

Premium Marketing | Exclusive advertising opportunity business.golfnow.com



1.90%
click through rate,
vs industry average **0.14%**

11.3%
conversion rate,
452% above industry average

“ We’re all fighting for the same golfer, so being on the top tier is a big competitive advantage. ”

– Jim Diaz
Tour 18 Dallas

Exclusive opportunities, enhanced exposure

The Premium Marketing Program (PMP) combines marketing tools and messaging outlets that would likely be cost prohibitive if purchased separately. Instead of investing in these media on your own, GolfNow packages them and gives your course a unified, consistent and powerful brand identity to help attract more golfers.

Features



First find

GolfNow’s search-driven enhancements include exposing premium marketing partners where golfers book their rounds. Optimum placement at the top of desktop and app search results, appearing as an organic find, drives increased exposure and tee time sales.



Revenue at a click

Exclusive digital ads, customized for your course, run on TravelGolf.com, WorldGolf.com and location/destination pages. One click takes golfers directly to your tee times, providing a direct path to your business as well as providing lead generation for travelers looking to stay and play your course.



Hit “send”

Put your business up front with placement in local and national email campaigns, including Featured Course messages and Course Spotlight promotions. Get the word out using GolfNow’s database and make something good happen.



Must-play destinations

When golfers travel to play, make sure yours is on their itineraries via placement on the Golf Advisor Stay & Play page. Offer attractive golf-only packages or combine tee times and accommodations to put your course among the attractions that can’t be missed.

Find your solution

Premium Marketing is only one of the many business solutions we offer course partners.

GolfNow helps businesses like yours build lasting relationships with golfers by providing innovative technologies, professional services and dependable support, 24/7/365.

- Serving 9,000 courses worldwide, connecting millions of golfers to the most comprehensive tee time inventory anywhere
- Largest technology provider for tee sheets and POS systems
- Consultative services to help manage and grow partners’ businesses
- In partnership with Golf Channel and NBC Sports



Cares is our promise to help resolve any challenge you face as quickly as possible, 24/7/365.



All GolfNow products, programs and services are supported by GolfNow Cares. Call or email cares@golfnow.com anytime.