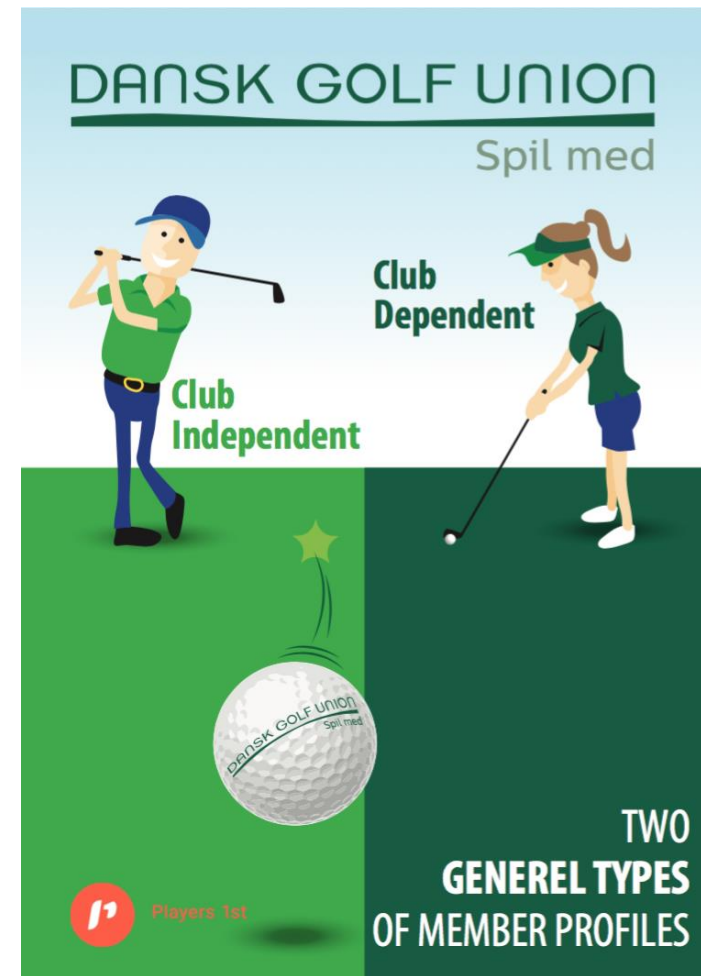


Member profiles

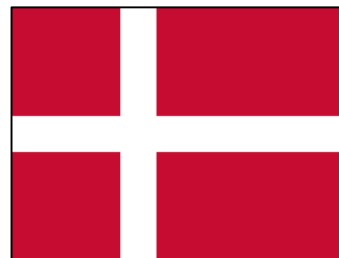
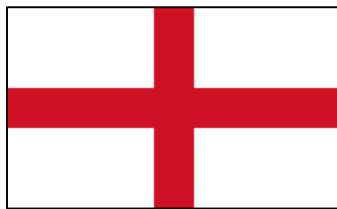
- Understanding different target groups and their needs
- Adaptation of product and experience
- More loyalty and higher NPS



337.795 MEMBERS - 2018 & 2019



Players 1st



The Club Independent

The "tribe" is the most important social hub for this group of members
Oriented towards activities that are not organized by the club



The Club Dependent

Club activities is playing an important part of the value proposition of this member group. They appreciate sections and taking part in a binding community





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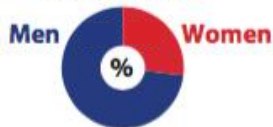


Average Age



5 years older

Gender Ratio



6% more women

Average Handicap



Little lower hcp



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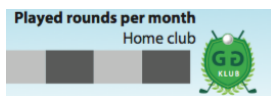
LESSONS

More lessons



TRAINING FACILITIES

Little higher utilization



PLAYED ROUNDS

More rounds in home club



GEENFEE

Little more greenfee played



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Oriented towards activities that are not organized by the club

The Club Dependent

Club activities is playing an important part of the value proposition of this member group. They appreciate sections and taking part in a binding community



