

2017

GOLF BUSINESS CONFERENCE
NATIONAL GOLF COURSE OWNERS ASSOCIATION

NGCOA Golf Industry Show

Marketing on a Shoe String
February 8, 2017

NATIONAL GOLF COURSE OWNERS ASSOCIATION



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NATIONAL GOLF COURSE OWNERS ASSOCIATION

Marketing On a Shoestring (JJ Keegan, managing principal, JJ Keegan+)

The weak economy and insipid demand may have reduced your advertising budget to a shoestring, but you realize doing nothing is tantamount to giving up on your business. Fear not—tough times can actually be a catalyst for innovation. This session will highlight unique ways course operators have blended old-fashioned values with new-age technology to create a kind of marketing that generates business without breaking the bank.

Our Goal Today
Is to Help You Increase
Your 2017 Income

DID YOU
KNOW



N A T I O N A L G O L F C O U R S E O W N E R S A S S O C I A T I O N



G: Golfer
O: Owner's Perspective
A: Auditor – CPA
T: Teacher

You Will Gain Value from this Session if...

- ✓ Database capture is weak
- ✓ Website isn't optimized
- ✓ Data Analytics are Poor
- ✓ Marketing communication is inconsistent
- ✓ Social media efforts are hit and miss

1



2



3



4



5



6



7



8



9



10



11



12



13



14



15



16



17



18



#GrowWithHubSpot

Snapchat



2



Instagram



Periscope



Vimeo



Yik Yak



What App



Social Share



Pinterest



Oui Chat



You Tube



Spotify



13

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Medium



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2017

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Making You a Social Media Maven



220

<https://www.facebook.com/jj.keegan.75>



2,722

<https://www.linkedin.com/in/james-keegan-b555537?trk=hp-identity-name>



166

<https://www.instagram.com/jjkeegan/>



15

<https://www.pinterest.com/jjkeegan75/>



529

<https://twitter.com/jjkeegangolf>

Making You a Marketing Genius

- 1) Website Grader (Free)
- 2) Sumo.me (\$384 per year)
- 3) Zopim (Free)
- 4) Leadlander (\$250 per month)
- 5) Hootsuite (\$9 per month)
- 6) Relief Jet (\$49 one time)
- 7) Spyfu.com (Free)
- 8) Orca (\$49 per month)
- 9) Alexa (Free)
- 10) Return Path (Free)

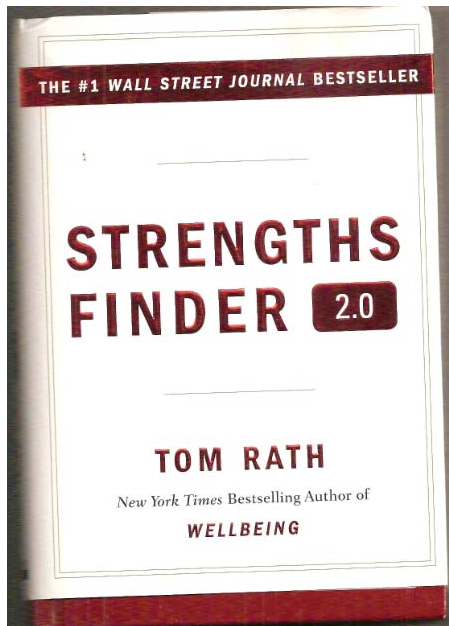
DID YOU
KNOW

It Starts With Your Team



N A T I O N A L G O L F C O U R S E O W N E R S A S S O C I A T I O N

33 Primary Strengths



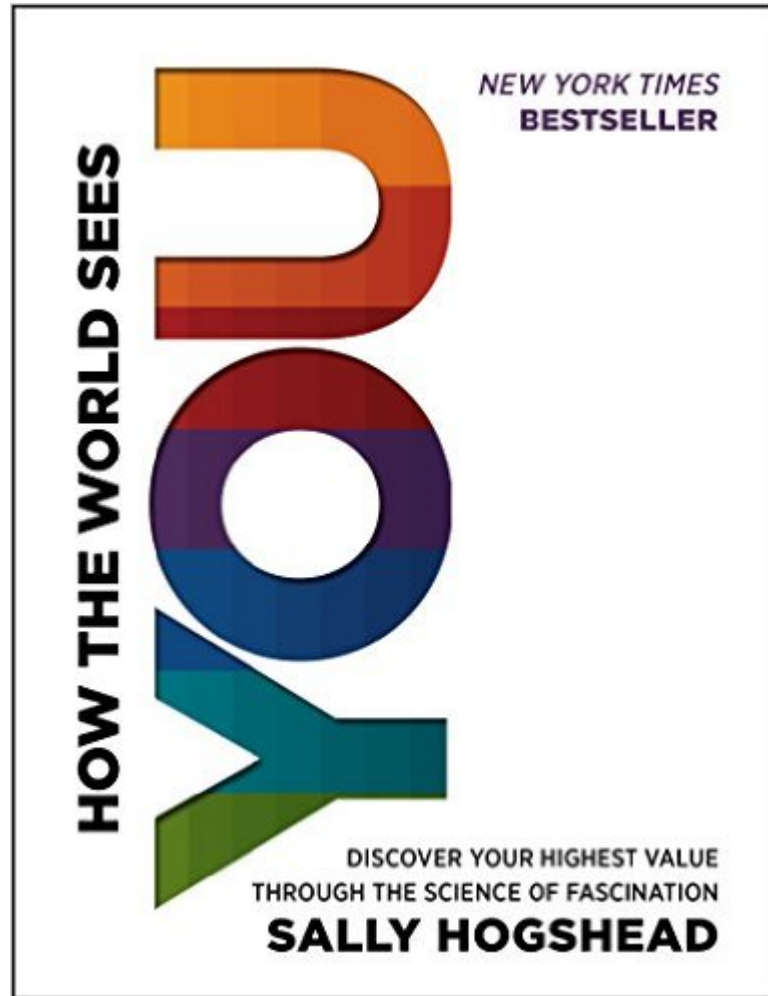
LEARNER

ACHIEVER

FOCUS

STRATEGIC

ANALYTICAL



MAESTRO

SECONDARY FASCINATION ADVANTAGE

*** HOVER OVER EACH ARCHETYPE TO LEARN HOW IT FASCINATES ***

PRIMARY FASCINATION ADVANTAGE

	INNOVATION <i>You change the game with creativity</i>	PASSION <i>You connect with emotion</i>	POWER <i>You lead with command</i>	PRESTIGE <i>You earn respect with higher standards</i>	TRUST <i>You build loyalty with consistency</i>	MYSTIQUE <i>You communicate with substance</i>	ALERT <i>You prevent problems with care</i>
INNOVATION <i>You change the game with creativity</i>	Innovation + Innovation THE ANARCHY	Innovation + Passion THE ROCKSTAR	Innovation + Power THE MAVERICK LEADER	Innovation + Prestige THE TRENDSETTER	Innovation + Trust THE ARTISAN	Innovation + Mystique THE PROVOCATEUR	Innovation + Alert THE QUICK-START
PASSION <i>You connect with emotion</i>	Passion + Innovation THE CATALYST	Passion + Passion THE DRAMA	Passion + Power THE PEOPLE'S CHAMPION	Passion + Prestige THE TALENT	Passion + Trust THE BELOVED	Passion + Mystique THE INTRIGUE	Passion + Alert THE ORCHESTRATOR
POWER <i>You lead with command</i>	Power + Innovation THE CHANGE AGENT	Power + Passion THE RINGLEADER	Power + Power THE AGGRESSOR	Power + Prestige THE MAESTRO	Power + Trust THE GUARDIAN	Power + Mystique THE MASTERMIND	Power + Alert THE DEFENDER
PRESTIGE <i>You earn respect with higher standards</i>	Prestige + Innovation THE AVANT-GARDE	Prestige + Passion THE CONNOISSEUR	Prestige + Power THE VICTOR	Prestige + Prestige THE IMPERIAL	Prestige + Trust THE BLUE CHIP	Prestige + Mystique THE ARCHITECT	Prestige + Alert THE SCHOLAR
TRUST <i>You build loyalty with consistency</i>	Trust + Innovation THE EVOLUTIONARY	Trust + Passion THE AUTHENTIC	Trust + Power THE GRAVITAS	Trust + Prestige THE DIPLOMAT	Trust + Trust THE OLD GUARD	Trust + Mystique THE ANCHOR	Trust + Alert THE GOOD CITIZEN
MYSTIQUE <i>You communicate with substance</i>	Mystique + Innovation THE SECRET WEAPON	Mystique + Passion THE SUBTLE TOUCH	Mystique + Power THE VEILED STRENGTH	Mystique + Prestige THE ROYAL GUARD	Mystique + Trust THE WISE OWL	Mystique + Mystique THE DEAD BOLT	Mystique + Alert THE ARCHER
ALERT <i>You prevent problems with care</i>	Alert + Innovation THE COMPOSER	Alert + Passion THE COORDINATOR	Alert + Power THE ACE	Alert + Prestige THE EDITOR-IN-CHIEF	Alert + Trust THE MEDIATOR	Alert + Mystique THE DETECTIVE	Alert + Alert THE CONTROL FREAK

*** HOVER OVER EACH ARCHETYPE TO LEARN HOW IT FASCINATES ***

N A T I O N A L G O L F C O U R S E O W N E R S A S S O C I A T I O N

DID YOU KNOW

All You Need to Know
About Golf Industry in 5 Slides



SEEKING EQUILIBRIUM

GOLFERS PER 18 HEQ



Golfers/18HEQ	1,711	1,844	1,218	3,714
18HEQs	14,437	2,084	2,762	2,692



ALL U.S. GOLFERS

Number							
	1985	1990	1995	2000	2005	2010	2011
All golfers age 6+ (in millions)	19.5	27.4	24.7	28.8	30.0	26.1	25.7

Averages			
	Male	Female	Total
All golfers age 6+			
Age	41.7	40.7	41.5
HH income	\$85,700	\$82,400	\$85,100
Annual rounds	18.6	15.5	18.0

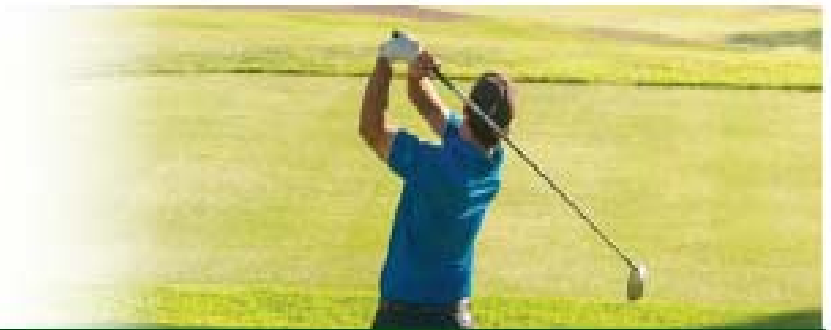


ALL U.S. GOLFERS

Number	1985	1990*	1995	2000	2005	2010	2012	2013
All golfers age 6+ (in millions)	19.5	24.2	24.7	28.8	30.0	26.1	25.3	24.7

* Average of 1989 and 1991

Averages	Male	Female	Total
All golfers age 6+			
Age	44.3	42.0	43.8
HH Income	\$91,400	\$91,400	\$91,400
Annual Rounds	19.8	15.4	18.8



ALL U.S. GOLFERS

Number						
	2010	2011	2012	2013	2014	2015
All golfers age 6+ (in millions)	26.1	25.7	25.3	24.7	24.7	24.1

Averages			
	Male	Female	Total
All golfers age 6+			
Age	42.9	37.0	41.4
HH Income	\$96,145	\$96,486	\$96,236
Annual Rounds	21.4	13.0	19.3



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Supply

Nationally - Supply Exceeds Demand. Competitive Forces control the prices

Weather

Rain, Snow, Sleet, Wind: Unpredictable Variability

Technology

Internet & Social Media of endless improvements and update mandates have changed in a marketplace of endless choices in an experience based economy

Time Crunched Culture

Lifestyle integration of home, work, commuting and a child centered focus on the wants, needs and desires have transferred to millennials seeking high intensity activities of short duration.

