How to Promote Your Golf Course Using Social Media

Justin Ramers, 
Director of Social Media
Agenda

• What is Social Media?
• Tools of the Trade
• Developing a Social Media Strategy
• Building the Foundation
• Driving Interaction & Creating Buzz
• Tracking Results with Analytics
• Q & A
What is Social Media?

“Social media is a communications medium that relies on its audience to create, modify, or distribute the medium’s content.”

Social Media Content Types

- Forums
- Blogs/Micro-Blogs
- Wall Postings
- User Ratings & Reviews
- Social Bookmarking
- Pictures/Video
- Calendars/Events
- Wikis
- Email
- Instant Messaging/SMS
Where is Social Media?

Every month...

• 10 billion minutes spent
• 18 million new profiles created
• 850 million photos shared
• 5 million videos uploaded
• 24 million pieces of content shared
• 2 million events created
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…on

facebook alone
National Golf Foundation (NGF) recently released a study on golfers' social technology (ST) participation habits:

Findings:
1. 61% of Core golfers visit a social networking service (such as Facebook) at least occasionally.
   - Facebook, with 38% penetration
   - LinkedIn with 25% penetration

"Social media continues to grow rapidly - and not just among younger groups. All golfers are talking - about the places they play and the equipment they use. Therefore, companies should be listening to what is being said about them, and joining the conversation."

- Joe Beditz, NGF president and CEO
Best Uses for Social Media

• Active listening (customer feedback)
• Real-time support
• Social branding
• Content distribution
• Driving tee times & revenue
• Driving event participation
• Viral marketing
Active Listening

[Image 534x36 to 576x756]
[Image 130x49 to 514x729]

[Update]
lavamantri: Registration is now open for the Lavaman Keauhou Triathlon at www.active.com Race Date is September 13 2009
3 days ago from web · Reply · View Tweet

[Update]
allsugaredup: @llbittz check the active.com training plans. I have used them in the past and they are great
3 days ago from web · Reply · View Tweet

[Update]
lavamantri: New Website for Keauhou Triathlon almost done. www.lavamantriathlon/keauhou. Sign up at active.com
3 days ago from web · Reply · View Tweet

[Update]
CatalinaEllis: http://www.active.com/donate/ocrf09/TaraLinney
3 days ago from web · Reply · View Tweet

[Update]
run4kids: OK guys. I am not giving up. I have just revamped our sponsorship page http://www.active.com/donate/TeamNY/Rotary/run4kids more later
3 days ago from web · Reply · View Tweet

[Update]
cnaks: @SYM5LSS can you send the link for the TNT run on July 18 please? I did a search on active.com but couldn't find it...
4 days ago from web · Reply · View Tweet
Real-time Support

Active.com is in hot water. They are charging my credit card without my permission and I can’t get anyone on the phone. Bad!!!

Just had a pleasant conversation with Dierdre (??spell) from Active.com and she reversed the charge. Active.com is good again!

Direct messages you've sent

$59.95 for ActiveAdvantage? I must have missed an opt out box somewhere.

Just had a pleasant conversation with Dierdre?? and I think I am squared away. Thank you for listening on Twitter!
Social Branding

Website

Twitter

Facebook

Click4TeeTimes.com
Social Branding

All done. Thanks to @mallofamerica, sponsors, volunteers, and all participants. via @CamGross

Someone is stealin' our Sharpies. Can't blame 'em. But sheesh. via @CamGross

Special thanks to GoGurt, Aquafina and Kemps for great traets after today's Fun Run. My kids are all smiles. via @CamGross
Driving Tee Times & Revenue

Facebook to Online Tee Times
Driving Event Participation

Jordan Fire Department Golf Tournament

Host: Milstone Golf Course
Type: Sports - Tournament
Network: Global
Date: Saturday, August 22, 2009
Time: 9:00am - 12:00pm
Location: Milstone Golf Course
Street: Rt. 5
City/Town: Elbridge, NY

Description
A golf tournament fundraiser for the Jordan Volunteer Fire Department.

Contact Mark Peltier 315-869-2137 for information regarding registration, donations and sponsorships.

Invite people to come! Also, write information/upDATES on the wall and I will update the description.

