Data-Driven Club Communications

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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.
Data-Driven Club Communications
By Brad Smith
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-hole 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.
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
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 overdue 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.