

# GO PLAY

A COURSE PARTNER COMMUNICATION FROM GOLFNOW

SUMMER 2017

## FEATURE

Your chance to play with  
the best in the world

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# Your chance to play with the best in the world

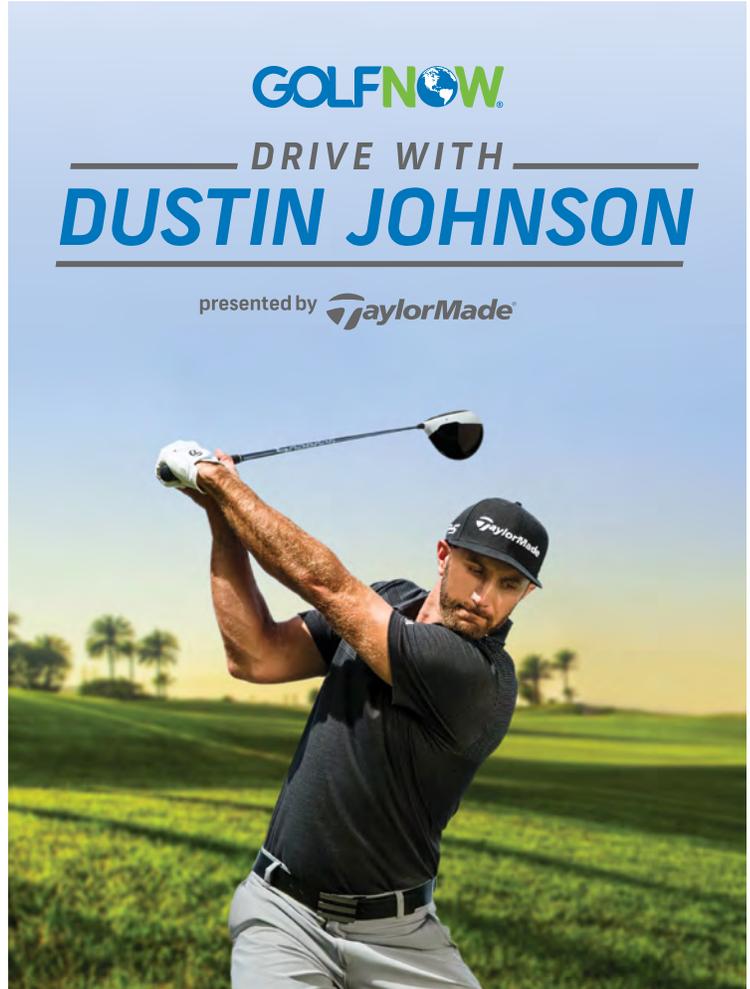
GolfNow has teamed up with TaylorMade and the No. 1 golfer in the world—Dustin Johnson—to offer golfers the chance to play with a pro this summer. Golfers from the U.S. and the U.K. can enter to win the **Drive with Dustin Johnson** sweepstakes, which includes a prize package including airfare, accommodations, new TaylorMade clubs and more.

But this summer’s sweepstakes is not just for golfers; we have added a way for course partners, like yourself, to win as well.

When golfers enter to win, they will have the opportunity to select their favorite course for an extra entry. If your course gets the most votes, you could join the winners in receiving a complete prize package for yourself and a guest, including a round of golf with Dustin Johnson, your own TaylorMade clubs and more.

This is where you come in. Increase your chances of winning a course partner prize package by reminding golfers to select your course as their favorite when they fill out the entry form. The more golfers you remind to enter, the better the odds that you, too, will be playing a round of golf with Dustin Johnson. ■

Print out the sweepstakes poster, which you can find at [ow.ly/BBLn30d7QBJ](http://ow.ly/BBLn30d7QBJ), and let your golfers know about the Drive with Dustin Johnson sweepstakes from GolfNow.



