



Marketing through Online Booking and Tee Time Management  
**GCMA Conference**  
15<sup>th</sup> November 2011

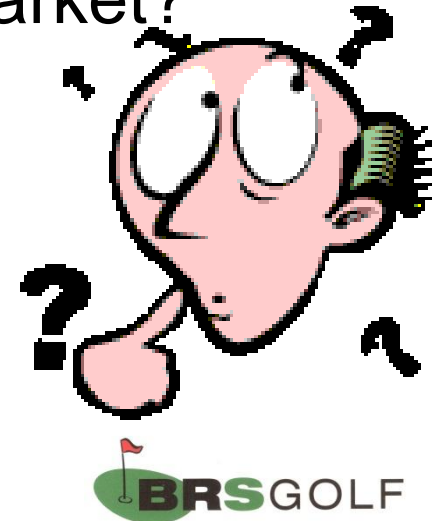
*Dr Brian Smith*

# Background

- BRS Golf was founded by Brian and Rory Smith(BRS) in 2003
- Over 600 clubs now use BRS Golf throughout UK and Ireland
- 65/35 split between members clubs and proprietary
- 240,000 Members are booking online
- £6.4M online visitor revenue in 2011
- In peak months 1.5M bookings through system

# 5 Key Questions

- **Why** – Marketing and Online Booking?
- **Who** – Do we target?
- **When** – Is our course available?
- **What** – Do we market / Offer?
- **How** – Do we reach that target market?



# Why – Marketing?

- The market has changed for most Golf clubs:
  - The number of members has decreased.
  - The number of nomads has increased.
  - Society / Corporate numbers are down.
- You can no longer wait for new members and visitors to walk through the door.
- Clubs need a strategy that includes:
  - Reaching out and attracting new golfers.
  - Being proactive.
  - Hooking them into playing regularly.
  - Converting a % into members.

# Why – Marketing?

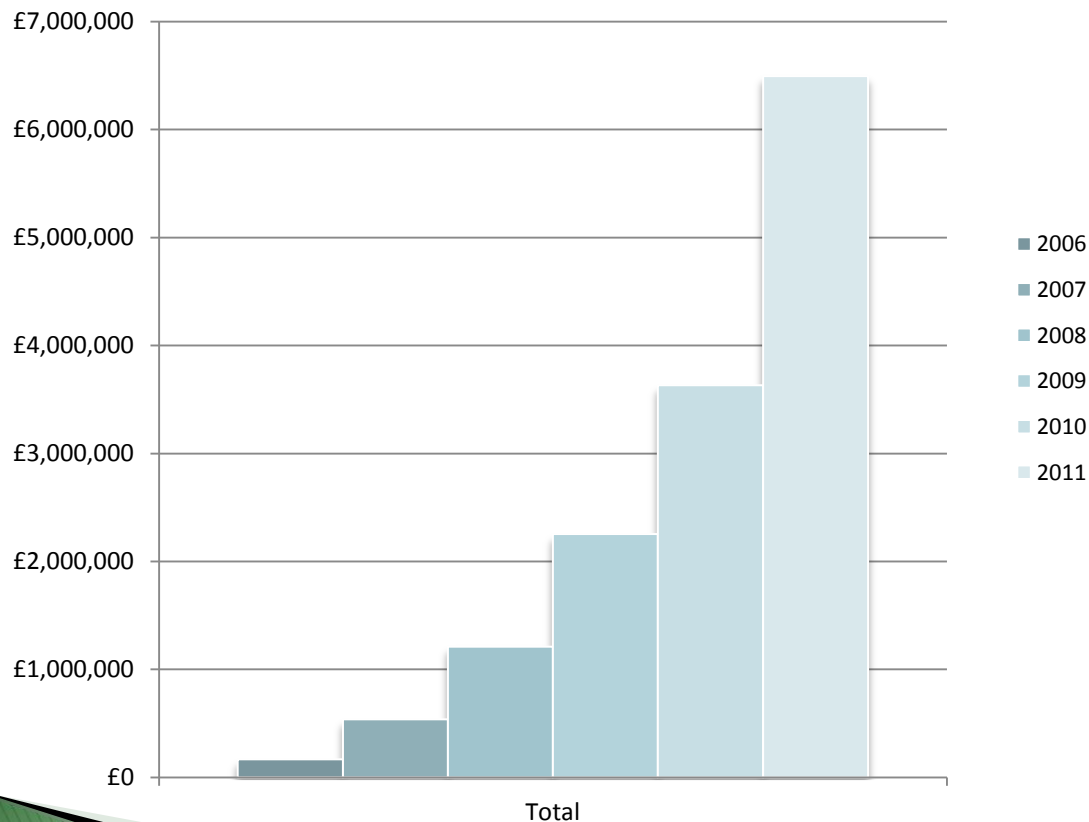
- Case Study – Galgorm Castle GC
  - In 2011 – 30 new members introduced as a result of targeted emails to members of societies, corporate groups and golfers that have played the course.