75% of all volunteers



80% of all sections



Higher percentage with full membership



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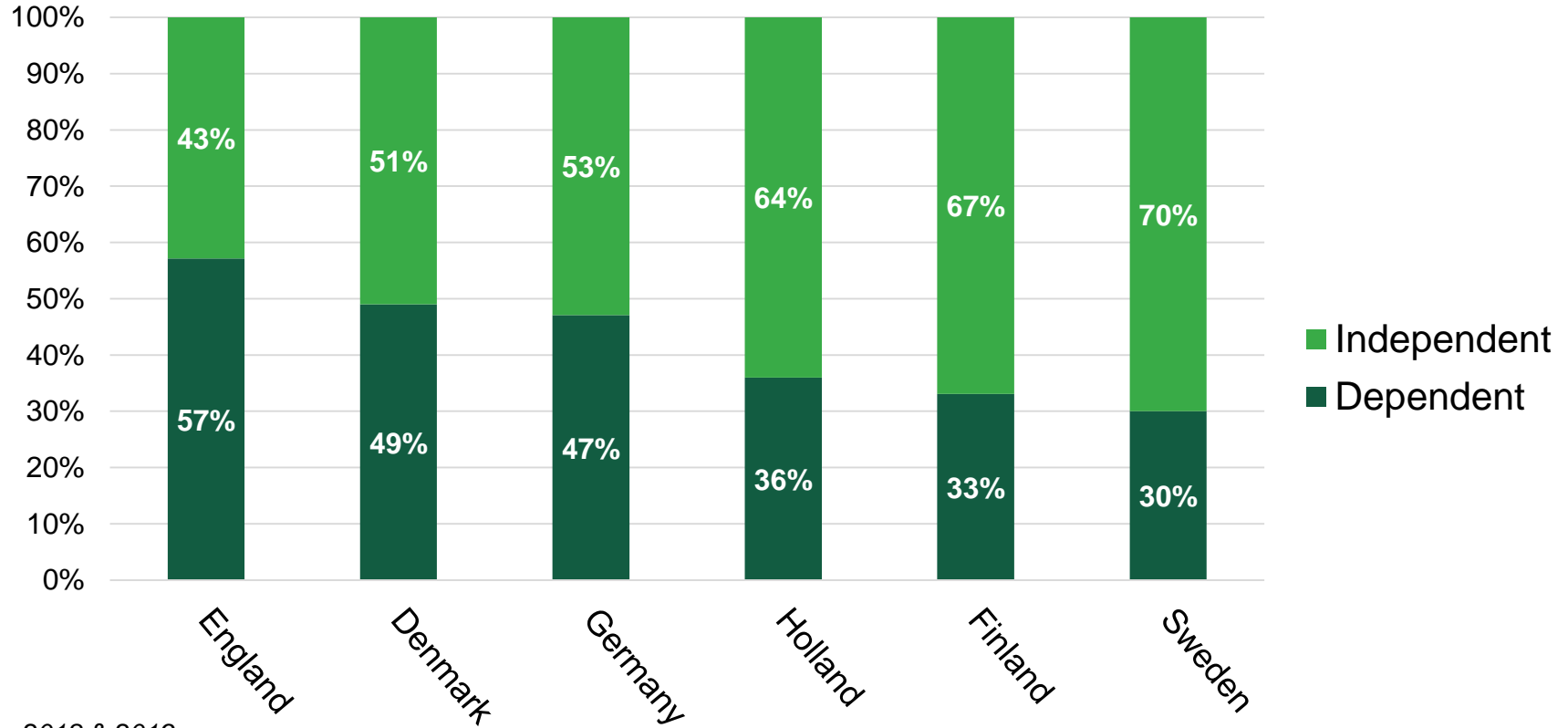


