

Case Study

Social Media and Golf Clubs

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Introduction

Knowing your market and clients is a key to any business and is no different to any golf club. This is also the first step in developing an effective ongoing social

media campaign. Even though it may appear that way, not all social media is created the same.

The ins and outs

Many people believe that the social media is only for the younger generations, however the fastest growing demographic for Twitter users is the 55-64 year age group. When setting up a strategy do not forget about the older users of the platforms because you may be missing out on a large proportion of people you may be wanting to reach. Conduct a survey at your club to find out what platforms are used by your members. If you are a club that does not have the time or personal to cover all social media platforms, then find the one, or ones, that best align to your membership and market.

When was the last time you left your house without your phone, and how much panic set in once you realized you were without it? You aren't alone with the feeling of always having the phone in your pocket, 25% of smartphone users aged 18-44 say they cannot remember the last time they did not have their smart phone with them. This is important for two reasons. The first is that a social media presence can mean you are in constant contact with your members or target market. Secondly, it means that whatever presence you have must look attractive on the smaller screens of a smart phone. With the smartphone becoming a part of our everyday lives, the reach that can be gained with an effective and good looking smartphone platform is immense.

Keeping a fresh and vibrant social media presence will keep people engaged and keep them coming back to see what is going on. We are lucky that we are around land that is very photogenic as we can use pictures of the golf course. Pictures are worth a thousand words, and using pictures of the course, events, members, and renovations keeps people involved and interested in the club. It is important that the visual content is updated on a regular basis so the social media account does not appear stale.

By using social media promotions, you will be able to get easy and almost instant feedback on how engaged your members and followers are. By using the likes of a code word for a discount or add on, you can find out which of your social media platforms is the most effective, and you can measure your social media marketing programmes against more traditional marketing. One major advantage of using the social media platforms is that the cost is minimal as opposed to other methods of marketing.

The engagement between the club and the members within the social media framework, can aid in the instant flow of information. By providing weather and course information on a social media platform results in instant information for players and members to make decisions on their ability to play. Making the decision making process easy and engaging promotes a positive view of the club.

Conclusion

Social media has had an explosion over the last few years and within the golf club sector there is a great opportunity enhance engagement. Knowing which platform works for your golfers is key, especially if you do not have time promote over multiple platforms. Keeping social media

up to date and with plenty of visuals is another key to engagement. Social Media isn't going away and is only growing. An effective use will aid in players and club members knowledge of events, course condition, and promotions.