Expenses

Water, Electricity, Fertilizer, Labor, Benefits

Information or Transaction Oriented?

DID YOU KNOW



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2 Pickup Date & Time:

 06:00 PM

Return Date & Time:

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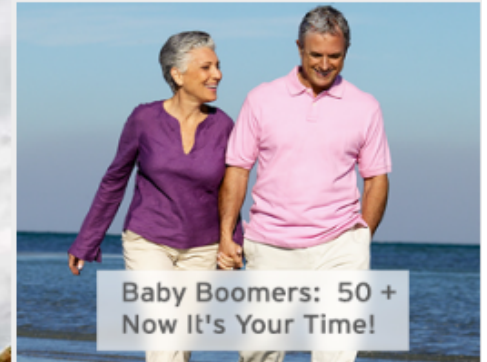
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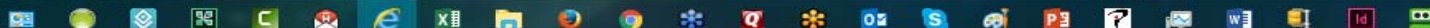
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COURSE

Bali Hai Golf Club



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BALI HAI GOLF CLUB

CHAMPIONSHIP GOLF LOCATED RIGHT ON THE STRIP



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6TH ANNUAL
LAS VEGAS

ParAm

AUGUST 15, 2015



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LAS VEGAS, NV
EXPERIENCE 18 OF THE BEST HOLES OF THE OPEN

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TEE TIME RESERVATIONS

NOV

25

15

COURSE

Bali Hai Golf Club

TIME

8:00 a.m.

PLAYERS

4



RESERVE TEE TIME



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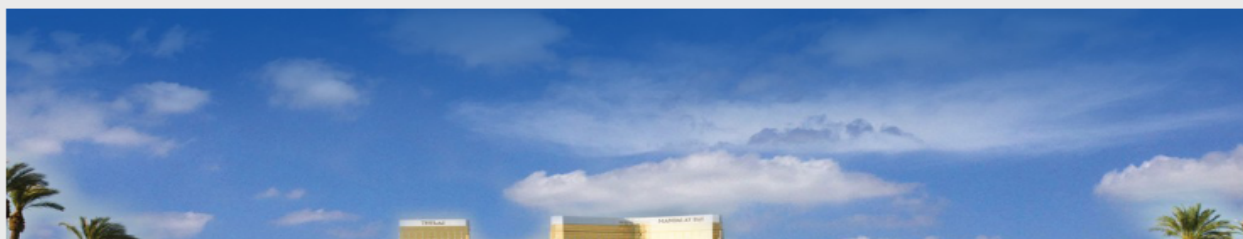
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LAS VEGAS

ParAm

AUGUST 15, 2015



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EXPERIENCE 18 OF THE BEST HOLES OF THE OPEN

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TEE TIME RESERVATIONS

NOV

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Bali Hai Golf Club

TIME

8:00 a.m.

PLAYERS

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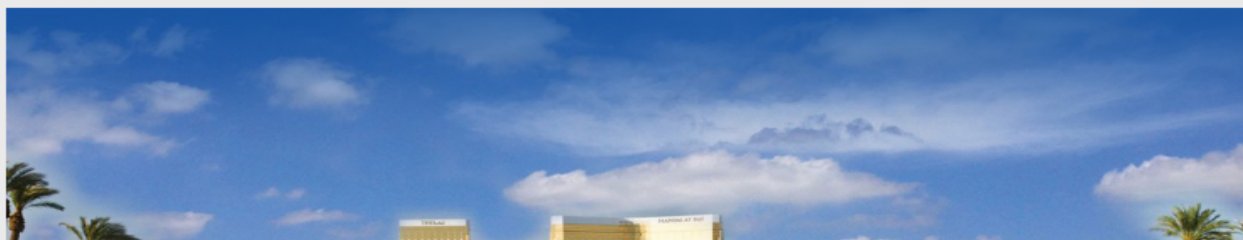
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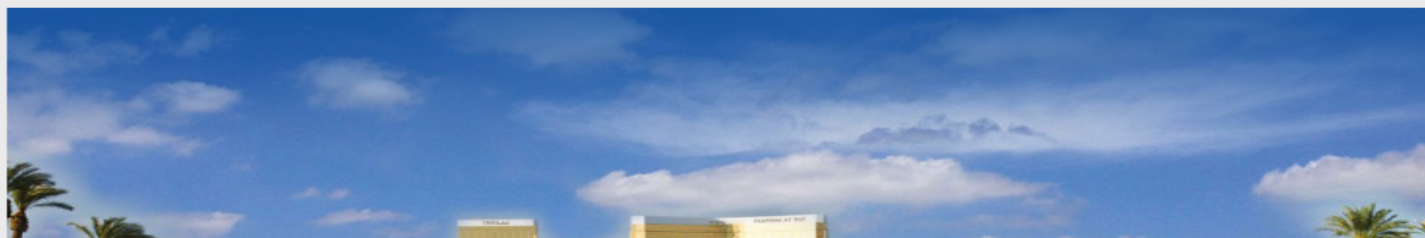
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TIME

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PLAYERS

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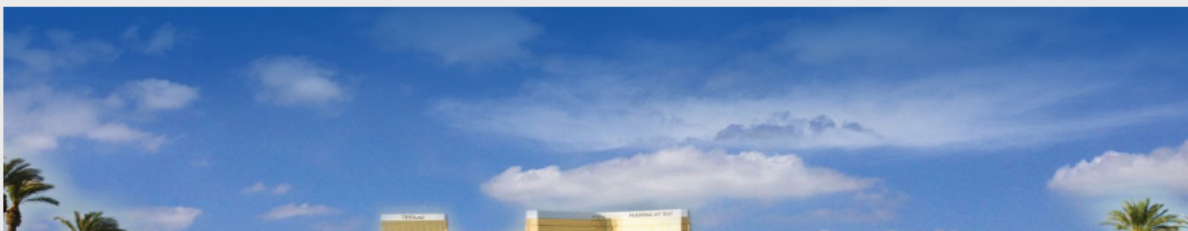
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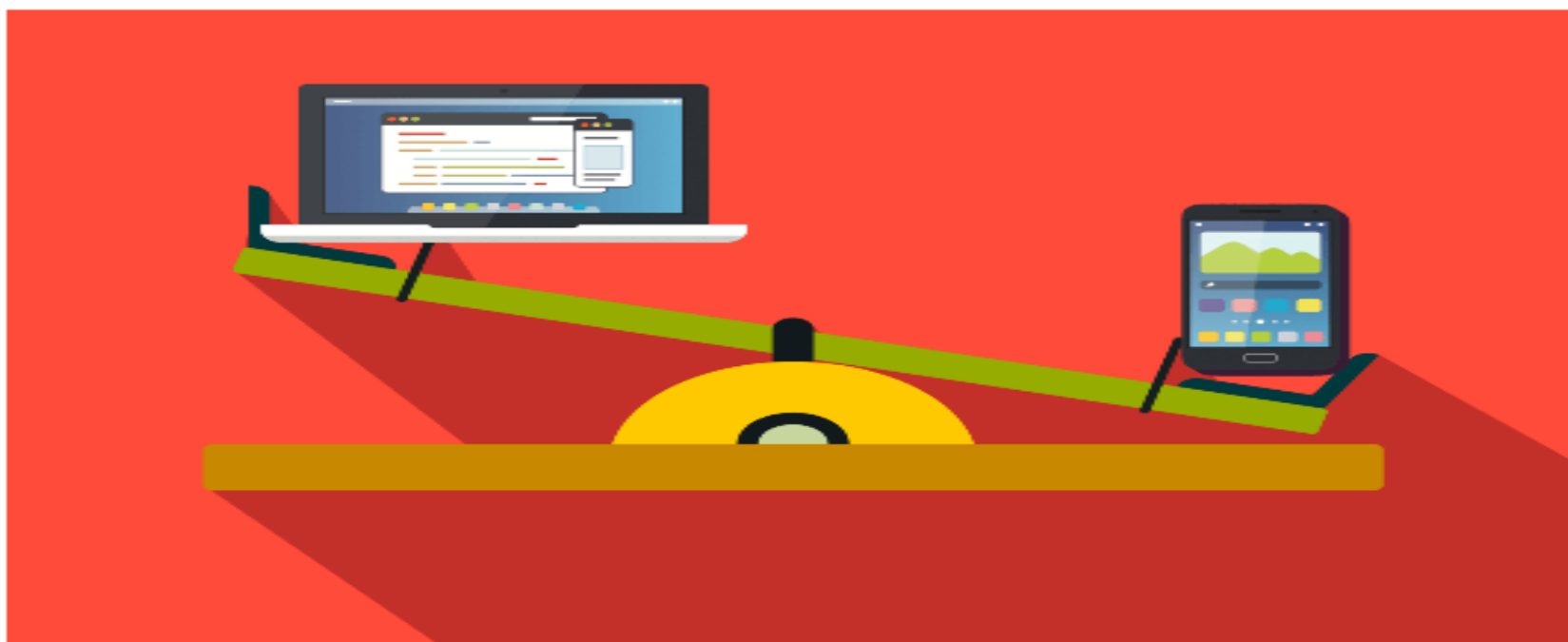


MORE

All digital growth now coming from mobile usage - comScore

Mobile now represents 65 percent of digital media time, while the desktop is becoming a "secondary touch point" for an increasing number of digital users.

Greg Sterling on April 3, 2016 at 1:01 pm



A new [report](#) from comScore uses a veritable mountain of data to expose and explain the multi-platform state of internet user behavior. However, it also makes clear that mobile is now the growth driver, while the desktop is rapidly becoming a "secondary touch point" for a large percentage of the US digital audience.

The report, entitled [2016 US Cross-Platform Future in Focus](#), covers a broad range of channels and consumer behaviors. I won't try to cover everything here, just some of the high-level usage data. The full report is free and can be downloaded after registration.

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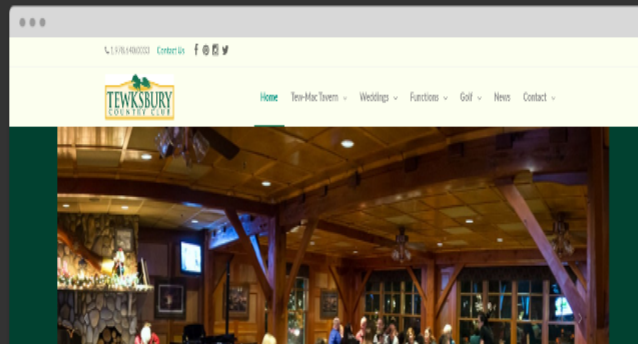
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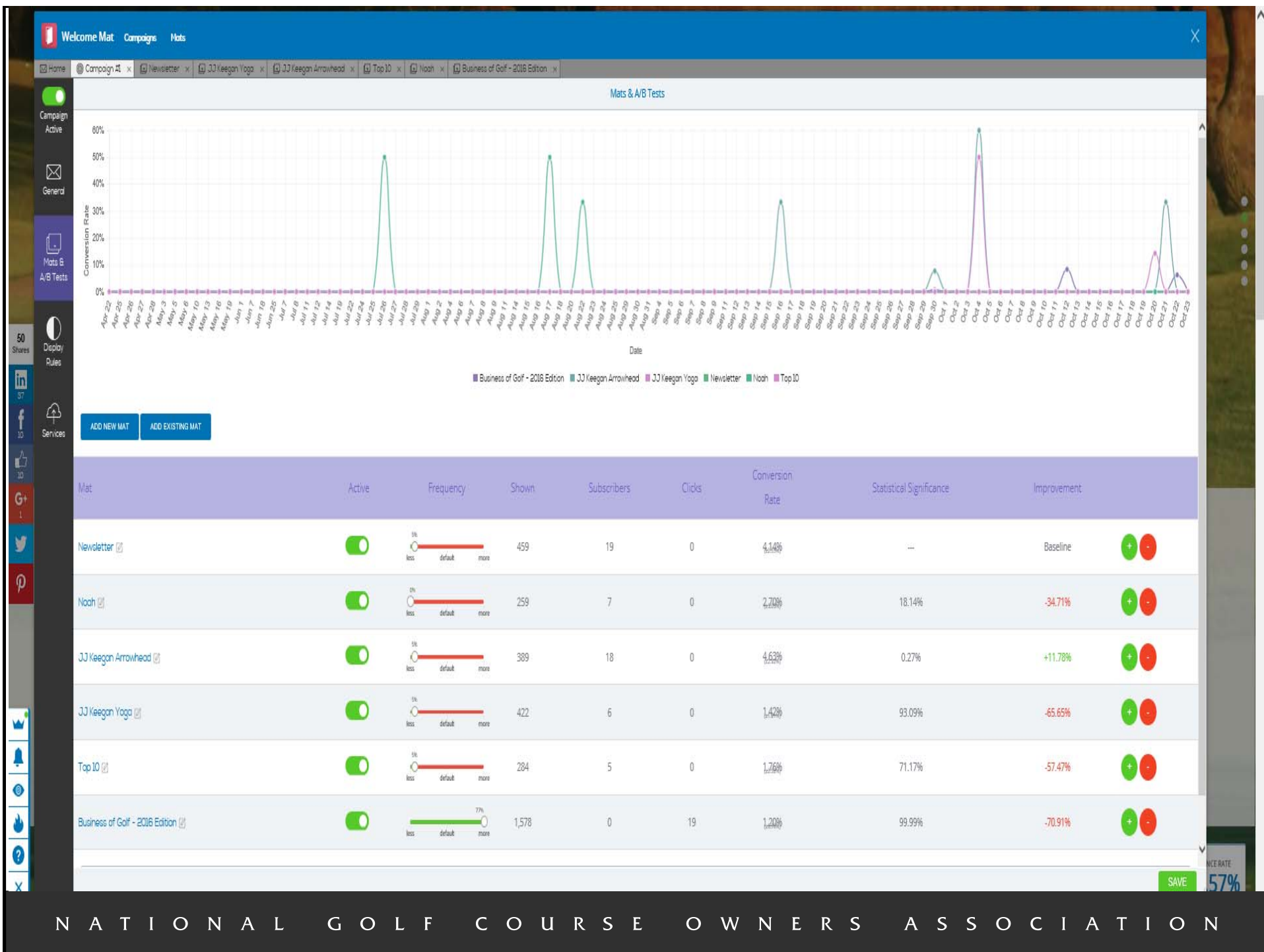
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50
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0	10	33.33%
PAGE • NOW	PAGE • TODAY	PAGE • TODAY

