

MARKETING
Without Boundaries *in PRIVATE CLUBS*

“Dedicated to developing tomorrow’s leaders”.

What is it? Really?

PRODUCT DEFINITION

- SERVICE
- FUN
- GREAT FACILITIES
- AMAZING SOCIAL FUNCTIONS
- QUALITY PRODUCTS
- PROFESSIONAL BUSINESS MANAGEMENT

IDENTIFY YOUR CUSTOMER

- LOOK AT THE ENTIRE FAMILY
- GUESTS
- STAFF
- SPONSORED CATERING
- INTERNAL CATERING

WHAT DO THEY WANT?

- ASK THEM WHAT THEY WANT
- FOCUS GROUPS
- SURVEYS
- COMMENT CARDS
- ONE ON ONE CONVERSATIONS
- SOLICIT STAFF
- ANALYZE DATA

CREATE

- UTILIZE THE INFORMATION TO CREATE PROGRAMS AND IDEAS FOR SERVING ALL WANTS AND NEEDS
- BE INNOVATIVE
- ALWAYS BE INNOVATIVE
- BE CREATIVE
- ALWAYS BE CREATIVE

MAINTAIN AND IMPACT

- FOCUS ON KEEPING THE MEMBERS YOU HAVE SATISFIED
- CREATE A DIRECT CORRELATION BETWEEN NEW MEMBERS INTEREST AND ADMISSION TO THE OPERATION

SATISFYING RELATIONSHIPS

- MEMBERS
- BOARD
- COMMUNITY
- STAFF
- GUESTS
- VENDORS
- COLLEAGUES
- COLLEGIATE

VALUE

- HAVE YOU GIVEN THE RELATIONSHIP PEOPLE VALUE
- DID I GET VALUE FOR MY FINANCIAL, TIME, EMOTIONAL AND INTELLECTUAL INVESTMENT?
- THE POWER OF DIFFERENTIATION

COMPETITION

- EVERY CLUB WITHIN A TEN MILE RADIUS
- FITNESS CENTERS
- SPA
- PARK DISTRICTS
- AREA RESTAURANTS
- EVERY RESORT IN THE WORLD
- TIME
- OTHER COMMITMENTS – SPORTS, SOCIAL, WORK, SCHOOL
- PUBLIC GOLF COURSES

UNDERSTAND THE COMPETITION

- KNOW WHAT THEY DO WELL AND DO IT BETTER
- KNOW WHAT YOU DO BETTER AND MAKE IT BETTER
- DO THINGS THAT THEY CANNOT OR WOULD NOT CONSIDER

POSITIONING

- STATEMENT DEFINING THE PRODUCT AND SERVICE IN THE MARKET VERSUS THE COMPETITION
- STATEMENT SUMMARIZING THE BENEFIT OF THE PRODUCT OR SERVICE TO THE MEMBER

COMMUNICATION

- STARTS WITH LISTENING
- TARGET STRATEGIES OF DELIVERING INFORMATION
- PROMOTION OF PRODUCTS / SERVICES
- ADVERTISING
- WHAT IS YOUR MESSAGE

BANK ACCOUNT

- COMMUNICATE CORRECTLY AND IT IS LIKE MAKING A DEPOSIT
- COMMUNICATE POORLY AND IT IS LIKE MAKING A WITHDRAWAL
- IF THE BALANCE IS UNFAVORABLE YOU WILL HAVE A BUSINESS WITH INSUFFICIENT FUNDS – **LITERALLY!**

“EXCEED EXPECTATIONS”?

- MAKE SURE YOU KNOW WHAT THEY ARE
- TO BE THE BEST –

“GIVE THEM WHAT THEY DID NOT KNOW THEY WANTED”

BRANDING

THE RESULT OF GOOD MARKETING,
ADVERTISING AND PUBLIC RELATIONS =
A BRANDED PRODUCT

A BRANDED PRODUCT IS ONE THAT THE
PUBLIC TRUSTS, IDENTIFIES AND SELLS
ITSELF.

SLOGANS

1. GOT MILK?
2. JUST DO IT
3. DON'T LEAVE HOME WITHOUT IT
4. WHERE'S THE BEEF
5. CREATING POSITIVE MEMORABLE EXPERIENCES
6. THINK DIFFERENT
7. WE TRY HARDER
8. TASTES GREAT, LESS FILLING
9. MELTS IN YOUR MOUTH NOT IN YOUR HANDS
10. TAKES A LICKING AND KEEPS ON TICKING

CCO

- CHIEF CULTURE OFFICER
- UNDERSTAND MAINTAINING TRADITION
- DEVELOP THE FUTURE
- CREATE THE BUZZ

CREATIVE PUBLICATIONS

- ADVERTISING
- COMMUNICATION
- CATCH PEOPLE OFF GUARD
- BE STRATEGIC, BUT NOT TOO SYSTEMATIC
- SHOW THE PRODUCT IN USE WHEN ADVERTISING
- OPPORTUNITY TO SHOW OFF AND BUILD THEIR CONFIDENCE IN THE PRODUCT

BEFORE ALL ELSE, HAVE...

- ...A VISION
- ...CONFIDENCE TO ACHIEVE THAT VISION
- ...ENERGY TO ACHIEVE THAT VISION
- ...THE BRAINS TO HIRE SMART PEOPLE TO HELP ACHIEVE THE VISION

IT STARTS WITH MARKETING

YOU


