clubessential®

Data-Driven Club Communications

Brad Smith
Regional Sales Director

For over 10 years, Clubessential has provided web-based software and technology to the private club industry.

We blend technology innovation, industry expertise, and interactive design—to help clients improve online member communications; driving more traffic to their websites, and ultimately more foot-traffic to club events. This dedication to helping clients succeed has helped us attract the business of over 50% of the clubs ranked best in the nation by John Sibbald Associates. In spite of the success we've achieved, we refuse to rest on our laurels. Instead, we remain focused, day-in and day-out, on helping our clients maximize the ROI of their websites. This relentless focus on our clients' success has been imprinted in our DNA, thanks to the guidance of our leadership team.

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Data-Driven Club Communications

By Brad Smith

CLUBESSENTIAL, LLC 455 DELTA AVE. SUITE 300. CINCINNATI, OH 45226 800.448.1475 SUPPORT@CLUBESSENTIAL.COM

Sunday Fun Day Ladies' Tennis

For Grand Key members and guests from nearby country clubs and tennis clubs.

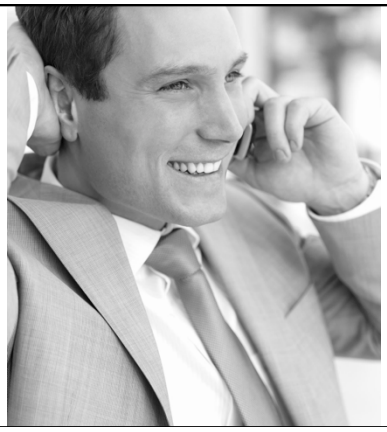
Join your friends for round robin events from 9:00 - 10:30 a.m. each Sunday morning.

Players of all levels are welcome.

Click here to register now!

A couple of photos from this season:

Catherine Lewis eyes her serve! Melanie Day ready for her return.



SPAM
HOT & SPICY
TABASCO
epSos.de
SPAM
Garlic
USA
Luncheon Meat
美国午餐肉
epSos.de
SPAM
HOT & SPICY
SPAM
Garlic
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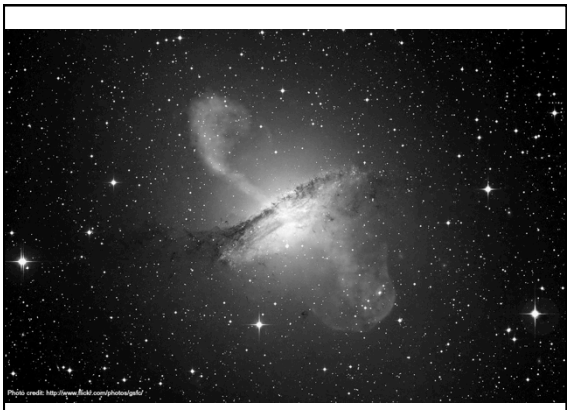


Photo credit: http://www.flickr.com/photos/gels/

Data
Photo credit: http://www.flickr.com/photos/neeravbhatt/

Today's webcast we will cover:

- Why Filtering Your Communications with Member Data Is So Important
- What Pieces of Data You Should Monitor
- Where to Find Member Data
- How Clubs Can Apply Data for Online Marketing Communication Success

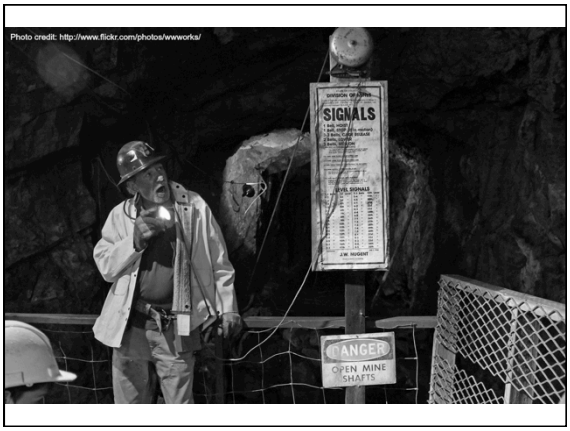
Why Filtering Communication with Member Data Is So Important