63%

Percentage

37%

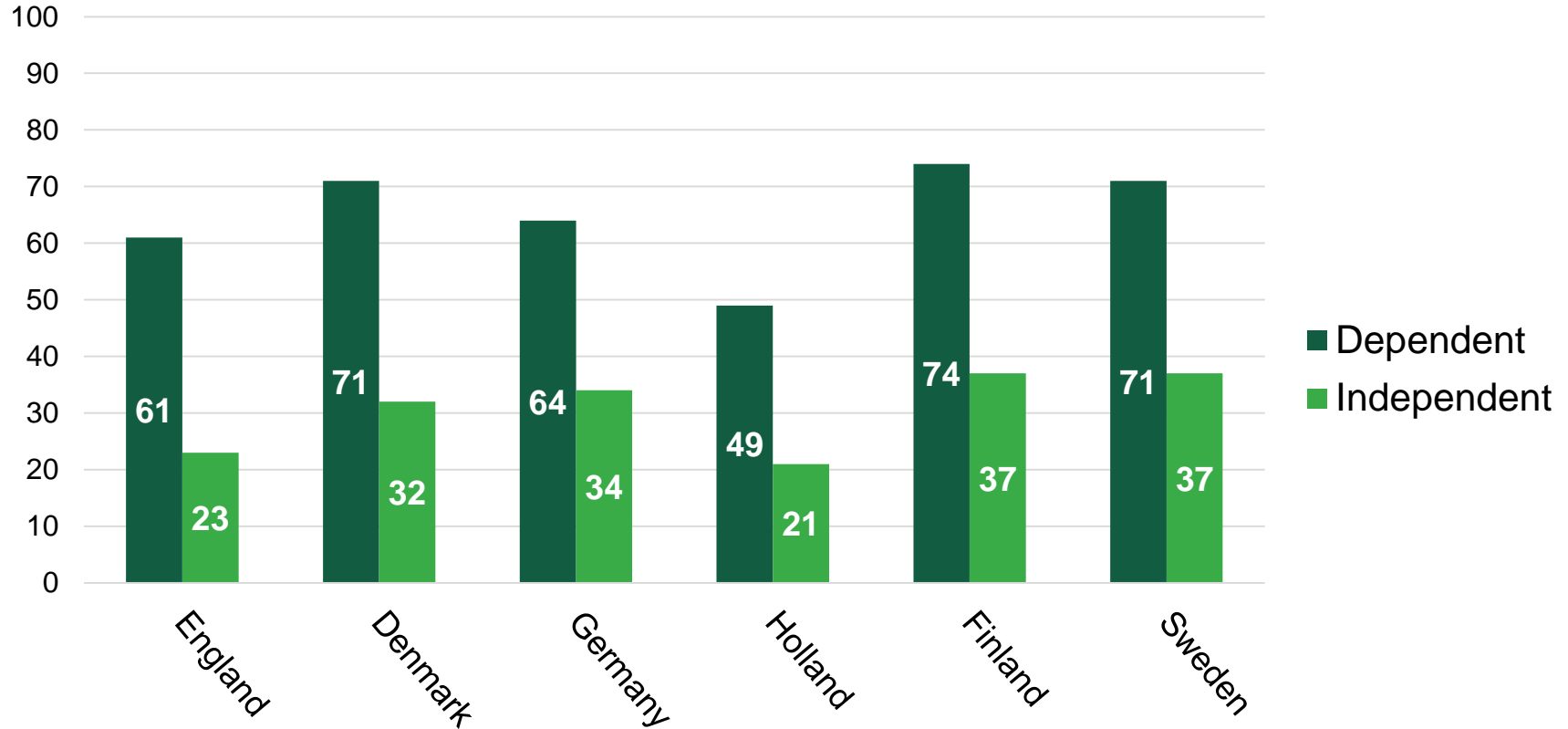
Share of member profiles



Years : 2018 & 2019

Members : 337.795

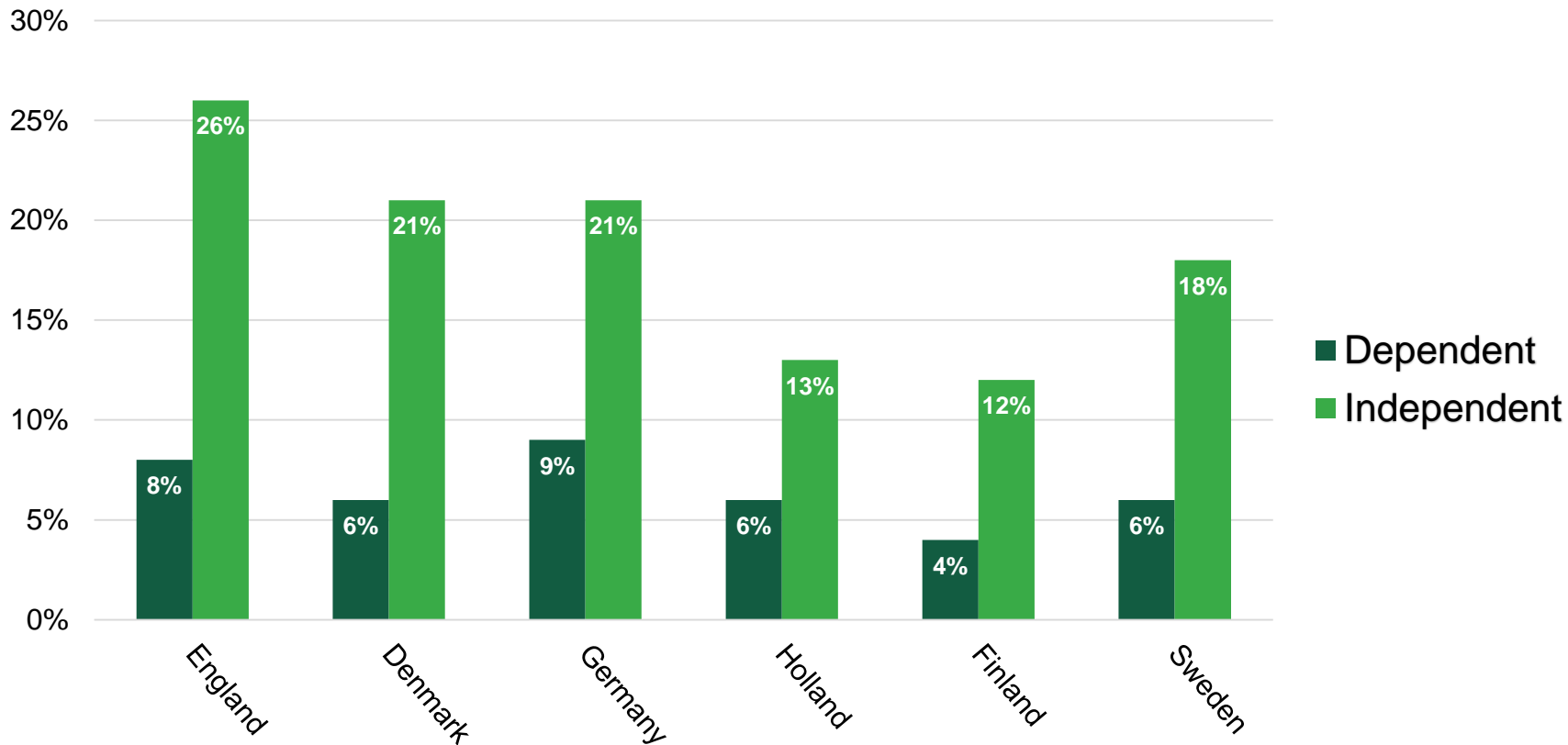
NPS of member profiles



Years : 2018 & 2019

Members : 337.795

Expected churn rates of member profiles



Years : 2018 & 2019

Members : 337.795



The Club Independent

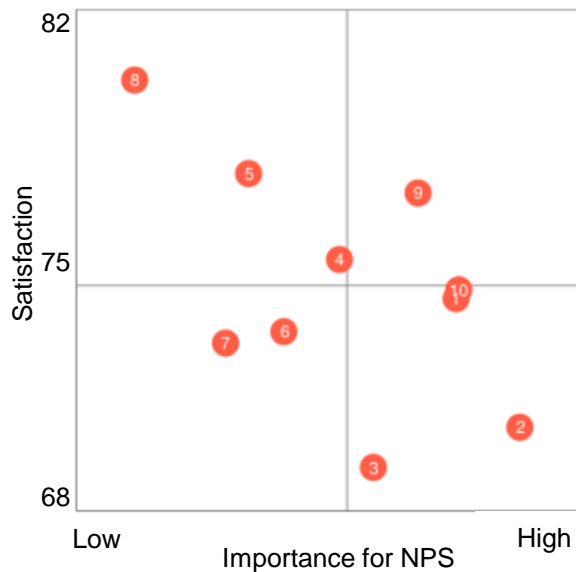
64%

is Club Independent nationwide

