

Who's Talking  
About me?

Protecting your  
golf brand in a  
consumer driven  
digital world

PGA Show  
2016



**Kris Hart**  
CEO  
*Nextgengolf*

**Innovators and influencers – Golf Digest, 2016**

**10 Most Innovative Golf Marketers – Golf Inc, 2015**

**Millennial Task Force Co-chair – World Golf Foundation, 2016**



Why care about online consumers?

Where are customers talking about you?

Lets review some reviews

What can you do now and in the future?



# WHY CARE?



88 percent of consumers trust online reviews as much as a personal recommendation (*BrightLocal 2014*)

# WHY CARE?



85% of consumers say they read up to 10 reviews (*BrightLocal 2014*)

# WHY CARE?



88% of surveyed consumers have read reviews to determine the quality of a local business (BrightLocal 2014)

# WHY CARE?



57 percent of consumers directly visit a company website after reading a positive review (*BrightLocal 2014*)

## WHERE TO LOOK FOR REVIEWS

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Online Reviews

Social Media

Your website

Mobile Apps



# Consumers & online reviews



## THIRD PARTY WEBSITES WITH ONLINE REVIEWS

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Golf Advisor

Yelp

TripAdvisor

Google

Yahoo Local Listings



# WHY CARE?

According to Alexa ranking, Yelp has a global rank of 157 and a US rank of 35 regarding internet traffic. Tripadvisor.com has rankings of 190 globally and 60 in the US.

# OTHER WEBSITES?

The number of positive reviews you have on external websites might actually have a bigger impact on your rankings than the reviews on your own site.