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Design

Template

Prosper

Reset to template defaults

Background

Recommended size: 1440x900

Color

Heading

Font

Color

Welcome. I was one of the owners here.

ABC

Text

Font

Color

Let me send you the latest tips, tricks and traps via

ABC

Button

Font

Background

Color

Send Me Your Secrets

ABC

Opt Out

Font

Background

Color

NO THANKS. PREFER

ABC

Close

Name

Background

Color

Your name

Email

Background

Color

Your email

Phone Number

Background

Color

Enter your Phone Number

desktopmobile

Welcome. I was one of the owners here.

Let me send you the latest tips, tricks and traps via my blog, newsletter and Webinar invitations to help you create value for your golfers and heighten your profits.

Your name

Your email

Send Me Your Secrets

NO THANKS. PREFER TO WALLON

Prosper

SAVE

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Campaigns

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Crown

Eye

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Question

Close

Template

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Reset to template defaults

Background

Recommended size: 1440x900

Color

Heading

Here is A Secret. Yoga on a Surfboard and Success

Font

Color

Text

Let Me Help You Keep Your Eyes on the Horizon to I

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Color

Opt Out

No Thanks. I am all W

Font

Background

Color

Close

Email

Your email address

Background

Color

desktopmobile

Here is A Secret. Yoga on a Surfboard and Success in Managing a Golf Course Have One Thing in Common

Let Me Help You Keep Your Eyes on the Horizon to Ensure Your Success

Your email address

Have Me Focus

No Thanks. I am all Wet

Default

Default Template for Welcome Mat

SAVE

NATIONAL GOLF COURSE OWNERS ASSOCIATION

303-596-4015

Login

News Signup

Members Only

My Cart (0)

Follow us

GOLF CONVERGENCE

Campaigns

Mats

HomeCampaign #JJ Keegan YogaJJ Keegan ArrowheadNoahNewsletterTop 10Mat #1 Noah Copy

Design

Fields

Behavior

Advanced

Tracking Pixels

Campaigns

2 Shares

f

+

t

G+

p

?

Template

Brand

Reset to template defaults

Background

Recommended size: 1440x900

Color

Overlay

Recommended size: 1440x900

Color

Border

Recommended size: 1440x8

Color

Logo

Recommended size: 600x240

Heading

Top 10 Featured Golf Consultants in Golf Inc. Mag

Font

ABC

Color

Text

Gain the insights and perspectives for FREE from c

Font

ABC

Color

Button

Learn Now

Font

ABC

Background

Color

Close

Design

desktopmobile

EXPERIENCE

PROFESSIONAL

POTENTIAL

KNOWLEDGE

JKKeegan+

ASTUTE INSIGHTS • MEANINGFUL VALUE

Top 10 Featured Golf Consultants
in Golf Inc. Magazine

Gain the insights and perspectives for FREE from
one of the golf industry's leading experts.

Your email address

Learn Now

Brand

NATIONAL GOLF COURSE OWNERS ASSOCIATION

50 Shares



James J. Keegan - Managing Principal and

Smart Bar

crisphe@gmail.com just subscribed.

12 hours ago

Welcome Mat

lzmicki@yahoo.com just subscribed.

6 days ago

Welcome Mat

ggra268@hotmail.com just subscribed.

7 days ago

Welcome Mat

Show me the money! phenderson@wildhawkgolf.com just subscribed.

9 days ago

Welcome Mat

oacandpas@suddenlink.net just subscribed.

16 days ago

Smart Bar

brnwha@premiergolfassociates.ca just subscribed.

22 days ago



Top 10 Consultants

Solution Designer

Schedule a visit to your course

ACTIVE USERS	PAGEVIEWS	BOUNCE RATE
0	10	33.33%
PAGE - NOW	PAGE - TODAY	PAGE - TODAY

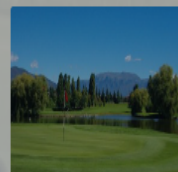
Leave a message

We create astute insights
Greatly Enhancing the Financial Performance of Your Golf Course

Get Started



While every golf course has a
different personality, they are
all governed by a common
business model.





GOLF BUSINESS C O N F E R E N C E
NATIONAL GOLF COURSE OWNERS ASSOCIATION


Zopim - Free

Zopim Chat Pricing | Free

<https://www.zopim.com/pricing/>

Apps
Bookmarks
Alamo
Adobe Central
AMEX
AMEX
BBVA
Bitly
Dell
ESPN
Editor
Facebook
Google
JJK Home
Word Press
Hootsuite
MailChimp
LinkedIn
Marriott
Schwab
Survey Monkey
Twitter
VerticalResponse
United

[Login](#)
[Help](#)
[English](#)
[Zendesk.com](#)



PRODUCT

PRICING

DEMO


CONTACT

SIGN UP

	LITE	BASIC	ADVANCED	PREMIUM
	TRY	TRY	TRY	TRY
PRICING				
Monthly pricing (billed annually)	Free	\$11.20 USD per month/agent	\$20.00 USD per month/agent	\$44.00 USD per month/agent
Monthly pricing (billed monthly)	Free	\$14.00 USD per month/agent	\$25.00 USD per month/agent	\$55.00 USD per month/agent
Total Agents	only 1	Unlimited	Unlimited	Unlimited
SUPPORT FROM THE ZENDESK TEAM				
Self-service Help Center & Community	✓	✓	✓	✓
Email support	✓	✓	✓	✓
Live Chat Support	only 8X5	only 24X5	only 24X5	24X7
CHAT EXPERIENCE				
Concurrent chats	only 1	Unlimited	Unlimited	Unlimited

zendesk chat

We're Online



NATIONAL GOLF COURSE OWNERS ASSOCIATION

Online

Home

Visitors

History 1

Analytics

Monitor

Settings

Team

View all

0 Requests

Home

Hello, Golf Convergence!

You are on Lite plan Upgrade Now



Widget
Embed and customize the chat widget on your website



Visitors
See a list of all your web visitors and chat with them



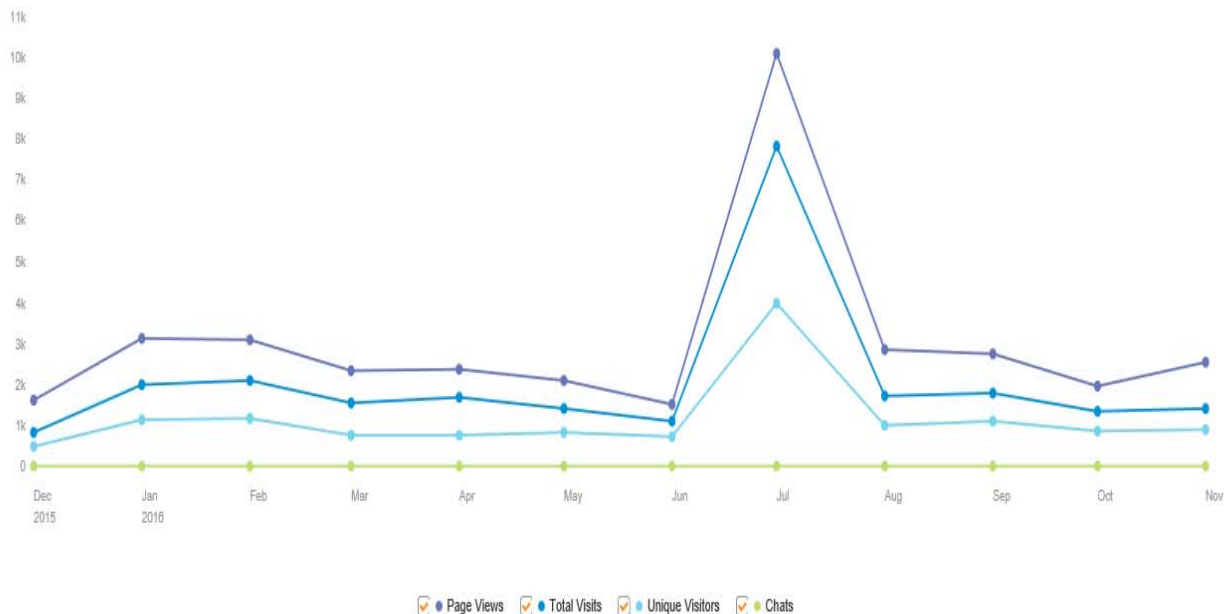
Analytics
Track the chats you have with customers



Triggers
Send chat invites or custom messages to pre-qualified leads

Website Analytics

Hourly Daily Weekly Monthly



Latest Zendesk Chat Updates

- Nov 01 - Updates to our Terms and Policies
- Oct 26 - What's new in Zendesk Chat: October 2016 roundup
- Oct 26 - Zopim is now called Zendesk Chat
- Oct 10 - Beta: Real-Time APIs and Monitoring Dashboard
- Sep 29 - Beta: Zopim Web SDK (Full Widget Customization)



Organize your conversations with tags

Understand the types of problems that your customers are facing

Learn more

Recent Website Activity

- You are now Online
- You are now Invisible

HELP & FEEDBACK

Gain complimentary access to current insights to benefit your golf course.

Enter your email address

SHOW ME THE WAY..



Login

News Signup

Members Only

My Cart (0)

Follow us

GOLF CONVERGENCE

+ A Division of JJ Keegan

Home Company Store Solutions Online Education Social Media Posts Blog

50
Shares



ACTIVE USERS	PAGEVIEWS	BOUNCE RATE
5	219	4.59%
PAGE • NOW	PAGE • TODAY	PAGE • TODAY

Leave a message

NATIONAL GOLF COURSE OWNERS ASSOCIATION

Gain complimentary access to current insights to benefit your golf course.

Enter your email address

SHOW ME THE WAY...



Login

News Signup

Members Only

My Cart (0)

Follow us

GOLF CONVERGENCE

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Home Company ▾ Store ▾ Solutions ▾ Online Education ▾ Social Media Posts Blog

50
Shares



support

Sorry, we aren't online at the moment. Leave a message and we'll get back to you.

