

Knowing
Where to dig

John King

Creative Director Digital Distilla

Co Founder - Golf Marketing Lab







What's in it
FOR ME

What's in it
FOR YOU

5

Principles

(of *effective* marketing)

Segmentation



Sell to Everyone...

Sell to Everyone...

...Sell to No One

White Pine

GOLF COURSE

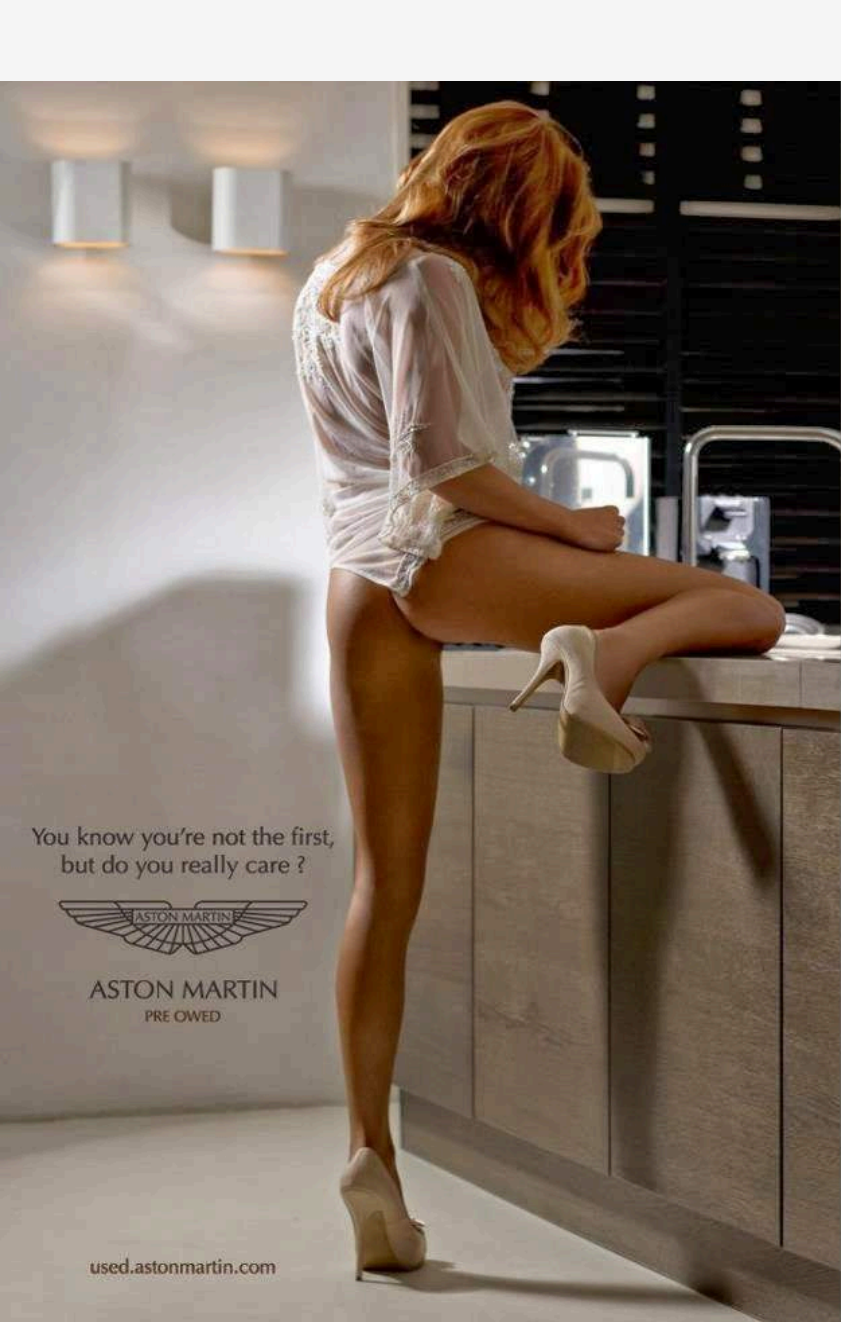
18-hole, par 72,
6,843 yards.

Full service golf shop, PGA Professional on staff,
driving range and putting green with practice bunker.
Golf cart and equipment rentals.

775-289-4095

East Ely, off Highway 93

elygolfing.com



You know you're not the first,
but do you really care?



ASTON MARTIN
PRE OWNED

used.astonmartin.com

You know you're not the first,
but do you really care?



ASTON MARTIN
PRE OWNED

HERE'S HOW TO CHOOSE YOUR IDEAL MEMBERSHIP

1. [Click here](#) to view all your membership options - **OR**
2. Simply tell us about yourself below & we'll show you the ideal Boughton Golf membership for you.

SELECT GENDER



WHAT KIND OF GOLFER ARE YOU?



