



Pleasington Golf Club: On-Line marketing fills the gaps in the Tee-Sheets

With the credit Crunch biting hard into the UK economy, a number of companies are looking very carefully at how they invest their marketing budgets when it comes to entertaining clients. This is bad news for golf clubs that historically have made regular income from “corporate golf”, or society golf.

Pleasington is located in the north-west above Blackburn, and enjoys superb country views this part heath land course is a Regional Qualifier for the Open and has a strong reputation with local and national companies who want to entertain clients with a great day’s golf in a superb setting. Even they are not immune from the current economic situation.

Trevor Ashton, has been the Secretary at the club for four years, he has certainly noticed that in recent times companies and societies are being more careful, and in some cases cancelling bookings.

“We had a reasonable size booking worth around £1,200 due to come to the course in September this year, just a month before we received a call to cancel the booking due to the uncertain economic climate.” Recalls Trevor, “we were now left with a big hole in the tee-sheet and a loss of income from the booking and its associated spend at the bar, restaurant and pro-shop.”

“Fortunately having used the BRS Golf Club Tee sheet software for the last couple of years we were able to immediately mail out to all of our past visitors and societies offering them the chance to fill this gap at a discounted rate. Amazingly we actually took bookings to the value of £1,400, more than the original cancelled booking! We could not have done this as quickly and painlessly, without The BRS software. This one activity has more than paid for the use of the system this year.”

For further information on how the BRS systems may help you market your club go to www.BRSgolf.com and ask for a free no obligation on line demonstration.

To book golf at Pleasington go to www.pleasington-golf.co.uk and book a tee time on line.