

# THE TEE TIMES

The Quarterly Newsletter for EZLinks Members & Partners

July 2002

Volume 7, Issue 3

## ON THE TEE:

Successful Email Marketing

EZLinks in the Middle East

Profile: Old Orchard CC

Golfpac Gets Linked Up

Software Tip: Tee Sheets!

Newsletter Archives

## Chip-Ins:

- **EZLinks Point-Of-Sale** system selected by Braemar GC (MN), Tanna Farms (IL), and Tree Acres (WI).
- From January to June, **over \$121,000** in tee time revenue was generated through **ezlinks.com** and affiliated websites for EZLinks member courses!
- EZLinks welcomes aboard its newest member, **John Baer**. John is an Account Manager for the South-western United States.



601 Oakmont Lane, Suite 400  
Westmont, Illinois 60559

Phone: 888.88.LINKS

Fax: 630.323.3429

Email: [info@ezlinks.com](mailto:info@ezlinks.com)

Web: [www.ezlinks.com](http://www.ezlinks.com)

Network Support: 888.99.LINKS

Software Support: 888.77.LINKS



## EZLINKS HELPS PROPEL EMAIL MARKETING SUCCESS

With course managers needing to reduce costs, many are completely reforming their advertising and marketing efforts. Expensive print, radio, and television ads are being used less and less—and email marketing is exploding in popularity. But for many managers, the question then becomes, “How do I make it happen?”

### “How do I make it happen?”

#### 1. QUICKLY BUILD YOUR DATABASE

You can't do effective email marketing without people to send the emails to! And the best people to target are those who have played your course in the past. These golfers already made a buying decision at some point to spend money at your course—go after them again.

The EZLinks Reservation Center is the fastest, most accurate way to build this database. Courses that let EZLinks handle all of their tee time phone calls get the best results. EZLinks agents attempt to capture an email address for every reservation they book. The 24-hour call center is a tremendous resource your course has access to. Be sure to utilize it to the fullest.

#### 2. COMPILE YOUR EMAIL LIST

With the EZLinks Reservation Center gathering all that data for you, it is essential that you can easily extract it from the system. The *EZLinks Database Utility* helps you accomplish this. If you don't already have this program loaded on your computer, contact your EZLinks Account

Manager for assistance. This utility allows you to download customers in a number of options:

- By Type of Player
- By Date Range which they played
- By Days of Week they played
- By Time of Day they played

So maybe you want just a list of email addresses for “Resident” golfers who played your course during the past six months on Tuesday mornings between 6:00am and 10:00am. This EZLinks tool gives you just that, and puts your data into a simple and flexible .csv file format.

...simple...flexible...

#### 3. CREATE & MANAGE YOUR PROMOTION

A number of software and web-based products on the market allow you to create, distribute, and manage your email marketing campaign messages. Your file of EZLinks email addresses can be imported into nearly any of these applications. A product EZLinks has seen working successfully at numerous golf facilities is Constant Contact ([www.constantcontact.com](http://www.constantcontact.com)).

#### 4. TRACK YOUR RESULTS

Whichever email marketing software you decide to use, be sure when you send your email marketing messages that you pay close attention to the number of successful emails sent, the number of replies, etc. This information is helpful when evaluating your success, and planning future email marketing efforts.

## EZLINKS CONTINUES GLOBAL GROWTH!

EZLinks has added **The Montgomerie Dubai** ([www.themontgomerie.com](http://www.themontgomerie.com)) to its growing list of non-U.S. member courses. This Troon Golf managed facility was co-designed by golfing great Colin Montgomerie, and is considered the new jewel of the United Arab Emirates (UAE).



Combining aspects of Scotland with the warmth of Arabia,

The Montgomerie Dubai stretches over 7,300 yards and sports the largest putting green in the world.

The pleasant city of Dubai is known as “The Venice of the Persian Gulf”. It has all the modernization of an affluent Western metropolis, with no pollution, no traffic jams, no poverty, and very little crime.