SELECT YOUR AGE



CONTINUE

HOME

CONTACT

GOLF

WEDDINGS

EVENTS

EATING

CHRISTMAS

OFFERS

WHAT'S ON

SHOP

FOLLOW

MEMBER

CART

you are a

boughton

baller

#boughtonballers

IDEAL MEMBERSHIP

MAKE AN ENQUIRY

OTHER OPTIONS

Good news...You're a baller if:

You're longing for more variety and flexibility when you play

You're tired of playing the same old 18 holes at your club

You want to avoid strict, old-school dress codes

[Don't worry...we're way more relaxed]

You love the idea of NOT having to 'jump through hoops' have an interview or shell out a small fortune and pay greedy joining fees etc.

You hate boring, snobby, committee-dominated clubs

You want to get back playing but don't have anyone to play with and would rather not get lumped in with the old boys...

You're looking to meet new people & have a laugh with the lads.

HOME

GOLF

JOIN THE CLUB

BALLER – MALE (30-35)

Boughton Baller Under 35's

£63 per month

Win a Cobra F6 Driver

New ballers are automatically entered into a draw to win a new Cobra King F6 Driver worth £249

Alternatively - £699 a year upfront payment

Full Access

To facilities at both Boughton Golf and Etchinghill Golf 7 Days a week

Members Only Booking

14 day advance booking window for Members

Baller Only Competitions & Social Events

& Access to all other Club Competitions & members social events

Free Gym Pass

Free Guest Pass to DWS Fitness Canterbury

Food & Beverage Discounts

5% Discount on all food and drink purchases

you are a

boughton
baller
#boughtonballers







***Mid-life
professional
, sporty
males with
older
children and
more time
for
themselves***

Chris - Mainly aged 45 - 55 **Comfortable Mid-Life Males**

Location London

Sports: Cycling, swimming, running,

Responds to brands: Mercedes, M&S

Motivations: Health and fitness, social,
outdoors

Barriers: Work, time

Other interests: reading, traveling

Social media: Active on Facebook, LinkedIn

**Don't talk about
yourself**



“Bramble links is a par 72, 6941 yard,
Jimmy Jargon designed championship-
style golf course.

Since 1893 our legendary course has
been hailed one of the most majestic
and challenging courses in the UK.

We have great food, great service and
our location is unbeatable.....”

“we have”

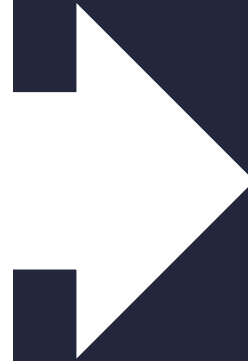
“we are”

WE

egocentric

“we can”

“we will”



YOU

customer centric

**Always have an
Irresistible Offer**



The background of the advertisement is a photograph of a golf course. In the foreground, there is a lush green fairway. In the middle ground, a red flag is visible on a green. Further back, there are several orange-roofed buildings, likely the clubhouse or maintenance area. The background is dominated by rolling green hills under a clear blue sky. Large evergreen trees frame the left and right sides of the image.

White Pine

GOLF COURSE

18-hole, par 72,
6,843 yards.

Full service golf shop, PGA Professional on staff,
driving range and putting green with practice bunker.
Golf cart and equipment rentals.