Confirmed Guests
This event has 10 confirmed guests

See All

adrianwheeler
markfretta
caseyarm
juliebrown
paulramden
benjaminbider
sobullencia
alexkayardak

Real-time results for #AtlanticGolfTweeput

GarrettOlm: @susanantony Nice. You need to come to this #AtlanticGolfTweeput http://twitter.com/evansa (@atlanticgolf) about 2 hours ago from web

GarrettOlm: Planning on seeing @RussValters at the #AtlanticGolfTweeput if he can get his ass up that early http://twitter.com/evansa #AtlanticGolfTweeput about 2 hours ago from web

susanantony: Atlantic Golf. Are you in? #AtlanticGolfTweeput on Friday, Aug 28. RSVP here: http://twitter.com/evansa #AtlanticGolfTweeput about 2 hours ago from web

GarrettOlm: @ricstevy Sweet dude, make sure you RSVP on the Tireflite #AtlanticGolfTweeput about 2 hours ago from web

SutterGroup: RT @GarrettOlm @AtlanticGolf is having an AtlanticGolfTweeput http://twitter.com/evansa (I'm loving @ @happymonday! @sagesasic @raptongrn!) about 2 hours ago from web

GarrettOlm: @atlanticgolf is having an AtlanticGolfTweeput http://twitter.com/evansa I'm looking @ u @happymonday @sagesasic @raptongrn! about 2 hours ago from web

ricstevy: I plan to go. RT @AtlanticGolf: RT @garrettolm Pretty excited about the #AtlanticGolfTweeput. Anyone else going? http://twitter.com/evansa about 2 hours ago from web

AtlanticGolf: RT @garrettolm Pretty excited about the #AtlanticGolfTweeput...Anyone else going? http://twitter.com/evansa [so are we!] about 2 hours ago from web
Viral Marketing

Skittles wants you to stop throwing a sheep at your Facebook friends. Send a SKITTLES Crazy Cores gift instead. It won’t hurt your friend nor will it make the sheep feel so awkward. Click on the “gift” tab and get started on Monday.

Hey, have you made a mix yet? Why not? Click boxes and try it out.

Fans
6 of 997,722 fans

Suggest to Friends
Add to my Page’s Favorites
View Updates
Subscribe via SMS

Skittles
6 of 997,722 fans

Skittles is in training for the start of roller derby season.
May 18 at 12:09pm · View 263 comments

Skittles mixed up their contacts and is now seeing green where they should be seeing purple.
Tools of the Trade

“Facebook tastes great, while Twitter is less filling.”
Seacrest @ Macresource.com

facebook & twitter
Facebook Basics

- Today’s largest **social network**
- Friends connecting with friends
- Enormous user base
- Messaging limited to friends
- Voice: Wedding or cocktail party
Twitter Basics

- Fastest growing micro-blog
- “What are you doing?”
- Reach far beyond your circle of friends
- Quick and easy messaging
- Voice: Trade show or expo
Facebook vs. Twitter

Facebook
- 104M+ unique visitors
- 18+ billion PVs
- 10.4+ billion mins on site
- 38.6% total Internet reach
- 600K new registrations/day

Twitter
- 19M+ unique visitors
- 384+ million PVs
- 281 million mins on site
- 9.7% total Internet reach
- 5-10K new registrations/day

Facebook grows a Twitter's worth of new users every 8 days

Source: Compete, Comscore (April ’09)
Messaging Platforms

- While different in approach, both tools are essentially messaging platforms
- Faster response than Email
- Guaranteed opt-in; easy opt-out
- Aggregation of mailing lists
- 100% deliverability
- Higher frequency of messaging
Developing a Social Media **Strategy**

“What's the use of running if you are not on the right road?”

German Proverb

Without a solid strategy and plan of attack, you are wasting time and opportunity.
Developing a Social Media Strategy

• Perform a social media needs assessment
• Create a social media “division”
• Commit resources
• Create a mission statement and establish your goals
• Identify metrics and set benchmarks
• Build your foundation
• Create a social media marketing plan
Create a Social Media “Division”

• Sales, marketing, customer service… social media
• Dedication, focus and commitment to social media
• Doesn’t matter how big or how small your organization
• FTE(s), PT, ¼ time, consultants or volunteers
• Division can be in-house or outsourced
• Division has it’s own goals and Key Performance Indicators (KPIs)
Commit **Resources**

- You get out of it what you put into it
- Needs dedicated owner & resource(s)
- Highly interactive medium requires daily attention
- Requires a commitment from management
- Not “set it and forget it”
- Outsourcing options available
Social Media Mission Statement

“To support Active’s family of consumer products and media properties by engaging our audience while leveraging social media to drive awareness and participation.”
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Identify **Metrics** and Set **Benchmarks**

- Distribution channel size & growth
- Number of clicks or visits from each SM account
- Number of content items posted on the social web
- Number of user interactions (viral mentions)
- Number of forum posts
- Number of new accounts
- Number of registrations
- Set starting benchmarks and review progress monthly
In order to get viral, you must first build an audience base.

