

# Marketing Plan for the Grand Re-Opening of Winston Lake Golf Course



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## Executive Summary:

Winston Lake Golf Course is a historical, municipal golf course located in eastern Winston-Salem, North Carolina. It is a member of the Winston-Salem Parks and Recreation department and is home to one of the best courses in Forsyth County.

At Winston Lake Golf Course, our services include the usage of a newly renovated 18-hole golf course, a newly renovated practice green, a kept driving range, and full-service club house where visitors can grab a bite to eat, purchase golf equipment and attire, rent clubs, and usually get advice on their game. The products we sell include golf attire (collared shirts, vests, rain/wind suits, shoes, socks, pleated Teflon-enriched pants and shorts), golf balls, golf clubs, golf bags, vending machine type snacks, and other little items like Winston Lake Golf Course insignia towels. We also have the option of ordering items for our customers that we do not carry in the store. Our café area sells your usual “At the Turn” favorites like hotdogs, hamburgers, and cold beverages.

Our Grand Re-Opening truly be a show case of what makes Winston Lake Golf Course what it is *The Hidden Jewel of Winston-Salem*. The grand re-opening will show off the newly installed greens on all 18 holes, the new practice green, tree removal, over-seeded fairways, and new protocols throughout the facility. It will be a reintroduction as well as a get to know your local golf course. We will have food and beverages, product demonstrations, and an open pro shop open to our guests as they wander through the grand re-opening.

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I. Introduction:

- A. Mission Statement – Our mission statement at Winston Lake Golf Course is to provide its patrons with experiences that will keep them and their friends coming back to the secluded yet available golf course.
  
- B. Background – Currently, the marketing plan is word-of-mouth as the majority of people who chose to play The Lake know its rich history with the Vantage Championship, its spot in the Black Golfers' Hall of Fame, its challenging undulations, and scenic spots all throughout the nearly 6,000 yard golf course. I would say though this method is working, and working well (even during our 2 month green renovation and closing during that time). Folks still come from all around to play this unforgiving golf course and know that its difficulty pales in comparison to the afternoons of fun it provides; its difficulty has definitely been the go-to advertisement strategy. Its previous target markets have been those with the most leisure time on their hands, more than likely the local retirees.

## II. Situational Analysis: Following the principles of SWOT Analysis

### A. Internal Analysis:

#### Strengths:

- “Word of Mouth” practice helps spread word about this famous course; plus, it’s free
- Well known facts that our facilities are clean and neat
- Convenient to Forsyth County where it’s located but to other surrounding counties too like Davie, Davidson, Surry, and Stokes counties
- Constant upgrades are being made to preserve the course’s rich history as well as make way for new history which are HIGHLY marketable

#### Weaknesses:

- Though the “Word of Mouth” method has worked for years, budding young professionals have no idea (nor sometimes care about) the course’s history, etc.
- There is no visible signage to invite the country club crowd out to Winston Lake where our greens and fairways are just as good if not better than those of the country clubs

### B. External Environmental Analysis:

#### Opportunities:

- The course is advertised in the one of the Winston-Salem parks and recreation bi-weekly/monthly publications however this publication is only readily available at the course itself and other recreation centers
- Social media is the new way to do things; if the course wants positive publicity, pictures posted, forums for previous customers to post comments, and other ideas like those Winston Lake should take advantage of the various forms of social media out there

#### Threats:

- Winston Lake Golf Course’s main threat is other public courses within the same distance and price range as Winston Lake; places like Olde Homeplace Golf Club and Reynolds Park Golf Course are both viable choices for golfers to play at with similar difficulty and prices

### C. Product Portfolio and Positioning:

#### Products/Services offered at Winston Lake Golf Course:

- a. Club fitting services – located inside the club house in the retail store area.

- b. Professional advice – located inside the club house in retail store area.
- c. Various practice facilities, as in a practice putting green with 18-holes cut and an extensive driving range – the practice green is located outside the club house and the driving range is a short 2 minute walk down.
- d. A complete clubhouse with men’s and women’s locker rooms with showers and restrooms, a restaurant with an extensive seating area and television, a retail area, and a covered patio with seating area, a bay for a grill, and a score board – located just outside of the clubhouse.
- e. Electric golf carts – are used throughout the course and driving range. They are also used for bag pick up and drop off. They housed in a garage in the basement of the clubhouse.
- f. Retail shopping area – located in the clubhouse where patrons will pay for whatever service they are requesting (18 holes, 9 holes, club fitting, etc.).

Unique Selling Proposition: Our competitors can boast many things, but what they cannot boast is a warm and inviting facility where they can play 18-holes or take it easy with friends.

Value Proposition: The seclusion of Winston Lake Golf Course, tucked in the back of a neighborhood in east Winston-Salem makes it not only cut-off from the hustle and bustle of everyday but nosey distractions as well.

