

CASE STUDY

Squire Creek Country Club

Squire Creek Country Club is a private country club located in Chaudrant, Louisiana, 30 minutes outside of Monroe (population 50,000) home to Louisiana Tech University. The Club was founded in 2002 and offers a full-service private club experience with golf, swimming, tennis and fitness programs, locally infused culinary offerings and a wide range of social programming for all ages.

CHALLENGE

The Club was challenged due to their location, without a major population center within a couple hundred miles. Findings from our Member Plot Analysis, which identifies where their current members live, showed that less than 65% of club members lived within a 15 minute drive time, which is 20% below the national average of 85%. Additionally, the entire population within a 40 minute drive time was just over 125,000 further testament of the challenges they faced. With an initiation fee of \$12,000 for Full Golf Membership, the pool of qualified prospects within a reasonable drive time presented a significant challenge.

SOLUTION

Creative Golf Marketing introduced a member referral initiative in the spring of 2015 which resulted in an influx of nearly 65 new members which was followed up in subsequent years with similar results.

In addition to Full Resident Golf Memberships, the Club had a goal to also enhance the Club's non-golf categories due to the quality of their dining, tennis, pool and fitness amenities. Again, the challenge was evident given the location of the Club. During that initial initiative, we were able to double the number of Social/Sport Members.

Due to the collaborative efforts which were bolstered by a strong and supportive management team, Squire Creek and CGM has enjoyed a continuing partnership each year since.

In 2019, the Club had expressed a desire to explore various outreach strategies beyond the current footprint of their existing members. While we continued our Member Referral strategies, we also implemented the following outreach strategies to complement the Member Referral Initiative. The combination of these three outreach strategies produced 98 qualified leads during the months of April, May, June, July and August.

1. Social Media and Facebook sponsored ads – in order to help promote the Club's tennis facilities, CGM implemented a social media campaign promoting the tennis programming and various other club amenities.
2. Golfing Household Email Outreach Campaign – Promoting their Non-Resident membership categories was also a priority in 2019. Due to the fact the Club had a few

Non-Resident members who resided in the Dallas, TX (3 hour drive) and Shreveport, LA (1 hour drive) metro areas, we implemented an email campaign which targeted golfing households in those respective cities.

3. Louisiana Tech Alumni Email Campaign – The Club had also expressed a desire to identify prominent alumni of Louisiana Tech and develop an email campaign to those prospects as well.

ACCOMPLISHMENTS

Due to our collaborative efforts, we were able to achieve the following results:

- Since hiring CGM in 2015, 315 new families now call Squire Creek home. This influx of new Members has solidified Squire Creek Country Club as one of the premier private clubs in the entire state of Louisiana.
- Greatly increased the number of young families with nearly 35% of a new Members who are under the age of 40.
- Helped to increase the number Social/Sport Memberships which was a primary goal from the start, with nearly a third of new members joining in this category.
- Create a pipeline of prospective candidates through our 2019 outreach efforts which provides an active pool of interested consumers/prospects in the years to come.
- In addition to the 98 leads generated through our 2019 outreach strategies, we also generated an additional 40 prospect leads in 2019 directly from current Members.

FINAL WORD

Quote from Ricky