# Why – Online Booking and Tee Time Management?

- You can market your club efficiently and cost effectively!
  - It gives you management information.
  - It allows you to build a marketing database.
  - It turns your website into a sales tool through online booking.
  - It allows to you to vary pricing and publish these instantly online.
  - It allows you to market.
  - It allows you to work directly with 3<sup>rd</sup> parties without a management overhead.

# Why – Online Booking and Tee Time Management?

## BRS - Growth in Online Booking Revenue



70-80% Growth / Year

£15,000 per club 2011

270,000 Golfers 2011

53% of bookings outside office hours 2011

# 5 Key Questions

- Why – Marketing and Online Booking?
- **Who** – **Do we target?**
- When – Is our course available?
- What – Do we market / Offer?
- How – Do we reach that target market?





# Who do we target?

- Golfers that play our course.
- Golfers that are part of a Society.
- Golfers that are in a Corporate day.
- Golfers in a 20-30 mile radius.
- Casual golfers.
- Gather email addresses and mobiles from all points of contact at the club.
- Online booking gathers these automatically.
- Introduce incentive schemes.
- Train your staff to be part of this process.

# Who do we target?

- Case Study – Galgorm Castle GC
  - In 3 years - Grown the visitor database from 500 to 2500 emails and mobiles.
  - 85% of Members Emails and mobiles
- Stats
  - Of the top 5 clubs selling 80k to 100k online through BRS
  - They have a contacts database greater than 5000 emails and mobiles.

## Demo ??

1. Book a society.
2. Adding a Contact.

# 5 Key Questions

- Why – Marketing and Online Booking?
- Who – Do we target?
- **When** – **Is our course available?**
- What – Do we market / Offer?
- How – Do we reach that target market?



# Demo

## 1. Usage Report

# FGS Golf Industry Report – Ireland

Commissioned by the Irish Golf Industry

Key Conclusion:

“Golf clubs with increasing revenues in 2009 were more than **twice as likely** to employ a yield management strategy compared to golf clubs with decreasing revenues.”

# 5 Key Questions

- Why – Marketing and Online Booking?
- Who – Do we target?
- When – Is our course available?
- **What** – **Do we market / Offer?**
- How – Do we reach that target market?



# What – Do we market / Offer?

- Golf Only
- Online Only Rates
- Golf and a Bacon Sandwich (Packages)
- Open Competitions.
- Membership offer.
- Variable pricing throughout the week.



## Demo

1. Setting up times for sale.
2. Setting up price
3. Setting up a package.
4. Go the website to see.

# 5 Key Questions

- Why – Marketing and Online Booking?
- Who – Do we target?
- When – Is our course available?
- What – Do we market / Offer?
- **How** – **Do we reach that target market?**



