



PROFESSIONAL CLUB MARKETING ASSOCIATION

Membership Recruitment

Innovative Club Marketing Starts With Technology And Data

When you think of next generation membership, I want to encourage you to think about how you are adapting or innovating your marketing to match the needs of this generation.

Over the last decade, there has been a seismic shift in how we communicate; we are using multiple devices, we engage on a variety of social media platforms, and we are in control of the research and buying decision, which typically begins online. This communication transformation has left businesses in all industries scrambling to adapt, and the private club industry is no exception.

Your membership acquisition tactics might have been reliable over the last few decades, but for many clubs, they are breaking down today. If you are struggling to meet the financial expectations of your board through membership growth and retention, particularly younger members, it's time to innovate.

So how do you begin your marketing innovation and also get your board to buy in? Here are three ways to get started:

#1: Share Your Culture: Your culture is what makes you unique and sets you apart from other clubs in your area. It is the one aspect of your club that a prospective member is trying to understand when they research your club. People learn about culture through stories. We do "storytelling for clubs" workshops all over the country so we know you have fantastic stories to share. Yet, there are two barriers that exist: So often club communications do not focus on the stories of your membership. And for those of you who have identified your true stories, they never see the world outside your club. As humans, we connect through stories and your next generation member is hungry for your stories. Prospective members are researching online with insatiable appetites to learn about your club. Ideally, your stories are for both your future members as well as existing.

Pro Tip: Start a public-facing blog to showcase your club stories. The content is a powerful addition to your newsletter and as a stand-alone blog, they are visible to the public and become highly shareable online. You can incorporate your stories in your email communication to prospects, share them on social media, and they can drive more website traffic by the person searching for information online.

Get Board Buy-In: Sharing your club culture through content is not marketing. Your stories are a gateway to connecting with new audiences and are assets that engage your existing members who already help tell your story. When was the last time you shared a newsletter?



PCMA members are invited to read this full perspective inclusive of three communication tips from Kathy Heil, Owner, **StoryTeller Media + Communications**, in our March issue of **Club Membership and Marketing Magazine**.