



**10 Step Marketing Analysis for Golf Courses**

Name of Your Golf Course: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Current Website (if applicable): \_\_\_\_\_

Course Type (circle all that apply):  
Public Private 18 hole 9 hole Executive Privately-owned Municipal

**1. Website**

- Do you have a website? Yes No
- Does your website attract more than 50 unique visitors (not hits) a day? Yes No Unsure
- Is your phone number visible on every page? Yes No
- Do you capture emails on your website? Yes No
- Can you view web stats that show you where visitors are coming from? Yes No
- Can you view web stats that indicate the number of visitors for each day? Yes No
- Do more than 20 other websites link to your website? Yes No Unsure
- Does your website show up in search engines if you type in "golf course in (your city)"? Yes No Unsure
- Do you accept online teetimes? Yes No
- Do you offer specials on your website? Yes No
- Is your website listed on your scorecard? Yes No
- Is your website URL listed on your front door? Yes No

**2. Marketing (Traditional and Internet)**

- Are you aware of other golf courses and their rates within a 30 mile radius? Yes No
- Do you advertise in the yellow pages? Yes No
- Do you advertise in local newspapers? Yes No
- Do you send out direct mail? Yes No If so, where do you get the database?  
\_\_\_\_\_
- Do you currently do website banner ads on other sites? Yes No
- Do you advertise on TV? Yes No
- Do you advertise on radio? Yes No If yes, which one(s)  
\_\_\_\_\_
- Do you track your advertising results? Yes No
- Do you currently work with a marketing company or agency? Yes No If so, who?  
\_\_\_\_\_
- Are you owned or managed by a management group? Yes No If yes, who?  
\_\_\_\_\_
- Do you currently send out email blasts? Yes No
- If so, does it automatically process remove and change requests? Yes No
- If so, what system do you use?  
\_\_\_\_\_
- If so, how much time per month do you spend managing it? \_\_\_\_\_

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***Fax to 952-826-1049 when completed***

**GOLF\_websites GOLF\_email GOLF\_search engines GOLF\_business**



### 3. Clubs

- Do you have a men's club?    Yes    No    If yes, how many members? \_\_\_\_\_
- Do you have a women's club?    Yes    No    If yes, how many members? \_\_\_\_\_
- Do you have a club for juniors?    Yes    No    If yes, how many members? \_\_\_\_\_
- Would you offer more clubs if they were easy to manage and monitor?    Yes    No

### 4. Leagues

- Do you have a men's league?    Yes    No    If yes, how many members? \_\_\_\_\_
- Do you have a women's league?    Yes    No    If yes, how many members? \_\_\_\_\_
- Do you have a senior league?    Yes    No    If yes, how many members? \_\_\_\_\_
- Do you have a junior league?    Yes    No    If yes, how many members? \_\_\_\_\_
- Would you offer more leagues if they were easy to manage and monitor?    Yes    No

### 5. Group Outings

- Does your facility accept group outings?    Yes    No
- Do you have banquet facilities at your course?    Yes    No
- Do you have meeting rooms that could be used by businesses?    Yes    No
- Do you allow outings on weekends?    Yes    No
- Do you get as many outing groups as you would like?    Yes    No

### 6. Special Events at Your Course

- Do you host special events at your course (eg father-son, beat the pro, etc)?    Yes    No
- Do you have a communication/ news board at your course?    Yes    No
- If yes, is it by the bathrooms?    Yes    No
- Does your course have a full-time Events Coordinator?    Yes    No

### 7. Customer Databasing

- Do you collect email addresses on your website?    Yes    No
- Do you collect email addresses at the time of check in?    Yes    No
- Do you collect the mailing addresses of customers?    Yes    No
- Do you collect email addresses from participants in group outings?    Yes    No

### 8. Marketing Budget and Plan

- Do you create a formal marketing plan for the upcoming year?    Yes    No
- Do you have an advertising budget?    Yes    No    If yes, how much is it? \_\_\_\_\_
- Do you have a staff person dedicated to marketing?    Yes    No

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**9. Public Relations/ Media/ Public Image**

- Have you surveyed to find out what the public perception is of your course?    Yes    No
- Do you send regular PR announcements to your local paper that gets listed?    Yes    No
- Is your course talked about by local radio personalities?    Yes    No

**When complete, fax to 952-826-1049.**

**If you have any questions, please contact Kevin Unterreiner, director of Web Services at 952-240-1020.**

*There is no charge for this service and suggestions provided are for your information and benefit. There is no obligation to use our services and we don't believe in pressure, just education! More than 90% of courses that have interviewed us have hired us!! Let us show you why.*

***Thank you for the opportunity to serve you!***

**GOLF e\_Marketing**  
[info@golfemarketing.com](mailto:info@golfemarketing.com)  
(952) 240-1020

Providers of internet marketing services to more than 300 golf businesses since 1997.

Visit [www.golfemarketing.com](http://www.golfemarketing.com) to learn more.

**TESTIMONIALS**

*"We launched our website on September 10th and within 3 weeks had 1,656 users or an average of 69 per day. Within 20 days we generated 106 rounds at an average of \$29.50/ round. Based on our review, the majority of these clients were new to our course, which means we generated close to \$3,000 from our website in the first 20 days of existence. WOW!"*

Mike Tozier  
Links at Northfork GC in Ramsey, Minnesota  
[www.golfthelinks.com](http://www.golfthelinks.com)

*"The number of hits my site is receiving has increased tenfold since we re-launched with GOLF\_emarketing. I am also very pleased with the way changes and updates are handled with most happening within 24 hours of me sending the information. They also set up my automated email database system and what use to be cumbersome and very time consuming is now very easy to manage. I have been extremely satisfied and excited about the results I have gotten."*

Chris M. Foley, P.G.A. Golf Professional  
Head Golf Professional, Madden's on Gull Lake/ Chris Foley Golf Schools  
[www.chrisfoleygolf.com](http://www.chrisfoleygolf.com)

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