


**Building Your Marketing
Matrix: Drive Usage,
Member Retention, and
Member Connect**

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Who Am I? Some Quick Facts...

- Vice President of Country Club Operations for Toll Brothers, Inc.
- 20 years of experience in the private country club/resort industry
- Former General Manager/Regional Manager across many geographic locations



Objective

In this seminar, you will learn the simple and, sometimes not so obvious—steps to creating your very own marketing matrix, including:

1. Defining your Membership population.
2. Planning your event schedule to target each group in this population.
3. Analyzing your event P&L, attendance, and feedback to determine your success rate.



What Is A Marketing Matrix?

A marketing matrix is a tool/chart that allows you to better plan your event/activity schedule with the goal of **CONNECTING**:

- Member to Club
- Member to Member
- Member to Club Staff


Getting Started

Ask yourself...

- 1 How well do you really know your Membership?
- 2 Does every Member utilize the club as often as you would like?
- 3 Are your special events and activities well attended?

A Shift in Focus...

Although these questions sound simple, it takes a **shift in focus** to realize that the answer is right in front of you. You may need to approach them differently than you have in the past, but you can significantly drive usage at your facility, increase Member retention, and connect your Membership to the club—all you need to succeed is a well-defined marketing matrix.



Step 1:

Define Your Membership Population and Usage Categories



Defining Your Membership: Who Are They?

- Men: <=43 44-55 56-60 >=61
- Women: <=43 44-55 56-60 >=61
- Children: <=6 7-10 11-13 >=14
- Empty Nester/Active Adult
- Young Professional
- Family
- Non-User
- Other



Defining Your Membership: The Tools You'll Need

- Membership Application
- Member Interest Form/Member Profile
- Survey, Online or Written
- Departmental Data Collection
- Other



Defining Your Usage Categories...

- 9-hole Golf
- 18-hole Golf
- Tennis
- Pool
- Fitness/Spa
- Clubhouse/Social
- Other



Step 2: Plan Your Event Schedule



Planning Your Event Schedule...

Once you have defined your membership population and usage categories, you will be ready to:

- ❑ Successfully plan your event schedule to target each group in this population using your **Marketing Matrix**.

Planning Your Event Schedule: Analysis of Last Year's Events


Take a look at the prior year's event schedule to determine where the "holes" are:

- ❑ Did you hit every group in your Membership population at least once for every usage category listed?
- ❑ Based on your event P&L, member/staff feedback, and attendance, which events were successful and which ones were not?

Marketing Matrix

Marketing Matrix: Club Programming, Events, and Activities

	9-Hole	18-Hole	Non-Golfer	Tennis	Pool	Fitness	Clubhouse/F&B/Social
CHILDREN <=6 Yr. 7-10 Yr. 11-13 Yr. =>14 Yr.	<ul style="list-style-type: none"> • Golf Academy 1. Tiger Woods (7-10) 2. Golden Bear (11-13) 3. Palmer Collegiate (14-) • Golf Fitness Camp • Sports Camps (3 wks) • After School Classes 			<ul style="list-style-type: none"> • Little Tennis Clinic (4-7) • Junior Clinic (8-16) • Tournament Club Championship • Aerobic Tennis • Private Lessons 	<ul style="list-style-type: none"> • Swim Team (under 10) • Swim Team (13+) • Swimming Lessons • Dive-In Morse Night TBD 	<ul style="list-style-type: none"> • Soccer Camp • Dance Camp • Trumbling Camp • Cheerleading Camp • Fun & Fitness Camp • Tae Kwon Do (Grand Master Chai's) • Survivor Camp • Swing Through (Golf Fitness) • Junior Sports Agility • Stretch Series - <i>better marketing</i> • Soccer Academy • Parent night out (Dinner & a movie) • Toddler Town • Club house event - Child Care 	<ul style="list-style-type: none"> • Dinner w/parents every 4th Wed - <i>people are requesting a buffet.</i> • Prime Rib Night • Live Entertainment Nights (1-2x/mth) • Brunches (Easter, Mother's Day, Santa, Thanksgiving, etc.) • BBQs (Father's Day) • Deck Dining (Ex-nach) • Pool • Opening Closing • July 1 Pool Party • Halloween Event - <i>It went well, however, we had staffing & space issues in '05</i>



Step 3:

Always Analyze Your Event P&L, Attendance, and Feedback to Measure Success



Analyzing Your Event: Evaluation

Evaluation is a key factor in implementing a successful marketing matrix because:


- It will help you to determine your overall success rate/P&L/attendance/feedback.**
- It will tell you which events you should repeat in the future, and which events you should not repeat.**
- It will provide you with an intelligent reply to the member question: Why can't we have this event again?**



Analyzing Your Event: Special Event Binder

For every event that you host, create a special event binder to measure your success to include:

- Pre-Event P&L**
- Sign-Up Sheet**
- Marketing/Communication/Promotion**
- Post-Event P&L**
- Member/Staff Feedback**



Special Event Binder: How To Use It

Now that you have all of this information,
make sure to use it well for:

- **Discussion Topic for Board of Advisors
and Club Committees**
- **Strategic Planning with Departmental
Teams**
- **Other**

Communication Strategy: Make The Information Work For You

- Newsletter
- Club Website
- Quarterly State-of-the-Club Letter
- Annual Golf Brochure
- Weekly or Bi-Weekly Email Blast
- Monthly Calendar
- Open Feedback
- Club Bulletin Board/Locker Room
- Reception/Pre-Recorded Greeting
- Golf Cart Display/Table Tent Display