Introduce yourself *

Name, Email

or sign in with

Phone Number

Message *

Send Message

zendesk

N A T I O N A L G O L F C O U R S E O W N E R S A S S O C I A T I O N

FILE MESSAGE ReliefJet

Ignore X Delete Reply Reply Forward Meeting
Junk All More

Move to: ? To Manager
Team Email Reply & Delete
Create New

Move OneNote
Actions

Mark Categorize Follow
Unread Up

Translate Related
Select

Zoom

Quick Steps Move Tags Editing Zoom



Mon 7/6/2015 12:23 PM

Zopim <support@zopim.com>

[Zopim] Complete your Zopim Installation

To jkeegan@golfconvergence.com

If there are problems with how this message is displayed, click here to view it in a web browser.

Complete your Zopim installation

Hi Golf Convergence!

Thanks for signing up for Zopim. We're really excited to have you onboard!

Over the next **14 days** you'll have access to all the features of our Premium Plan.

So, let's get started.

Activate Zopim on your Website

First, activate the Zopim chat widget on your website by copying and pasting the following code between <head> and </head> tags of your site's HTML file:

```
<!--Start of Zopim Live Chat Script-->
<script type="text/javascript">
window.$zopim||(function(d,s){var z=$zopim=function(c){
z._.push(c)},$z.s=
d.createElement(s),e=d.getElementsByTagName(s)[0];z.set=function(o){z.set.
_.push(o);z._=[];z.set._=[];$z.async=!0;$z.setAttribute('charset','utf-8');
$.src="//v2.zopim.com/?397VWijLbcJhvGhlpw6npptQ51QR6HF";z.t=new Date;$z.
type='text/javascript';e.parentNode.insertBefore($z,e)})(document,'script');
</script>
<!--End of Zopim Live Chat Script-->
```

That's it! You're now ready to start chatting with your visitors.

Are you using Zopim on other Platforms (eg. Wordpress or Joomla)?

If your website is hosted on a third-party platform and you can't access its HTML file, you can use one of our many plugins to install Zopim with just one click. No need to mess around with any code.





GOLF BUSINESS C O N F E R E N C E
NATIONAL GOLF COURSE OWNERS ASSOCIATION

Leadlander - \$3,000

Update to display visits between 01/01/2016 and 14/11/2016 from companies

Most Recent Visitors

Jikeegan 14/11/2016

Navigant Consulting, Inc. 14/11/2016

Regus Management Group 14/11/2016

TPG Capital, L.P. 14/11/2016

Data Matters 14/11/2016

Charter Communications (sbsmith@student.uivtx.edu) 14/11/2016

Choopa Lic 14/11/2016

SimpleLink LLC 14/11/2016

Cummins Engine Co. 13/11/2016

Cloudflare 12/11/2016

Cloudflare 12/11/2016

Cloudflare 12/11/2016

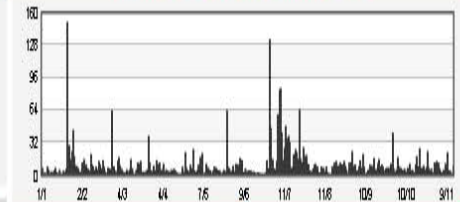
Statistics

There were **3193** visitors during this period.

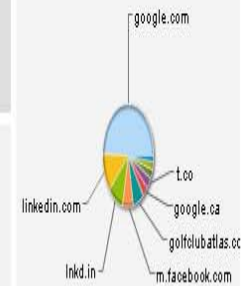
At least **1505** visitors viewed more than one page.

There were **84** visitors who converted by submitting a form.

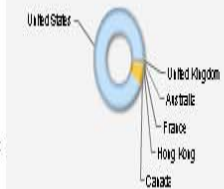
Number Of Visitors Per Day During This Period



Referring Sites



Most Active Locations



Most Recent Search Terms

Most Recent People

sbsmith@student.uivtx.edu 14/11/2016

kyle@tagteamdesign.com 11/11/2016

psampler@gmail.com 10/11/2016

Sjohnson@threecrownsclub.com 8/11/2016

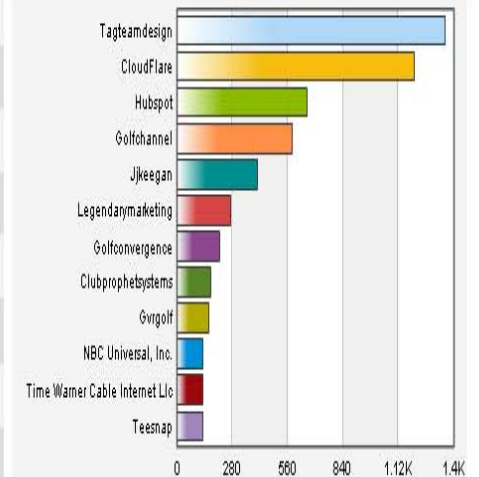
proabrams@yahoo.com 7/11/2016

kevin@twincitiesgolf.com - (201) 431-1111 5/11/2016

luckypar2@yahoo.com 4/11/2016

horvathk@mail.hfs.msu.edu 4/11/2016

Most Active Visitors



FILE

HOME

SEND / RECEIVE

FOLDER

VIEW

ADD-INS

ReliefJet

SEARCH TOOLS

SEARCH

New Email

New Items

Ignore

Clean Up

Delete

Reply

Reply All

Forward

Meeting

More

Links Magazine

Team Email

Reply & Delete

To Manager

Done

Create New

Move

Rules

OneNote

Unread/Read

Categorize

Follow Up

Search People

Address Book

Filter Email

LeadLander Alert <alerts@leadlander.com>

All Mailboxes

All

Unread

By Date

Newest

Yesterday

LeadLander Alert

38 KB

Sat 7:17 PM

LeadLander Alert

31 KB

Sat 7:08 PM

LeadLander Alert

29 KB

Sat 7:06 PM

LeadLander Alert

27 KB

Sat 7:03 PM

LeadLander Alert

25 KB

Sat 7:03 PM

LeadLander Alert

23 KB

Sat 5:31 PM

LeadLander Alert

22 KB

Sat 5:30 PM

LeadLander Alert

21 KB

Sat 5:30 PM

LeadLander Alert

19 KB

Sat 5:29 PM

LeadLander Alert

18 KB

Sat 12:19 PM

LeadLander Alert

15 KB

Sat 12:19 PM

LeadLander Alert

15 KB

Sat 12:12 PM

Last Week

LeadLander Alert

16 KB

Thu 10/20

LeadLander Alert

18 KB

Thu 10/20

LeadLander Alert

jjkeegan@jjkeegan.com (1)

Inbox

Drafts [3]

Deleted Items 1

Junk

Outbox

Search Folders

jjkeegan@jjkeegan.golf

Inbox

Deleted Items

[Gmail]

Junk E-mail

Outbox

Search Folders

Golf Convergence - Carbonite Backup

Inbox

Drafts

Sent Items

Deleted Items

2013 - Summer Series

2013 - Summer Winter Series

2014 - Business of Golf - Fall Semester

2015 - Business of Golf - Winter Semester

2015 - University PGM Programs

Book

Business Associates

Family

Golf Associations

Golf Courses

Golf Software Firms

Reply

Reply All

Forward

LeadLander Alert <alerts@leadlander.com>

jjkeegan@jjkeegan.com

Form Alert: khamilton@evergreengolfcentre.com

LeadLander Form Submission Alert

The following person submitted a form on your website.

Email: khamilton@evergreengolfcentre.com

Information about this visit:

Details: Click here to view details in LeadLander

IP Company:

IP Address: 75.159.67.68

IP Location: Lethbridge, AB, Canada

First 30 pages viewed during this visit:

10/22/2016 5:26:34 PM http://jjkeegan.com/store/business-of-golf-what-are-you-thinking-2016/?LLM=Email_Address&utm_source=Master Database 9 1 2016 utm_campaign=ce66d527ef-Business of Golf hat Are You Thinking 10 18 2016&utm_medium=email&utm_term=0_61f6996c97-ce66d527ef-211299&ct=t(Business_of_Golf_What_Are_You_thinking_O10_18_2016)&mc_cid=ce66d527ef&mc_eid=ebff7a4887

10/22/2016 5:26:48 PM https://jjkeegan.com/online-education/

10/22/2016 5:26:54 PM http://jjkeegan.com/store/resources/

10/22/2016 5:27:37 PM https://jjkeegan.com/store/cart/

10/22/2016 5:27:56 PM https://jjkeegan.com/store/cart/?LLM=khamilton@evergreengolfcentre.com&LLN=&LLPH=&LCO=

10/22/2016 5:28:00 PM https://jjkeegan.com/store/cart/

10/22/2016 5:28:15 PM https://jjkeegan.com/store/cart/

10/22/2016 5:28:32 PM https://jjkeegan.com/store/cart/?LLM=khamilton@evergreengolfcentre.com&LLN=&LLPH=&LCO=

10/22/2016 5:28:36 PM https://jjkeegan.com/store/cart/

10/22/2016 5:29:12 PM https://jjkeegan.com/store/cart/?LLM=khamilton@evergreengolfcentre.com&LLN=&LLPH=&LCO=

10/22/2016 5:29:15 PM https://jjkeegan.com/store/cart/

10/22/2016 5:29:33 PM https://jjkeegan.com/store/cart/?LLM=khamilton@evergreengolfcentre.com&LLN=&LLPH=&LCO=

Mail

People

Calendar

Tasks

...

NATIONAL GOLF COURSE OWNERS ASSOCIATION



GOLF BUSINESS C O N F E R E N C E
NATIONAL GOLF COURSE OWNERS ASSOCIATION

Hootsuite - \$108

 New Followers ijkeegangolf

 I Colton @icolton3

Facebook - CorporateFacebook - JJK PersonalGoogleInstagram xLinked InLinked In Group DiscussionsSurveyMonkeyTailwind for PinterestTwitterTrendSpottrTumblrWordPress.orgListeningRiffle Twitter insightsHootsuite Syndicator+

Return to old Streams

HomeMy PostsLikedPopularScheduledFollowersAdd a stream

NetworksAppsShared

Golf ConvergenceGoogle+ Page

HomeCirclesMy Posts


SearchScheduled

Homejkeegan

Evan Schiller@evan_schiller_photography16 hours ago · Great Waters Course at Reynolds Pl

Early morning helicopter shot of The 11th of The Great Waters Course at Reynolds Plantation. One of many great courses at Reynolds Plantation....

Read More



1825

Write a comment...

cpat815 Long par 3...ha2 hours ago

reynoldslakeconee She's a beauty! Thank you for sharing! 🌳 9 hours ago

dawk4@nsoverbey15 hours ago


murf9999 @jvande-grift78 Bring your wallet 15 hours ago

View more comments4 of 5

Evan Schiller@evan_schiller_photography3 days ago · Palms Golf Club

Amazing cloud formations over the mountains and great light in the desert the past several days. Great for shooting just after sunrise and before...

Read More




1933

Write a comment...

My Postsjkeegan

JJ Keegan@jkeeganMar 28

Yoga on a paddleboard in the ocean provides a clue to success in business - keep your eyes on the horizon to prevent falling.




6

Write a comment...

JJ Keegan@jkeeganMar 26 · Waikoloa, Hawaii

There is hope: after Get Golf Ready intro at Waikoloa, Junior golfer proclaims - let's do Top Golf again. That is fun also. #Golf #JuniorGolf #TopGolf

Read More




7

Write a comment...

JJ Keegan@jkeeganMar 24 · Waikoloa, Hawaii

Lava Lava Club: Bill presented in a children's book. Guess sign heading there home and a personal greeting. This is very effective to engender...


Read More



Likedjkeegan

JJ Keegan@jkeeganMar 28

Yoga on a paddleboard in the ocean provides a clue to success in business - keep your eyes on the horizon to prevent falling.




6

Write a comment...

Janna@jmkeegMar 30 · Olympic National Park Hoh Rainforest


Where even the moss grows moss. I'm lichen it!! #cantsteptomypuns #lakemeback



11

Write a comment...

