

YOUR QUARTERLY RUNDOWN... ARTICLES TO GET YOU THINKING



The Future Of Marketing Is Lean For Businesses Big And Small

Digital marketing and media make it possible to create, launch and glean rapid performance insight more immediately. [Read more](#)



Track and measure: A guide to improving your digital performance through actionable analytics

Marketing teams can use their website analytics to learn more about buyers and how they interact. [Read more](#)



KemperSports survey reports 33% of new golfers are women

This survey data...allows us to tap into the changing needs and demands of the new player to deliver experiences that better serve our customers, members and guests. [Read more](#)



Golf equipment sales surge to historic levels as rounds played continues to grow

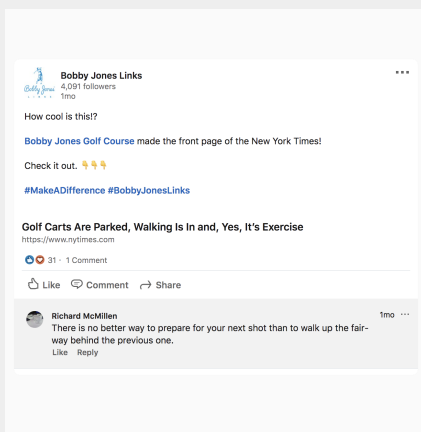
Sales at on- and off-course retailers were \$388.6 million, which easily surpassed the previous best two months. [Read more](#)



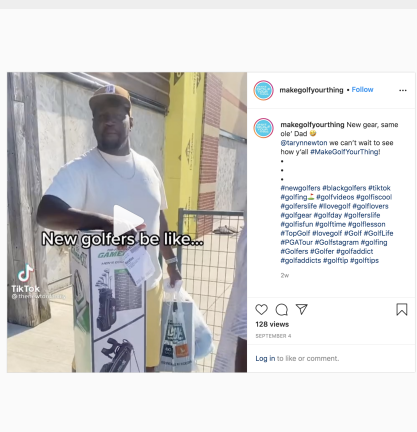
What does the future of golf look like? These nine influential voices are helping bring it into focus

What they share, in addition to a deep love for the game: a steadfast belief that golf, like all things, must adapt to survive—and, ideally, to thrive. [Read more](#)

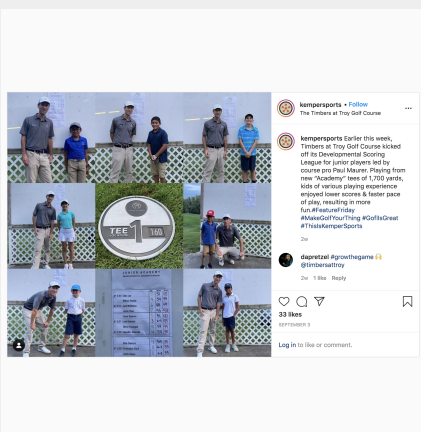
SOCIAL SPOTLIGHTS FROM AROUND THE INDUSTRY



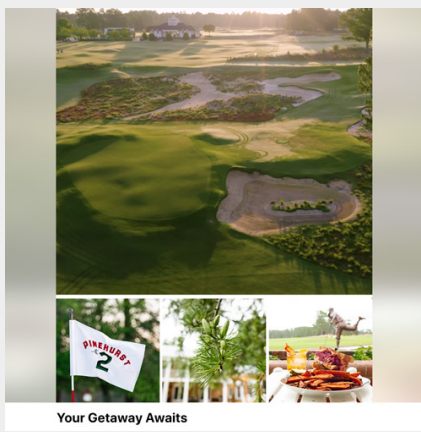
[Bobby Jones Links highlights their contribution to an article in the New York Times providing great content and thought leadership.](#)



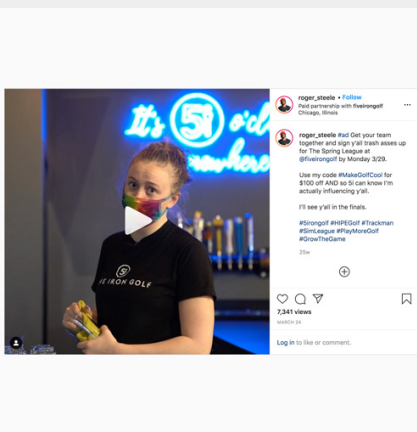
[MakeGolfYourThing reposts trending video to increase engagement](#)



[KemperSports highlights junior program with new tees to promote lower scores and faster play.](#)



[Pinehurst using paid Facebook ads to drive awareness of special packages](#)



[Are you considering influencers to grow your business?](#)



[Cog Hill celebrates their PGA Jr League team](#)

NGCOA REMINDERS

[MCOR12- Register now to attend Nov. 9-10 Monterey, CA](#)

New Smart Buy Marketplace Partner

[Tagmarshal](#) — Receive a **\$1,000 rebate** per participating golf course when signing up for Tagmarshal's GPS-based on-course optimization technology

Don't forget to file your Employee Retention Tax Credits — [For assistance contact NGCOA Smart Buy Partner RockerBox](#)

[Golf Business Conference 2022 Save the Date- Jan 24-26, Orlando, FL](#)

