

Email Marketing: Driving Member Participation & Retention

Everyone Knows They Should Be Doing It, They Just Aren't Sure How to Do So Effectively

Most clubs now have websites, along with the ability to develop and track email campaigns to their membership, but few actually take advantage of the infinite opportunities of email marketing. Here you will learn about the power of this medium, best practices for execution, tracking, and driving traffic to your club website, as well as the impact you can expect on your Member Relationship Management objectives. Topics will include driving general club participation, increasing Food & Beverage business, member retention, along with plenty of time for your club's specific challenges and opportunities.