11 ways (and maybe more) clubs are communicating with their members, guests and prospects

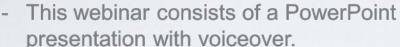
Webinar Series 12.19.19

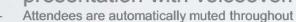


Sean Bleyl
Client Development Executive
sbleyl@membersfirst.com
508-737-1118

Webinar Instructions

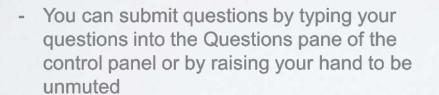


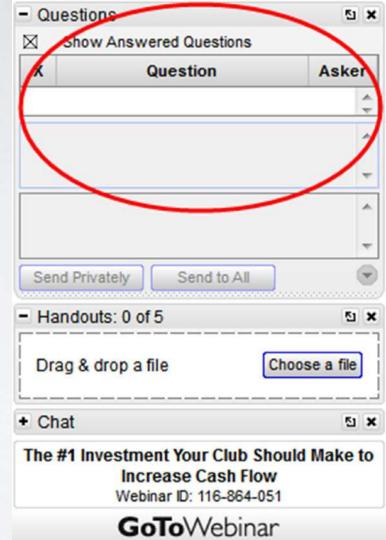






We'll walk you through the presentation and answer questions at the end of the webinar







Client Success & Training



Chris Gaumnitz
Client Success Manager
cgaumnitz@membersfirst.com
508-310-2310

- > Free Remote Training (Initial Build)
- > Free Ongoing Training (Future New Users)
- > Free Ongoing Monthly Education Webinars
- ➤ Online Learning Center

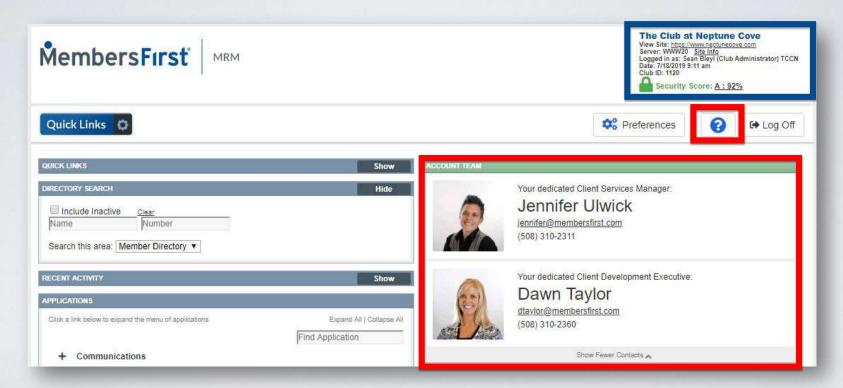


2019 Webinar Series

- <u>Tee Sheet & Tournament Registration Tips</u>
- Website Stats & Google Analytics
- Inbound marketing services (CRM & Lead Gen)
- Mobile Ordering is very App-etizing
- Swing into Spring (starting your season)
- Wrapping up the season (closing clean)
- Getting Ready for the Holidays

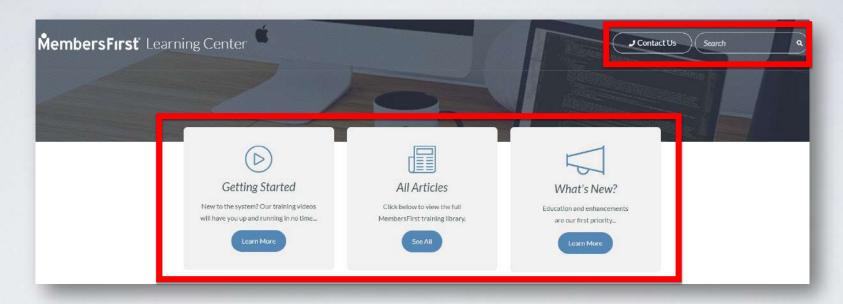


MembersFirst Learning Center





MembersFirst Learning Center



support.membersfirst.com



11 ways....and a few extra

- 1. Club Calendar: Subscribe to Your Club
- 2. Social Media: Connecting Instagram and Pinterest to your Website
- 3. Social Media: Instagram Stories
- 4. Blogging: Creating content that's engaging (interesting) for your users
- 5. Mobile Ordering: Holiday, To-Go, Mobile Ordering
- **6.** Lead Generation: Live Chat
- 7. Creative Assets: Virtual Tours and Prospect Profile Campaigns
- 8. Guest Registration: Introduce a guest (or future member) to your club in style
- 9. Printed Member Directories: Yes...some clubs still print them
- 10. Digital Member Cards: Member Access, Security, Recognition, and Activity Tracking
- 11. Digital Signage: Insta-whaaaat...weddings, events, and virtual menus