## SOCIAL MEDIA ONLINE REVIEWS

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Facebook

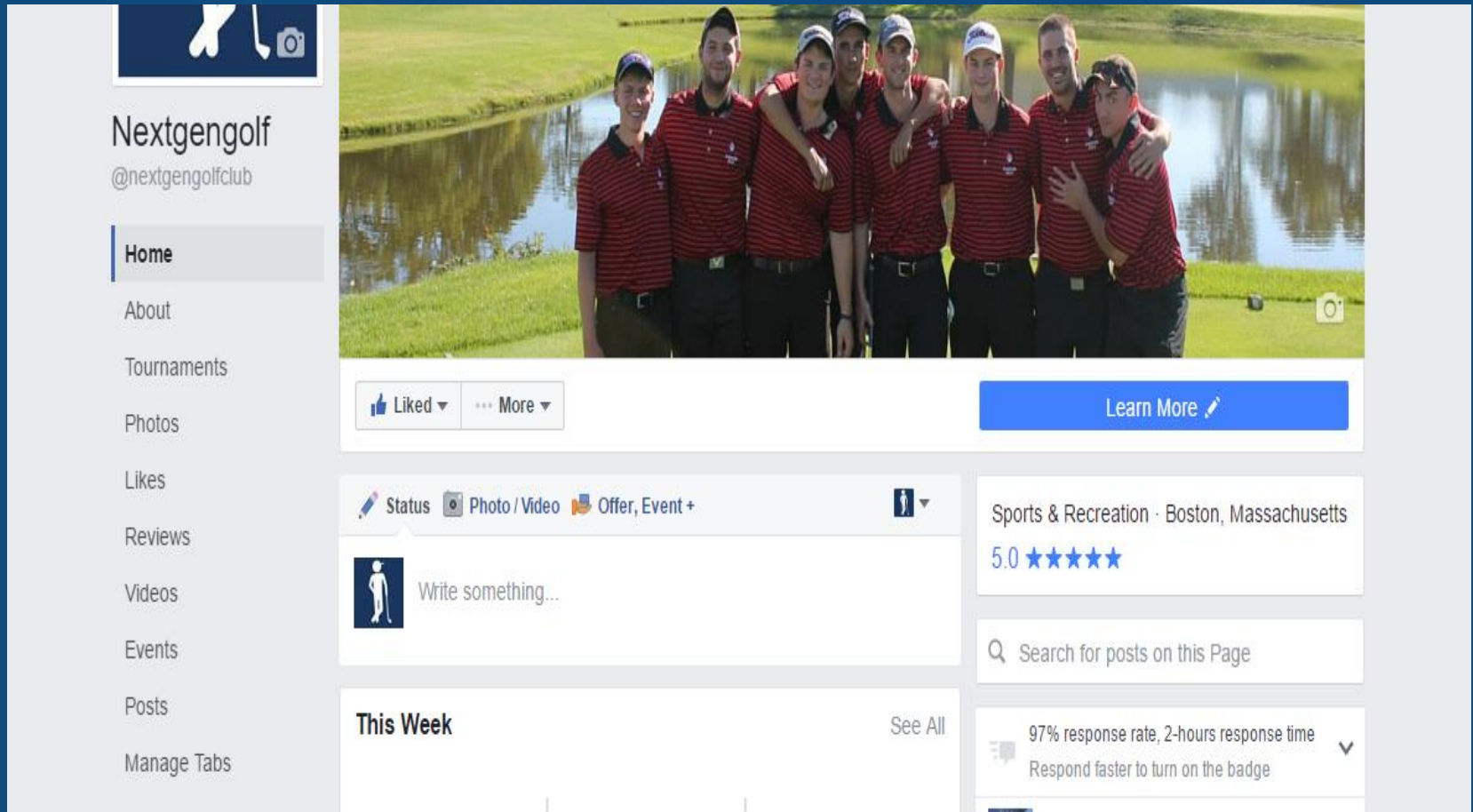
Twitter

Instagram

Linkedin



# FACEBOOK REVIEW



The screenshot displays the Facebook profile for Nextgengolf (@nextgengolfclub). The page features a cover photo of a golf team in red and black striped shirts posing on a golf course. The left sidebar contains navigation tabs: Home, About, Tournaments, Photos, Likes, Reviews, Videos, Events, Posts, and Manage Tabs. The main content area shows a post with a group photo and interaction buttons for 'Liked' and 'More'. Below the post is a status update section with a 'Write something...' prompt. On the right, the page's category is 'Sports & Recreation · Boston, Massachusetts', and it has a 5.0 star rating. A search bar is present for finding posts on the page. At the bottom right, a badge indicates a '97% response rate, 2-hours response time'.

Nextgengolf  
@nextgengolfclub

Home  
About  
Tournaments  
Photos  
Likes  
Reviews  
Videos  
Events  
Posts  
Manage Tabs

Liked ▾ More ▾

Learn More ✎

Status Photo / Video Offer, Event +

Write something...

