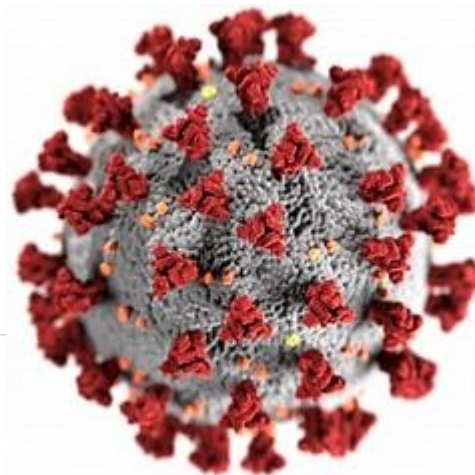


LOCKDOWN Online Interactive Clinics

Clinic Six: Retention / Attraction and The use of technology



Today's Topics



Retention V Attraction
Web Site Optimisation
Best use of Social Media



Our Changing Landscape

1. More members
2. More green fee players
3. More rounds
4. Domestic tourism
5. New breed of people playing golf – 25/45
6. Value add verse discounting
7. Clubs collaborating



Our Opportunities

1. New breed of people playing golf – 25/45

- They don't all want to be members initially – 4,400 of which 1,005 joined- 23%
- They want to play with their mates not club days
- They don't want to play in current comps
- They are happy to pay more
- They want a cart
- They want to make a choice of where they want to play online on their phone
- They won't conform with some clubs dress codes.
- They won't score and play “social rules” when just with their mates



Why look after your existing members?

- Lifetime revenue is the end goal, not just today's revenue.
- It's Cheaper than Acquisition
 - It costs five times as much to acquire a new customer
- Loyal Customers are More Profitable
 - Engaged consumers buy 90% more frequently
 - Spend 60% more per transaction
 - Are five times more likely to indicate it is the only brand they would purchase in the future.
 - Deliver 23% more revenue and profitability over the average customer.

Why look after your existing members?

- You'll Earn More Word-of-Mouth Referrals
Millennials in particular will spread the word of a brand's exploits - 90% share their brand preferences online
- Engaged Customers Provide More Feedback
People who have complained and seen their issue resolved are 84% less likely to decrease their spend
- Customers Will Explore Your Brand
They are six times more likely to say they would try a new product or service
You'll be able to sell them more stuff
- Loyal Customers are More Forgiving
Customers who consider themselves loyal will let some misdeeds slide

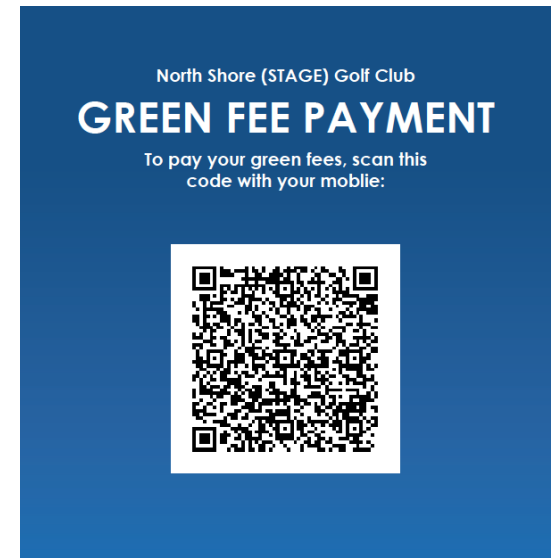


Why look after your existing members?

- **Customers Will Welcome Your Marketing**
4 X more likely to say they “appreciate when this brand reaches out to me”
7 X more likely to “always respond to this brand’s promotional offers.”
You are able to build a more nuanced view of who your customers really are.
- **You Earn Wiggle Room to Try New Things**
50% more likely to try new products/services
- **It's Better for Employee Health**
Customers are less likely to fly off the handle at the first sign of distress
Good relationships make life better for everyone

Retention / Attraction Using Technology

- Member and user surveys
- Web site optimisation
- The importance of social media
- Club management resources- Dot Golf



GOLF NZ
T KOROWHĀ AOTEAROA