What Data you Should Collect and Use

The most important data are:

- Age
- Gender
- Important dates in the members' lives (Birthdates, Wedding Anniversaries, etc.)
- Special Interest Group Preferences (e.g., Book Club, Wine Club)
- Point-of-Sale (POS) Chits
- Mobile devices used to access your club website (e.g., PC, iPad, Galaxy, etc.)
- Inactive members (both online and offline)
- Active members (both online and offline)

Where to Find Member Data



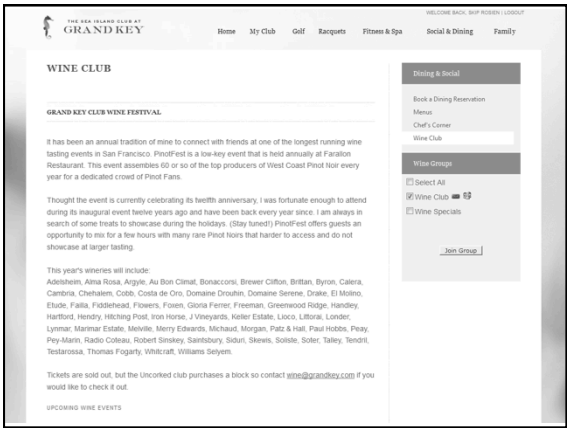
How Clubs Can Apply Data for Online Marketing Communication Success

Filter Using Groups:

- Manually Defined Groups
- Opt-in Groups
- Reservation Lists
- Form Submission Lists
- Dynamic Groups
- Merged Groups

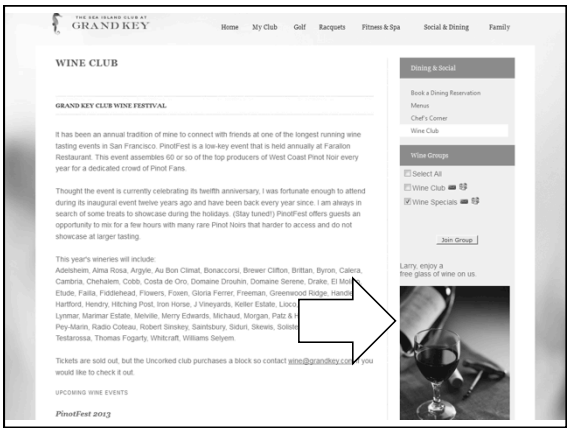
Personalize Web Pages by Groups:

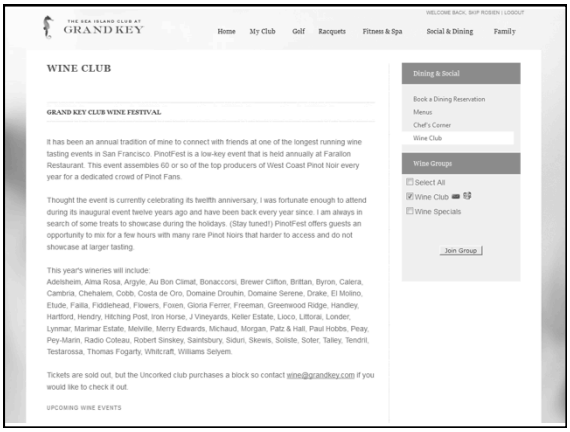
- Show Relevant Pages Only to those who are Interested
  - EXAMPLES:
    - Wine group pages
    - Tournament volunteers' section
    - Women's nine-holer news
    - Swim team news
    - News about events for children



Personalize Website Content:

- Pages display different content depending on which member is viewing it.
  - EXAMPLES:
    - Board Members can see a voting form on the website home page, but regular members can not.
    - Wine Club members who recently purchased a glass of red wine see a "Free Glass of Wine" promo, but other members do not see it.


