SUCCESS STORY

Druids Heath Golf Club
Staffordshire

Building a pipeline of leads through social media

The starting point

Druids Heath Golf Club in Staffordshire is a traditional members' club and is renowned for its well-manicured course, tree lined fairways and fast undulating greens. Druids Heath pride themselves on delivering a first class service to members, visitors and guests alike.

The club was keen to let a wider golfing audience know they were open for business through their social media presence. It partnered with Albatross Digital Golf to create campaigns to generate new society and membership sales – and the result is a success story. Albatross Digital are a supplier through England Golf’s preferred partners and suppliers programme.

The background

The club’s General Manager, Gareth Anthony, was concerned about the potential impact of poor winter weather and engaged the services of Albatross in January. The goal was to build a pipeline of pre-qualified membership and society leads so the club could hit the ground running coming into the spring. Gareth realised that other forms of more traditional marketing were not delivering a return on investment and was keen to try something different.
Albatross worked with Gareth to devise a digital strategy that would fit both the reputation and overall goals of the club. It was decided to offer a high value prize as a lead magnet on social media which would allow Albatross to capture a significant amount of data from local golfers.

The key condition of entry to win the prize was to fill in a pre-qualifying survey which provided data such as whether the entrant was interested in membership and if they were part of a society.

The aim was to promote the club’s friendly and welcoming nature, as well as the quality golf course, through the use of high quality course imagery and positive customer reviews. This would allow Albatross to deliver the clubs offering to a highly targeted regional audience.

The campaign resulted in 37 new members joining between February and April and 10 new society bookings.

The projected value of new business directly attributed from the Albatross campaign is over £40k for Druids Heath in the first year, with a lifetime value which is worth substantially more.

Druids Heath results over three months:

- Adverts seen by 69,897 local golfers
- £30,000+ in membership and green fee sales to date
- £5,000+ in society sales
- Projected sales of £40,000+*
- 1182% return on investment on campaign
- 10125% return on Facebook advertising spend

*calculated at a rate of 50% conversion of 2-month trial members into full members.