golfnow.com/status) handy. It lets you check on all of our systems before you call, and any widespread performance issues will be reported and updated when the matter has been resolved.

Helping you prepare for a week of #LetsPlayGolf

Go Play Week is almost here, and golfers everywhere are looking forward to the full list of events, giveaways and more planned for May 1-5. Whether you've signed up for all five days or you are planning to offer a select few, we have some tips that will make each day an even bigger and better success.

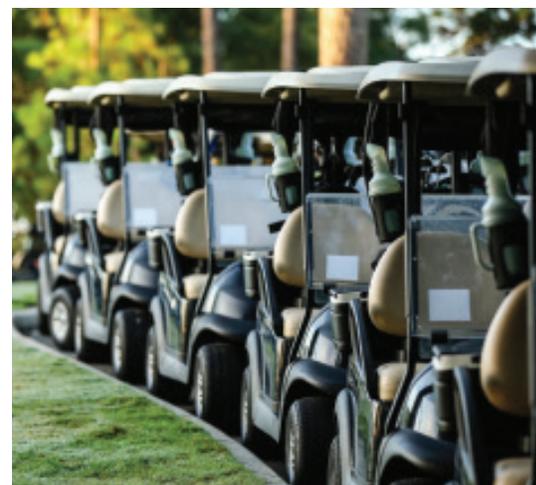
First, you should already have your standard "promotion in a box" supplies that are included with your participation. If not, it will be arriving in the next couple of days. But as demand starts to build, or if you are looking for a way to bring even more players to the course, be sure to look into the "better" and "best" event packages offered by our partners at Perfect Golf Event. You can learn more at perfectgolfevent.com/goplayweek. These packages are available to you all the way up until the last week of April.

Themed Days Ideas & Tips:

For "**Bring a Beginner Tuesday**," be sure to encourage your regular customers to bring a new player out to the course while enjoying a round themselves. You can also plan to offer any number of incentives, including BOGO rounds for beginners when they play along with an experienced golfer, special rates for rental clubs, discounted golf shop merchandise and more.

"**Women's Wednesday**" on May 3 is an outstanding opportunity to welcome female players to your course and bring even more new golfers into the game. From inviting local women's organizations to the event to offering child care options, providing special nine-hole rates and having instruction available, there are several ways to make this day one of the season's best.

"**Test Drive Thursday**" speaks for itself. Every golfer—whether they're new to the game or they've been a lifelong player—will love the chance to try out the latest clubs and equipment. Why not offer a discount on purchases for anyone who plays a round or special promotional rates for anyone who purchases gear following a demo? You could even set up your own World Long Drive-style contest on your range.



And for "**Family Friday**," getting the whole group out to the course is the key. Introduce younger players to your own version of the Drive, Chip and Putt competition, have kid-friendly food at the ready and set up Parents vs. Kids putting contests.

Plus, don't forget that the whole week is filled with opportunities to post photos, videos and more on your social media — the kind of content that keeps people engaged and coming back to your course.

Visit business.golfnow.com/go-play-week for a refresher on each of the events, and contact your GolfNow representative for more information as the big week approaches. ■