### III. Competitive Analysis:

Winston Lake Golf Course's main competitors are located throughout Winston-Salem, NC and Forsyth County. Here is how they draw patrons to their public facilities:

#### Tanglewood Park Golf Course:



Tanglewood boasts two [award-winning](#) golf courses: the Championship Course, designed by the legendary Robert Trent Jones, Sr., and the Reynolds Course. Tanglewood is consistently rated as one of the premier public golf facilities in the nation. Our courses are as challenging as they are beautiful.

Words from:

<https://www.forsyth.cc/Parks/Tanglewood/Golf/>

#### Reynolds Park Golf Course:



Reynolds Park G.C. offers a full service snack bar, fully stocked golf shop, range with grass tees and mats, bent grass greens, a tournament pavilion that accommodates up to 200+ players, and fantastic views of the down town sky line.

Reynolds Park offers unparalleled value as a combination of price and available amenities. Annual membership plans are available, as well as a locker room and practice green. We hope to see you very soon.

Words from:

<http://www.golfnow.com/course-directory/north-carolina-golf-courses/winston-salem-golf-courses/reynolds-park-golf-course>

#### Olde Homeplace Golf Club:



The 18-hole "Olde Homeplace" course at the Olde Homeplace Golf Club facility in Winston Salem, North Carolina features 6,345 yards of golf from the longest tees for a par of 71 . The course rating is 69.8 and it has a slope rating of 118. Designed by Mark Charles, the Olde Homeplace golf course opened in 1993.

Words from:  
<http://www.golfnow.com/course-directory/north-carolina-golf-courses/winston-salem-golf-courses/olde-homeplace-golf-club/>

Oak Valley Golf Club:



Words from:  
<http://www.oakvalleygolfclub.com/>

Oak Valley is the only Arnold Palmer designed Golf Club in the Winston-Salem area. Carved beautifully into old dairy farmland, the course truly captures the splendor of the western North Carolina foothills.

Conveniently located just a couple of miles off I-40, six miles west of Winston-Salem, golfers from all over the world have enjoyed Palmer's beautiful and challenging layout since the course opened in December 1995.

Oak Valley offers exceptional value and fun for golfers of all abilities. We're open to the public everyday, and we feature several categories of affordable memberships. We invite you to visit Oak Valley, the place where legends are made.

Meadowlands Golf Club:



Words from:  
<http://www.meadowlandsgolfclub.com/>

Enjoy Meadowlands Golf Club with Hale Irwin's Signature Design course as the cornerstone of our facility. Discover the long, rolling fairways and luscious bent grass greens that wander through an abundant display of nature. Meadowlands Golf Club is part of the Meadowlands master-planned community located in the heart off Winston-Salem, Greensboro, and High Point North Carolina.

Remarkably playable yet challenging, Meadowlands is a course truly fun to play. You are invited to play Meadowlands Golf Club. Our staff awaits your arrival and is ready to make you feel part of our family by delivering an unparalleled golfing experience.



#### IV. Customer Analysis:

##### A. Identification of Customers Served:

Customer demographics for Winston Lake Golf Course include primarily African-American and White, males who are in their late 20s and up, all the way through their 80s. The average income varies as there are two local universities, an industrious downtown, and many retirees from said downtown who are all at different stages of their life and earning potential. From my research, the average income of those working regular full-time 9:00 am to 5:00 pm, is between \$35,000 and \$85,000. However, the average income goes up dramatically when referring to the patrons who are retired because they have acquired and are living off the income they made over the years. Not to mention, the retirees are also the regulars.

The attitudes, opinions, and interests are relatively similar and traditional. They believe in hard work, getting an education, and being respectful. They are truly old southern gentlemen. The younger crowd that comes to Winston Lake tends to enjoy taking life, not as seriously, but still seriously enough to be front runners in their industries. All of our patrons have an interest in golf, though their skill levels may in fact be different.

##### B. Target Markets:

- I. Young professionals
- II. The Retired Regulars
- III. Out of town visitors

Young Professionals – This is the best market segment because they are the ambitious group that has an interest in golf but are occupied with their careers as well. This group is important to market to because they will eventually become the “Retired Regulars” market segment. The Young Professionals group is important to recognize because they will have a lot of influence in the future especially in regards to the way trends and fads will come in and out. As technology changes, they will also be more inclined to want to see these technological advances applied to multiple aspects of their lives including their interests (i.e. the game of golf – digital readouts of each hole, ordering food to be picked up “at the turn”, etc.).

The Retired Regulars – This market segment is important because even though the Young Professionals are the ones that will more likely use newer technology and have less time to play but will play anytime they have a chance, the Retired

Regulars have the most to spend with us; cart rental fees, green fees, and products in our retail shop are all heavily purchased by this market segment. They have the steadiest of incomes as well as the most time on their hands. Not to mention, health wise it is not a terrible idea for them to come out and play a round or two depending on their ability that is.