Janna@jmkeegFeb 14 · Mt Diablo State Park




9

Write a comment...

Popularjkeegan

Ice Cube@icecube1 hour ago

Can't wait to share the fun with y'all. #BarbershopMovie out tomorrow! Link in the bio for tickets.



12K79

Write a comment...

catz28 Sorry I didn't tag anyone dunno why or how that came up lol 7 mins ago

50isthegoat @catz28 what? 9 mins ago


eurekachanel Can't wait to see this 15 mins ago

georgelovingjackson Cube i want to work/play n the last friday dont hesitate to kol or text me 16 mins ago

View more comments4 of 79

NELLIEGONZALEZ@gonzanellie1 hour ago

2 babes in one Porsche 🚗 @noely_gray



4.6K20

Write a comment...

hasttjej_privat Från ponnyakuten 39 mins ago

Scheduledjkeegan

Your stream has no content yet!

Followersjkeegan

brooksskybennett

lyne.tumlinson

c_dis24

cookie_tyler

caseyjdickinson

bwalley32

beaduniqueaz

dvon_golf

ryry232

nateisgreat_

jrontso

simcoxgolf

kasscrak

sdoubleul

golfgrinders

lynnhgreatskin

jmkeeg

srfriedlander

qatargolfacademy

uconnron

stevecba

troysprister

NATIONAL GOLF COURSE OWNERS ASSOCIATION

In the coming weeks, Twitter will no longer count characters for media attachments. [Learn more.](#)

Publisher

Drafts

Scheduled

Past Scheduled

Require Approval

Expired Approvals

Rejected

Content Sources:

RSS Feeds

Bulk Message Upload

Try Bulk Composer BETA

Dec 13, 2:14 pm
(GMT-7) America/Denver

Compose message

Filter by profile...
0

Export to...

Wednesday, Dec 14

12:00pm

The Golf Industry by the numbers. A quick snapshot of key metrics. <http://ow.ly/bvE0306wuLD>
by james.j.keegan

Thursday, Dec 15

12:00pm

40% say that if they had decided to unsubscribe, if a brand offered to send fewer messages they might be dissuaded. <http://ow.ly/RPYW306wCX9>
by james.j.keegan

Friday, Dec 16

12:00pm

The best website designers always look for tips to improve creativity and provide inspiration and excitement. <http://ow.ly/LKW9306ww42>
by james.j.keegan

Monday, Dec 19

12:00pm

Golf & Water - Case Studies in Stewardship - Complimentary book from ASGCA. <http://ow.ly/qzpz306wwLR>
by james.j.keegan

Tuesday, Dec 20

12:00pm

Videos: Snapchat & Vine highlighting course experience to segmented market likely to rise in popularity. <http://ow.ly/kvc306wCD2>
by james.j.keegan

Wednesday, Dec 21

12:00pm

Open the Twitter feed - millions of people saying something. The key is differentiation not applying to everyone. <http://ow.ly/aot305Wptj>
by james.j.keegan

Thursday, Dec 22

12:00pm

The emergence of snapchat (snap) and the fading of twitter dominate <http://ow.ly/UUjo3064KhS>
by james.j.keegan

Friday, Dec 23

12:00pm

Email has the highest ROI of any digital channel, raking in \$38 for every \$1 spent; 73% of agree email is core ... <http://ow.ly/Qc4r306ssd4>
by james.j.keegan

Tuesday, Dec 27

12:00pm

CMAA Unveils Research on Millennials View of Club Membership. Less than a majority find club membership appealing. <http://ow.ly/SdqE306sOEr>
by james.j.keegan

Wednesday, Dec 28

12:00pm

Golf and exercise can help control weight, diabetes, hypertension, balance, cognition and help prevent fractures <http://ow.ly/oijC305Y1b5>
by james.j.keegan on Tuesday, Nov 8 2016 at 5:54am

Thursday, Dec 29

12:00pm

Snapchat (Snap) will see growing popularity as Twitter continues to fade. <http://ow.ly/XMmt306sa2P>
by james.j.keegan

Friday, Dec 30

12:00pm

Writing is lonely sport which one often stays engaged by amusing oneself with hyperbole and the double entendre. <http://ow.ly/fmQ306vKjg>
by james.j.keegan

ListDayWeekMonth



GOLF BUSINESS C O N F E R E N C E
NATIONAL GOLF COURSE OWNERS ASSOCIATION

Relief Jet - \$49

FILE

HOME

SEND / RECEIVE

FOLDER

VIEW

iCloud

ADD-INS

ReliefJet

Run

Customize

About

UtilitiesActions

Favorites

Inbox

+Bid Sync

+Google Alerts

+ Google Alerts Require Followup

jjkeegan@jjkeegan.com

jjkeegan@jjkeegan.golf

Golf Convergence - Carbonite Backup

iCloud

AllUnread

FROMSUBJECT

Search All Mail Items (Ctrl+E)

RECEIVEDSIZE

We didn't find anything to show here.

Select Utility (Shown: 110)

Search:

Name

Save Email Addresses from Contacts to Contact Folder

Save Email Addresses from Contacts to Contact Group

Save Email Addresses from Messages

Save Email Addresses from Messages to Contact Folder

Save Email Addresses from Messages to Contact Group

Save Email Addresses to Contact Folder

Save Email Addresses to Contact Group

Save Field Values

Save One Field's Values

Save URLs

Send Email Message

...

addresses attachments

autocomplete backup

calendars categories

contacts convert delete

duplicates eml export

faxes fields files find

folders groups import

journals links messages

msg notes pst reports

save send storages tasks

zip

No items selected.

OKCancel

Mail

People

Calendar

Notes

Tasks

Folders

Shortcuts

...

ITEMS: 0

NATIONAL GOLF COURSE OWNERS ASSOCIATION



GOLF BUSINESS C O N F E R E N C E
NATIONAL GOLF COURSE OWNERS ASSOCIATION

Spyfu.com - Free

Monthly Domain Overview - [golfnow.com](#)

 EXPORT PDF

 Domain Overview

 Competition

 Shared Keywords

 Top Keywords

 AdWords History

 Ranking History

 Inbound Links

 Sign Up

Organic Search (SEO)

ORGANIC KEYWORDS

18,607

EST MONTHLY SEO CLICKS

218.5k

EST MONTHLY SEO CLICK VALUE: \$92k

8,805

Keywords their top 2 competitors also rank for

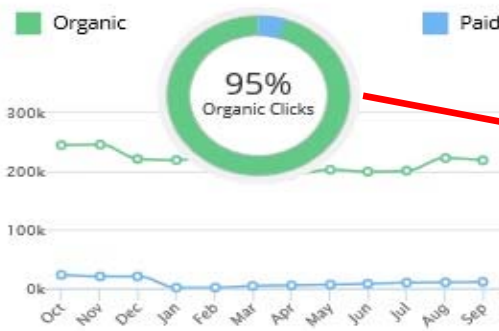
10 YEARS 3 MOS

History of rankings we've collected

Inbound Clicks from Google - Organic vs. Paid

Organic

Paid



Paid Search (AdWords)

PAID KEYWORDS

5,952

EST MONTHLY PPC CLICKS

11.1k

EST MONTHLY ADWORDS BUDGET: \$7.7k

1,161

AdWords their top 2 competitors also buy

10 YEARS 3 MOS

of AdWords history: Every test they've run.

JUST MADE IT TO THE FIRST PAGE

742

SEO Keywords

JUST FELL OFF FIRST PAGE

761

Top 50 AdWords
buy recommendations

Worst performing keywords
to negative match out

Competition

Top Organic Competitors

- 1 [golfadvisor.com](#)
- 2 [golflink.com](#)
- 3 [teeoff.com](#)
- 4 [worldgolf.com](#)
- 5 [teetimes.com](#)

[VIEW ALL COMPETITORS](#)

Top Paid Competitors

- 1 [teeoff.com](#)
- 2 [golf18network.com](#)
- 3 [groupgolfer.com](#)
- 4 [teetimes.net](#)
- 5 [americangolf.com](#)

[VIEW ALL COMPETITORS](#)



GOLF BUSINESS CONFERENCE

NATIONAL GOLF COURSE OWNERS ASSOCIATION

Orca - \$588

For the month of: November 2015 Date Created: December 30, 2015 Monthly Competitive Set Data Includes Subject Property

OCCUPANCY (%)

My Course	Comp Set	Index (OCCI)
-----------	----------	--------------

55.3	67.7	81.7
------	------	------

REVPAR (\$)

My Course	Comp Set	Index (PARI)
-----------	----------	--------------

16.79	24.40	68.80
-------	-------	-------

CHANNEL MIX (%)

My Course	Comp Set	Index (CHMI)
-----------	----------	--------------

100.0	94.0	106.4
-------	------	-------

ARPR (\$)

My Course	Comp Set	Index (ARRI)
-----------	----------	--------------

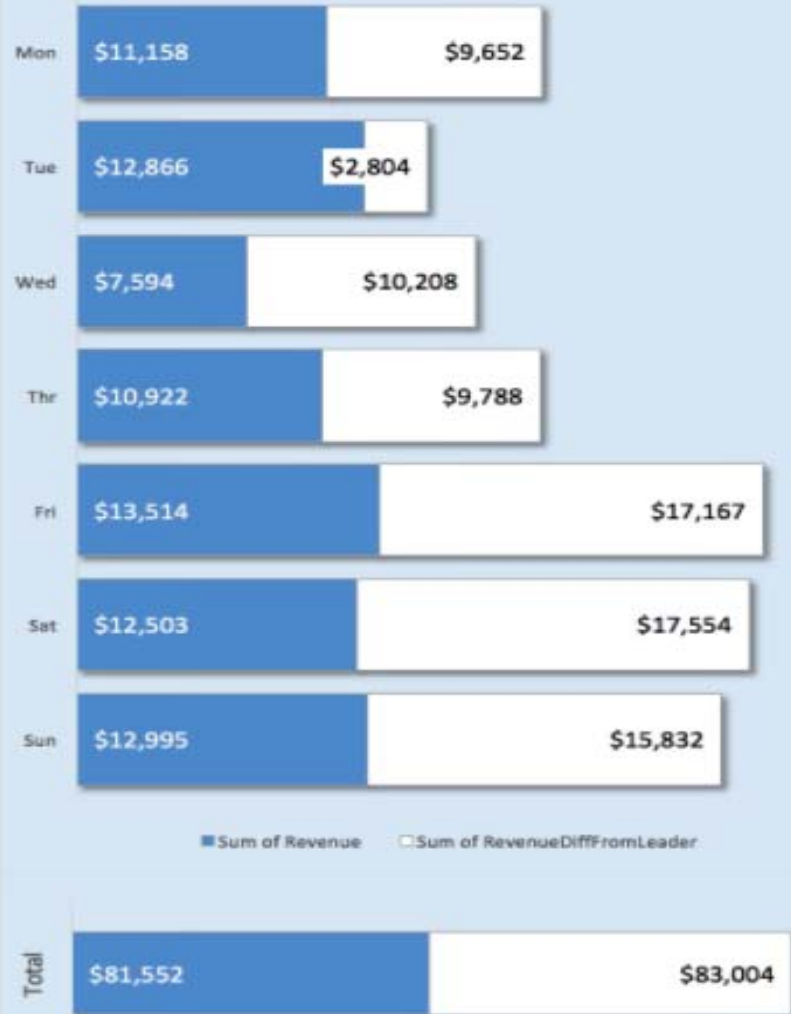
30.36	36.06	84.20
-------	-------	-------

CONFIDENTIAL Intended solely for the use by subscriber.