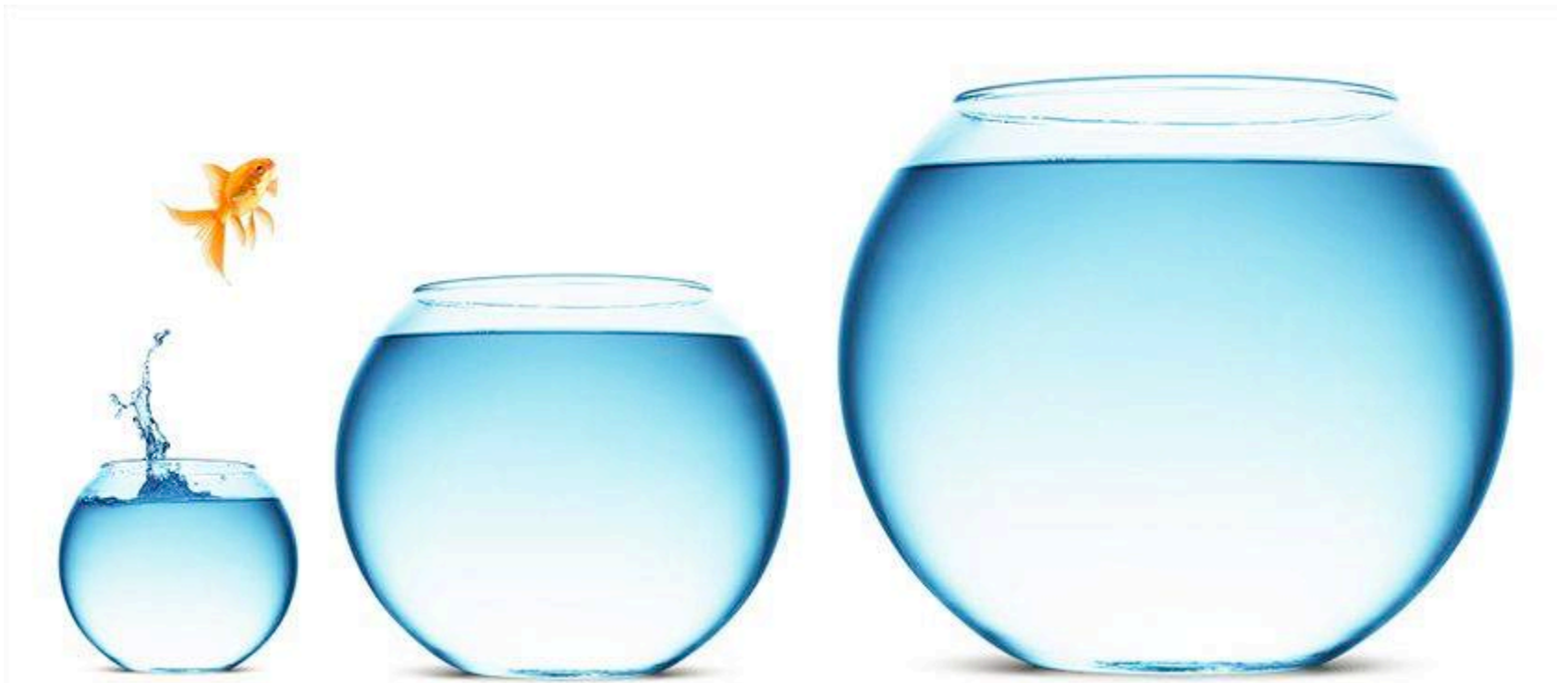
775-289-4095

East Ely, off Highway 93

elygolfing.com

Test small





Measure





I ❤️
RETURN
ON INVESTMENT

1. Segment

2. Don't Talk About Yourself

**3. Always Have an Irresistible
Offer**

4. Test Small

5. Measure

1. Segment

2. Don't Talk About Yourself

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4. Test Small

5. Measure

5 Simple ways to
Save €1,000s
on your marketing
RIGHT NOW!

STOP
'BUDGETING'
FOR MARKETING



Spent
1600

Timeframe
3 months

Sales
35,000

ROI
2087%

**STOP offline
advertising**





Christmas at The Manor - Lushly

New Year's Eve Ball

The place to be on **Tuesday 31 December**
 Welcome in 2014 in style at our New Year's Eve Ball at The Manor Lushly

Join us for the evening with Champagne & Canapés in which following a traditional New Year's Eve toast you will enjoy a delicious meal from 5.30pm onwards. The evening will be a night of fun and entertainment with a live band playing from 9.30pm onwards.

Champagne Reception starts 7.30pm
 Champagne & Canapés
 Full programme and tickets in booklet 11 days before

Menu

Starters
 Roasted venison with pork and apple stuffing
 King prawns and lobster salad with lemon and herb dressing
 Chicken, lobster and orange with a fresh herb dressing
 Roast beef with Yorkshire pudding

Mains
 All the following mains are served with two vegetables and potatoes
 Roast venison with pork and apple stuffing
 Roast beef with Yorkshire pudding
 Roast chicken with herb dressing
 Roast lamb with herb dressing
 Roast pork with herb dressing
 Roast turkey with herb dressing
 Roast chicken with herb dressing
 Roast lamb with herb dressing
 Roast pork with herb dressing
 Roast turkey with herb dressing

Desserts
 Christmas and New Year's Eve
 Roast venison with pork and apple stuffing
 Roast beef with Yorkshire pudding
 Roast chicken with herb dressing
 Roast lamb with herb dressing
 Roast pork with herb dressing
 Roast turkey with herb dressing
 Roast chicken with herb dressing
 Roast lamb with herb dressing
 Roast pork with herb dressing
 Roast turkey with herb dressing

Tickets £65 per person

Christmas at The Manor - Lushly

Christmas Day

Wednesday 25 December
 Join us for the Christmas Day for a lunch to remember. Start the festivities with drinks by the fire on arrival, followed by a superb seasonal four-course lunch.

Adults - £65.00 per person
 Children aged 10-15 years - £35.00 per child
 Children aged 5-9 years - £20.00 per child
 Children aged 4 and under - £10.00

Arrival - 12.00-1.00pm
 Lunch will be served at 1.00pm
 A champagne toast at 1.30pm
 Full programme and tickets in booklet 11 days before

Menu

Starters
 Creamy potatoes and chicken soup
 Christmas and New Year's Eve
 Roast venison with pork and apple stuffing
 Roast beef with Yorkshire pudding
 Roast chicken with herb dressing
 Roast lamb with herb dressing
 Roast pork with herb dressing
 Roast turkey with herb dressing

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 Roast pork with herb dressing
 Roast turkey with herb dressing



FAIRWAY TO HEAVEN

1. The Fairway
 The fairway is the area of the golf course between the tee box and the green. It is the most important part of the course, as it is where the golfer spends most of their time. The fairway is usually well-maintained and is a key feature of any golf course.