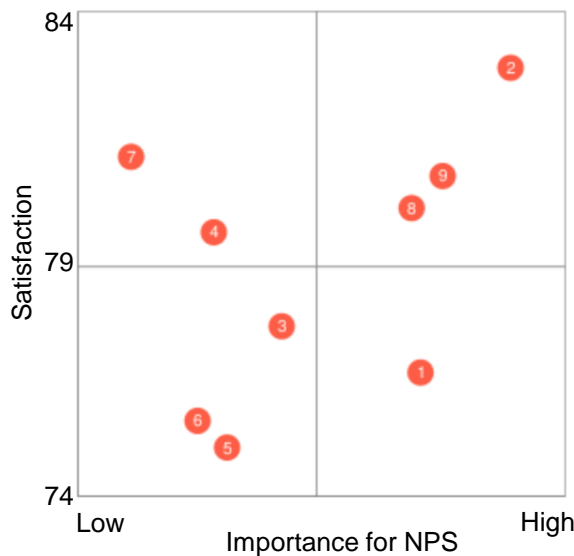
The Club Dependent

36%

is Club Dependent nationwide



1. Course
2. Social life
3. Businessclub
4. Restaurant
5. Clubhouse
6. Training facilities
7. Shop
8. Training
9. Management and communication
10. Price and product



1. Course
2. Social life
3. Restaurant
4. Clubhouse
5. Training facilities
6. Shop
7. Training
8. Management and communication
9. Price and product