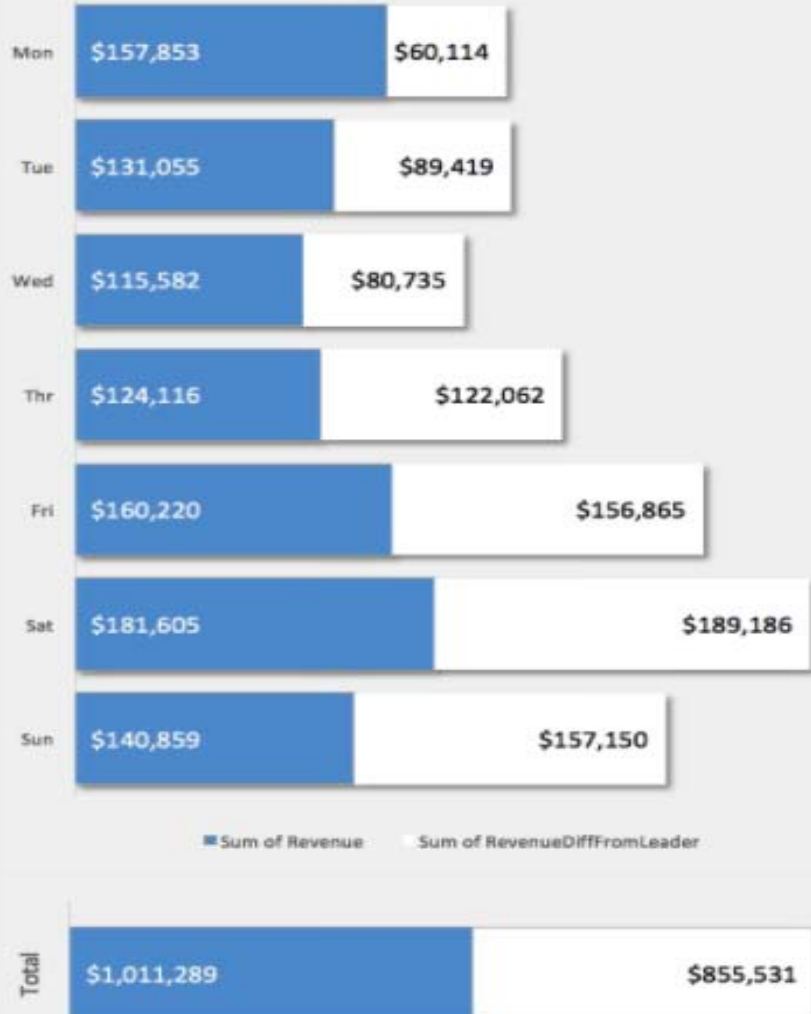
©The ORCA Report

N A T I O N A L G O L F C O U R S E O W N E R S A S S O C I A T I O N

**-CURRENT MONTH-
ADDITIONAL REVENUE OPPORTUNITY**



**-TRAILING 12 MONTHS-
ADDITIONAL REVENUE OPPORTUNITY**



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Dashboard #1 - Distribution Dashboard

For the month of: November 2015 Date Created: December 30, 2015 Monthly Competitive Set Data Includes Subject Property

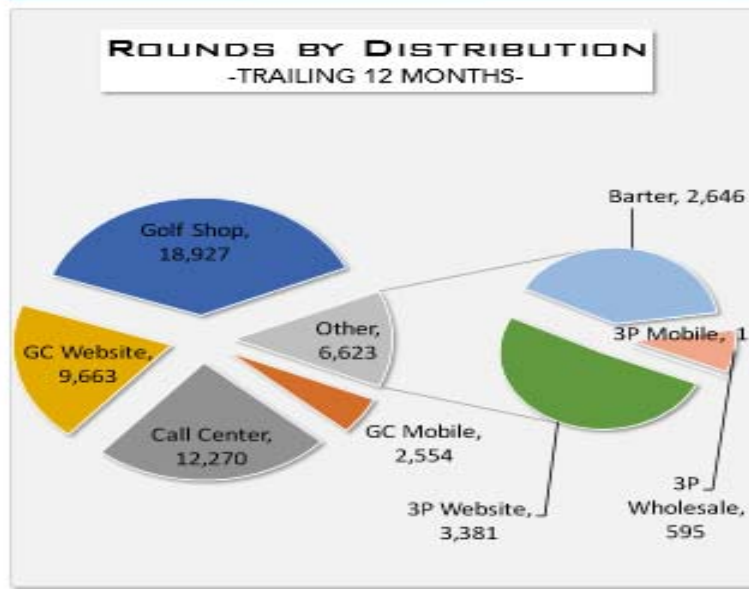


	-Rnds	%	-ARPR
Golf Shop	1,362	35%	\$39.89
Call Center	1,046	27%	\$47.72
GC Website	809	21%	\$40.74
GC Mobile	233	6%	\$36.25
Barter	206	5%	\$0.00
3P Website	192	5%	\$49.15
3P Wholesale	70	2%	\$74.26
Grand Total	3,918	100%	\$41.14

CURRENT MONTH BARTER OPPY. COST

	-Rnds	-ARPR	-Est. Rev	% OCC
	5	\$42.66	\$	213 63.9%
	80	\$46.78	\$	3,743 67.3%
	121	\$35.58	\$	4,305 254.7%
	206	\$40.10	\$	8,261

BARTER RND\$ W/O OPPY. COST	0
------------------------------------	---



	-Rnds	%	-ARPR
Golf Shop	18,927	38%	\$34.05
Call Center	12,270	25%	\$44.26
GC Website	9,663	19%	\$40.29
3P Website	3,381	7%	\$44.40
Barter	2,646	5%	\$0.06
GC Mobile	2,554	5%	\$31.69
3P Wholesale	595	1%	\$65.56
3P Mobile	1	0%	\$99.00
Grand Total	50,037	100%	\$44.91

TRAILING 12 MONTH BARTER OPPY. COST

	-Rnds	-ARPR	-Est. Rev	% OCC
	40	\$38.75	\$	1,550 51.7%
	902	\$53.08	\$	47,879 56.0%
	407	\$45.74	\$	18,616 58.3%
	1,286	\$32.72	\$	42,078 92.9%
	2,635		\$	110,123

BARTER RND\$ W/O OPPY. COST	11
------------------------------------	----

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GOLF BUSINESS C O N F E R E N C E
NATIONAL GOLF COURSE OWNERS ASSOCIATION

Alexa - Free

Find Website Traffic Statistics: usga.org

Find

usga.org Traffic Statistics

Find similar sites to usga.org

i This site's metrics are estimated

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- ✓ Competitor Keyword Matrix
- ✓ On-Page SEO Checker
- ✓ SEO Audit Tool
- ✓ Audience Overlap Tool
- ✓ Competitive Intelligence

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How popular is usga.org?

?

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Global Rank ?

153,054 ▼ 110,049

Rank in United States ?

35,126

Monthly Unique Visitor Metrics

Past 30 Days — Last Updated December 11, 2016

Country ?

Estimated Unique Visitors ?

Estimated Visits ?

Estimated Pageviews ?

United States

[Advanced Plan only](#)

[Advanced Plan only](#)

[Advanced Plan only](#)

Loyalty Metrics ?

Based on unique visitor estimates

Visits per Visitor

[Advanced Plan only](#)

Pageviews per Visit

[Advanced Plan only](#)

Monthly Pageviews per Visitor

[Advanced Plan only](#)

🔒 Data for this site available in the Advanced plan. [Upgrade to view](#)

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- ✓ Competitor Keyword Matrix
- ✓ On-Page SEO Checker
- ✓ SEO Audit Tool
- ✓ Audience Overlap Tool
- ✓ Competitive Intelligence

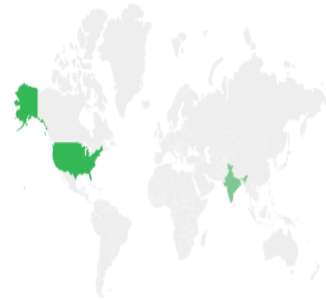
Try 7 days Free

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Audience Geography

Where are this site's visitors located?

Visitors by Country



Country	Percent of Visitors	Rank in Country
United States	84.4%	35,126
India	1.4%	326,025

How engaged are visitors to usga.org?

Bounce Rate

49.90% ▲ 6.00%

Daily Pageviews per Visitor

2.20 ▼ 11.65%

Daily Time on Site

3:54 ▲ 3.00%

Where do usga.org's visitors come from?

Search Traffic

What percentage of visits to this site come from a search engine?



12.10% ▲ 12.00%

Top Keywords from Search Engines

Which search keywords send traffic to this site?

Keyword	Percent of Search Traffic
1. us open 2016	7.31%
2. us open	6.10%
3. usga	5.17%
4. usga handicap	3.15%
5. us open golf	2.93%

[Upgrade to View](#)

Upstream Sites

Which sites did people visit immediately before this site?



GOLF BUSINESS C O N F E R E N C E
NATIONAL GOLF COURSE OWNERS ASSOCIATION

Return Path - Free

Email
OptimizationConsumer
InsightData
Cloud

Solutions

Certification

Inbox Monitor

Reputation Monitor

Real-Time Email Validation

Subject Line Optimizer

Inbox Preview

Email Client Monitor

Inbox Insight

Send Frequency Optimization

Email Fraud Protection

Product Innovation

Client Services

Financial Services

Market Research

Data Exchange

Solutions Delivered.

Fueled by the world's most powerful email data platform, Return Path's solutions provide the insight companies need to build better relationships, drive more response,



Email Marketing Lookbook

Guardians of the Email
Universe: Super Powers
Revealed

Certification Fact Sheet



Sender Score is Return Path's comprehensive reputation measurement covering email senders worldwide.

[Get your score -](#)

A Smarter Way to Use Data

Learn how to promote and protect your brand.

[WATCH THE VIDEO](#)

Email marketing is your best opportunity to boost revenue and grow customer loyalty. With Return Path's Email Optimization Suite, brands can reach the right inbox, with the right message, at the right time and build better relationships, get greater response rates, and increase

[Leave a Message](#)