2. The Green
 The green is the area of the golf course where the ball is putted. It is a small, circular area that is usually well-maintained and is a key feature of any golf course. The green is usually surrounded by a grassy area called the fringe.

3. The Tee Box
 The tee box is the area of the golf course where the golfer tees off. It is a small, rectangular area that is usually well-maintained and is a key feature of any golf course. The tee box is usually surrounded by a grassy area called the fairway.

4. The Clubhouse
 The clubhouse is the building on the golf course where the golfer can get a drink, a snack, or a shower. It is usually a large, modern building with a bar and a restaurant. The clubhouse is usually a key feature of any golf course.

5. The Golf Course
 The golf course is the entire area of land that is used for playing golf. It usually includes the fairway, the green, the tee box, the clubhouse, and the surrounding landscape. The golf course is usually a key feature of any golf course.

6. The Golf Club
 The golf club is the organization that manages the golf course. It usually includes a board of directors, a professional staff, and a membership. The golf club is usually a key feature of any golf course.

7. The Golf Bag
 The golf bag is the container that holds the golfer's clubs, balls, and other equipment. It is usually a large, rectangular bag that is carried by a caddy or a trolley. The golf bag is usually a key feature of any golf course.

8. The Golf Cart
 The golf cart is the vehicle that is used to transport the golfer and their equipment around the golf course. It is usually a small, four-wheeled vehicle that is driven by the golfer or a caddy. The golf cart is usually a key feature of any golf course.

9. The Golf Course
 The golf course is the entire area of land that is used for playing golf. It usually includes the fairway, the green, the tee box, the clubhouse, and the surrounding landscape. The golf course is usually a key feature of any golf course.

10. The Golf Club
 The golf club is the organization that manages the golf course. It usually includes a board of directors, a professional staff, and a membership. The golf club is usually a key feature of any golf course.

STOP Competing
on Price



What's in it
FOR THEM



\$89 for One Member-For-A-Day Pass and \$50 Restaurant Gift (Elgin Country Club) (\$159 Value)

Elgin



\$89

BUY!

VALUE	DISCOUNT	YOU SAVE
\$159	44%	\$70

GIVE AS A GIFT

Limited time remaining!