## Demo

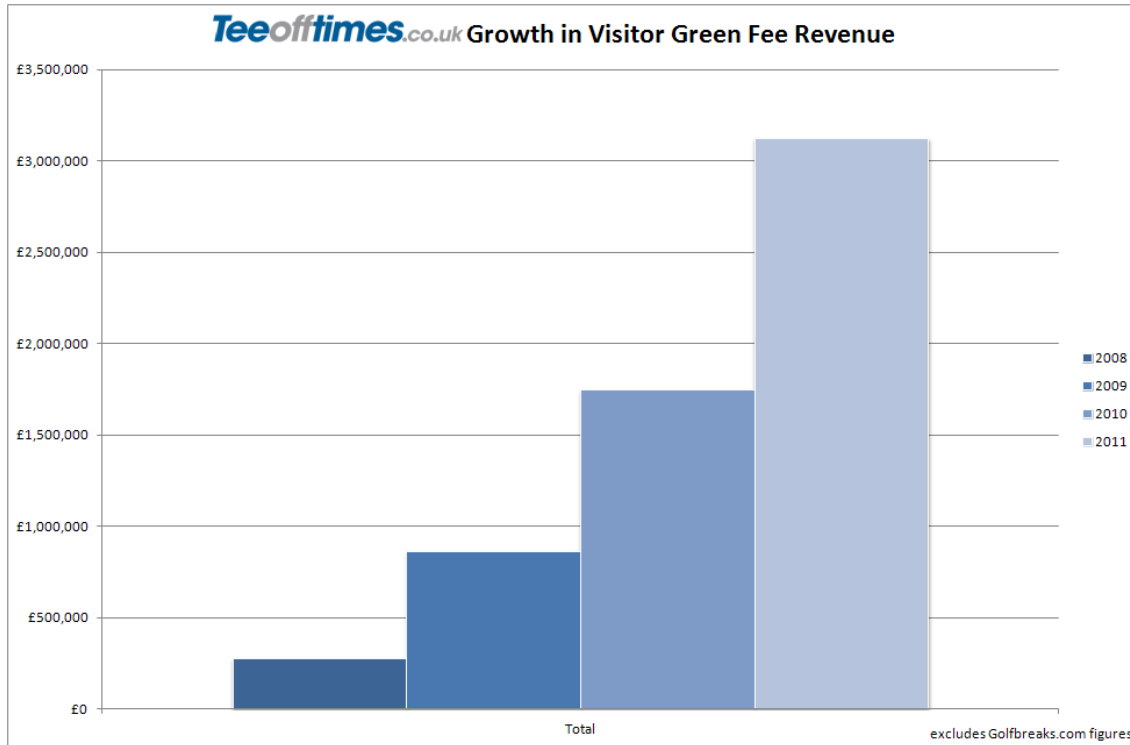
1. Send an SMS / Email
2. Make a Booking Online.
3. Showing this in the admin Module
4. Contacts database

# How – Do we reach that target market?

- Case Study – Galgorm Castle GC
  - 1<sup>st</sup> Week in November 2011
  - One Text Message sent to all society organisers:
    - Within 2 minutes the phone was going
    - Within 10 minutes 4 bookings had been taken.
- ▶ Case Study – Pleasington GC
  - Had a cancelled Society worth £1,200. They put the Tee Times up for sale. Emailed their database and amazing sold £1,400 worth of tee times on the same day plus Food and Beverage.

# How – Do we reach that target market?

## Extend our reach - 3<sup>rd</sup> parties



3<sup>rd</sup> parties  
2011 - 20% of bookings.  
through BRS.  
Approx. £3,000 per club.

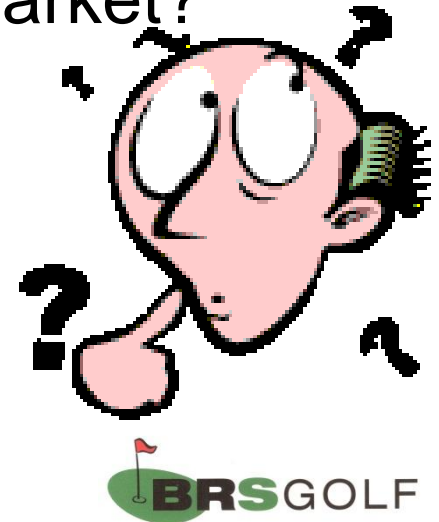
TOT  
94% Growth last Year

94% bookings  
within 7 days

66% Mon-Fri

# 5 Key Questions

- Why – Marketing and Online Booking?
- When – Is our course available?
- Who – Do we target?
- What – Do we market / Offer?
- How – Do we reach that target market?



# Summary

- If you want to market your course, increase revenue, attract more members and visitors and avoid busy members time.
- To do this efficiently and cost effectively you need seriously consider a Tee Time Management System and Online Booking.
- It is an investment that will pay off!