Email Wizardry

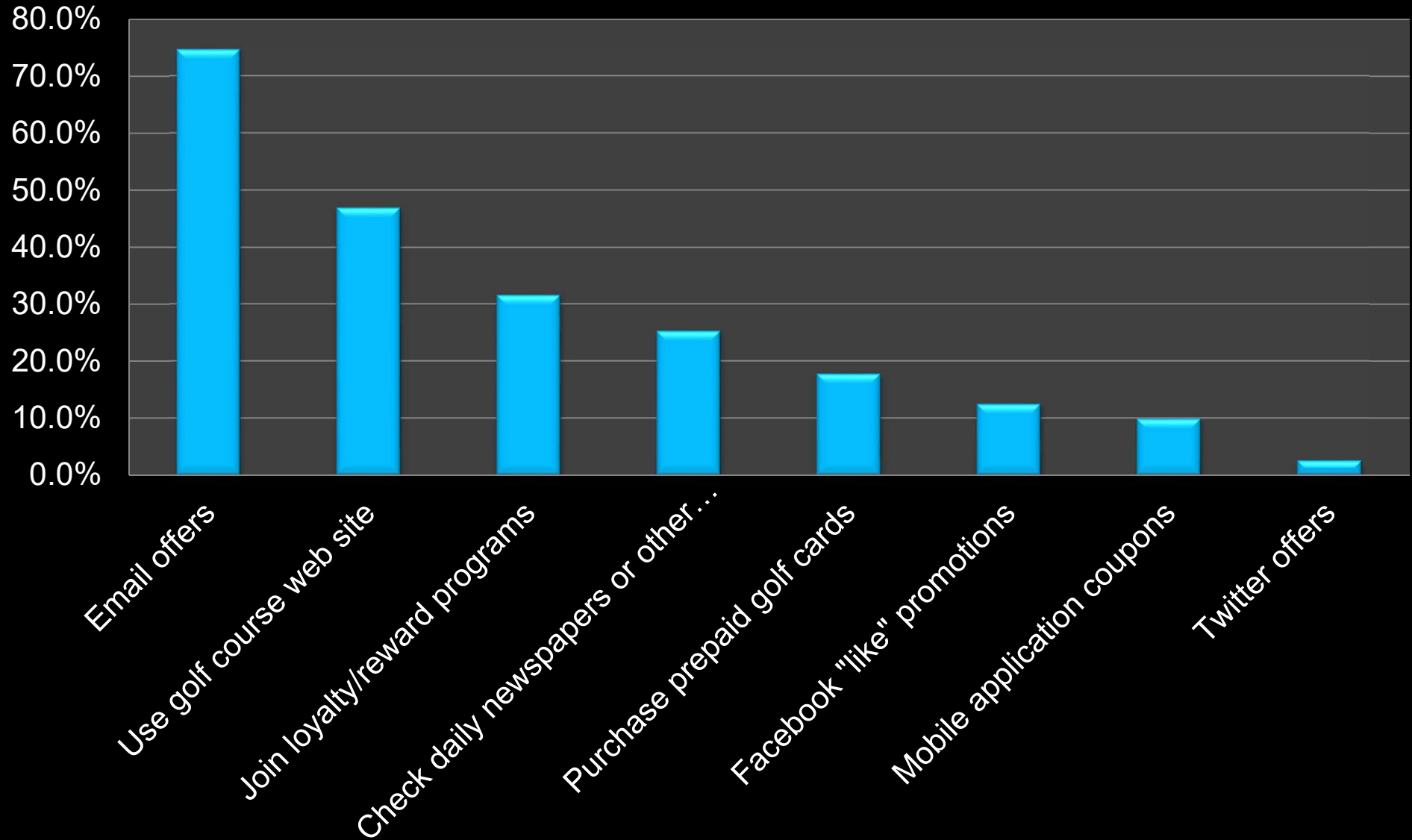
DID YOU KNOW



N A T I O N A L G O L F C O U R S E O W N E R S A S S O C I A T I O N

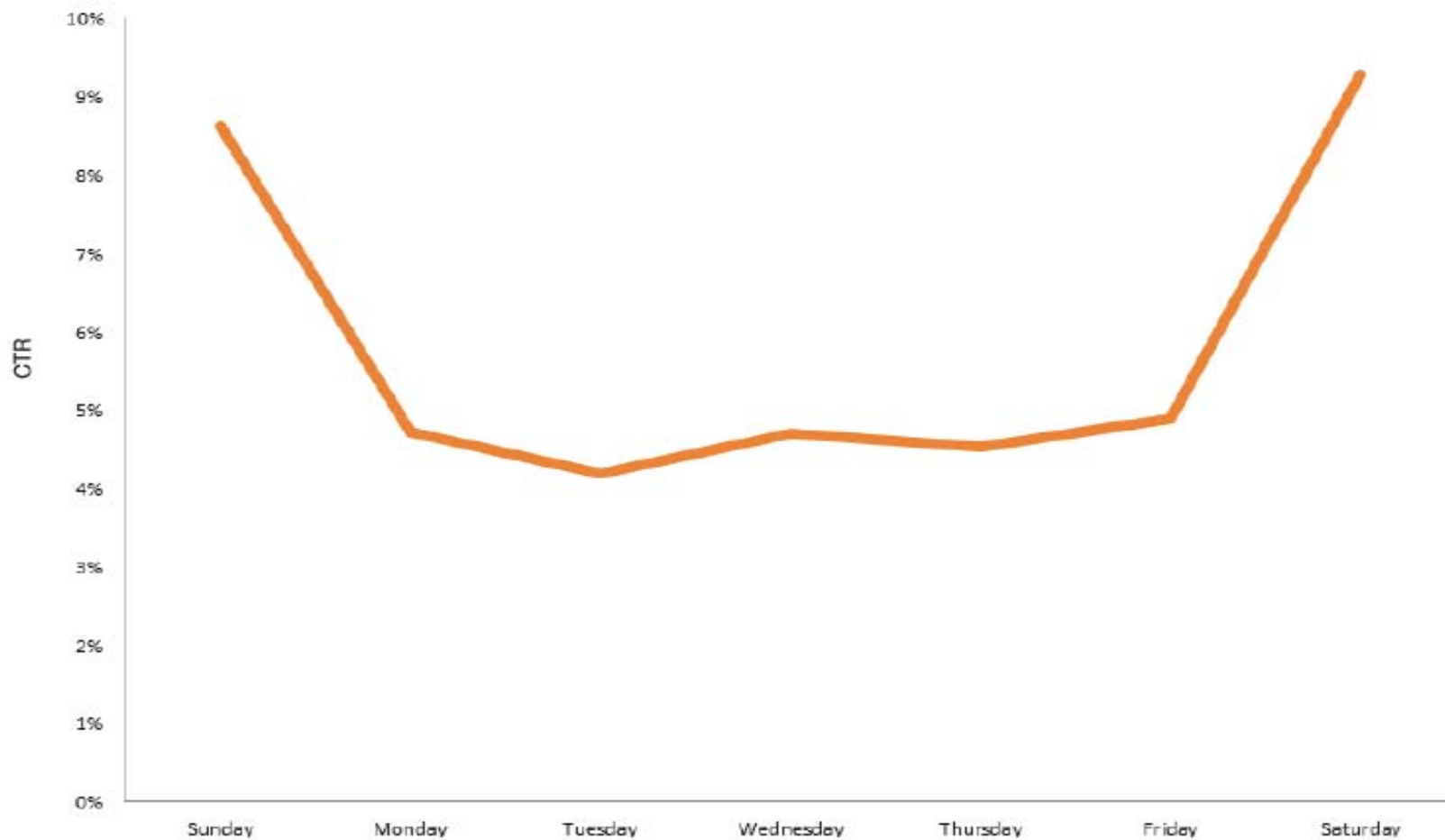
Email - \$75 per month for
5,000 – 9,000 names

To Learn About the Course & Specials



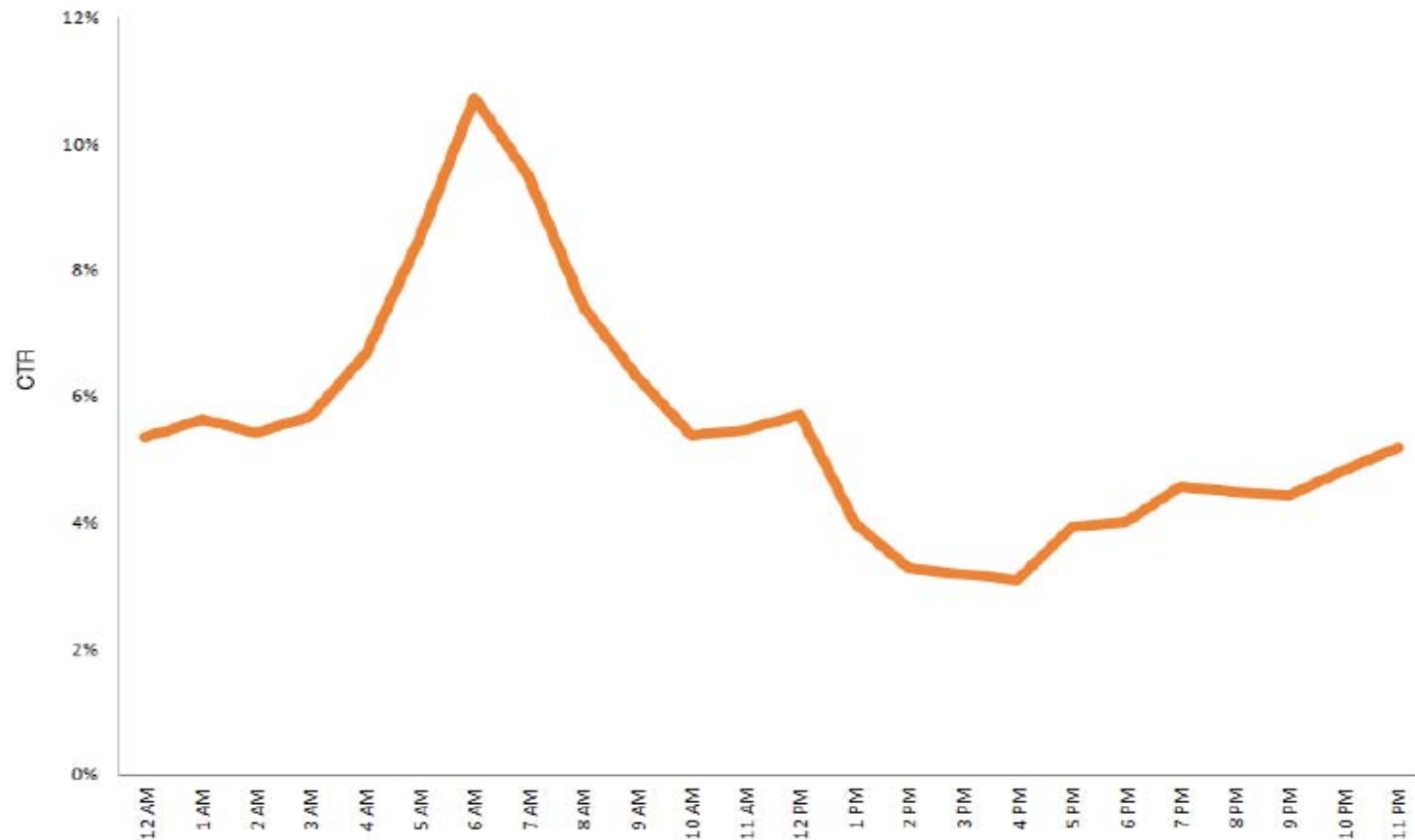
N A T I O N A L G O L F C O U R S E O W N E R S A S S O C I A T I O N

Effect of Day-of-Week on Clickthrough Rate



Source: Dan Zarrella, Social Media Scientist, Hubspot, "The Science of Email Marketing"

Effect of Time-of-Day on Clickthrough Rate



Source: Dan Zarrella, Social Media Scientist, Hubspot, "The Science of Email Marketing



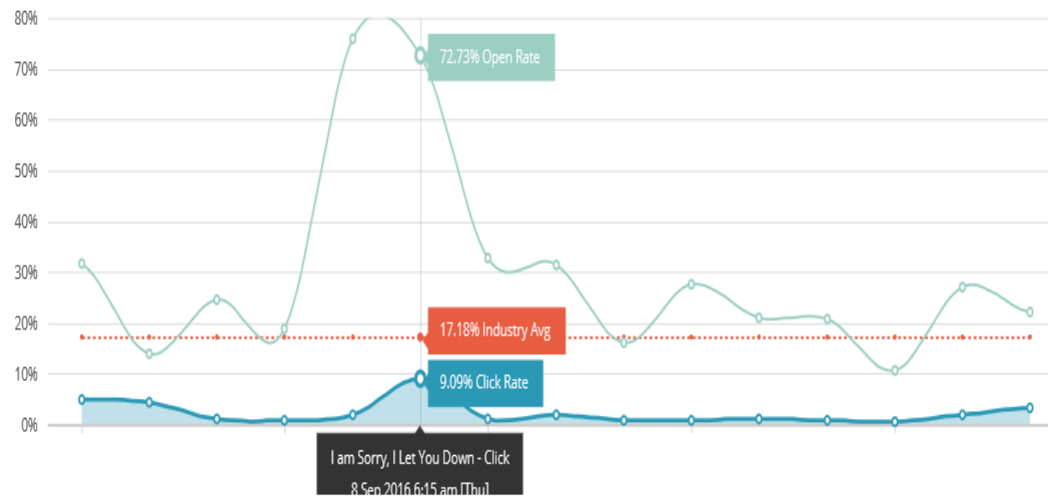
Reports

Campaigns Comparative Automation

Overview Revenue

All Lists

Open rate Click rate Industry avg, open rate



Folders

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November Newsletter

Regular • Master Database 9 1 2016

7,238

Subscribers

22.1%

Opens

3.3%

Clicks

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Emails

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Type:

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[Clear Search](#) | [Hide Search Form](#)
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Displaying 1 through 25 of 549 sent emails