LIMITED QUANTITY AVAILABLE

Over 200 bought

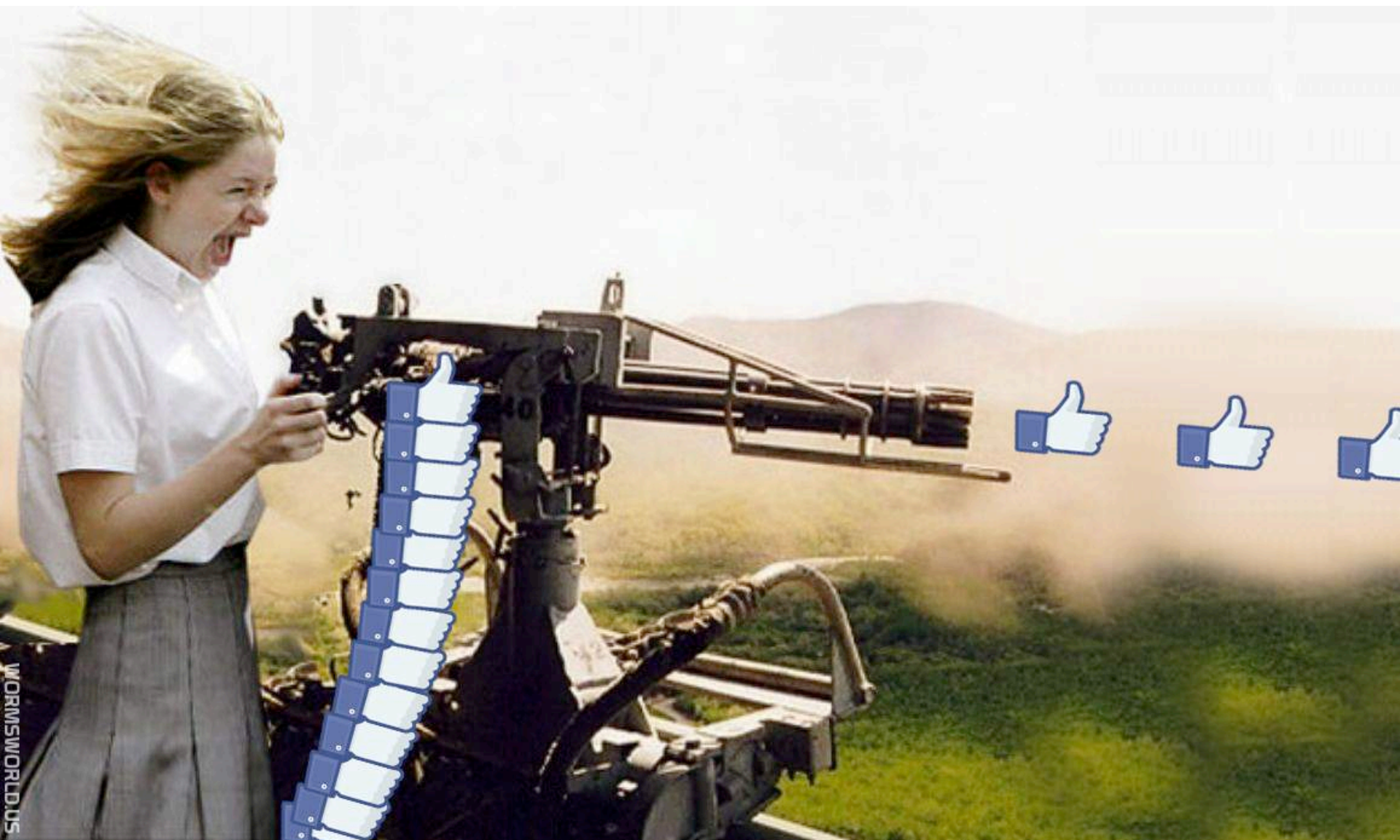
SHARE THIS DEAL

8

Facebook Likes

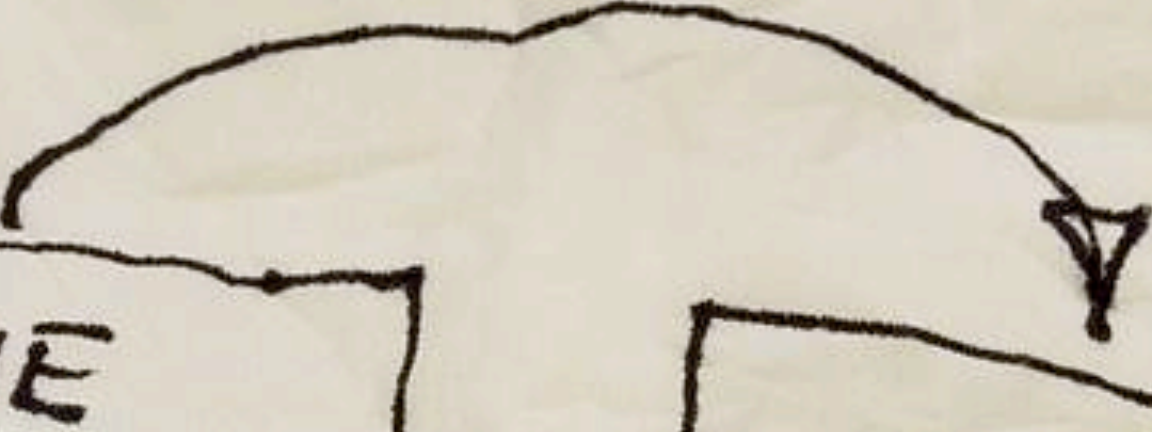
≠ Sales





STOP
doing marketing
that contradicts
the principles





THE
SAME
OLD
THINKING

THE
SAME
OLD
RESULTS

7 Simple ways to make €1,000s with effective marketing

Ruthlessly Effective Website



[Gmail](#) [Images](#)

