

# USING AI & AUTOMATION TO ENGAGE WITH YOUR GOLF CLUB MEMBERS

Powerful strategies for golf clubs, using modern technology to connect with members. Filled with practical insights and real examples, this guide is indispensable for clubs aiming to revolutionise member engagement, forging deeper, more meaningful connections.



# MARIELA ZAHARIJA

## FOUNDER & CONSULTANT

Hi, I'm Mariela Zaharija — Founder of Marketing Golf.

I started my career inside golf clubs in Marketing and Events roles. Big KPIs. Tiny budgets. No clear strategy. Just pressure to somehow make it all work. I ran membership drives, filled dining rooms, filled tee sheets with corporate golf days, booked weddings, and learned the hard way how to stretch every dollar and still deliver results.

And while I love golf, I'll be honest — I'm a very average golfer. I play for the enjoyment, not to win comps. What I truly fell in love with was the community — the way clubs bring people together, create belonging, and build memories both on and off the course.

But I wanted to learn more. So I stepped out of the club world and into senior marketing leadership — working under some of Australia's best CMOs, leading global teams, and running multi-million-dollar campaigns. I learned how the world's sharpest marketers think about growth, strategy, and execution at scale.

Fast forward 18 years, and I've brought all that back to golf. I wrote the Strategic Marketing Guidelines for Golf Australia, helping set a new benchmark for how clubs approach growth. And now, through Marketing Golf, I partner with General Managers to raise the standard of marketing across the industry.

Because clubs don't just need more ideas. They need:

- Strategy that works
- Foundations that last
- Campaigns that deliver
- Mentoring that grows their people

I believe golf clubs deserve better marketing — not just for visibility, but for building stronger communities, sustainable growth, and a thriving future for the sport. That's why I do what I do.

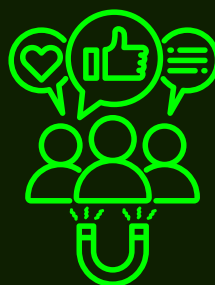
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**1 UNDERSTAND YOUR MEMBERS**

**2 CRAFTING PERSONALISED CONTENT**

**3 MASTERING EMAIL ENGAGEMENT**

**4 AUTOMATED PERSONALISATION & SURPRISE**





1.

# UNDERSTAND YOUR MEMBERS



# UNDERSTAND YOUR MEMBERS



**Conduct regular member satisfaction surveys using platforms like SurveyMonkey**

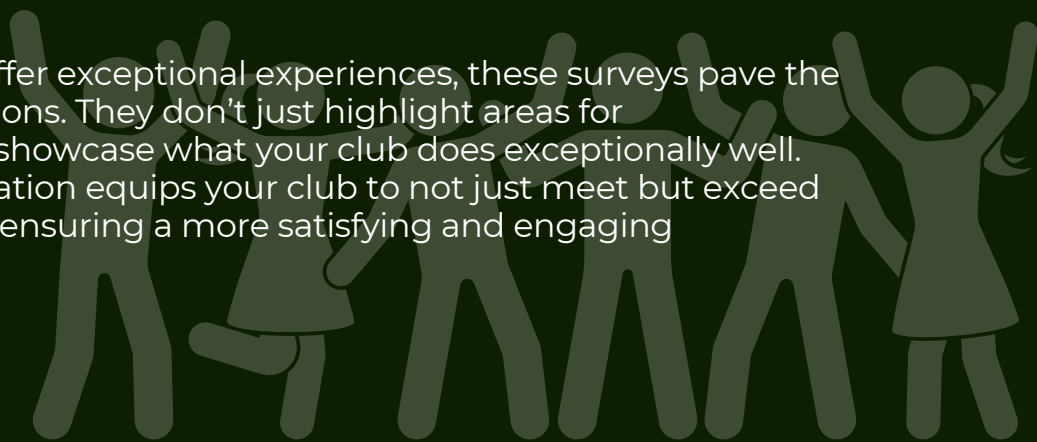
**Understand the Net Promoter Score (NPS) for actionable insights**

**Analyse survey data beyond scores to improve club offerings**

In the world of golf clubs, understanding your members' sentiments is the cornerstone of a successful engagement strategy. This understanding doesn't come from assumptions but from empirical data. Enter regular member satisfaction surveys, the ultimate tool to gauge how your club fares in the eyes of your most important stakeholders – your members.

Utilising platforms like SurveyMonkey, conducting these surveys becomes effortless. By deciphering the Net Promoter Score (NPS), you gain insights into how likely members are to recommend your club, offering a tangible metric of satisfaction. Dive deeper into survey data analysis – beyond just numerical scores – to comprehend the underlying reasons behind member sentiments. Is it the quality of the course, the range of amenities, or the service quality that stands out? These answers become the bedrock for driving improvements and tailoring your offerings to match member expectations.