Questions & Answers

Don't worry...I'll save time at the end



MembersFirst Loyalty Program

Customer Appreciation Program (CAP)

Tiered Discount Up to \$3,000/Year

Click Here to Find Out More





























#1: Club Calendar

Subscribe to the club and your members will never forget an event









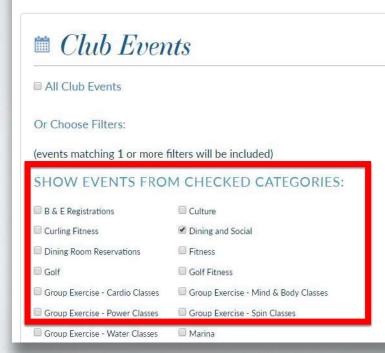
Saturday	Friday	Thursday	Wednesday	Tuesday	Monday	Sunday
5	4 12:00 pm - 5:00 pm 18 Holes at Neptune Cove	3 9:00 am - 10:00 am ☑ Tennis - Court 3	2 11:00 am - 4:00 pm Locker Room Draw	1	31	30
		1:00 pm - 6:00 pm One Day Member Guest				
		2:00 pm - 7:00 pm 18 Holes at Neptune Cove	_			
12		10	9	8	7	6
6:40 am - 11:40 am 18 Holes at Neptune Cove	6:40 am - 11:40 am 18 Holes at Neptune Cove	11:20 am - 4:20 pm ▶ 18 Holes at Neptune Cove	8:16 am - 1:16 pm 18 Holes at Neptune Cove	11:12 am - 4:12 pm ■ 18 Holes at Neptune Cove		
	6:56 am - 11:56 am ■ 18 Holes at Neptune Cove	1:00 pm - 6:00 pm One Day Member Guest	11:00 am - 4:00 pm Locker Room Draw			
	7:20 am - 12:20 pm 18 Holes at Neptune Cove					

Club Calendar Sync

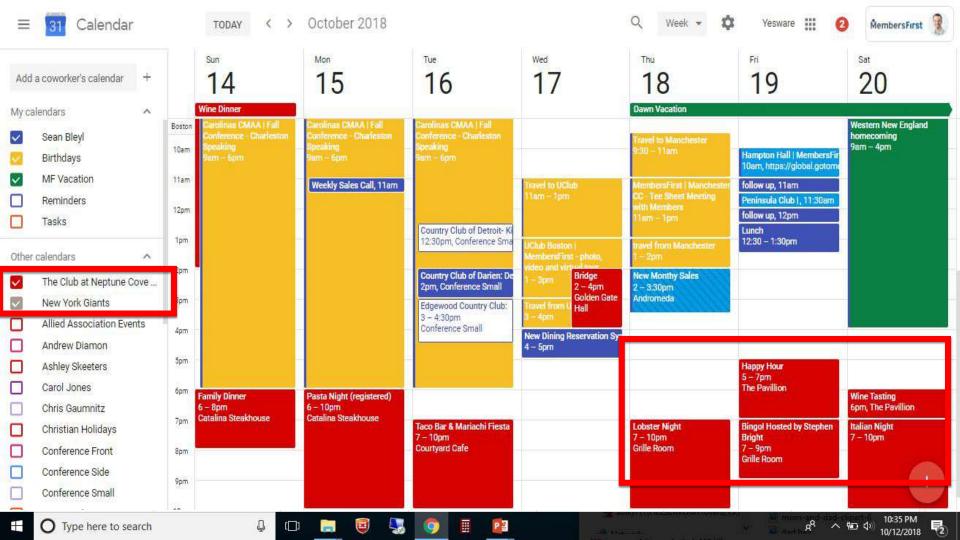
You can easily sync your computer or mobile device to the club's calendar using its 'Subscription Calendars' feature.