**EZLINKS MEMBERS** (partial list)

Bear's Best - Las Vegas  
 Bridlewood Golf Club  
 Cabo del Sol Resort  
 Camelback Resort  
 Carmel Valley Ranch  
 Centennial Golf Club  
 Chalet Hills  
 Champions Club at Summerfield  
 Charlotte Golf Links  
 Desert Inn Casino and Resort  
 Desert Springs Resort  
 Eagle Glen Golf Course  
 Eagle Ridge Inn & Resort  
 EagleSticks  
 El Conquistador Resort  
 Emerald Pointe  
 Fish Creek Golf Club  
 Grand Traverse Resort and Spa  
 Gulf Harbour Golf & Country Club  
 Harbor Links  
 Hawk's Landing  
 Hiddenbrooke Golf Club  
 Indian Wells Resort  
 International Golf Club  
 Ko'Olina  
 Legend Trail Golf Club  
 Long Island National  
 Lyman Orchards Golf Club  
 Maderas Country Club  
 Marriott's Shadow Ridge  
 McCormick Woods  
 Monarch Beach  
 Naples Grande  
 New Jersey National  
 Omni Tucson National  
 Pasatiempo Golf Club  
 Pelican Sound  
 PGA West / LaQuinta Resort  
 Pine Barrens  
 Pine Hill Golf Club  
 PineIsle Resort  
 Poipu Bay Resort  
 Presidio Golf Club  
 Raptor Bay  
 Reunion Golf Club  
 Siena Golf Club  
 Starr Pass  
 Stone Mountain  
 Stonehenge Golf Club  
 Sunol Valley  
 Tahquitz Creek Resort  
 Tan-Tar-A Resort  
 The Audubon Golf Trail  
 The Bog  
 The Creeks at Beechwood  
 The Georgian Resort  
 The Golf Club at Branson Creek  
 The Golf Club at Castle Hills  
 The Golf Club at Desert Mountain  
 The Legacy Golf Club  
 The Nick Faldo Golf Institute  
 The Ocean Club at Atlantis Resort  
 The Revere at Anthem  
 The Ridge at Castle Pines North  
 The Robert Trent Jones Golf Trail  
 The Tradition at Royal New Kent  
 Tiburon Golf Club  
 Toftrees Resort  
 Tour 18—Dallas & Houston  
 Troon North Golf Club  
 University Ridge  
 Westfields Golf Club  
 Westin Innisbrook Resort  
 Westin La Cantera Resort  
 Westin Mission Hills Resort  
 Westin Savannah Harbor Resort  
 Wildfire Golf Club

**PROFILE: OLD ORCHARD CC**

Which course stands above all others as the most complete user of EZLinks products and services? Old Orchard Country Club, in the suburbs of Chicago ([www.oldorchardcc.com](http://www.oldorchardcc.com)). Old Orchard is utilizing the:

- EZLinks Tee Time Network
- EZLinks 24-Hour Reservation Center
- Website Tee Time Booking Capability
- EZLinks Point-Of-Sale software
- EZLinks Handicap Network
- EZLinks Email Marketing Tools
- EZLinks Web Page Development
- EZLinks Inventory Exchange Program



"EZLinks is having a tremendous impact on the efficiency of my golf operation", said Director of Golf, Mark Heidkamp. "I feel comfortable using this wide variety of EZLinks services to

manage so many facets of our business, and my golf shop is running smoother than ever."

EZLinks representative Mike Brown said, "Mark is one of those managers who really seems to 'get it'. He's providing improved service to his golfers: online, by phone, and at the counter. He's also benefiting operationally from the integration of the EZLinks tee sheet and point-of-sale products. And over the course of the summer, thanks to the EZLinks Reservation Center, his email database will continue to grow, and his use of email marketing will attract incremental revenue to his facility."



Finally, by electing to exchange tee time inventory instead of cash for these services, Mark is doing what he can to minimize his costs, and at the same time benefiting from marketing exposure created by this creative EZLinks payment program.

**NEW MEMBERS**

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- Anthem CC — Las Vegas
- Cranbury GC — New Jersey
- Dacotah Ridge — Minnesota
- Las Vegas Paiute — Las Vegas
- Lookout Mountain — Phoenix
- High Bridge Hills — New Jersey
- Horseshoe Bay — Wisconsin
- Goose Creek GC — Virginia
- St. Marlo CC — Georgia
- Tanna Farms — Chicago

**GOLFPAC JOINS THE EZLINKS NETWORK**



Florida-based golf travel company Golfpac is now utilizing the EZLinks Tee Time Network software to manage their golf reservations booked onto EZLinks member courses.



Founded in 1975, Golfpac books over 150,000 rounds

of golf annually, to courses throughout the Southeastern U.S., as well as Arizona, Nevada, California, and Europe.

Using the interactive website ([www.golfpactravel.com](http://www.golfpactravel.com)), golf travelers can peruse available courses, hotels, resorts, and car rentals, and receive a customized online price quote.



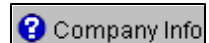
**EZLinks Software Tip**  
*... Tee Sheet Reports*

When a new golf course joins the EZLinks Tee Time Network, a printable daily tee sheet report is made available to the golf shop. Did you know that EZLinks has numerous types of these report designs available to you? Whatever information your golf shop finds important, EZLinks can accommodate most every need. Would you like the Confirmation # printed on the tee sheet next to each player? The "golfer type"? A Membership #? Perhaps you'd like a column where your staff can write in a Cart Number assignment? Maybe you'd like your tee sheet on legal-sized paper, laid out horizontally? Contact EZLinks Client Services at 1.888.77.LINKS, or [clientservices@ezlinks.com](mailto:clientservices@ezlinks.com) to discuss.

**OLD EZLINKS NEWSLETTERS**

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Would you like to browse past quarterly issues of *The Tee Times*? Visit [www.ezlinks.com](http://www.ezlinks.com), and look under the menu item for "Company Info".



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