



Golf Marketing Bible

Andrew Wood

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Golf Marketing Bible

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Whatever type of club you run at whatever end of the market you are in, you'll find this book crammed full of proven, real-world, money-making marketing strategies! In this book, you will discover: Why Most Golf Club Marketing Fails! How to Identify Your Perfect Customer, How to Measure Your Results, How to Develop the Perfect Marketing Budget, The Keys to Perfect Pricing - Dominate Without Discounting! How to Develop Your Unique Selling Proposition, Legendary Lead Generation, 50 Legendary Promotions, How to Design Ads that Actually Work! Why Direct Mail is Your Secret Weapon for Membership and Real Estate Sales! Building the Perfect Web Site, The Secrets to Building a Massive E-mail Database, The Secrets to E-mail Marketing, How to Increase Sales in Every Department, How to Generate Unlimited Referrals, Legendary Publicity, The Keys to Legendary Service How to Develop Legendary Customer Loyalty, Creating a Legendary Experience for Your Customers, A Complete Plan for Dominating the Outings Marketing, Social Media for Buzz, Branding and Profit Building Buzz and Brand with Facebook

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