The Club Independent

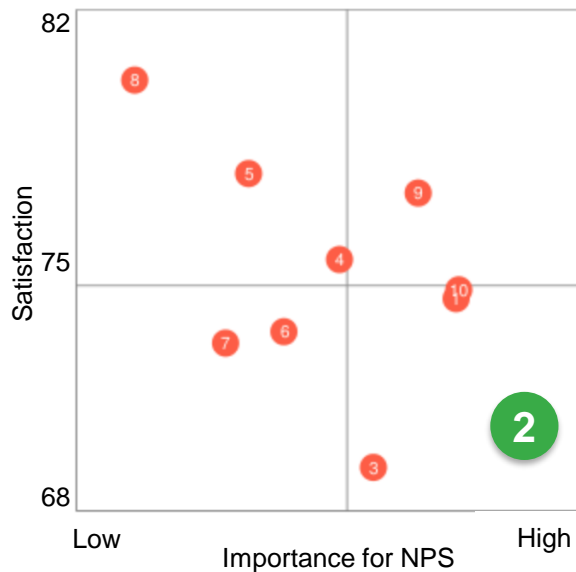
64%

is Club Independent nationwide

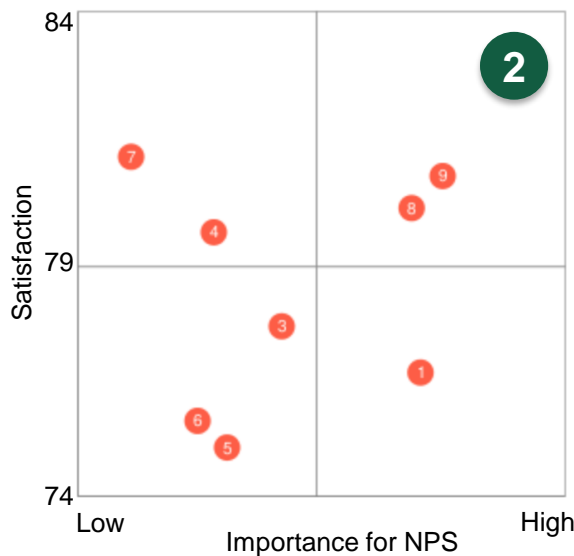
The Club Dependent

36%

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2. **Social life**
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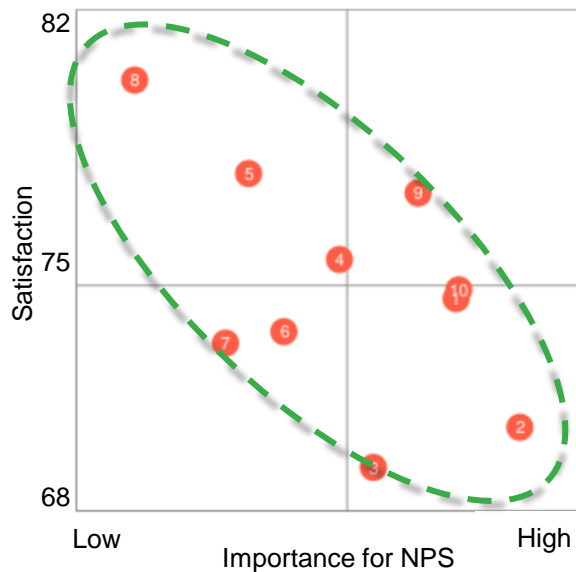
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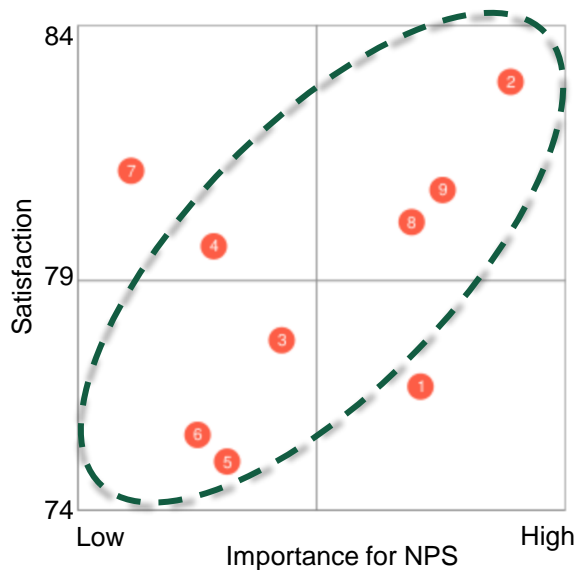


1. Course
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The Club Dependent

36%

is Club Dependent nationwide



1. Course
2. Social life
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4. Clubhouse
5. Training facilities
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7. Training
8. Management and communication
9. Price and product



Challengers



Club Independent

- Availability on first tee! - Sections and other club organized activities are blocking my possibility to play golf.
- All major decisions in the club are made according to the needs of the club dependent.
- The value proposition in my membership is too low. My expectations are not being fulfilled

Club Dependent

- Decisions that are challenging status quo and the existing culture in the club
 - Management decisions or member fractions that creates division and building themes within the golf club. Examples could be changes in staff, service areas that are performing poorly, unstable financial situation or tensions between member groups.
 - Closed, invisible and not communicating management
-



The perfect club



Club Independent

A well performing golf club for this member profile are balancing special rights and club activities in a way that makes room for the informal and unorganized fractions within the club. The small and informal tribes and social hubs needs to have access to the facilities and expects a certain level of performance for all service areas.

Club Dependent

A great golf club for this member profile is characterised by organized sections, well performing committees and a board/ management that got a strong and clearly communicated plan for the club. The social atmosphere and feeling of club belonging is priority number one in all decision making.



Players 1st

**How can we create more value to
the Club Independent player**





How to increase NPS



- 1** Availability on first tee
- 2** Increase the utilization rate (more rounds played, more training, flexibility, in general more time spent in the club)
- 3** Engage and listening to this member profile through other channels than general assembly and member meetings
- 4** Visible management/board that express the needs and take actions on behalf of this group of members
- 5** Welcoming and open sections within the club
- 6** A club activity calendar that protects the needs of this member profile
- 7** Proactive behavior of the club to engage these members in activities that are relevant to the individual
- 8** Making sure that service areas like the golf course and restaurant is performing satisfactory

- 1** Visible management/board with a strong and clearly communicated plan for the club
 - 2** Welcoming and open sections within the club
 - 3** Activities that creates club atmosphere and social belonging
 - 4** A diverse and interesting tournament calendar for the season
 - 5** Social events and celebratings
 - 6** Strategy for motivating and appreciating volunteers
 - 7** Corporation with other golf clubs
 - 8** Group training for club members
 - 9** Participating in extern tournaments as club teams
 - 10** Positioning the golf club in the local community
-

Shift the ballance



Club Dependent

- Less pre booked teetimes
- Pay more or pay per play
- Pay for the “special rights”

Club Independent

- More available attractive teetimes
 - More “Tribe” training/tournament
 - Pay per play
 - Speak their needs
-

