

# Country Club Marketing Cheat Sheet

Practical ideas for marketing departments to drive membership, event bookings, dining traffic, and member engagement.

## Core Marketing Goal

Sell the **club lifestyle**, not just amenities. Every campaign should answer: Why should someone join, stay active, book an event, or bring guests to the club?

## Top Revenue Priorities

- Membership growth
- Dining & social traffic
- Private events & weddings
- Family programming
- Member retention & referrals

## High-Impact Marketing Plays

### 1) Membership Messaging

- Lead with belonging, family life, convenience, and community
- Use photos of real members, dining, golf, pool, and events
- Create category-specific pages for golf, social, family, and corporate membership

### 2) Website Must-Haves

- Clear membership inquiry form
- Updated event calendar and dining highlights
- Strong tour call-to-action on every membership page

### 3) Social Content Mix

- Member events, chef features, golf conditions, junior programs
- Short-form video from patio, clubhouse, pool, and tournaments
- Show activity, not empty facilities

### 4) Referral Growth

- Host bring-a-friend events
- Create member guest nights and preview mixers
- Give staff simple talking points for prospective members

### 5) Dining & Events

- Promote brunch, patio nights, wine dinners, and holiday events
- Market the club to non-golf audiences for weddings and private events
- Bundle events with dining and club tours

### 6) Family Retention

- Market swim, youth golf, camps, movie nights, and holiday programming
- Build campaigns that show value for the whole household
- Retention content should feel warm and community-driven

## Seasonal Campaign Ideas

- **Spring:** membership kickoff, golf opener, patio reopening
- **Summer:** pool content, family nights, junior programs, guest passes
- **Fall:** wedding/event bookings, dining series, holiday preview
- **Winter:** gift cards, member appreciation, early-renewal campaigns

## Track These KPIs

- membership inquiries per month
- tour-to-application conversion rate
- event inquiries and booked dates
- dining covers from promoted nights
- member event attendance
- email open and click-through rate

## 30-Day Action Checklist

- Refresh homepage and membership page visuals with current club photography
- Add one clear membership inquiry CTA in website header and footer
- Schedule 4 weeks of content: golf, dining, family, event, testimonial
- Plan one prospect-facing event: mixer, open house, wine dinner, or member guest night
- Build one email campaign for current members to invite qualified guests
- Meet with membership, golf, dining, and events teams to align promotions

**Best practice: every campaign should answer who it is for, what action you want, and what value the club delivers.**