THE SEA ISLAND CLUB AT
GRAND KEY
Home
My Club
Golf
Racquets
Fitness & Spa
Social & Dining
Family
WINE CLUB
GRAND KEY CLUB WINE FESTIVAL
It has been an annual tradition of mine to connect with friends at one of the longest running wine tasting events in San Francisco. PinotFest is a low-key event that is held annually at Farallon Restaurant. This event assembles 60 or so of the top producers of West Coast Pinot Noir every year for a dedicated crowd of Pinot Fans.
Thought the event is currently celebrating its twelfth anniversary, I was fortunate enough to attend during its inaugural event twelve years ago and have been back every year since. I am always in search of some treats to showcase during the holidays. (Stay tuned!) PinotFest offers guests an opportunity to mix for a few hours with many rare Pinot Noirs that harder to access and do not showcase at larger tasting.
This year's wineries will include:
Adelsheim, Alma Rosa, Argyle, Au Bon Climat, Bonaccorsi, Brewer Clifton, Brittan, Byron, Calera, Cambria, Chehalem, Cobb, Costa de Oro, Domaine Drouhin, Domaine Serene, Drake, El Molino, Etude, Failla, Fiddlehead, Flowers, Foxen, Gloria Ferrer, Freeman, Greenwood Ridge, Handley, Hartford, Hendry, Hitching Post, Iron Horse, J Vineyards, Keller Estate, Lioco, Littorai, Londer, Lynmar, Marimar Estate, Melville, Merry Edwards, Michaud, Morgan, Patz & Hall, Paul Hobbs, Peay, Pey-Marin, Radio Coteau, Robert Sinskey, Saintsbury, Siduri, Skewis, Soliste, Soter, Talley, Tendril, Testarossa, Thomas Fogarty, Whitcraft, Williams Selyem.
Tickets are sold out, but the Uncorked club purchases a block so contact wine@grandkey.com if you would like to check it out.
UPCOMING WINE EVENTS
PinotFest 2013
Dining & Social
Book a Dining Reservation
Menus
Chef's Corner
Wine Club
Wine Groups
Select All
Wine Club
Wine Specials
Join Group
Larry, enjoy a free glass of wine on us


THE SEA ISLAND CLUB AT
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WELCOME BACK, SKIP ROSEN | LOGOUT
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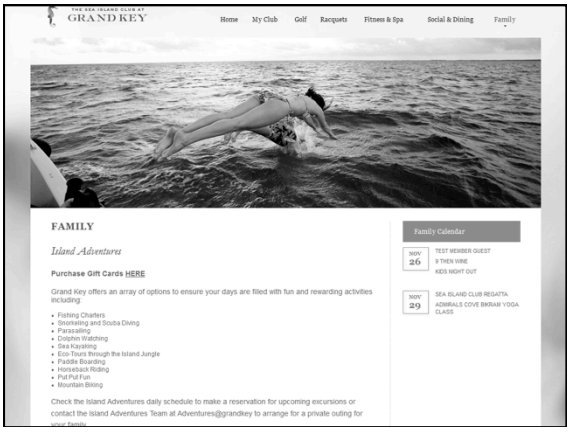
THE SEA ISLAND CLUB AT
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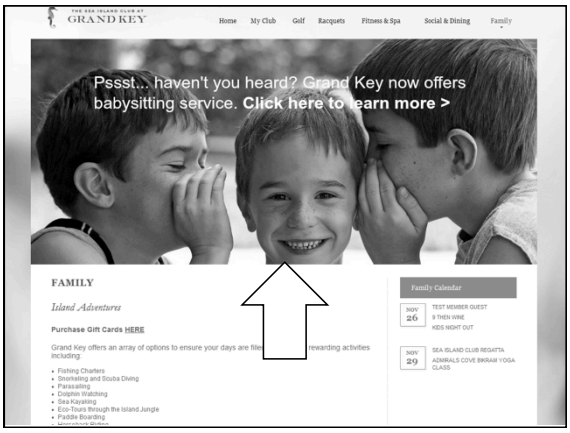
Family
FAMILY
Island Adventures
Purchase Gift Cards HERE
Grand Key offers an array of options to ensure your days are filled with fun and rewarding activities including:
Fishing Charters
Snorkeling and Scuba Diving
Parasailing
Dolphin Watching
Sea Kayaking
Eco-Tours through the Island Jungle
Paddle Boarding
Horseback Riding
Putt Putt Fun
Mountain Biking
Check the Island Adventures daily schedule to make a reservation for upcoming excursions or contact the Island Adventures Team at Adventures@grandkey to arrange for a private outing for
Family Calendar
NOV 26
TEST MEMBER GUEST
9 THEN WINE
KIDS NIGHT OUT
NOV 29
SEA ISLAND CLUB REGATTA
ADMIRALS COVE BIKRAM YOGA CLASS



