



MARKETING PLAN HERITAGE HARBOR GOLF COURSE

John Panno,
Pro Shop Manager





Program Improvements

- Driving Range
- Website Update
- Customer Service Enhancements
- Quarterly Tournaments
- Summer 9-Hole League

Program Improvement – Driving Range

Mechanics

- Installation of nine colored target buoys
- Installation of two driving range distance placards
- Hitting surface maintenance
- Loyalty Card
- Pricing Options

Benefits

- Increase in Range Ball fees
- Increase in golfing customers
- Positive influence in revenues

Program Improvements – Website

Mechanics

- Heritage Harbor Golf Course Website developed by The Golf Channel

Benefits

- Revenue neutral as there is no cost for improvements or upgrades
- Immediate connection with golfers through our electronic media
- Latest website technology

Program Improvement – Customer Service

Mechanics

- Customer Service training for all personnel
- Exceeding Customer expectations
- Increased Pro Shop merchandising

Benefits

- Better word of mouth referrals
- Increased population of returning customers
- Positive influence on revenue

Program Improvements – Quarterly Tournaments

Mechanics

- Four person teams
- Shotgun starts
- Awards Meal

Benefits

- Socialization and meeting new golfers
- Increased customer base
- Positive Influence on revenue

Program Improvements – 9-Hole Summer League

Mechanics

- Midweek informal residential league
- Begin a systematic approach to build up interest in the league
- Offer enhanced awards to include trophies.

Benefits

- Each league players will purchase range balls and also play practice rounds.
- Realize a positive revenue gain



New Initiatives

- Instructional Golf Clinics
- Golfer Email Blast
- Weekly Prizes

New Initiatives – Instructional Golf Clinics

Mechanics

- Monthly group lessons
- Free of Charge for new and beginner golfers
- Putting and chipping
- Pitching and ground strokes
- Teed shots

Benefits

- Increased customer base
- Positive influence on revenue

New Initiatives – Golfer Email Blast

Mechanics

- Establish email chains through pro shop initiatives
- Release a weekly email notifying golfers of Free Clinics, Scrambles and Quarterly Tournaments, golf specials, new merchandise, pricing specials, etc
- Establish an ongoing dialogue with golfing customers

Benefits

- Offer incentives during slow periods
- Increase golfing turnouts
- Positive influence on revenue



Summary

Every improvement and each initiative is designed to:

- Increase the enjoyment of our paying customers
- Increase the number of returning customers
- Increase the positive reputation of the Heritage Harbor Golf Course
- Increase Customer Service
- Increase communication with the golfing community
- Increase revenues