

No one will argue that marketing is both key to your operation's success, but also a vast, multi-pronged task with boundless limitations and a high potential for wasted time, money and effort. So where do you start and how to you determine what will get you the biggest 'bang for your buck'?

With golf participation numbers down and rounds played shrinking, many owners are reevaluating their business to attract, retain and gain in numbers. To do this, they cannot simply do exactly what they have done for the past ten years! Understanding some basic tried and true 'laws of marketing', you can adopt a better approach, garner a better result for your money, and streamline the whole process for a more efficient and profitable golf business.



Law 1

Stand For Something

You must stand for something. Without a real position to build your marketing around; you are starting behind the eight ball! Most small businesses don't have a market position and therefore they don't ever build on a marketing foundation. Instead, they bounce from idea to idea without a consistent theme! This wastes lots of money, lots of time and lots of effort. Even if you have a very standard 18 holes, do you claim your staff is friendly? Why not call yourself 'The Friendliest Golf in Town'?

What is your branding statement?

Law 2:

He with the Biggest Database Wins

Like it or not, this is a fact, and it's a fact most business owners are not really very happy with, since the total sum of their data collection efforts over the last 20 years amounts to 170 names and addresses and the 113 e-mails they collected this year, but haven't got into the computer yet! (This may not be you, but trust me on this, I talk to hundreds of business owners a month and this example is far better than average!) Techniques for managing and growing your database is an article in itself...

Law 3:

Do Not be Seduced by the Law of Large Numbers

Successful marketing is, and always will be, about reaching targeted prospects. A targeted mailing list of 5,000 prospects would be 70% cheaper and about 1005% more effective than running an ad in a regional magazine that reaches 100,000, but small numbers just throw people off, it seems. They think BIG is better, when in fact targeted is better! That means target mailings, targeted e-mails, targeted Websites and doubling or tripling the business of the people you already have as customers.

Law 4:

Refuse Marketing that is Not Trackable

The Web is very trackable, but for that matter so is direct mail, ads, and coupons if you take a little extra time. For example, make the coupons only good with validation so that the coupon holder has to fill in a survey in order to get the discount. The survey can be part database building and part questionnaire so you learn about that person's spending habits. Multiple 800 number lines cost little and allow you to track different ads effectively in the yellow pages or print, but the Web is the most trackable of all.

Whatever marketing you do...in print, radio or on the Internet, insist that it be trackable and tangible!

Law 5:

Break the Rules

Do Something Different

You cannot beat your competition by doing exactly as they are and upping your budget

10%. And you certainly can't beat them by doing the same thing and spending less! You have to do things differently!

Law 6:

Build All Marketing Around Your Website

It's still tough to get people to buy into this, but your Website is the *absolute foundation* of all your marketing activities. It is the only employee you have who never calls in sick and answers questions 24 hours a day. It's the only marketing you have that can send an instant and personalized response to a prospective customer at 3 a.m. on a Sunday morning. And it's the only marketing you can do that incrementally lowers your future marketing costs with almost every visit to your Website. Start driving traffic to your site NOW.

Law 7:

Spend Less, Not More...and Allocate It Better!

Many of my clients are amazed when I tell them that instead of raising their marketing budget to accommodate me, I think they should decrease it! That's right - instead of wasting thousands of dollars on un-trackable marketing of nebulous value, spend it where you get tangible results and lower your future marketing costs.

Law 8:

Upgrading Existing Customers - The Quickest Route to Success

I'd love to tell you that the Internet is your magic medicine, but it's not! The truth is the Internet is a huge and growing part of your club's success, but your existing customers are actually your real remedy, and likely always will be. Your existing clientele can play a substantial part in the rapid rise of your profits. How can you provide more and charge more? How can you package your offerings, drive more revenue and create more value-added options?