To enable syncing - copy the link generated below and set up your calendar feed according to these instructions.

VIEW SYNC INSTRUCTIONS »







#2: Social Media

Events, Storeis, Inspiration, Motivation, and Humility



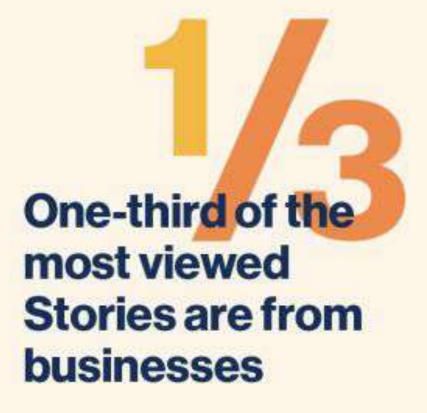


Instagram users will spend an average of 28 minutes per day on the platform in 2020

200 million Instagram users visit at least one business profile daily

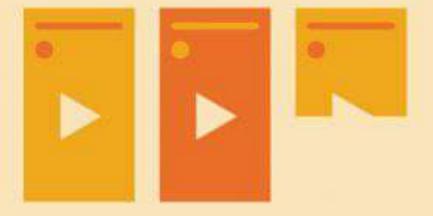


Instagram's potential advertising reach is 849.3M users

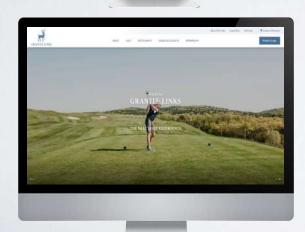


75.3% of U.S. businesses will use Instagram in 2020

Brands post an average of 2.5 Stories per week









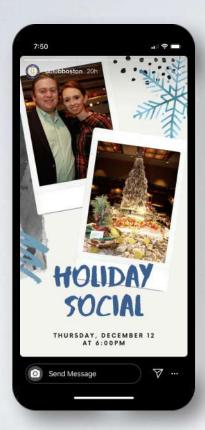
Let's Take a Look





University Club of Boston











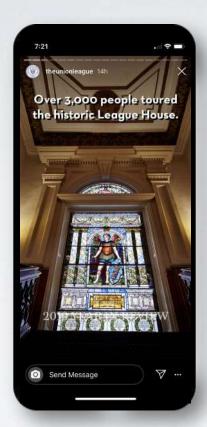




Union League of Philadelphia















Manchester Country Club

THE RECEPTION

A celebration you'll remember for a lifetime

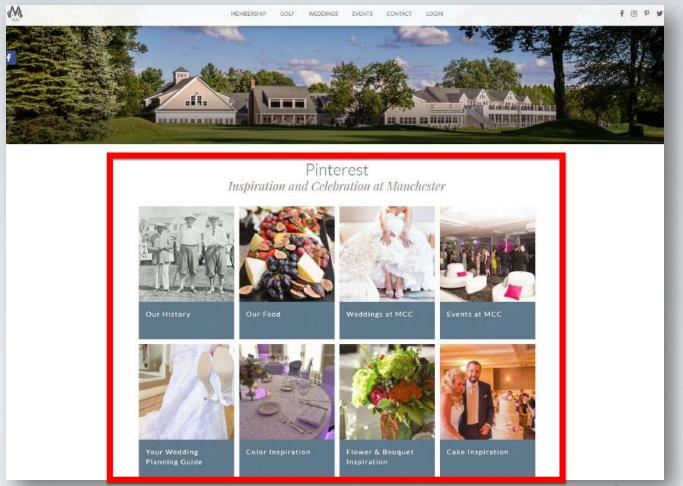
The Moment You've Been Waiting For

With space to accommodate up to 260 guests, our modern Great Room with floor-to-celling windows provides a beautiful panoramic view overlooking the fairways. We host only one wedding at a time so we can focus entirely on you. Our venue is yours, and you decide when you'd like your six-hour reception to begin on your wedding date. After all, this is a day you want to take in; there's no rushing here.

