

Marketing and Social Committee Annual Report 2023

- This year marketing strategy was limited to one promotion of memberships in our 'Don't Pay Until May' scheme. This was an early season push to replace some of the membership that we had lost from 2022 which involved a pro-rata payment deal if taken up before the end of April. It had limited success, with us still finding the biggest draw to the club is word of mouth and reputation. A special thanks to our Captain this year, Michael Fitsimmons, who attempts to sign up almost everyone he speaks to about golf, and is in the most successful in his endeavours. Winter golf for non-members will again be marketed on various social media sites through-out Scotland to promote our use of normal greens to attract custom in the lean months for visitors. As always, we will assess the clubs needs in the new year, after renewals, to make a judgement on the marketing and promotions required for 2023.
- The Catering function at the club was fully supported by the marketing committee with advertising, signage, menus and promotion of events held by Fiona.
- Various social events including 70s/80s Disco, Summer Disco, Captain's Day, Charity Football Match, Long Drive Competition, Presentation Night and the upcoming Hogmanay New Year Party have all been advertised successfully on our social media outlets.
- With the Scottish national football team involved in Euro 2023 in June. We hope to run events and promotions to coincide with this next year and look forward to the support of our membership.