The 12 Indisputable Laws of Marketing

A N D R E W W O O D



Tri Bridge

613-797-1704

3976 Carp Road / Ottawa, ON K0A 1P7

www.tribridge.ca / bobcousineau@sympatico.ca

Bridge decks are available in a variety of materials ranging from timber decking, metal grating or concrete. All structural components are sized to accommodate the design load requirements for specific bridge widths, lengths and application. The tubes are mechanically connected at the site by means of the patented Triodetic connectors. No heavy equipment is required. All components are lightweight which ensures minimal disturbance to existing site conditions. The bridges are modular and can be incrementally increased or decreased in length to suit the site.



Law 9:

Offline Marketing Should Support Online Marketing

For some unknown reason most businesses treat offline marketing like it's from a different planet. Their brochures, ads and direct mail pieces don't look the same, feel the same or even say the same thing as their Website. They should! See Law #1.

Law 10:

Have a Plan

You need a plan that coordinates all of your marketing activities for maximum results. The plan should include; dollars, dates, strategy, implementation, goals and tracking so that it can be followed step by step. Start at the end goal, and then work painstakingly backwards to develop your means to an end result. You do have a marketing plan, don't you?

Law 11:

The Devil is in the Details

Automate your follow up, and build systems to monitor marketing money spent. Now, you may well be the exception to the rule, but the majority of people get so busy that they simply cannot follow up on all the

things that happen in a day! That's why all of your marketing must be built around systems. The easiest of these systems are the systems you should build into your Website to gather data and to have your Website set on 'auto-pilot' to follow up with potential customers. The more difficult task is to design a paper system for the implementation of your offline efforts, but with a little help, you will find that that too can be accomplished quickly and bring far greater results from your future marketing efforts.

Law 12:

Unlike the Rolling Stones, "Time is Not on Your Side."

Actually, if you have seen Keith Richards lately, I'm pretty sure it's not on his side anymore either. The fact of the matter is *speed is of the essence*. The reason that you cannot afford to wait is that the longer you leave it, the harder it will be to collect names. It's already twice as hard as last year, especially with new legislation taking effect as we speak!

The longer you leave it, the harder it will be to get Top Twenty search engine position for your Website. The longer you leave it, the more it will cost you in postage to run direct response campaigns. The explosive growth of the Internet means that 100,000 new sites are launched each month. Like most things the company who gets there with a real plan first in any given market *wins!*

COMPACT
LIGHTWEIGHT
QUICK ASSEMBLY

Adup Ad-Frame
Adup Display
Adup portable ad-frames
Adup Mag Link

adupdisplay.com

E-mail: sveaudry@adupdisplay.com
Toll Free: 1-800-223-9608



NEED NEW GLASSES?

We can help.

The GOLFMAX Group Benefit Programme is specifically tailored for golf course owners and employees, and exclusively for NGCOA members.

- No minimum group size
- Flexible plan options
- Customized plans for groups of 15+
- Coverage for returning seasonal employees

1.888.641.0212

golfmaxbenefits@retirementb.com

Retirement Benefits
INSURANCE AGENCY LTD.



ANDREW WOOD

is a sales & marketing expert and author of *Selling With Confidence*, *Building a Legendary Reputation*, *Conquering Your Market with a One Man Army*, *Legendary Leadership*, and *The Traits of Champions*. He can be reached by email at: andrewwood@LegendaryMarketing.com or www.LegendaryMarketing.com.

Gets where it has to go

FERTILIZER THAT GETS DOWN TO BUSINESS And that's good business.

If your green's fertilizer won't go where it should, chances are neither will your golfers' putts.

Nu-Gro Select 21-3-16 Micro Grade Fertilizer was designed specifically for greens. Its microgranular particle size (100 SGN) works down into the green's canopy, to nurture Canada's quickest greens. Its balanced formulation delivers 97% nitrogen from Nutralene. Through hydrolysis and microbial action, Nu-Gro Select's dual release activity is ready to go to work when you need it.

Choose Nu-Gro Select Micro Grade fertilizer. Because it's all about the game.

nu-gro
select
MICRO GRADE FERTILIZER

GET DOWN TO BUSINESS.
CHOOSE NU-GRO SELECT.
1-800-461-6471

TM - Trademark of Nu-Gro Corporation nu-gro