Book Your Appointment

Get Inspired, View Our Pinterest Page





#3: Blogging

Creating content that's engaging, interesting, and is thought provoking





Manchester Country Club

Blogging

In Any Event

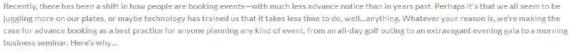
The Latest in Wedding & Event Trends, Tips and Topics from Industry Professionals at Manchester Country Club



Blogging

Why You Should Plan Ahead for 2020 (and Beyond!)

Posted on December 16, 2019



Continue reading →

Posted in Event Tips, Tricks & Trends! Tagged 2020 event trends, banquets nh, business events nh, business seminars nh, charity auction event; corporate events nh, event blooking trends in nh. Event planning, event type, event venue nh, events, fundraising events, fundraising gala, fundraising galas, fundraising golt, golf events nh, golf outings, golf outings nh, meetings and events, non-profit events, southern nh golf outings (leave a reply

2020 Wedding Trends: More Fun with Food Stations

Posted on December 16, 2019

IT'S ALL IN THE DETAILS

From eco-friendly weddings to wardrobe changes for the bride, experts are saying that 2020 is all about the details, especially those that are experience-focused.

Continue reading →



Insider Tips on Choosing Wedding Flowers

Posted on November 19, 2019

We sat down with one of our favorite local vendors, Alyssa of Apotheca Flower Shoppe, to learn a few insider tips on selecting wedding flowers.



#4: Mobile Ordering

Holidays, To-Go, Halfway House





Steel Club

Introducing Steel Club To-Go!

Available Every Sunday, Tuesday, Wednesday and Thursday: Take "Steel Club To-Go" & Leave the cooking to us!

Our chefs are preparing a variety of delicious takeout meals every month. Take home a complete dinner for a family of four! Place your order online anytime, days in advance, or up to 3:30 PM on the day of and pick up a piping hot freshly prepared dinner after 5:30 PM. Upon pick up - pull your car into the upper parking lot by the Ballroom doors and park in the spots marked "Steel Club To-Go." Then make your way to the BeamYard and see the hostess.



Complete Meals For the Month of December:

Sunday: Meatloaf with Mushroom Gravy - \$45

House-made meatloaf and mushroom gravy, served with mashed potatoes and Chef's vegetable of the day. Includes choice of garden or Caesar salad, plus dinner rolls.



Tuesday: Chicken Piccata - \$38

Tender chicken breast, dredged in lemon pepper flour and seared until golden brown. With tangy lemonobutter sauce and studded with salty capers. Served with rice pilaf and Chef's vegetable of the day. Includes choice of garden or Caesar salad, plus dinner rolls.



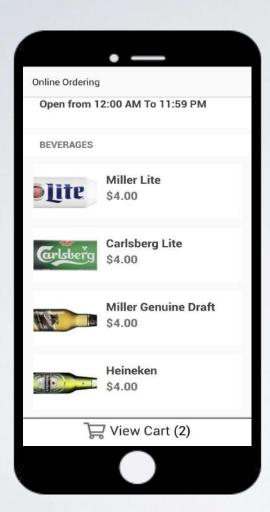
Wednesday: Spaghetti and Meatballs - \$32

House-made Italian style meatballs and red sauce served over al dente spaghetti pasta with a side of garlic bread. Includes choice of garden or Caesar salad, dinner rolls are NOT included with this meal.



Place Your Order: First Name <required> Last Name srequired> Email Address coquired Cell Phone <required> Membership Number** <required> Select Meal for take out Select the number of family style meals: Pick Up Time (PM) Salad Type Garden D Caesar If selecting a garden salad, please choose a dressing Balsamic @ Ranch Blue Cheese Thousand Island Comments Additional Information **You must have a membership number to place To-Go orders. All orders are billed to your account. Credit card and cash transactions are not accepted. Please note that the cut-off time for orders placed on the day of pick up is 3:30 pm. PLACE ORDER CLEAR FIELDS *Bold Fields are Required





Mobile Ordering

Take it to go!



#5: Lead Generation

Live Chat and Artificial Inteligence





#6: Creative Assets

Virtual Tours and Emotional Connection through Video



Virtual Tours







The Cornell Club - New York

View Your Club in 3D





- ➤ Great for SEO
- Google Business Page (Everyone Has One)
- > Touring the Club without the Tour
- > Brides will Drive.