Out of Town Visitors – This group is important to market accurately to because they usually only have what others have said about the course to them. These guests are important because even though they will not be visiting the course as often as the regulars or young professionals, whenever they return to town and have a few hours between what they have to do we want them to return to Winston Lake Golf Course and hopefully bring their friends, colleagues, or family.

Va. Marketing Goals:

Winston Lake Golf Course's goals include to provide recreation through the game of golf while also making the course and facility fun and accessible. We want to make sure people, especially from the surrounding area, learn about Winston Lake's rich history and challenging undulations. Obviously we want to see a rather large ROI but we also want our patrons to enjoy visiting a place where money is not necessarily a huge deal—in turn “making” them spend more money with us in summer camps, concessions, tournaments, and even facility rental.

These goals relate specifically to my marketing plan because they reflect what our patrons want in a municipal golf facility. They are realistic and they are obtainable. My marketing plan gets the word about Winston Lake Golf Course while still maintaining the subtly of marketing within golf culture.

Vb. Marketing Strategies:

Even though golf courses have the reputation for having “quieter” marketing efforts, in this case after being closed for a while and having other repairs done to the course a larger scale marketing campaign is necessary.

1. Beefing up advertising efforts.
2. More services for our customers.
3. Adding a simulator to the clubhouse.

## VI. Marketing Tactics:

### **Strategy 1:** Beefing up advertising efforts.

For Winston Lake Golf Course the toughest part is deciding who to send mailers to because of the relatively exclusivity of the sport as a whole. We are trying to cater to golfers, male and female, at all walks of life therefore mass mailing may be beneficial for us because it is not as loud as television or radio commercial. I do like the idea of sponsoring teams of foursomes to go to other local and statewide golf courses wearing WLGC licensed gear because it gets our name out there and gives golfers at other facilities options to compare especially price wise. Posting fliers, as in handouts, in lobbies of the major companies we have downtown, high schools, golf and sports specialty stores, and local recreation centers will also generate customers that are probably coming through those places for other reasons.

Perhaps shooting a commercial that depicts Winston Lake Golf Course in the usual relatively exclusive light while making known that this public course is back open for business. This also means paper and social media advertisement as well; we will be pushing an initiative that will include more opportunities to use sites such as Facebook, Twitter, and Instagram so that prospective patrons can not only hear from us but see a quick glimpse of what we are going over at Winston Lake Golf Course, The Hidden Jewel of Winston-Salem.

### **Strategy 2:** More services for our customers.

This means offering extended services of what we already have and adding to our repertoire. Services like: club repair, club consignment, extended store items in the clubhouse, cart valeting, and adding additional televisions in the café area.

### **Strategy 3:** Adding the golf simulator.

For the colder months, we want to add a simulator so that golfers can still get their fill of golf while staying warm in the cozy enclosed patio. At the grand re-opening we will set up mock ups of the simulator area and gage the interest of our patrons.

VII. Implementation and Control:

A. Action Plan:

The Grand Re-Opening of Winston Lake Golf Course Planning Calendar

2015

Jan 2015						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Feb 2015						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

Mar 2015						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Apr 2015						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

May 2015						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Jun 2015						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Jul 2015						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Important Dates

**January - March 2015**, Complete all construction projects (replace greens, tree removal, and bridge construction), during this time we will begin our heavy marketing campaign (paper advertisement, radio/television commercials, "team" sponsorship)

**April 18-21, 2015**, "Soft" opening for regular patrons

**May - June 2015**, Open to the general public with the hopes of those patrons using the Word-of-Mouth tactic while continuing on with a softer advertising push

**July 12, 2015, Day of the Grand Re-Opening**

**B. Budget:**

<b>Item</b>	<b>Price</b>
Advertising Push - fliers and other paper needs - small newspaper advertisements - team sponsorship -radio/television ads	\$12,000.00
Day-Of Needs - plates, cups, flatware, etc. - grill rental - food purchases - EMS, Police	\$2,000.00
Simulator Mock-Ups done by FedEx Kinko's	\$300.00

<b>TOTAL:</b>	<b>\$ 14,300.00</b>
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**C. Evaluation:**

We will know how well our Grand Re-Opening performed when we see the numbers of patrons increase in the following months afterwards.

Another way we will be able to gage how well all of our promotions and event actually went is hopefully hearing from the people that come to the event about how they heard about the event. We will be setting up a table for people to fill out a quick survey at the event to tell us how thy heard of us.

VIII. Appendix:

Flyer



GRAND RE-OPENING OF WINSTON LAKE GOLF  
COURSE

Come out and join us to celebrate our re-opening after  
being closed in the earlier months of 2014!

Date: July 12, 2014

Time: 12:00 pm – 5:00 pm

Where: Winston Lake Golf Course  
3535 Winston Lake Drive,  
Winston-Salem, NC 27105

Feel to call us with any questions! (336) 727-2703



# Social Media

