

M A R C H 2 2 , 2 0 2 3

## SPOTLIGHT

### The Top Five Marketing Strategies With the Best ROI

*By Doug McPherson, Golf Business Contributor*

When you reach down to open up your golf-course-management toolbox for some marketing utensils, all the options can be a bit overwhelming. Which ones work best? Which ones are worth the effort? Which ones stand the best chance of bringing in new players and keeping the regulars coming back? Golf Business feels your pain, so we spoke with the EVP of global sales and marketing at Troon, the golf-related hospitality management giant, Kris Strauss, to get his take on the marketing strategies that yield the best returns on investment. “In some respects, it’s still some of the basics that are moving the needle with regard to driving results and keeping your facility top of mind with the golfer,” Strauss says. Those basics include... [READ MORE >>](#)

### Adapting to the Times: How Private Clubs Can Maintain and Grow Membership Through Obstacles

*By Kyle Bradburn, Digital & Creative Marketing Director, Capstone Hospitality*

Private clubs have long been a staple of the American lifestyle, providing exclusive access to luxury amenities, fine dining, and networking opportunities. However, with the world facing an imminent recession, private clubs are finding it increasingly difficult to maintain their membership and keep



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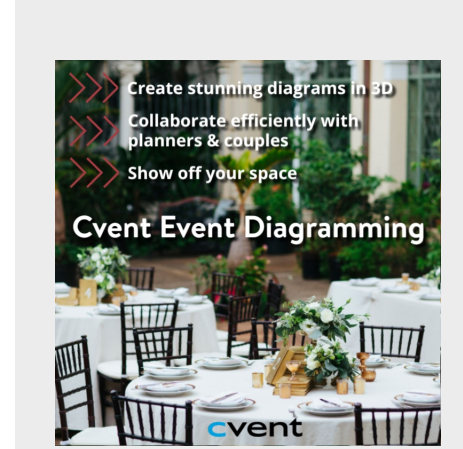
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their revenue streams flowing. The COVID-19 pandemic has taught us that the ability to adapt to ever-changing circumstances is vital to the success of many clubs throughout the United States. In this article, we will explore how private clubs can maintain and even grow their membership base by focusing on three key factors: a great sales process, state of the art amenities, and great social programming... [READ MORE >>](#)



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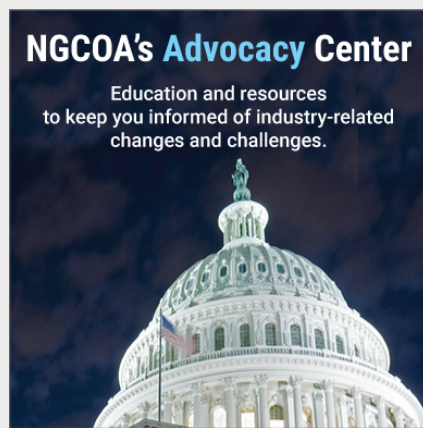
#### **"Every Course has a Great Story to Tell"**

A few months ago, NGCOA's CEO Jay Karen said the industry needs to stay alert and connected to all levels of government, so that when the day of adverse legislation comes, the industry has the data, narrative and relationships to properly defend golf... [READ MORE >>](#)

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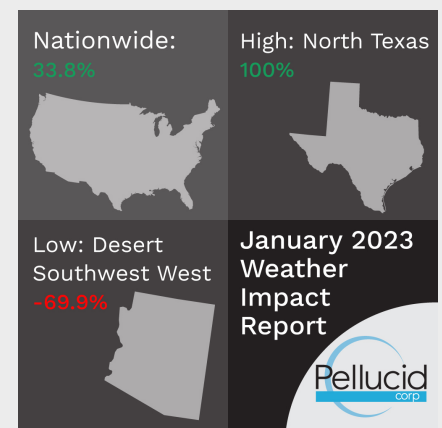
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The NGCOA strives to provide guidance, interpretation and suggestions for action when it comes to industry related challenges.



The Golf Business Podcast brings you informative content to help your golf course business thrive. You can now also [READ the transcript from our latest episode!](#)



The NGCOA partners and participates with industry experts to provide members with timely, business-critical reports, studies and other research content.

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