



Oki Golf  
Web Site  
Proposal

Presented by:





Overview

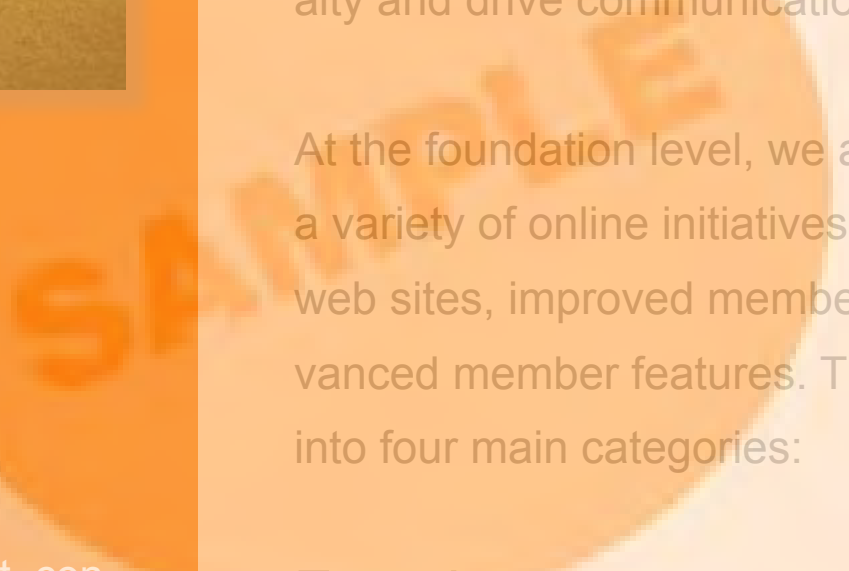
# Overview

In preparing a proposal for the Oki Golf web site, member tools and related online marketing initiatives, we have reviewed the goals outlined in the project brief prepared by Oki Golf. Additionally we have conducted research with a number of golfers who are current or potential visitors, as well as members of Oki Golf courses. Based this information we have prepared a summary of core objectives along with some examples of features and marketing activities that would promote the core goals for the web site: to create community, reward loyalty and drive communication with and between members.

At the foundation level, we are proposing a strategy that uses the public Oki Golf web site as a focal point for a variety of online initiatives; including links with social networking, closer integration with individual course web sites, improved member tools and eventual extension to mobile marketing, mobile tools and more advanced member features. This strategy is based on a distillation of the various requirements for the project into four main categories:

## Experience

Fundamentally, Oki Golf is about an experience – experience that may be for some members an expectation and for others an aspiration, but in every case it is about the quality of the course, the level of play, the facilities and the staff. The main goal for the Oki Golf online presence is to promote that experience. The first and most fundamental requirement is that the user should immediately perceive the level of quality that they can expect from Oki Golf when they visit any web site or other marketing piece. Site design, functionality, content and photography must support this goal but even further, the overall user experience (UX) component must also play a part. Our approach to design, architecture and functionality will be focused on establishing this level of quality at every point that the user interacts with Oki Golf online.



“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent leo elit, fermentum lobortis elementum eget, tempor sit amet nisl. Quisque molestie sapien ac massa varius laoreet.”

- Name of author, Name of Source



## Attachment

As a membership-based organization, the marketing efforts of Oki Golf are primarily focused on driving attachment. Initiatives including loyalty programs, promoting usage of multiple courses, creation of multiple “touch points” and similar efforts are all aimed at creating closer attachment with members, to improve member retention and to improve member satisfaction – leading to increased membership, increased usage of services and additional opportunities for revenue generation. Our proposal includes a number of elements aimed at promoting attachment, including programs and features that link the web site to external promotions in order to increase cross-course usage, create community and provide the user with features that will extend their attachment to Oki Golf beyond the physical facility and into their daily lives.

## Facilitation

Once the user has perceived the experience and established attachment to Oki Golf, the web site features must facilitate use of membership services. Our proposal combines improvements to existing tools – including scheduling of tee times, account information and similar features – with recommendations for some new features that will improve facilitation further. Features allowing members to make up a foursome through on-line communication and social networking, or providing information on tee times that are open within the next hour/day, for example, can facilitate service usage.

## Extension

Finally, the web site and other online marketing initiatives should promote extension of the user’s experience to other people and into other areas of the user’s life. Twitter, Facebook and other social networking tools can be used to promote Oki Golf beyond the individual user and into their circle of friends, business relationships and other acquaintances. And mobile applications can promote Experience, Facilitation and Attachment into areas where the user may not otherwise be online. Increasingly, mobile services will become a primary way of communicating with and marketing to the Oki Golf membership and the ability to connect with a member when

they are not at work or in front of a computer at home will be a critical aspect of the online marketing strategy moving forward.

Each of the recommendations included in this proposal is included based on support for one or more of these core principles. Individually, each of the elements has value. As a whole they combine to make up a comprehensive strategy for use of the online medium to promote Oki Golf and fulfill the core goals established for the project.