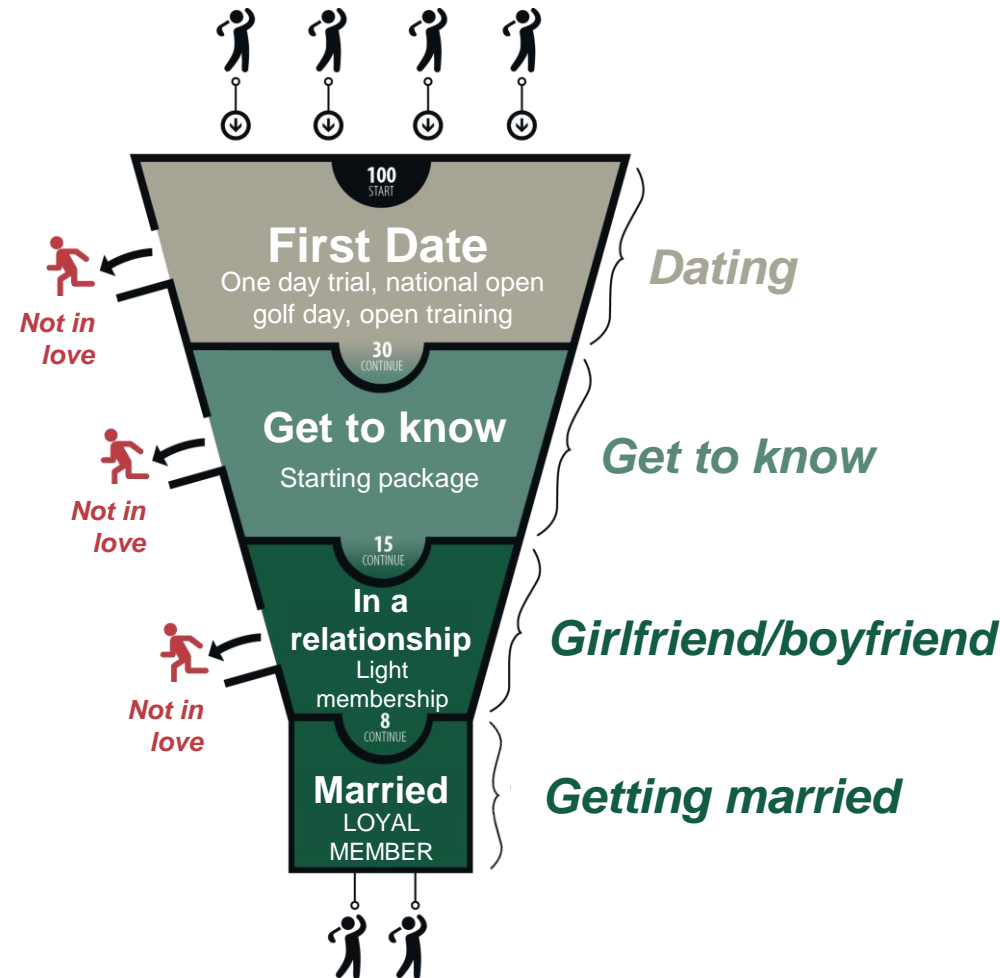
HOW TO FALL IN LOVE WITH GOLF

4 STEP DATING PROGRAMME





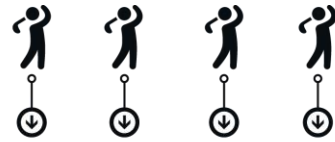
- Have a coffee
- See a movie/going out
- Facebook status: “Single”
- Building a relationship
- Is there a match?
- Facebook status: “Its complicated”
- We are a couple
- Move in together
- Facebook status: “In a relationship”
- Married with children
- Facebook status: “Married to”





- Have a coffee
- See a movie/going out
- Facebook status: "Single"

Dating



100
START

First Date

One day trial, national open
golf day, open training

30
CONTINUE

15
CONTINUE

8
CONTINUE



*Not in
love*



*Not in
love*



*Not in
love*

TRY GOLF – FIRST DATE

One Day in a golf club

- Borrow equipment
- Group lesson
- Play on a golf course
- Lunch

40 Euro

One day product – Social media – Generating leads – Call people – First Date



LEAD GENRATION – HOW IT WORKS

FACEBOOK ADDS

The right messages,
feelings, pictures, target
groups.

Attractive product that
creates interest right away



LEAD GENERATION – HOW IT WORKS

FACEBOOK ADS

The right messages, feelings, pictures, target groups.

Attractive product that creates interest right away



CAMPAGIN SITE

Taylor-made campaign site with one focus



Opdateret: Kun 12 startpakker tilbage

DIN STARTPAKKE ER RESERVERET I:

00 09 29

HOOR MINUTES SECONDS

Du er snart færdig...

Udfyld de sidste informationer for at få din startpakke:

Dine oplysninger:

Jonas Meyer Jensen



jmj@dgu.org



21432587



☒ Du accepterer hermed, at vi må sende dig information om Mølleåens Golfklub. Det er 100% sikkert. Dine oplysninger vil ikke blive videregivet og du vil altid kunne blive slettet fra vores system

FÅ DIN STARTPAKKE →

- OG KOM I GANG MED DIT GOLFEVENTYR

☒ Du forpligter dig ikke til noget ved at reservere en startpakke.



LEAD GENERATION – HOW IT WORKS

FACEBOOK ANNONCER

The right messages,
feelings, pictures, target
groups.

