

This quick reference guide will walk you through the different features within the tools of the GolfNow Plus Toolkit: 1) Autopricing 2) Hootsuite 3) Brand Management and 4) Communication Center



Autopricing

GolfNow Plus Autopricing allows you to set up rules on your tee time inventory to make automatic pricing adjustments based on time until expiration, utilization of an hour on your tee sheet, or both.

TO ACCESS: Go to golfnowcentral.com, select the inventory tab and click on the GN+ Autopricing option.

Username:

Password:

For support on Autopricing matrices and apply Autopricing to your tee time inventory, check out the videos on GolfNowSolutions.com. Click the "Support" button, then "GolfNow Plus" and then "Autopricing."

Setting up a matrix

You can use or edit any of the starter matrices listed, or create a matrix from scratch. Enter the percent change you'd like the system to make for each time sweep depending on how utilized that tee time is. See the videos on [How to Access](#), [How to Understand and Edit a Matrix](#) and [How to Build a Matrix](#).

Attaching a matrix to inventory

Once you have a matrix set up that you'd like to use, you'll attach it to your tee time inventory or select parts of your tee time inventory for it to go into effect. See the videos on [How to Attach a Matrix to Live Inventory](#) and [How to Attach a Matrix to Future Inventory](#).



Hootsuite

Hootsuite allows you to easily activate and engage golfers on Facebook, Twitter and Instagram. Keep golfers connected to your course through social media management, and convert those "follows" and "likes" into bookings.

TO ACCESS: Go to: <https://hootsuite.com/login>

Username:

Password:

For support in using Hootsuite, go to Business.GolfNow.com, click the "Support" button, then "GolfNow Plus" and then 'Hootsuite.'

Streams

Streams have been set up for you that include golf content curation, competitor monitoring, golfer engagement and golfer listening. On the top left you will notice two tabs have been created: "Course" and "Competitors." The Course tab shows a stream from each social media channel you have. The Competitors tab includes social media streams from local competitors.

Compose message

You have the ability to post directly to each social media stream from this portal or all of them at once. You can either send the post immediately, or schedule it to be sent at a later date. Include a link to your website or booking engine, and the url will be shortened in order to reduce the amount of text. Save time by scheduling all of your posts for the week in one sitting.

Publisher

Keep track of past and future posts by viewing the calendar. By hovering over the scheduled message you will be able to see the content and have the ability to either edit or delete the post.



Brand Management

Our brand management platform allows you to know what golfers are saying (and not saying) about your golf course and helps you manage your brand's online reputation.

TO ACCESS: Go to: business.golfnow.com/golfnowplus and select the Reputations tab.

Username:

Password:

For support on the Brand Management section of the Communication Center, go to Business.GolfNow.com, click the "Support" button, then "GolfNow Plus" and then "Brand Management."

Snapshot tab

This is the general overview tab that allows partners to view data summaries and high level ratings and reviews information. Notice the overall score in the top right corner. As you progress through the workflow tab and improve your online brand presence, this number will increase. Clicking on this brand score will provide the variables that determine the score.

Reviews tab

All course reviews live under the "Reviews" tab. Here partners can respond to, send or share reviews. A dashboard and metrics have been set up to understand review analytics. Watch the [Review Analytics](#) video and the video on how to [Respond, Share, Email and Organize Reviews](#) to learn more about this section.

Chatter tab

The chatter tab allows partners to see mentions the course has received on various social media platforms and compare those to mentions of competitors.

Listings tab

Use this section to ensure your course has the right name, address, phone number and website across every major review and directory site. In order to update the listings, you must first "claim" the page. Consistency here improves your brand's online credibility and improves the brand's SEO. You'll see any variations highlighted in red.

Rankings tab

The rankings tab allows partners to gauge how visible the course is on major search engines based on key search words the partner has selected. Obviously, the higher ranking the course receives, the better.

Media tab

Similar to the reviews tab, the media tab shows the reviews, but in picture form. Partners can see pictures that have been posted and tied to sites like FourSquare, Yelp, Google, Instagram, Facebook, etc.

Workflow tab

This is similar to an internal Customer Relationship Management tool, or CRM. Using this tab, partners can track what they've accomplished by managing the tasks that have been created for them.

My account

This has been set up for you already, but you can use this section to make any adjustments to your business name and address.



Communication Center

Automated sales management, performance dashboards and reports, team communication and more rolled into one platform to keep your business growing.

TO ACCESS: Go to: golfnowsolutions.force.com/golfnowplus

Username:

Password:

For support on the Brand Management section of the Communication Center, go to Business.GolfNow.com, click the "Support" button, then "GolfNow Plus" and then "Brand Management."

Home tab

This general overview tab allows you to view dashboard snapshots, assigned tasks, and upcoming events or calendar appointments. Clicking on any of the underlined items will take you to that item's details.

Messages tab

Here you can communicate with the members of your team along with your GolfNow team. This feed is accessible to everyone in your group. Expect to receive messages from your GolfNow Team under the "Message" tab.

Groups tab

The groups tab allows partners to access each member of their team in a private setting. Groups are exclusive to the members the user has selected.

Accounts tab

Multicourse operators will have access to all of their golf courses on separate account pages. In order to dig into a specific golf course, click on the name of the course to be taken to that course's account page.

Opportunities tab

This tab allows partners to track leads through information request forms and by entering data manually. Make sure a lead form has been added to your website and is working properly. When a lead comes through you can log a call, create a task, add an event, write a description, add notes and attachments and select a stage.

Dashboards tab

The dashboards tab allows partners to understand data better by breaking it down into a simplified format that provides a quick glance at performance. There is a report that drives each widget on the dashboard.

Reports tab

This tab allows partners to track various metrics in a variety of reports. We offer several reports on this tab that partners likely have not seen previously, including playable days, sales opportunities by stage, and online revenue by channel. Simply click on the report name in order to be taken into the report details.

Phone rates tab

Here you'll have the option to maintain live phone rates in the communication center. These rates can be attached to our autopricing tool or remain static. Many operators find it convenient to keep a live feed of phone rates in the communication center and allow their staff to quote rates from this view.

Reputation tab

The GolfNow Plus Brand Management Platform lives under the "Reputation" tab. This allows partners to easily view and manage their brand reputation across various platforms by providing a way to aggregate and respond to reviews and monitor social media and SEO analytics. See the section for Brand Management for more details.

Help / Support

In addition to finding support videos and instructions on Business.GolfNow.com, partners can access the support information straight from the GolfNow Plus Communication Center by clicking on the "Help/Support" tab.