SAMPLE



Personas

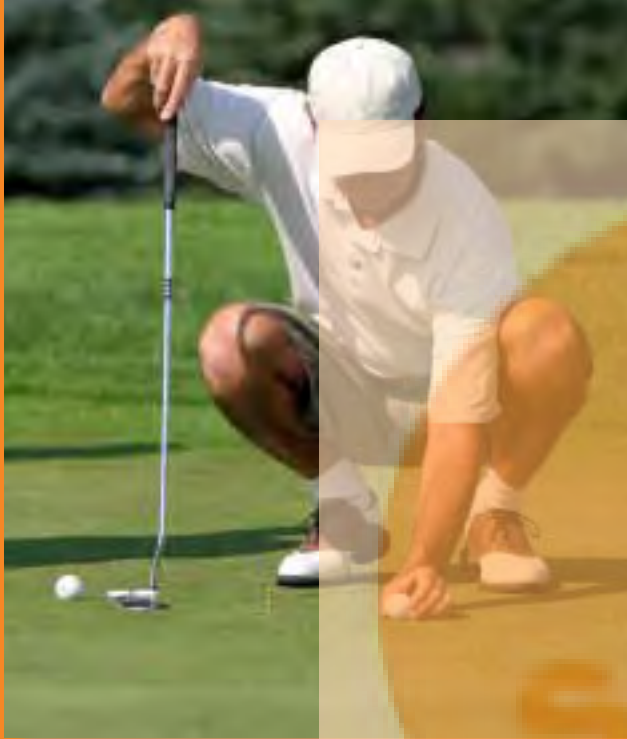
# Personas

## “Jay”

Jay is 47 years old, married, has young two daughters, and works (a lot) as a Director of Food & Restaurant Services for Hilton Hotels. He has been an avid golfer for most of his life, and the only thing that makes him happier than a great round of golf is a football win by his beloved Oregon Ducks.

### Golfer Profile

- Jay used to golf 2-3 times a week with a group of co-workers who didn't work on Mondays and tried a new course every week
- Now that he has school-age children he's busier with his family, but still manages to play 3 times a month (usually on his home course) and practice on the driving range and putting green another 3 times a month
- He plays in a lot of business-related golf tournaments that benefit local and national charities
- Jay loves to golf when he's on business trips. Before he goes on a trip, he calls concierges at hotels in his destination city for recommendations, asking them “What courses do I not want to miss while I'm in town?”. It's important to him that course recommendations are personal and relatively unbiased. He also gets recommendations from web sites (see details below).
- He likes to feel like he's saving money, and looks for deals; he likes “all-inclusive” deals where you pay one price for breakfast, cart, range balls, round of golf, and lunch
- He likes to compare his handicap to others', and when he's looking for a potential partner for a tournament, handicaps are important, as well as how the guy has been golfing lately
- He wishes his home course had more family-related events



## Conclusions

- Golf is a respite from Jay's busy work and family life
- Personal course recommendations are more important than marketing bullet points
- Competition and ability to show stats add to the fun
- Seeing others' stats is a great way to look for new partners for tournaments

## Recommendations

### Make it personal:

- Personal profile page for displaying stats, achievements, summaries of how player has been playing
- Online mechanism for looking for or requesting people to play with
- Online matchmaking system based on handicap, recent scores, age/gender, location
- Player testimonials, positive pull quotes from and links to online reviews and blogs
- Staff profiles with pictures, personal tips from the pros, online forums with staff and other members to ask/answer questions

### Support small groups that like to golf together:

- Shared calendar for viewing scheduled tee-times
- Group profiles and stats

## “Connie”

Connie is a 55 years old, a pharmacist, divorced, has grown children, and lives in a golf community for ages 55 and up. She has been an avid golfer for most of her adult life, and golf is fun for her, she's good at it, and she has a lot of fun with it socially.



## Golfer Profile

- Connie golfs at least once a week
- She takes lessons, has attended golf camps in Arizona, and studies the game; it's important to her to see improvement in her skills
- Active member of the Northwest Ladies Golf Association
- Loves "Ladies Nights" (was a member of Jefferson's "Chicks with Sticks" before she moved) because she gets to play with women and it's not as intimidating as walking on to a course and playing with a group of men she doesn't know
- She likes the restaurants at golf courses because they usually have good food and a nice view; she wishes they had more social events, like wine tasting and live music.
- Before she golfs a new course, she goes online to see if she can get an idea what the course looks like
- She wishes she could find cuter golf attire, because she'd spend lots of money on it; she'd love to be able to look at it online and then go to the pro shop and try it on.

## Conclusions

- Ladies groups help women feel comfortable and meet other women that like to play
- Some people like a lot of detail about the course before they play
- Restaurants extend the social experience
- Cute golf clothes are hard to find

## Recommendations

### Provide detailed info about the course:

- Create interactive map that lets you see top view of course and drill down to detailed info about hole, hazards, etc. and tips for playing it
- Tips from the Pros section for playing each hole

**Create ways for women to feel welcome:**

- Ladies Only profile page/group page
- Ladies events
- Leverage the restaurant – include free glass of wine after golfing on Ladies Night
- Consider sourcing and selling cute women's clothing in an online store.