Attractive product that
creates interest right
away



KAMPAGNE SIDE

Tailormade campaign
site with one focus



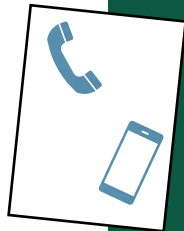
FOLLOW UP

Access to CRM system
to do the booking and
follow up



CALL NEW GOLFERS

From this point the goal is
to give the best
experience to the new
golfer and work for a high
conversion rate



LEAD GENERATION – HOW IT WORKS

Leads DGU Næstved

Ikke-gemt visning **Gem** 65

Team-visninger

Alle Leads DGU Næstved 65

Status 65

- Booket 30
- Er i dialog 30
- Tabt (Ingen interesse) 5

Oplægning ft. fremmede 65

- Er blevet kunde 9
- Atventer 8
- Ønsker ikke at blive kunde 1

Fremmede 65

- Fremmedt 22
- Kom ikke 8

Private visninger

Opret ny visning

	Fornavn	Efternavn	Mobilnr.	E-mail	Status
1	Caspar	Mikkelsen			Er i dialog
2	Paul	Mikkelsen			Er i dialog
3	Morten	Estrin			Er i dialog
4	Christina	Andersen			Er i dialog
5	Maja	Giese			Er i dialog
6	Bo	Reichertz			Er i dialog
7	Henrik	Madsen			Er i dialog
8	Ewa	O'Neil			Er i dialog
9	Helle	Sørensen			Er i dialog
10	Grethe	Post			Er i dialog
11	Majse	Jensen			Er i dialog
12	Lisbeth	Segato			Er i dialog
13	Gitte	Rasmussen			Er i dialog
14	Majse	Jensen			Er i dialog
15	Lise	Nielsen			Er i dialog
16	Birgitte	hansen			Er i dialog
17	Lars	Sønderstgaard			Er i dialog
18	Brian	Kristiansen			Booket
19	Daniel	Fussing			Er i dialog
20	Tania	Hansen			Er i dialog
21	Lene	Nilsson			Er i dialog
22	Ole	Nielsen			Booket
23	Marlene	Engelbrechtsen			Er i dialog
24	Heidi	Larsen			Booket
25	Pia	Nielsen			Booket
26	Frank	Madsen			Booket
27	Evy	Andersen			Booket
28	Mikkel	Rasmussen			Booket