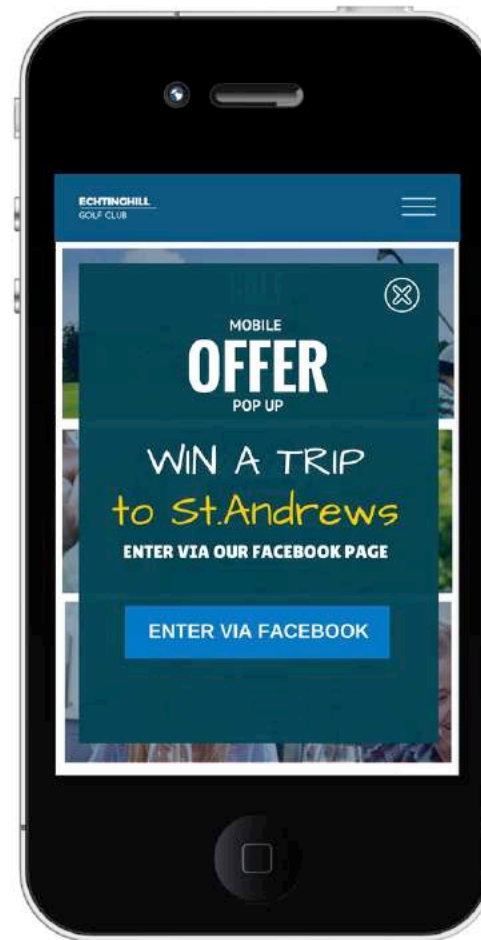
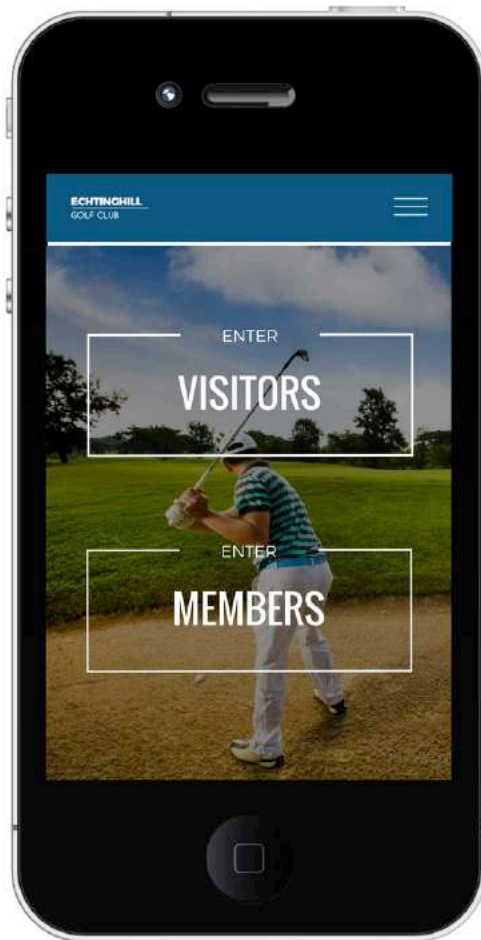


[Sign in](#)

A rectangular search input field with a thin blue border. On the right side of the field is a small microphone icon, indicating voice search functionality.

Google Search

I'm Feeling Lucky







Fancy winning this amazing wedding worth over £4,000?

You read that right, Boughton Golf in Faversham, Kent are giving one lucky couple their dream wedding, worth over £4,000. Sound amazing? Yes, we know! We just wish we could win it ourselves.

This is what the lucky couple will claim:

The Lucky Couple Will Be Announced in Only....

- + 50 Day Guests & 100 Evening guests
- + 3-course sit down meal for 50 guests
- + Evening buffet for 100 guests
- + Wine for meals & Bubbles for toasts
- + Room hire + decoration

00 : 00 : 00

HOUR

MINUTE

SECOND

To Enter The Draw Fill in
Your Details In The Form
Below

The lucky winner will be announced at
the Boughton Golf Wedding Fayre
in Faversham Kent on October 9th 2016

Enter Your First Name

Enter Your Last Name

jonking86@gmail.com

233245252

45435

What date do you plan on getting married?

ENTER ME IN THE DRAW

100% Privacy Guaranteed - It's our data promise,
we will not sell or misuse your personal data with anyone, GUARANTEED.
To view the full Terms & Conditions of the competition [please click here](#)



Start advertising on facebook



Who do you want your ads to reach?

[Help: Choose Your Audience](#)

NEW AUDIENCE ▾

Custom Audiences ⓘ

Choose a Custom Audience

Browse

Create New Custom Audience...

Locations ⓘ

United States

United States

Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Everyone in this location ▾

Age ⓘ

18 ▾

- 65+ ▾

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

More Demographics ▾

Relationship >

Education >

Work >

Financial >

Home >

Ethnic Affinity

Generation

Parents >

Politics (US)

Life Events

Interests ⓘ

Suggestions | Browse

Behaviors ⓘ

Browse

Connections ⓘ

type ▾

Audience Definition



Your audience selection is fairly broad.

Audience Details:

- Location:
 - United States
- Age:
 - 18 - 65+

Potential Reach: 186,000,000 people

Edit Your Ad Set

[Help: Choose Your Audience](#)

Targeting

Pricing

Locations ②

Australia, New South Wales

Sydney + 25 mi ▾

Include ▾ | Add a country, state/province, city, ZIP, DMA or address

Everyone in this location ▾

Age ②

18 ▾

- 65+ ▾

Gender ②

All

Men

Women

Languages ②

Enter a language...

Relationship Status ②

Engaged

Choose relationship statuses

Browse

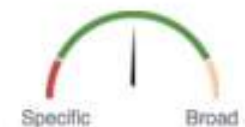
More Demographics ▾

Location near you

Who makes the decisions ;-)

To be married

Audience Definition



Your audience is defined.

Audience Details:

- Location:
 - Australia: Sydney (+25 mi) New South Wales
- Relationship Status:
 - Engaged
- Age:
 - 18 - 65+
- Gender:
 - Female

Potential Reach: 38,000 people

By clicking Save, I agree to Facebook's Terms and Advertising Guidelines.

Cancel

Save

Location: [?]