Video Production







The Emotional Connection

30 Seconds to Connect for a Lifetime



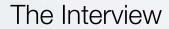






An Emotional Connection







Holidays in New York



#7: Guest Registration

Introduce a guest (or potential member) to your club in style

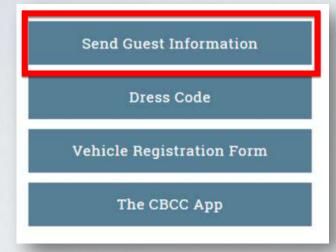
Make it easy for your members to help you sell the club





Canoe Brook Country Club





Guest Information Form

Guest Contact Information	
First Name Last Name	Member Name Will Auto Populate
How should we contact your guest?	
Guest Email Addres	s: <required></required>
N	







Welcome to Canoe Brook

Our entire Club community takes great pride in entertaining our Guests. Our Staff is committed to ensuring that all of your dining, golf, and recreational needs are met during your visit to the Club. Included below is information that you may find useful white visiting Canoe Brook. Should you have any questions please do not hesitate to contact us directly.

Directions

For those of you using a GPS device, please enter the address as 1108 Moris Tumplike, Short Hills, NJ, DO NOT set your device for Summit. Cance Brook is located in Summit, Now Jersey, near the junction of Routes 24 and 78 and just minutes from both the New Jersey Tumplike and Garden State Parkway. The Club is adjacent to The Short Hills Mall, just 20 miles from New York City and only 20 minutes from Newark international Airport. NJ Transit train service is also convenient to the area, with stations located in nearby Summit and Short Hills <u>Please click here for additional directions to Cance Brook.</u>

Contact Information

Clubhouse & Dining

(908) 277-0100

Golf Professional Shop

(908) 277-0100 ext, 190

Starter

(908) 277-0100 ext. 125

Racquets Professional Shop

(908) 277-0100 ext. 167

Pool Office

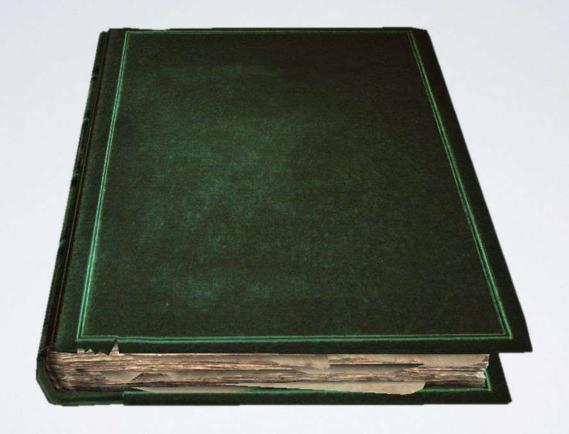


#8: Printed Member Directories

Yes; some clubs still print them.

