



## Texting vs. Email

### Webcast Recap

Last week we hosted a webcast showcasing the benefits of texting members as an option for competing with the "clutter factor". Our presenter, Justin Baer of [MemberText](#), presented statistics confirming that restaurant competition is rising dramatically, the number of people golfing is shrinking and email open and click through rates are declining. This means it's only getting more important for us to explore new ways of connecting with and engaging our target audience.

During this session we spent a lot of time learning about how email marketing is being dramatically impacted because of the "clutter factor." One stat shared by Justin indicated that the average person receives 88 emails per day! This is one of the reasons why open and click through rates are down. People don't have time to open that many emails!

So, how do we make sure our information is received and communicated to our members most effectively? We must take the information to where our members want to receive it. Justin shared a stat showing the average person checks their phone 150 times a day!

**[Register today](#)** for this on demand recorded webcast to see how clubs are effectively integrating text messaging into their member communication stream. Justin provides some great real life examples and ROI opportunities, so **[sign up now!](#)**