Proshop Tee Times.com

How To – About Email Marketing

Why use email marketing?

The eMail Marketing feature of ProShopTeeTimes can be used to increase revenues.

At the end of the day, any unused tee times are worthless. When you look at the tee sheet and see that you are going to have a day with a lot of unused tee times, you can quickly and easily announce a promotion in an effort fill the unused tee times.

Because eMail Marketing gets to the customer within seconds, you can announce a promotion for the current day. If near-by courses got a lot of rain, but you did not, then you can send an email saying you are allowing carts off the path today.

Different ways of delivering your message.

1. eMail Marketing built into Proshop Tee Times. This is very quick and very simple. Send unlimited emails at no additional cost. You can create e-coupons with barcodes. When you scan one of these barcodes, Proshop Tee Times will verify the coupon has not expired and has not already been used. If the coupon is valid, it will add the specified item to the sales cart.

2. eMail Marketing via MailChimp. MailChimp has more design features that allow more complex emails. The trade-off is it takes longer to design the emails. They charge if you send too many emails a month. We can upload your contact list to MailChimp nightly. MailChimp cannot create coupon emails with barcodes.

3. We also offer TXT marketing. The advantage of TXT marketing is speed. If you announce a promotion that expires tonight, then the promotion will expire before some of your customers read their email. The disadvantage is TXT marketing is cost. We have to pay a third party company to route the TXT messages to your customers cell phones. We pass these expenses on to you. There is a base cost of $10 / month plus 2 cents for each person that receives the TXT.

The promotion is up to you. Some examples are:

- A few dollars off a round of golf
- A free cart rental

How To – About Email Marketing

- A free bucket of balls for the range
- Or anything else to attract customers.

You can also use eMail Marketing to notify customers of

- New products in the pro shop
- Golf Clinics / Lesson specials
- Tournament Results

How to build a list of email addresses?

ProShop Tee Times allows you to build a list of customer email addresses. This list is built in five ways:

1. When a customer makes a tee time on line, they provide their email address.

2. When a customer makes a tee time over the phone, you can ask for their email address, then enter their name and email address in the contacts section.

3. You can send us a list of email addresses and we will import them for you.

4. You can allow customers to sign up to receive promotional email address via your website.

5. You can allow customers to leave a business card in a bowl on your counter. You can have a monthly drawing for a dozen balls or a round of golf.

The end result is a constantly growing list of email address of people that like to play golf.

To use the eMail Marketing feature:

1. Login to ProShopTeeTimes as normal.
2. Click on the ADMIN menu button.
3. Click on the **eMail Marketing** button.
4. Click on Add Mailing in the bottom left corner.
5. Select the email type
   a. **Informational** emails are for announcing news or specials for a specific period of time. For example, "Play this Tuesday, and get a free cart rental".
   b. **Coupon** emails have a barcode and an expiration date. You specify the item you are promoting, and when your employee scans the barcode, that item will be added to the sale. The customer can only use the coupon one time.
   c. **Birthday** Coupon emails are like Coupon emails, except they only get sent to customers with birthdays in the month you specify.
   d. **Come Back** Coupon emails and like Coupon emails, but are sent to customers that have not purchased anything at your course in a while. For example, you can tell the system to only send these coupons to people that have not purchased anything in the past 30 days (or past 60 days). Customers that have been inactive over 2 years will be excluded since they have probably moved or are unable to play golf.
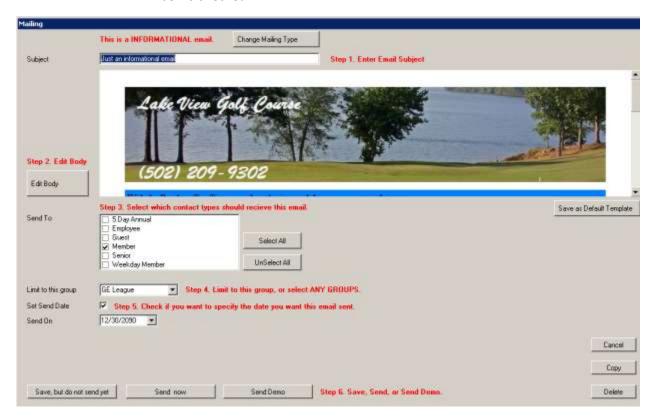6. Enter the email subject line.

7. Click on the EDIT BODY button and enter your email as if you were typing a Word document. You can change the header image, background colors, change the font, font color, and font size. You can insert pictures and create hyper links.

8. Click the SAVE button at the top right to save the email body.
9. Select the **contact types** you want to receive the email.
10. You can send to all **contact groups**, or limit to 1 specific group (like members of a league).
11. If you are sending a Coupon email for a free bucket of balls, you will need to specify the item you are promoting. You will want to have an item called "Large Range Balls Coupon" with a price of $0.00 and associate that item with this email.
12. If you are sending a Birthday email, you will want to specify the Birth Month. Only people born in that month will receive the email.
13. If you are doing a "Come Back" coupon, you will specify the "Last Played at least days ago" number.
14. If you are sending a coupon, birthday, or come back email, you will also specify a date when that coupon expires.
15. Click SEND DEMO to send a copy of the email to yourself.
16. After you have viewed the demo, click SEND NOW when you are ready or click SET SEND DATE and specify the date you want Proshop Tee Times to send this email.
17. When the email is sent, it will only go to customers that meet the following criteria:
    a. Their contact type matches one of the types you selected.
    b. You selected All Groups or the contact is in the group you selected.
    c. If this is a birthday mailing, then their birth month in our system matches the month you specified.
    d. If this is a come-back coupon, then they have not have not played in the past number of days you specified.
    e. If this is a come-back coupon, then they have played in the last two years.

f. Under their contact profile, they have an email address and the SEND EMAILS box is checked.

While editing the body of the email, you can change the header image, side images or colors, header background color, footer background color, and body background color. There are also preset textures and gradient colors. Just right-click on an area an use the pop-up menu to make changes.

How to Create your Default Mail Template:

After you create an email you like, which a great header image and color scheme, you can edit that email and click **SAVE AS DEFAULT TEMPLATE**. Future emails you create will start with the same header image and color scheme.

How to Check your Success:

After you send an email, we record the number of people that opened the email. Go back into the ADMIN MENU, click Email Marketing, Select the email, and click MAILING OPENS REPORT. If you sent a coupon, you can also run sales reports to see how many coupon items were redeemed.

How To – About Email Marketing

How to use the TXT Marketing feature:

You have to enroll in this optional feature which costs $10 / month plus 2 cents per message received. If you send 1 message to 800 people, it will cost $16.

1. Login to ProShopTeeTimes as normal.
2. Click on the ADMIN menu button.
3. Click on the **TXT Marketing** button.
4. Click on Add Mailing in the bottom left corner.
5. Enter the details of the promotion. You are limited to 150 letters.
6. If you want the system to send this automatically on another day, then click SET SEND DATE and specify the send date.
7. If you are ready to send the promotion, click on SAVE AND SEND NOW. If you want to save it, and send it later, click on SAVE BUT DO NOT SEND YET.