KLIK HER

FOLLOW UP

Access to CRM system
to do the booking and
follow up

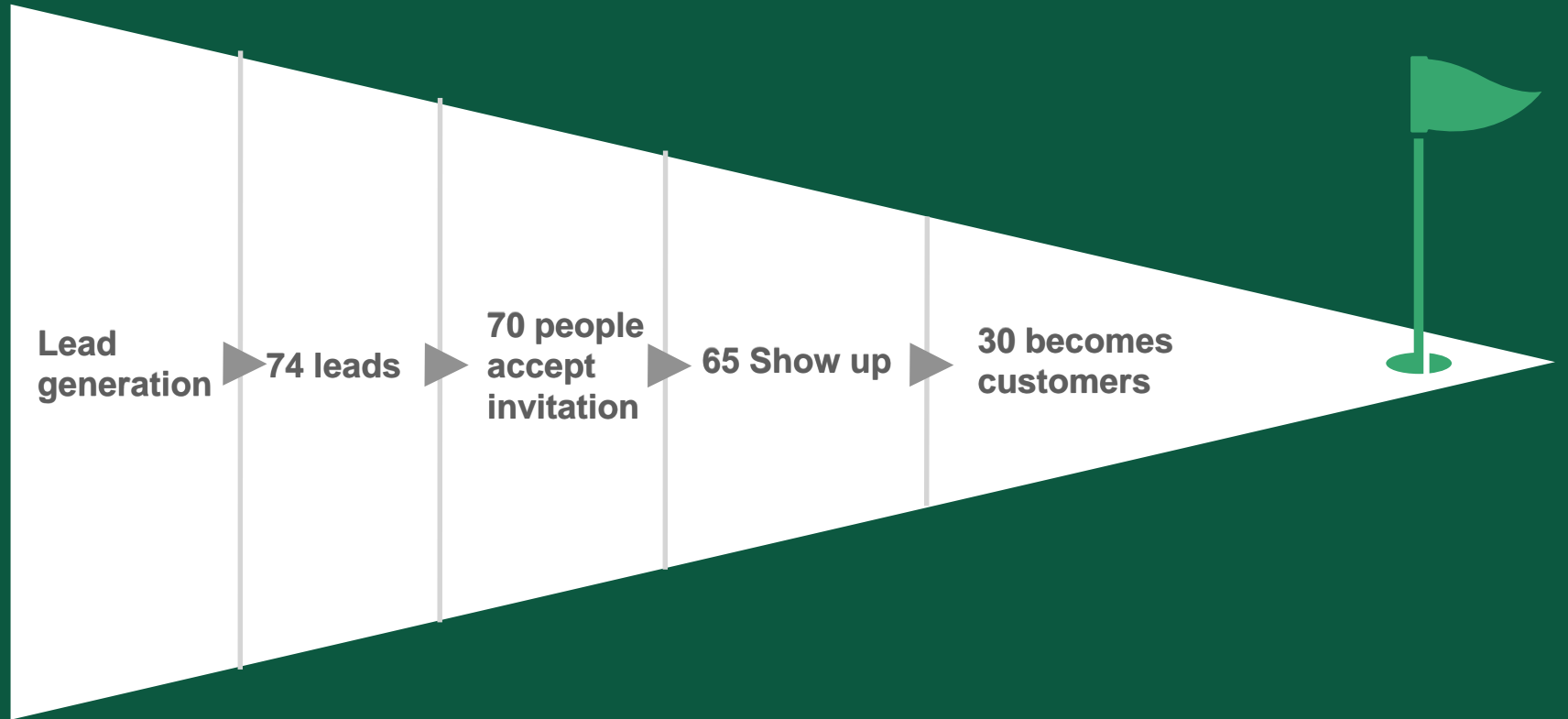


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conversion rate

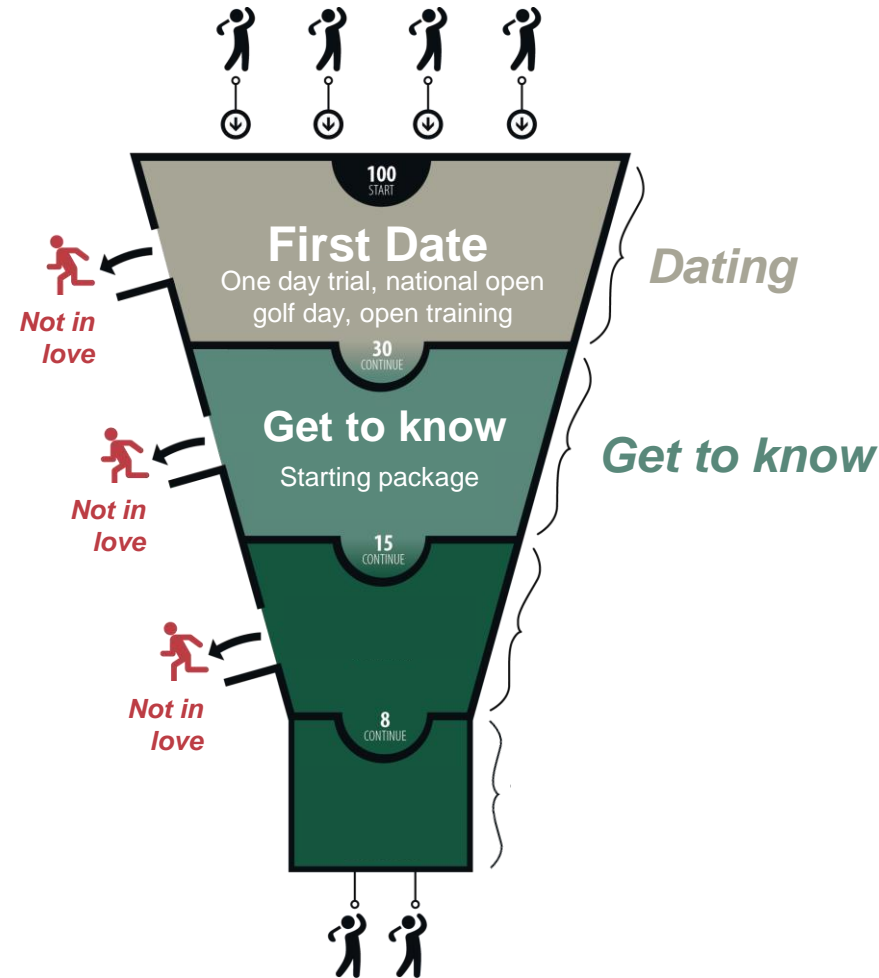


September 2019





- Have a coffee
- See a movie/going out
- Facebook status: “Single”
- Building a relationship
- Is there a match?
- Facebook status: “Its complicated”



#1 - Starting package



#1 - Starting package



Two month trial membership

- Golf equipment
- Training in group or as an individual
- Playing facilities
- Training facilities
- Social arrangements
- Green card
- Tournaments in the beginner section
- Mentor

75 Euros

#1 - Marketing campaign

Falster Golfklub, Golf på Falster
Sponsoreret · 9

Har du købt årets påskeæg 🐣
Hvad med at give en gave for livet? 🎁 🏌️ ⚡ ...
Påsketilbud 50% rabat - 250 kr
Vi har gjort det let for dig... Tryk på linket... Bestil din gavepakke... få den leveret til døren...



Påskeæg til voksne
overraskelse
Sundt **Sjovt**

Startpakke
Påsketilbud 50% rabat

Køb nu

Startpakke til golf
En gave for livet

Påsketilbud 300 kr.

Begynd til golf i Greve
overraskelse
Sundt **Sjovt**



Vi starter nye opstartshold - Ring nærmere

Startpakke til golf

50% OFF
BLACK FRIDAY SALE



Vinder Golfklub
25. november 2019 · 9

• **BLACK FRIDAY - KØB JULEGAVEN NU**

- Køb en startpakke til golf - inkl. undervisning af professionel instruktør
- Golf er en sport for livet - og det er slet ikke forsvundet at start op på...

20 3 delinger

Synk golf gear
Kommentar
Del
Opret
Opret

Greve Golf
22. november 2018 · 9

Årets julegaveidé - til den ven som du endnu ikke har fået med på golfen 🏌️

Årets julegaveidé
Giv en gave for livet

Den bedste start på golf

Gaveboxen indeholder:
• Tre måneders gratis prøvememberskab
• En særlig golfklubbemærke
• En pose med tee, patchfork og markeringsskilt
• OAU lommekort med nøgle
• To privat tektorier med klubbens priser

PRIS 300,- KRONER
Købes direkte på www.digutshop.dk



GØR FAR GLAD
KØB EN STARTPAKKE TIL GOLF



#1 DAD

MORS DAG
Giv en gave for livet

Prøv golf 8 uger 400 kr.



Startpakke til golf



Development of new golfers