<< < Prev | 1 2 3 ...22 | Next > >> Results per page: 25 

<input type="checkbox"/>	Name	Type	Launch Date	Sent	Open	Click	Bounce	Unsub	Conv.	Revenue	
<input type="checkbox"/>	Silver Creek Survey - DNO	Canvas	Nov 19, 2016 6:00AM	189	35.45%	21.16%	0.00%	0.00%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Silver Creek Survey - ODNC	Canvas	Nov 19, 2016 6:00AM	30	86.67%	33.33%	0.00%	0.00%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Silver Creek Survey	Canvas	Nov 16, 2016 5:01AM	274	23.72%	13.87%	7.30%	0.73%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Craigowan Oxford - Members - DNO	Canvas	Nov 15, 2016 7:32AM	113	25.66%	15.04%	0.88%	0.00%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Craigowan Oxford - Members - ODNC	Canvas	Nov 15, 2016 7:30AM	102	80.39%	41.18%	0.98%	0.98%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Craigowan Oxford - Card Holders - ODNC	Canvas	Nov 15, 2016 7:32AM	44	81.82%	27.27%	0.00%	0.00%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Craigowan Oxford - Card Holders - DNO	Canvas	Nov 15, 2016 7:31AM	39	23.08%	5.13%	5.13%	0.00%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Craigowan Oxford - Members	Canvas	Nov 09, 2016 4:01AM	340	66.18%	55.00%	1.18%	0.00%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Craigowan Oxford - Card Holders	Canvas	Nov 09, 2016 4:02AM	123	69.92%	53.66%	0.81%	0.00%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Nemadji Golf Course - ODNC	Canvas	Oct 18, 2016 5:31AM	898	56.35%	9.69%	0.22%	1.67%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Nemadji Golf Course - DNO	Canvas	Oct 18, 2016 5:31AM	4,910	11.34%	4.05%	1.43%	0.45%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Nemadji Golf Course	Canvas	Oct 12, 2016 5:02AM	7,045	17.10%	5.11%	13.22%	0.55%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Plum Creek - ODNC	Canvas	Sep 27, 2016 5:05AM	1,514	60.30%	5.15%	0.00%	1.45%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Plum Creek - DNO	Canvas	Sep 27, 2016 5:02AM	5,363	8.60%	1.53%	0.26%	0.43%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Plum Creek Golf Course	Canvas	Sep 21, 2016 5:00AM	7,255	25.36%	4.48%	0.58%	0.90%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	August 2016 Mid Month Newsletter DNO	Canvas	Aug 24, 2016 6:41AM	3,649	10.66%	0.99%	0.27%	0.22%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	August 2016 Mid Month Newsletter	Canvas	Aug 18, 2016 10:47AM	4,910	22.95%	1.77%	0.61%	0.18%	0.00%	0.00 USD	Actions
<input type="checkbox"/>	Round Rock - Kemper Sports	Canvas	Aug 11, 2016 7:01AM	5	0.00%	0.00%	0.00%	0.00%	0.00%	0.00 USD	Actions



Emails

Track the performance of your sent emails in real-time

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Results per page: 25 

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<input type="checkbox"/>	Craigowan Oxford - Members - ODNC	Canvas	Nov 15, 2016 7:30AM	102	80.39%	41.18%	0.98%	0.98%	0.00%	0.00 USD	Actions
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<input type="checkbox"/>	Round Rock - Kemper Sports	Canvas	Aug 11, 2016 7:01AM	5	0.00%	0.00%	0.00%	0.00%	0.00%	0.00 USD	Actions

DID YOU
KNOW

Data Analytics



N A T I O N A L G O L F C O U R S E O W N E R S A S S O C I A T I O N

4%

5X Decisions Faster

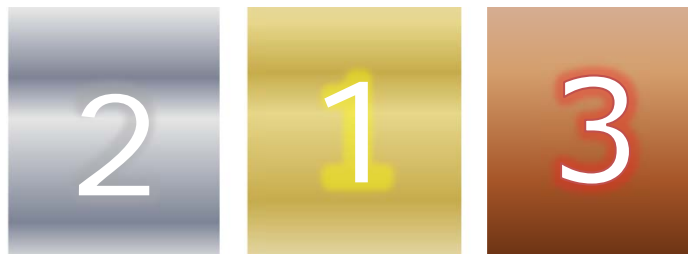
NATIONAL GOLF COURSE OWNERS ASSOCIATION

Club Prophet Systems – Starting at \$350 Per Month

	A	B	C	D	E	F	G	H	I	J	I	M	N	O	P	Q	R	S
1	Utilization																	
2	From Date		To Date		Start Time		End Time											
3	01/01/2016		12/22/2016		06:00:00		17:59:59											
4																		
5																		
7																		
8	Tee Time	Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Avg				
9	Weekday																	
10	6	0.00%	0.00%	0.20%	0.00%	8.93%	8.33%	2.46%	0.75%	1.83%	0.00%	0.00%	0.00%	1.88%				
11	7	11.24%	31.25%	29.89%	47.63%	51.26%	60.54%	59.60%	67.40%	65.37%	33.33%	29.14%	9.96%	41.39%				
12	8	34.67%	51.01%	47.99%	64.36%	65.28%	60.92%	51.30%	52.53%	72.93%	49.51%	46.79%	25.45%	51.89%				
13	9	43.00%	61.18%	54.32%	65.94%	67.76%	52.61%	40.77%	46.68%	66.13%	48.27%	47.83%	45.74%	53.35%				
14	10	43.41%	55.41%	48.92%	63.32%	56.96%	40.72%	33.12%	37.50%	52.37%	43.46%	53.37%	44.78%	47.78%				
15	11	18.75%	28.87%	30.98%	26.75%	29.32%	18.85%	16.72%	14.79%	20.93%	17.34%	38.20%	33.04%	24.55%				
16	12	33.78%	56.80%	43.63%	31.38%	26.89%	19.55%	13.65%	10.21%	16.72%	14.31%	39.43%	25.00%	27.61%				
17	13	5.51%	21.21%	20.38%	25.89%	20.34%	18.04%	21.76%	18.35%	24.47%	25.73%	13.09%	6.05%	18.40%				
18	14	12.76%	22.96%	33.13%	23.23%	22.77%	23.74%	24.56%	24.74%	22.74%	22.97%	20.45%	11.38%	22.12%				
19	15	1.49%	15.18%	28.65%	50.44%	28.25%	26.56%	21.73%	32.41%	44.25%	26.58%	6.21%	0.78%	23.54%				
20	16	0.17%	1.02%	15.06%	24.49%	21.80%	26.97%	24.36%	26.45%	24.06%	7.60%	0.00%	0.00%	14.33%				
21	17	0.24%	2.14%	1.90%	8.33%	9.94%	13.92%	16.12%	14.19%	4.55%	0.51%	0.00%	0.00%	5.99%				
22	Average	19.08%	32.36%	24.86%	30.66%	29.11%	26.77%	23.56%	24.75%	29.98%	22.22%	27.78%	18.19%	25.78%				
23	Available	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%				
24	Utilized	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%				
25	Weekend																	
26	6	0.00%	0.00%	2.68%	23.17%	27.13%	47.22%	44.50%	44.19%	31.55%	26.85%	0.00%	0.00%	20.61%				
27	7	17.19%	58.09%	42.58%	51.39%	41.44%	55.15%	49.15%	49.26%	53.17%	54.93%	33.82%	26.53%	44.39%				
28	8	36.62%	59.65%	33.48%	56.75%	64.62%	62.30%	64.61%	67.67%	56.78%	53.19%	34.32%	43.02%	52.75%				
29	9	40.94%	50.78%	32.81%	53.42%	40.33%	51.87%	38.53%	31.99%	62.50%	27.40%	30.00%	36.98%	41.46%				
30	10	53.17%	72.77%	44.20%	76.59%	57.42%	67.08%	63.51%	54.66%	58.33%	43.85%	39.29%	30.81%	55.14%				
31	11	35.63%	60.16%	29.30%	55.82%	49.35%	41.91%	30.86%	36.46%	39.34%	25.67%	32.39%	40.74%	39.80%				
32	12	47.89%	81.25%	44.30%	60.94%	38.81%	16.23%	27.82%	13.56%	31.25%	37.50%	52.24%	28.50%	40.02%				
33	13	6.25%	40.91%	22.66%	56.00%	37.15%	25.77%	15.94%	29.69%	34.15%	33.67%	17.65%	7.81%	27.30%				
34	14	15.36%	31.58%	35.27%	39.62%	41.23%	29.41%	30.06%	28.62%	28.46%	31.63%	20.34%	8.14%	28.31%				
35	15	2.81%	9.77%	12.89%	39.38%	27.78%	24.61%	35.63%	34.85%	33.21%	16.46%	3.52%	1.04%	20.16%				
36	16	0.00%	0.45%	4.02%	8.33%	10.23%	24.19%	22.26%	18.42%	7.76%	4.64%	0.89%	0.00%	8.43%				
37	17	0.50%	0.63%	0.39%	4.17%	10.07%	10.61%	7.81%	8.59%	1.95%	2.05%	0.00%	0.00%	3.90%				
38	Average	23.79%	43.60%	21.79%	37.20%	31.51%	32.04%	30.33%	29.06%	31.22%	26.98%	25.19%	20.36%	29.42%				
39	Available	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%				
40	Utilized	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%				
41																		
42																		
43																		

	A	B	C	D	E	F	G	I	J	K
1	Revenue Benchmarks									
2	From Date	To Date	Week Type	Course Name						
3	01/01/2014	12/22/2016	AllWeek	All						
4										
5										
6										
7	Revenue/Rounds			2016	2015	2014	Yield Distribution			
8		Green Fees		16.15	16.06	17.28	0.30			
9		Cart Fees		7.71	7.60	7.72	0.14			
10		Merchandise		5.63	5.09	4.55	0.10			
11		F&B		8.54	7.59	6.35	0.16			
12		Membership		0.40	0.23	0.14	0.01			
13		Others		11.63	9.67	4.68	0.22			
14		Total Revenue Per Rounds		53.98	49.74	44.01	1.00			
15	Total Rounds		33,969.44	40,283.00	41,372.78					
16	Total Revenue		1,833,724.53	2,003,678.83	1,820,791.48					
17										

What's Important Now



N A T I O N A L G O L F C O U R S E O W N E R S A S S O C I A T I O N

Got Any



N A T I O N A L G O L F C O U R S E O W N E R S A S S O C I A T I O N

J. J. KEEGAN: MY PASSION

CREATE VALUE FOR GOLFERS
ON A FOUNDATION THAT ENHANCES THE FINANCIAL PERFORMANCE OF A GOLF COURSE.



- ◆ Golf Strategist – 12 years including 7 months as GM operating golf course for client.
 - 2016 Client Engagements:
 - Municipalities - Cities of Arlington, Baltimore, Brookings, Enid, Minneapolis Park Board, Round Rock, South Bend, Superior
 - Daily Fee – Cutter Creek, Cypresswood, Plum Creek, Silver Creek, Sun City Summerlin
 - Private Clubs – Craigowan, Green Meadow, Ravenna
 - Resorts – Kokanee Springs
 - Webinar Series: 20 golf course management teams operating 60 golf courses through a strategic planning process including: Baltimore, Bloomington, Brooklyn Park, Charlotte, Cedar Rapids, Columbus, Crystal Mountain Resort, Fort Worth, Oak Creek/Pelican Hills, Pine Meadow, San Antonio, Virginia Beach, participated.
- ◆ CEO - Fairway Systems: Golf Management Software – 1989 to 2005 (450 golf courses, 7 countries)
- ◆ Memberships: GCSAA. Formerly member of NGF, NGCOA and CMAA.
- ◆ Speaker: NGCOA – Canada, New England Golf Course Owners, Golf Course Superintendents Association, NRPA, Golf Course Builders, PGA Sections including Wisconsin
- ◆ Professor: Clemson University, Keiser College, Holland College, Golf Academy, Professional Golfers Career College, University of Incarnate Word
- ◆ Golf Magazine Panelist: Visited 4,000+ golf courses in 46 of the 203 countries, played 1,600+ of the world's 34,011 courses
- ◆ Education & Licensing: BBA – TCU, MBA – University of Michigan, CPA – Inactive, Caddie Scholar

Complimentary Resources

Daily - I publish trends and news daily ([jjkeegan](#)) via Facebook, Twitter, and Linked.

Frequently, I post the best management practices I observe on Instagram ([jjkeegan](#))

A **weekly** blog, a monthly newsletter and I conduct quarterly Webinars regarding the most current developments impacting golf courses for members ([jjkeegan.com](#)).

Three times a year, I lead golf course through a 9-week course in creating a strategic plan, determining the tactical resources required and the appropriate policies and procedures to ensure financial success at their facility.

Biennially, I publish an updated version of the award-winning, "Business of Golf"

Thank you Marketing on a Shoe String



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