United

- ☒ Country
☐ State
☐ City
☐ Zip Code

Age: [?]

13

-

59

☒ Require exact age match [?]

Gender: [?]

- ☒ All
☐ Men
☐ Women

Precise Interests: [?]

Enter an Interest...

Broad Categories: [?]

Activities
Business Technology
Ethnic
Events
Family Status
Interests
Mobile Users (All)
Mobile Users (Android)
Mobile Users (iOS)

- ☐ Has birthday in 1 week
☐ Recently Moved

Target Facebook Ads to people who have a birthday by selecting "Events" > "Has birthday in 1 week".

Start using VIDEO





IN 2019
80% OF ALL
CONSUMER INTERNET TRAFFIC
WILL COME FROM VIDEO.
HOW PREPARED ARE YOU?



Value
your Data





Data

Please login to our Free Wifi Provided by Hunley Hotel & Golf Club

HUNLEY

hotel & golf club

Please login with the social buttons,
or complete the form below



OR

First Name

Email

LOGIN

WiFi access is facilitated by Gbiz IT Ltd

Be
Creative.







WHY VISION 2020

FRIENDSHIP

FLEXIBILITY

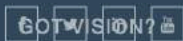
FAMILY

FUN

FORE HEALTH PLAY GOLF

GOLF IN EUROPE

VISION 2020 EVENTS



© 2015 EGCOA - VISION 2020

Web Design - King Creative

futureofgolf.wpengin.com/2020-cricket/

stands for success

enterprising, sparingly

mentor not to organisations.

work ethic

Confident, ambitious without goals, not 'owning but 'being able'. Lifelong depth.

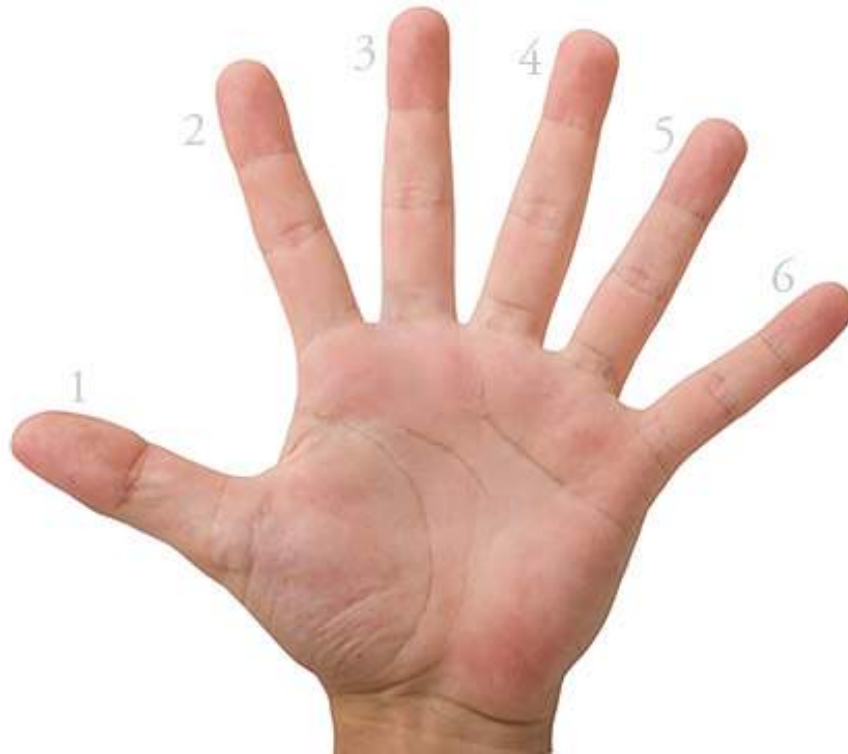
Other sports - how do they do it?

Below we have selected a number of forward thinking best practices and initiatives across the sports industry to highlight how golf can adapt to the generation gap.