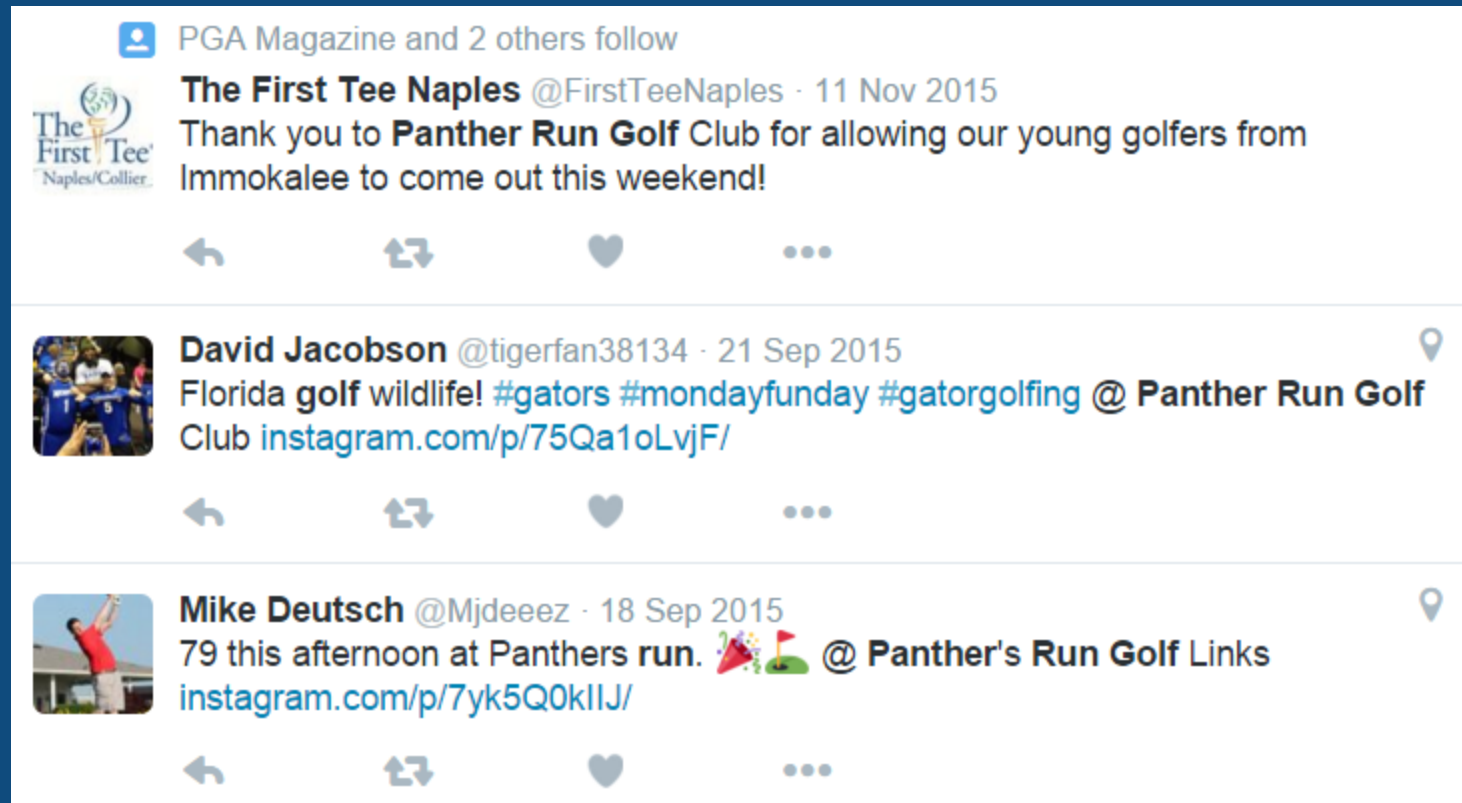
This Week See All

Sports & Recreation · Boston, Massachusetts  
5.0 ★★★★★

Search for posts on this Page

97% response rate, 2-hours response time  
Respond faster to turn on the badge ▾

# IS THIS A REVIEW?



# Showcase your facility



beautifulgolfcourses

Follow

...

Beautiful Golf Courses Showcasing Beautiful Golf Courses and Golf Resorts from all over the  Beautifulgolfcourses@gmail.com. Twitter:@beautifulGCs


1,417 posts

64.2k followers

662 following




# Personal and company branding




**Kris Hart**  
CEO at Nextgengolf, Inc

Posts (9)   Recent Activity (12)




**Three Junior Golf Organizations that are**  
July 26, 2016  
374   67   6



**5 tips for entrepreneurs starting a golf business**  
June 28, 2016  
702   60   8

**Nextgengolf, Inc** Are you, or someone you know, looking for a job or internship in the golf industry? Check out the Nextgengolf job board! We keep it updated with the latest positions in the industry: <http://hubs.ly/H03LJ6m0> Businesses: If you'd like to post your position on our board, please visit the job board and send us an email! We can't wait to help you connect with the next generation. Delete



**Golf Jobs Board - Nextgengolf**  
[hubs.ly](http://hubs.ly) · Looking to work in golf? Nextgengolf showcases opportunities to work in golf. Job hunters can find positions and golf employers can post golf jobs for free.

**Organic** ?  
Targeted to: All Followers

<b>2,792</b> impressions	<b>49</b> clicks	<b>6</b> interactions	<b>1.97%</b> engagement
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[Sponsor update](#)

# Your website?

Enabling customer reviews on your site can have a positive effect on your company's organic search rankings in search engines.

# Who are your best customers?



**MASON WICKS**

*Illinois State University*

Club golf is the perfect opportunity to play competitive golf in college without having the same time commitment as varsity golf. Through club golf you will meet lifelong friends and enjoy competing against many cool people all across the country.



**SETH WOODS**

*Fisher College Coach*

Inner city schools like ours often don't have the space to build large facilities to attract and retain students. The golf club has been that selling point/retention tool at a fraction of the cost. Our students, faculty, staff and admissions department thanks you for that!

**Lets Review some Reviews**

**Who wants to review their  
facility?**

# Dos and Donts for reviews

## DO

- Respond to both positive and negative reviews
- Take the high road
  - Understand your audience
- Ask your customers to write reviews

## DONT

- Respond with an angry tone
  - Write fake or false customer reviews
- Write negative reviews about competitors unless you personally had the experience

**What does all  
of this mean  
for your course?**

**RARE**

# At home exercise – Research

- List your facility's top 3 attributes
- Read reviews about your facility on third party websites
- See what people are saying about you on social media

# At home exercise – Analyze

- Do your top 3 traits match that of what Customers are telling you?
- Run a competitive analysis of your course offering compared to others locally. How do you stack up?

# At home exercise – Respond

- “Claim your business” on all review/social websites
- Respond in a very respectful and candid manner to reviews and social posts about you

# At home exercise – Execute

- Narrow down the top review site and social site for your business.
- Make a dedicated effort to welcome and thank customers.
- Encourage your customers to write reviews and share info about your course!

**THANK YOU**

 **NEXTGENGOLF**  
@nextgolfer



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