YOUR QUARTERLY RUNDOWN... ARTICLES TO GET YOU THINKING



Winning In The Experience Economy

By definition, the experience economy is one where

experience creates economic value. This means organizations with the best experiences should be able to charge for it. Read more



7 Digital Marketing Trends of Focus for 2021

So, as we turn a corner into the New Year, what marketing trends will continue to permeate in 2021? Read more



5 Golf Marketing Ideas to Drive Revenue

The key is knowing your market and what you can do to make it easier to choose your golf course. Read more



Email Marketing and the Apple iOS 14 Update

Much to Facebook's dismay, Apple's planned privacy update to iOS 14 will prompt users to choose whether to allow Facebook to track their phone activity to provide personalized ads. Read more



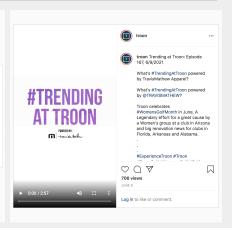
The Ultimate CMO Resource

A great collection of CMO development and networking resources including association, publications, influencers, books, events and more. Read more

SOCIAL SPOTLIGHTS FROM AROUND THE INDUSTRY







<u>emperSports' The Wilderness</u>
<u>Golf Course using</u>

#MakeGolfYourThing to
increase exposure on their

<u>ClubCorp Wedding Wednesday</u>

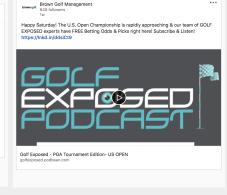
<u>highlighting non-golf revenue</u>

<u>source</u>

Vendor collaboration on consistent branded "show" to highlight what's #Trending At Troon



junior golf camps





Bandon Dunes letting the picture speak for itself on Twitter

Brown Golf created a podcast and are using it as content on other platforms.

Founders Group International uses Facebook live to show the restoration progress at Pine Lake Country Club.

NGCOA REMINDERS

Just Released- So, You Want To Own a Golf Course?



NGCOA Research Center

The NGCOA partners and participates with industry experts and other organizations to provide members with timely, business-critical reports, studies and other research content.



MCOR21- Save the Date Nov. 9-10 Monterey, CA

New Smart Buy Marketplace Partners

Motorola

Rockerbox