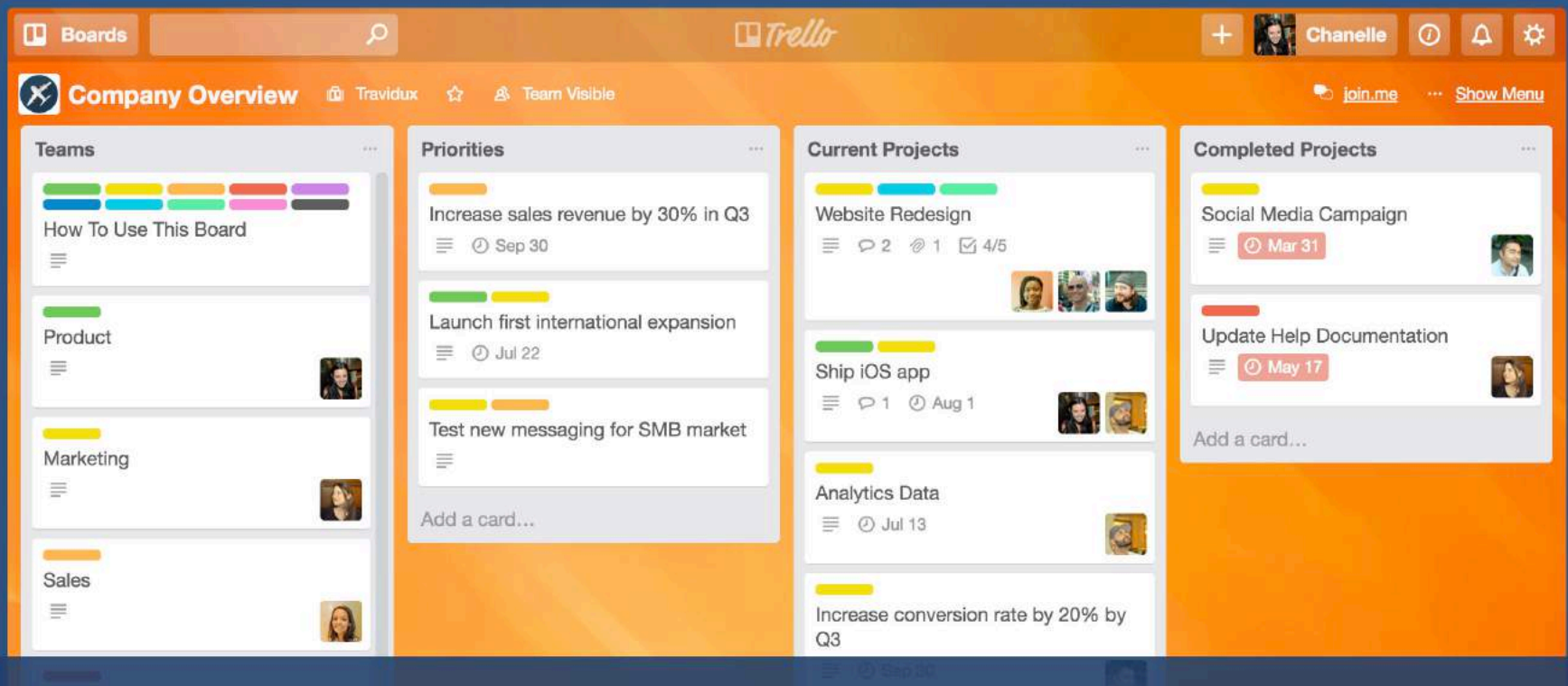


Contact us

Plan your marketing



The Design Team shares updates on current projects so everyone in the company knows what's going on.



The screenshot displays a Trello board titled "Company Overview" with a search bar and navigation icons at the top. The board is organized into four main sections: Teams, Priorities, Current Projects, and Completed Projects. Each section contains cards with progress bars, titles, due dates, and team member avatars.

Teams

- How To Use This Board
- Product
- Marketing
- Sales

Priorities

- Increase sales revenue by 30% in Q3 (Sep 30)
- Launch first international expansion (Jul 22)
- Test new messaging for SMB market

Current Projects

- Website Redesign (2 comments, 1 attachment, 4/5 progress)
- Ship iOS app (1 comment, Aug 1 due date)
- Analytics Data (Jul 13 due date)
- Increase conversion rate by 20% by Q3 (Sep 30 due date)

Completed Projects

- Social Media Campaign (Mar 31 due date)
- Update Help Documentation (May 17 due date)

MindMup 2

FREE ONLINE MIND MAPPING

Create, share and publish mind maps, hassle-free!

[GET STARTED](#)

[MORE INFO](#)



Tap
Into Emotion

**Ruthlessly
Effective Website**



**Start
advertising on
facebook**



**Start
using
VIDEO**



**Value
your Data**



**Be
Creative.**



**Plan your
marketing**



Tap
Into Emotion

www.golfmarketinglab.com

GOLFMARKETINGLAB

GOLFMARKETING
INSIDERSLAB

HOME MARKETING BASICS+ DIGITAL MARKETING+ SELLING+ NICHE MARKETING+ MARKETING TOOLS+ GM UNIVERSITY

LATEST IN THE LAB → THE BIGGEST QUESTION IN STRATEGY: HOW TO BREAK OUT OF

GML SHOP IN THE LAB CONTACT: GML ABOUT: GML VIEW CART JOIN

THE 100% FREE 'SECRET WEAPON'
LITERALLY ANYONE CAN USE TO
SEE BETTER MARKETING
RESULTS...

7 QUICK & EASY GOLF MARKETING IDEAS
IN ANY SEASON

HOW TO SELL OUT FOR CHRISTMAS... EVERY YEAR

5 SIMPLE MARKETING IDEAS TO SELL MORE WEDDINGS

GML GUEST BLOGGERS

45

49



John King

Creative Director - Digital Distilla

Co Founder - Golf Marketing Lab

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