“I told two friends and they told two friends and so on and so on.”

Fabergé Shampoo
Developing Your **Presence**

- Establish your presence according to your needs assessment
- Brand pages to match your organization/event look & feel
- Add features – make it interactive and fun
- Make it easy for users to find relevant information
- Optimize your social media channels for Search Engine Optimization (SEO)
Social Media Marketing

Social media marketing is about building ways that fans of a brand or organization can promote it themselves in multiple online social media venues.
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Building the Distribution Channel

Social Distribution Channel
**Content Distribution**

**Content:**
- Articles
- Event and programs related blog posts
- YMCA Story
- Class and programs listings
- Event updates
- Products & services
- Volunteer thanks
- Special sections
- Donor announcements
Ways to *Grow* your Distribution Channel

- Reach out to fans/followers daily
- Follow other organizations/events
- Promote heavily on your current homepage
- Blog about your social media channels
- Email participants and prospects
- Add social media placements in Email newsletters
- Promote in traditional media (newspaper, TV, radio, PR)
- Submit yourself to social media directories
- Run contests to drive users to social media channels
Promote Social Media on Your Website

![Image of Sunny Hill Resort]

**Promote Social Media on Your Website**

Sunny Hill Golf Course

Life is better on the Hill

Year after year, generation after generation, people have vacationed at Sunny Hill Resort and Golf Course, an all-inclusive family resort with golf courses, nestled at the base of the spectacular Northern Catskill Mountains and Hudson Valley.

We invite you to come for the serene and beautiful open spaces of the spectacular Northern Catskill Mountains. Come for the entertainment that appeals to every age and every taste.

Come for family vacation, family reunions, golf packages and memories that last a lifetime. Memories that include fishing, boating, swimming, water parks, golf, and fireworks.

Come to connect with old friends, and plan on being with new ones.

So whether you're looking for lodging and accommodations at a beautiful inn, B&B, or resort there's a place in New York that is unique and oh, so special... a place called Sunny Hill.

![Image of Battle Lake Golf]

**Battle Lake Golf**

**CHECK US OUT ON TWITTER!!!**

If you want live updates from the course and great specials, join us at twitter.com/battlelakegolf

We will notify our followers for open tee times, lesson availability, special rates and just about anything that's going on at Battle Lake.

Twitter is FREE and EASY to use!

Go to www.twitter.com and sign in.

Search for BattleLakeGolf or go directly to our home page twitter.com/BattleLakeGolf.

Click "Follow" to start getting up to the minute news and specials.
Generating **Interaction & Creating Buzz**

“If I tell my Facebook friends about your brand, it’s not because I like your brand, but rather because I like my friends.”

Mike Arauz, Advertising Lab

In the world of social media, timely, relevant and authentic content is key.
Content Distribution

• Be timely, relevant & authentic
• Encourage interactivity
• Don’t be afraid of negativity
• Show personality
• Be aware of the correct voice for the platform
• Keep things fresh
• Create an editorial calendar
Creating **Buzz**

- Be creative
- Give people a reason to visit
- Give people something they can’t get anywhere else
- Encourage sharing
Tracking Results with Analytics

“Marketing without analytics is like running a race without a timer.”

If you don’t measure results, how can you know if you are successful?
Tracking Results with Analytics

• Track **everything** you do
• Test, report, test, report, perfect
• Analytics available for Facebook, Twitter and through 3rd party reporting services
• Consolidated reporting is challenging
### Simple Analytics Example

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook page fans:</td>
<td>8,240 fans</td>
</tr>
<tr>
<td>Average CTR/link posted:</td>
<td>2.08%</td>
</tr>
<tr>
<td>Number of links posted/month:</td>
<td>60</td>
</tr>
<tr>
<td>Expected number of visitors/month:</td>
<td><strong>10,283</strong></td>
</tr>
</tbody>
</table>

- Numbers grow month over month as your channels grow
- Should be able to project growth with good analytics
- Apply your conversion rates to get an idea of potential
How can Active help?

• Social media needs assessment
• Strategic planning
• Foundation building
• Ongoing consulting
• Social media monitoring
• Social media analytics & reporting
• Affordable packages designed to get you setup quickly
Questions

If you have additional questions, please email them to: Golf@ActiveNetwork.com

For your complimentary Social Media Needs Assessment, go to: http://bit.ly/GolfAssessment
Thanks for Attending!

Want more information?
www.ActiveGolfSolutions.com
Golf@activenetwork.com