But it doesn't have to take you (2) months to do so

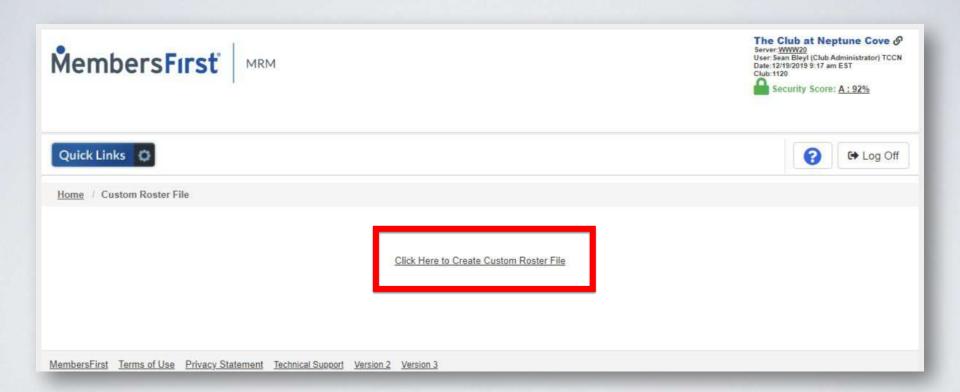


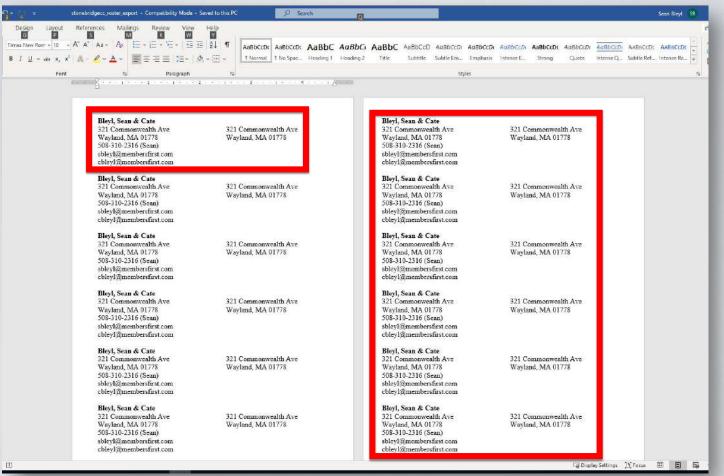




Stonebridge Country Club







#10: Digital Member Cards

Member Access, Security, Recognition, and Activity Tracking







Branded

It's your app, not ours.

No More Passwords

Members login once... that's it!

Member Cards

Profiles at your fingertips







University Club of Boston

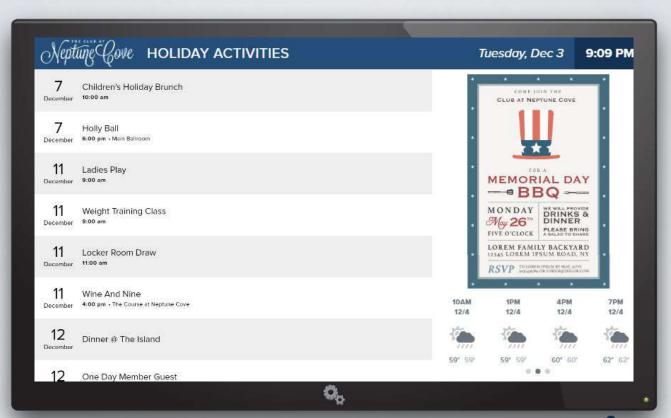


#11: Digital Signage

I honestly didn't know how popular this would be



Digital Sign















New Squash Courts

We recently added two new squash courts to our facilities! Click the link below to book a match.

READ MORE

New Trainer - Svettër Vest



Please welcome our new Director of Fitness, Svettër and his wife Mallory to the island. Click below to learn more about Svettër!

EAD MOR

Ladies Racquet Tournament



The tennis shop is now accepting signups for this fun weekend event!

READ MOR

Ladies Tennis Clinic



Our new tennis clinics schedule is now available!

