



helping the small
STAND TALL



NATIONAL GOLF COURSE OWNERS ASSOCIATION

Director of Communications: Gloria Hammond

Established: 1993

www.ngcoa.ca

Primary email marketing goal:

Communicate with members, drive traffic to the website, and increase event attendance

Types of emails they send:

Membership reminders and communications, opportunities for golf course owners, and in-person and virtual industry events

Marketing channels:

Email marketing, landing pages, and sign-up forms

Feature they can't live without: BrandKit

Y E A R

H I G H L I G H T S

AVG OPEN RATE

+ 45%

CONTACT LIST GROWTH

+81

OPEN RATE VS INDUSTRY AVG

+ 2%

"We use Constant Contact to drive traffic to our website. For me, reaching the audience that I need to reach with the tools that I have available has been my biggest success."

— Gloria Hammond