
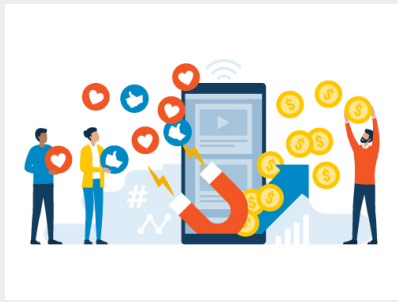


YOUR QUARTERLY RUNDOWN... ARTICLES TO GET YOU THINKING




### 4 Common Cause Marketing Campaign Mistakes Committed by Big Businesses

Consumer awareness of brands' impacts on the environment is on the rise, along with an increased understanding of where companies stand on social and economic issues of the moment. [Read more](#)




### 3 Key Takeaways About Digital Marketing From Top Brands

Email marketing is fundamental to most brands' strategies, but digital marketing leaders rate it as one of the least effective channels in driving conversion. [Read more](#)




### Business Is Personal

Salesforce says 57% of consumers are willing to share personal data in exchange for personalized offers or discounts. McKinsey says 76% of consumers are more likely to consider purchasing from brands that personalize, while 78% are more likely to refer friends and family. [Read more](#)



### Data Is Only As Good As Its Use

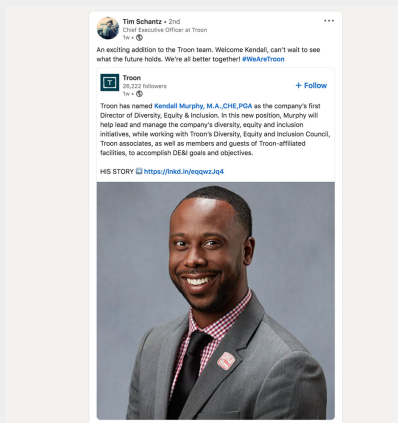
We like the benefits of data mining...the benefits of having your data out in the virtual world provides a great opportunity for golf operators to improve customer service and improve the bottom line. [Read more](#)



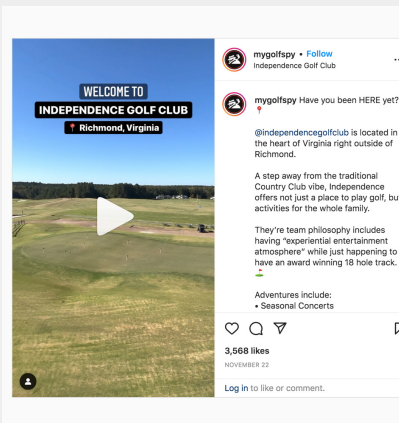
### Into the metaverse: What is it and what does it mean for the sports industry?

Huge parts of the technology sector are aligning their visions for the future in the metaverse, a world beyond the internet built on shared experiences and digital-first products. [Read more](#)


SOCIAL SPOTLIGHTS FROM AROUND THE INDUSTRY



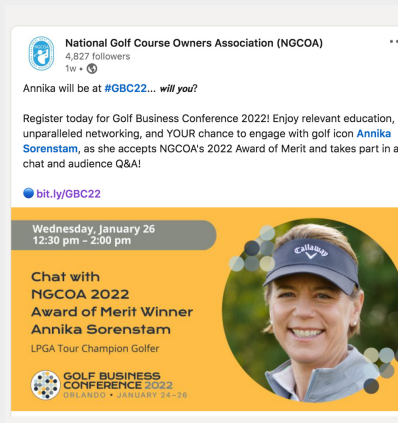
[Troon recognizes a new employee and an important new role to the company, Director of Diversity, Equity & Inclusion](#)



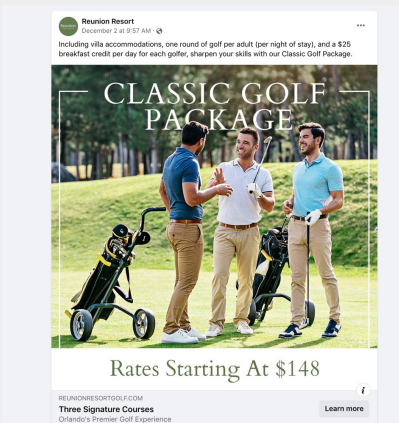
[A short reel on Instagram creatively highlights all of the facility amenities in under a minute](#)




[TopGolf hosted some of the best golf personalities and influencers for a creators retreat.](#)



[Annika Sorenstam to receive the NGCOA Award of Merit at the Golf Business Conference](#)



[Reunion Resort is using targeted Facebook Ads to promote special packages](#)



[Arcis Golf congratulates 3 of its teachers for making the Golf Digest's annual Best Teachers Rankings](#)

### NGCOA REMINDERS






[Golf Business Conference 2022 Registration is open—Jan 24-26, Orlando, FL](#)

[Attendee Registration Opens for 2022 PGA Show](#)

[Thank you to all who attended MCOR21 and make sure you save the date for MCOR22 July 26-27 in Charleston, SC](#)

[Golf Business Live—Jay Karen and Don Rae tackle industry issues with special guests each month. Like, Share, and Subscribe!](#)

[Congratulations to all of the NGCOA Annual Award Winners](#)



### 2 Critical NGCOA Surveys That Need Your Attention

Your feedback is incredibly important to the NGCOA. We are administering two surveys the early part of January, and you may be asked to participate. Please consider taking a few minutes for these surveys as they're very important to providing all our members with information and tools to improve golf course business.

We are working with McKinley Advisors on a consulting project to ensure the continued growth of the NGCOA value proposition, as well as with Sports & Leisure Research Group to produce our second annual Trends Reports. Both of these studies require honest, timely feedback from members just like you, so please watch your email inbox in the coming weeks for these surveys. We greatly appreciate your participation; please contact Jay Andersen, Senior Director of Membership with any questions.