READ MORE

RESERVE A TENNIS COURT

RESERVE A PADDLE COURT

RESERVE A SQUASH COURT

BOOK A TENNIS LESSON

RACQUETS STAFF

RACQUET FACILITIES

Upcoming Events

Wed 19 DEC Junior Tennis Camp

Tennis

Sun 23 DEC

DEC

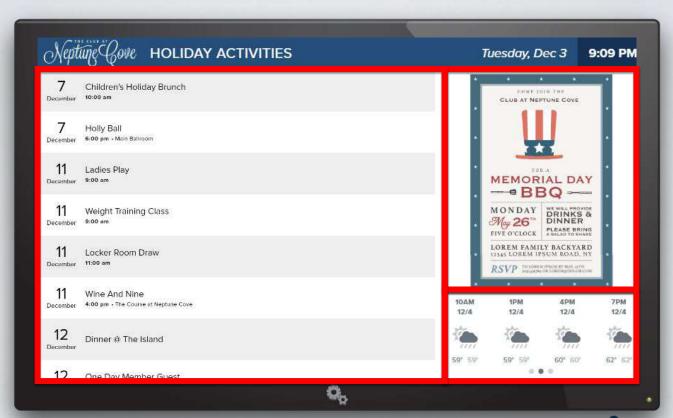
Tennis Round Robin

O Jr Tennis Clinic

Insert Section(s) Public Sections: Activities (P/C) [ACTIVITIES] App Login (P/C) [APP_LOGIN] Area Attractions (P/C) [AREA] Dining (P/C) [DINING] Dining & Lodgings (P/C) [PL] Events Homepage (P/C) [HP_EVENTS] Fitness (P/C) [FITNESS] Fitness Center (P/C) (FC1) Golf (P/C) [GOLF] Golf (P/C) [PG] History (P/C) [HISTORY] Homepage (P/C) [HP] Landing Page 1 (P/C) [LP1] Landing Page 2 (P/C) [LP2] Landing Page 3 (P/C) [LP3] Lifestyle (P/C) [LIFESTYLE] Membership (P/C) [PM] Packages (P/C) [PACKAGES] Racquets (P/C) [RACQUETS] Real Estate (P/C) [RE] Reciprocal Locations (P/C) [P_RECIP] Spa (P/C) (SPA) Special Events (P/C) [PE] Swimming (P/C) [SWIMMING] The Neptune Cove Invitational (P/C) [INVITE] Twitter (P/C) [TWITTER] Weddings (P/C) [WED]

Private Sections: App Member Homepage (M) [APP_MEM_HP] Artwork Directory (M/C) [AD] ☐ Birthdays and Anniversaries (M/C) [BA] CHO Statement Page (M/C) [STATEMENT] Culture (MIC) ICUIT Digital Sign 1 (M/C) [DS1] Digital Sign 2 (M/C) [DS2] Digital Sign 3 (M/C) [DS3] Digital Sign 4 (M/C) [DS4] Ebulletin (M/C) [EB] Fitness Class Schedule (M/C) [FITSCHED] Golf Results (M/C) [GG] Junior Golf - Chris (M/C) [JGM] Junior Programs (M/C) [JRPRG] Marina (M/C) [MARINA] Proxy Vote (M/C) [PROXY] Governance (M) [RESOURCES] Responsive Email Builder (E-Bulletin) (M/C) [RESPEB] Welcome to our new website (M/C) [WEBSITE] Member Home (M/C) [MYLOCKER] Golf (M/C) [G] Dining & Social (M) [D] Spa & Fitness (M) [H] Pool (M) [P] Racquets (M) [T]

Digital Sign



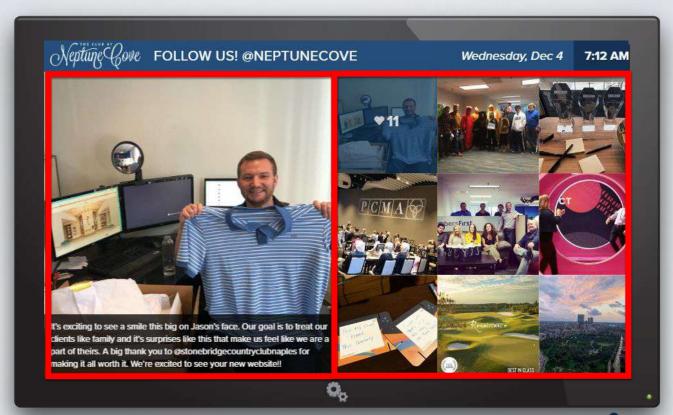


Digital Sign + Menus



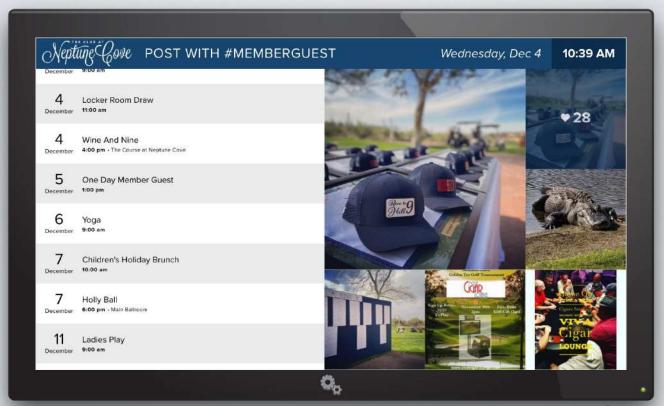


Digital Sign + Instagram



Digital Sign + Instagram

(Member Event)





Digital Sign + Instagram

(Wedding)











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