As golf clubs strive to offer exceptional experiences, these surveys pave the way for informed decisions. They don't just highlight areas for improvement but also showcase what your club does exceptionally well. Harnessing this information equips your club to not just meet but exceed member expectations, ensuring a more satisfying and engaging experience for all.





# 2.

## CRAFTING PERSONALISED CONTENT

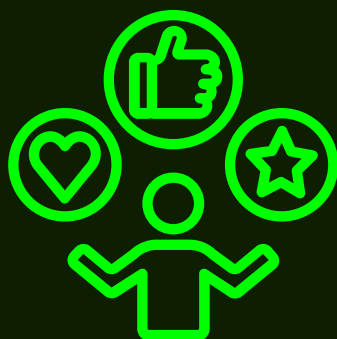


# CRAFTING

## PERSONALISED CONTENT

**Using AI tools to generate  
engaging content ideas and  
headlines**

**Tailor content  
formats and  
topics based  
on member  
interests**



**Leverage AI-  
driven analytics  
to decipher  
member  
preferences**

Once armed with the insights gathered from member surveys, the focus shifts to crafting personalised content that resonates with your audience. The secret sauce here? Leveraging AI-driven analytics to decipher what your members truly want. Understanding their preferences, reading patterns, and engagement levels are the building blocks for crafting content that captivates and inspires action.

Utilise the survey data to map out member interests. What are the topics that resonate most with them? What formats of content grab their attention – is it informative blogs, engaging social media posts, or captivating newsletters? AI tools assist in dissecting this data to generate content prompts tailored to your members' tastes. These prompts can aid in generating captivating headlines, crafting compelling content outlines, and even formulating tagline suggestions that encapsulate your club's unique offerings.

With AI as your creative partner, generating content becomes not just efficient but highly effective. Crafting messages that speak directly to your members' interests and preferences becomes second nature. This tailored approach to content creation ensures that every communication with your members strikes a chord, fostering deeper connections and igniting increased engagement.



# 3.

## MASTERING EMAIL ENGAGEMENT





# MASTERING

## EMAIL ENGAGEMENT



The inbox is where club engagement thrives or fades. Crafting a strategic email calendar is key. It delivers consistent, valuable content, strengthening the club's bond with members.

Imagine a weekly schedule: Monday's pro tips from golf experts, Wednesday's blog on improving swings, Thursday's member spotlight, and Saturday's event highlights. This structured calendar diversifies content and cross-promotes club offerings.

An effective email strategy isn't just about sharing information; it nurtures ongoing engagement. By consistently providing value, the club becomes a trusted source, resulting in increased engagement, stronger loyalty, and a highly invested member community.

# 4.

## AUTOMATED PERSONAL SURPRISES





# AUTOMATED

## PERSONAL SURPRISES

**Implement automated  
triggers for  
personalised member  
interactions**

**Send tailored  
messages for  
birthdays,  
anniversaries  
& milestones**

**SURPRISE**

**Automation  
to add a  
personal  
touch at  
scale for  
meaningful  
experiences**

Surprises are delightful, and automation effortlessly delivers these moments. Picture a member receiving a personalised birthday message or an anniversary offer tailored to their milestone. These touches turn regular interactions into memorable experiences, deepening connections and boosting loyalty.

Automation is the quiet force behind these personalised gestures. Set up triggers linked to member milestones to consistently surprise and delight with targeted messages. Identify birthdays, anniversaries, or membership milestones and let automation work its magic. Invite them to celebrate at your club, highlighting facilities for their special events.

Automation's beauty lies in its scalable personalisation, saving time while creating meaningful experiences. By infusing personal touches into automated messages, your club demonstrates dedication to celebrating members and ensuring every experience is special.

# REVIEW



Our objective was to enhance our club's visibility and attract new membership leads. Marketing Golf has exceeded our expectations by accomplishing precisely that - we've experienced an influx of membership leads like never before.

In just 10 months, we've welcomed over 600 new leads into our network, all efficiently communicated with via our email platform. We have also welcomed 72 new members. The streamlined email automation has eliminated the need for additional staff to manage inquiries.

The process is seamless and straightforward, consistently bringing in new leads. We highly recommend Marketing Golf for any golf club seeking remarkable results.

**Melissa Ellis**  
**General Manager**  
**Cromer Golf club**







# WANT MORE?

This e-book explores leveraging AI and automation in golf club marketing, focusing on understanding member sentiments, crafting personalised content, mastering email engagement, and infusing automation with personalisation to build meaningful connections.

For expert strategic marketing support and implementation of these strategies, consider partnering with Marketing Golf to elevate your club's engagement.

Contact us today to embark on this journey toward a more engaged and thriving golf club community.

[marketinggolf.com.au](https://marketinggolf.com.au)

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**GOLF**