Personalized Emails:

- Send individualized personal content.
- Use "snippets" from centralized marketing database
  - Embed personal member info into emails
    - EXAMPLES:
      - Overdue Balance Reminder
      - Happy Birthday
      - We've Missed You

REMINDER! ATTN: Nick Wright

MONTHLY STATEMENT

The Club name would like to remind you that you have a minimum remaining balance of $125. This balance must be spent by Min date. If you have any questions regarding your account, please contact Doug Lee.

Thank you,

Questions about your account? Please contact Doug Lee, Controller at 513-32204206 or billing@grandkeyclub.com.

*E-mail is not secure. Please do not send sensitive information

The Club at Grand Key
Your key to an extraordinary experience

50 Vanderbilt Ave| South Florida, FL 99876 | info@grandkeyclub.com
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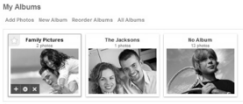
THE SEA ISLAND CLUB AT
GRAND KEY

Hello, stranger. We miss you!

Nick, it's been 3 months since you've last logged into Grandkeyclub.com. We know you're busy, but we want to make sure you're not missing out on all of the great new features we've added to the website, to help you get more value out of your membership. Below are a few of the new features we think you'd like:

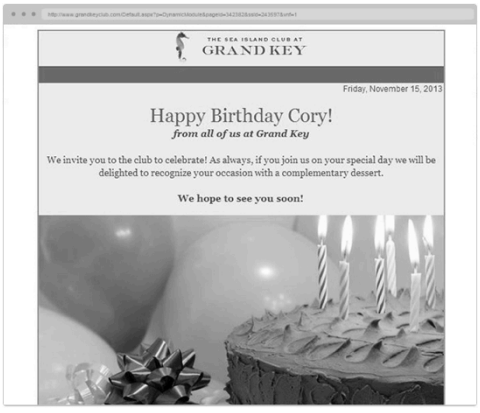
- Interactive photo gallery which allows you to upload your own photos, comment on other photos, etc.



- Book a tee time online
- View and pay your bills online
- And much more...

Please visit Grandkeyclub.com today to see what you're missing. If you have any questions, please call me at (513) 351-1111.

Thanks,



THE SEA ISLAND CLUB AT
GRAND KEY

Friday, November 15, 2013

Happy Birthday Cory!
from all of us at Grand Key

We invite you to the club to celebrate! As always, if you join us on your special day we will be delighted to recognize your occasion with a complementary dessert.

We hope to see you soon!

The Callaway Rep is Coming

Nick, just wanted to let you know that a Callaway rep will be in the Grand Key Pro Shop this Saturday between 9:00 a.m. - 2:00 p.m. for fitting and demos.

And even better, during that time frame all of our Callaway products will be 25% off.

We hope to see you there!

Declining Engagement:

- Target members whose activity has declined over the past year.
- Refer these members' names to a special Board Committee aimed at rejuvenating their participation.

Conclusion:

- Tap into member data to personalize communications;
- Deliver more relevant messages that resonate with members;
- Automate personalized emails such as over-due notices and minimum balance notices;
- Facilitate spur-of-the-moment actions by members when they're in a "buying" mindset;
- Refer declining activity members to a special Board Retention Committee.

BONUS: Importance of Data Security

- Rising number of attacks on club websites over last two years.
- Clubessential performed audit of security in the club industry and have started to publish an eight-part series of articles on the deficiencies we discovered.
- Found thousands of sensitive documents from clubs exposed on Internet. (lists of members and staff, and their contact info; board minutes, financial statements, etc.)
- Club industry is too lax in the way they manage and protect passwords.