## Participation: 18 holes isn't telling the entire story

Golf participation is the name of the game, which is why the latest National Golf Foundation report is important to note. Participation overall remains relatively flat, but as golf evolves, so do the methods by which it's now measured. No longer is 18 holes on a traditional golf course our only barometer. Take a look to the right and see why today, more than ever, it's important for golf course operators to innovate in order to attract new golfers who live in a very competitive marketplace where everyone is competing for their recreational time. ■

	2015	2016	% Change
<b>Non-golfers with high levels of interest in playing golf</b>	11.9	12.8	+7.6%
<b>People exclusively participating in off-course golf activities</b> <small>(driving ranges, TopGolf, indoor simulators)</small>	7.0	8.2	+17.1%

(in millions)

# GolfNow services growing with you



The power of GolfNow is that it invites golf course operators into the world's largest golf marketplace. But savvy operators also know that GolfNow is about much more than just tee-time distribution; we also work to create and support industry-leading technology, complemented by services that have been growing at a rapid clip since first introduced at the PGA Merchandise Show in 2015. Operators using any of these services - including Plus, Ride and Answers - get it. They've experienced how using GolfNow's exclusive benefits, proprietary technology and professional expertise have led to considerable growth for their golf courses.

Just past the mid-year point of 2017, let's take a look at notable advancements in each of the services:



## mid-year 2017



Surpassing multiple milestones in 2017, the **Plus** performance platform continues to add new partners, as well as new features and service-level options designed to fit a variety of needs and budgets. For example, the Plus Toolkit, which gives do-it-yourselfers the same professional tools our Plus experts use with the full-service option, has added several exciting features: Plus Vision, which allows operators to better monitor their competitive marketplace; and Pulse sentiment technology, which reveals how golfers feel about the various characteristics of their courses and what they are saying publicly across various review sites.



The purchasing power of **Ride** continues to impress golf courses, which have increased their buying activity by 39% year over year and have saved their businesses up to 35% on things they buy every day. Ride will continue to offer big savings with its new agronomy program, fully prepped for fall's early buying season.



**Answers** by GolfNow is becoming a very popular service for time-stressed course operators who want to maintain a high level of customer service. Your business grows when your phone lines never close, and Answers covers you 24/7/365. More than 425,000 rounds have been booked via calls serviced by Answers professionals so far this year - with nearly 70,000 after normal business hours. Equally impressive is an email capture rate exceeding 84%. ■

Are you getting the most out of your GolfNow partnership? If you want to know more about our services, connect with your GolfNow representative.

# Taking the reins — Plus Performance Center

More and more golf course operators are putting the power of the proprietary technology found inside the GolfNow Plus Toolkit into their own hands every day. With 10 data-driven enhancements that work in concert – ranging from algorithmic pricing to sentiment analysis – the Toolkit is an ideal choice for do-it-yourself operators looking for extra assistance in driving rounds and maximizing revenue.

GolfNow recently hosted two Plus Performance Center workshops—complete with tutorials and hands-on guidance—designed to ensure operators are getting the most out of their investment. Designed by our in-house golf business experts, the workshops are structured to help attendees put this technology to work in ways that meet business needs.

Both the June and July sessions filled quickly to capacity, and feedback from attendees was overwhelmingly positive:

.....

“As far as how they were met (expectations), I’m blown out of the water. **So much stuff I learned this week** – just being more time efficient, and to be more catered to my market.”

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– **Matt Hill**, *Waterlefe Golf & River Club, Bradenton, Fla.*

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“I would definitely recommend this Plus Performance event to a colleague. . . there’s so much information and tools that are available to really help promote your club and to generate additional revenue. So, I think **it’s 100 percent beneficial.**”

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– **Michelle Welton**, *Caledon Country Club, Caledon, Ontario, Canada*



“When I came into this I was really only focused on the auto-pricing feature, which is really important, but looking more into the reputation tab and now **all of the marketing campaigns that are possible** are definitely something that I’m going to focus on going forward.” ■

– **Morgan Castillo**, *Traquilo Golf Club at Four Seasons Resort Orlando*

Check with your GolfNow representative about future Plus Performance Center opportunities.

## More ways to reach golfers

Our GolfNow Central dashboard is a powerful tool for your business, with important marketing features that can help you stay in contact with golfers. Just like any tool, though, there is always room for improvement, and that’s why we are enhancing the email section.

The available email templates, both for general messaging and holiday-specific opportunities, are being refreshed and expanded. The new templates offer you a fresh look and concise messaging, all in an easy-to-use platform that lets you drive your business.

You can utilize the templates to send messages and campaigns to any golfers who have booked through GolfNow or the booking engine on your site (if applicable):

- Simply log in to your GolfNow Central dashboard at [manage.golfnowcentral.com](http://manage.golfnowcentral.com).
- Navigate to the “Marketing” tab and select “View” under the Campaigns section.
- Create a new campaign
- Select the “Email” tab and you are on your way to an improved marketing experience. ■

