



Marketing News

www.newforestgolfclub.co.uk

Issue 5 April 2010



Ivor Griffiths
Head of Marketing

Our Website Information Moves to 'You Tube' in Video Format

The club website continues to receive positive feedback from its visitors as we incorporate new ideas to keep you up-to-date with everything going on in the club.

We have now posted two photo-videos on 'You Tube', one is of the course and the other is an audio feature. Both are also available on our website *Notice Board* page and have been well received by visitors. If you are having any difficulty viewing the videos, you may need to download *Adobe Flash Player*, which you can access 'free' on-line.



A Membership Hotline 'Red Button' has been introduced on the website to give fast access to Kevin Nolan, our Golf Manager, for those interested in all that is available on membership offers.

NEW FOREST GOLF CLUB
 Southampton Road, Lyndhurst, Hampshire SO43 7BU
 Website: www.newforestgolfclub.co.uk Telephone: 01256 2484 Email: secretary@nfgc.com

Test Drive our Membership Package
 Thinking of joining a golf club? We believe we offer the best value package in the area, so book your 'test drive' now.

5 weeks Full Membership for £50
 commence any time between 1st March and 16th April 2010

During your test drive period you can play unlimited golf in selected club competitions, gain a handicap, bring guests at special rates, enjoy the welcoming hospitality and be part of our long established club.

Celebrate the year with our 20-10 offer
 £20 for 2 players before noon and £10 for 2 players after noon complimentary coffee or tea on arrival bookings now being taken for period 1st March to 30th April 2010

Full Annual Membership Only £520
 To find out more about this and the many offers we have available call our Golf Manager Kevin Nolan on 01256 2484

Great Golf **Great people**

news and offers on our website www.newforestgolfclub.co.uk

Drive for New Members

'Test Drive Membership' our campaign offering 5 Weeks Full Membership for £50 plus our 20-10 Offer giving low cost Green Fees, both proved very successful via our March and April advertising in Tee Times magazine with a number of individuals contacting the club and taking up the opportunities.

Editorial Feature in Tee Times Magazine

Alongside our full page advertising features in the Tee Times magazine, we were able to post an editorial which advised the readers of the key points of the New Forest Golf Club.



'New Forest Golf Club - A Great Place To Be'

After a period of extensive maintenance and improvement work on and off the course, New Forest Golf Club is ready for the coming season offering a full programme of social and competitive golf to suitable visitors.

During March and April we are making available a free round of golf to every person who pre-books a member of the club. It's a great way to try the club.

The Club is pleased that it has recently been able to acquire a new opening licence for its club house operated by The Society of Golf for Environment, Food and Fuel which will be managed by the Forest Commission.

In view of the 50th birthday of the club we which the name is used, the Club has commissioned an history and landscape report which will be available to all parties including National England and the Forestry Commission. It will form the basis of a proposed management plan for years to come.

Planning of the Club offers a unique opportunity to experience all that is available in a natural forest course in the heart of the New Forest National Park.

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For more information about us, call 01256 2484 or visit our website www.newforestgolfclub.co.uk

Prizes Sponsors Required for our Pro Am Tournament Friday 3rd September 2010

We are proceeding well with the organisation of our Pro Am Tournament for 2010 in conjunction with the Hampshire PGA. The proceeds will be shared between the chosen charities, namely Honeyptot House Children's Charity, Cancer Research UK and Motor Neurone Disease Association.

In order to maximise the monies for charity, we are looking for individuals and local businesses to participate in the sponsorship of prizes for the event, so if you are able to help or are aware of anyone that may be able to assist, please let us know.

Everyone who donates will receive recognition in our published programme on the day. For businesses this will be by way of an advertisement, the layout of which will be arranged prior to publication.

Tee Block Sponsorship Still Available

A number of our course tee blocks are still available for sponsorship. Individuals and businesses can have their name and logo engraved on the brass face plate. Anyone interested should contact me for further information.



Website Advertising

Involved with a business and wish to consider advertising on our Club website?, then get in touch. Our site which receives around 2 million hits per annum offers an easy way to get your business noticed.



New Forest Accommodation Guide

For the benefit of all visitors to our region, a glossy colour accommodation guide which features our club will be soon available on a national hotels website

www.hotelsnearthecourses

It will also be available on the club website as a .pdf for viewing and downloading.

The guide has been produced free issue by CMT Multimedia with support from the featured list of hotels.



Club Nights

The popular Golfer - Non Golfer Club Nights with golf, food and evening entertainment are due to start soon. Keep viewing your Club Notice Board and website for the details.

GOLFSouth

We have forged a link with the new *GOLFSouth Magazine*, which is now being circulated to golf clubs in the South of England.

It is published as a golf-bag sized mag to keep you up-to-date with everything going on in the Hampshire area including course reviews, equipment reviews, travel ideas, news and competitions.

Corporate and Society Packages

The season will shortly be in full swing and we need to take advantage of the business opportunity to make full use of our beautiful course and the facilities we offer by providing a 'Great Day Out' to those enjoying both Corporate and Society Golf Days.

We can tailor days to suit specific needs of groups both large and small.

If you know of anyone who is considering organising an event then let them know they can talk to our Golf Manager, Kevin Nolan, to discuss their needs so that he can advise them of the best options available.

Our satisfaction is taking care of needs and making sure everyone enjoys their golf at the New Forest Golf Club.



Customer Feedback

Just a reminder that members who wish to air their views about topics relating to the Club which may be giving them some concern can let their Club Council know, either by talking directly to the *Members Representative David Lawrence* or by completing one of the 'Customer Feedback' forms held in the leaflet rack within the Clubhouse. All comments are taken seriously and a response will be given where an individual states their contact details.

Thank You

My sincere thanks as always for your support. I am always happy to hear from you, so please keep in contact with me by email at ivorgriffiths@sky.com or in person at the club with any concerns, queries or general points of view.