

NGF360°

MARKETING SERVICES



Golf's premier marketing and data company

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SERVICES OFFERED



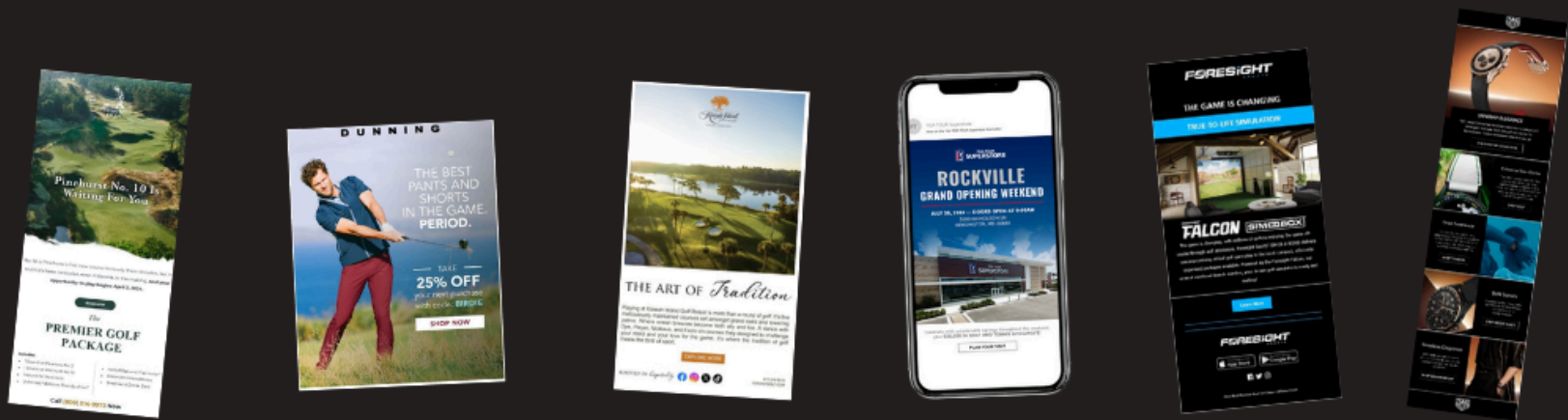
TRUSTED BY:





EMAIL & DIRECT MARKETING

Email Marketing



Built from Scratch

NGF offers the most sophisticated addressable marketing in golf. Learn why the industry's smartest companies rely on NGF to deliver immediate and trackable ROI, whether their end customer is a golfer or a decision-maker at a golf course.

Database of 2.5M+ Golfers

NGF's homegrown database of 2.5 million golfers (targetable by geography) delivers best-in-class campaign performance for hundreds of clients across all industry segments.

Use Cases

Whether you are promoting:

- Grand Opening Launch for Retail And Golf Entertainment Centers
- New Product Launches
- Father's Day Offers
- Summer Product Clearance/Liquidation
- Holiday/Black Friday/Cyber Monday
- Special Offers
- Invitations to Book Premier Golf Travel

Your Customer is a Golfer

Direct-to-Consumer selling is becoming more important to the revenue success of all brands... and the higher margins are great too. New lists and strategies are the lifeblood of today's D2C marketing. As a data and insights driven company, the NGF has resources to offer clients a level of targeting and market intelligence that few if any can offer. Since every brand has unique campaign goals, NGF asks a lot of questions (we can't help it... it's in our DNA) to develop a customized approach. We work to understand your brand/products and where you're positioned in the competitive landscape before recommending any particular NGF service.

Your Customer is a Golf Course

The NGF is the definitive resource for companies looking to increase the business they do with golf courses. We can help you with the gold standard database of courses, multi-course owners/operators and the decision-makers that run them. NGF offers best-in-class email, digital marketing and PR to help you open new accounts and grow the ones you have. For those looking to maximize their business opportunity and take the straightest path to success, the NGF is a trusted advisor you can count on to help you be efficient with your time and your marketing investments.



Highest Tier Open and Click Rates

>2%
averaging
CTR

NGF delivers the highest-tier engagement levels with open rates 35% - 45% and click rates above 2%. Our team applies self-reported data with behavioral trends to create winning strategies for all types of campaigns (eCommerce, B&M traffic, travel bookings, opt-ins, membership leads, etc.).

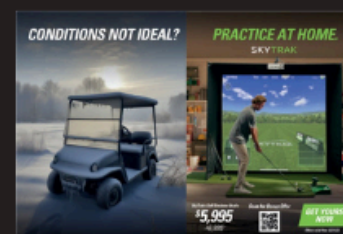
Direct Mail

Old School & Still Effective

Send high-impact postcards and brochures to geo-targeted golfers within NGF's database of over 2.5 million records. Leverage unique personalization options with QR codes and trackable phone numbers to activate your desired call to action.

Use Cases

- Grand Opening Launch Announcements
- New Product Launches
- Anonymous Website User Retargeting
- Leads for High-Ticket/Luxury Purchases
- Private Club Membership Prospecting
- Golf Resort Stay & Play Bookings



NGF CUSTOM AUDIENCES



Our Business Is Information

We know more about golfer interests and participation than anyone.

Direct to Facility

Since its inception, the National Golf Foundation has inventoried the nation's golf facilities and supporting businesses. NGF's expansive industry databases include:

- Golf Professionals
- Superintendents
- GMs and Owners
- Management Companies
- Associations & Governing Bodies
- Builders & Architects
- In-planning or Under Construction
- Golf Projects

Direct to Consumer

NGF boasts a library of custom audience segments that are continually refreshed to ensure their accuracy. We continually build custom audience segments based on our customer's needs or specific marketing objectives.

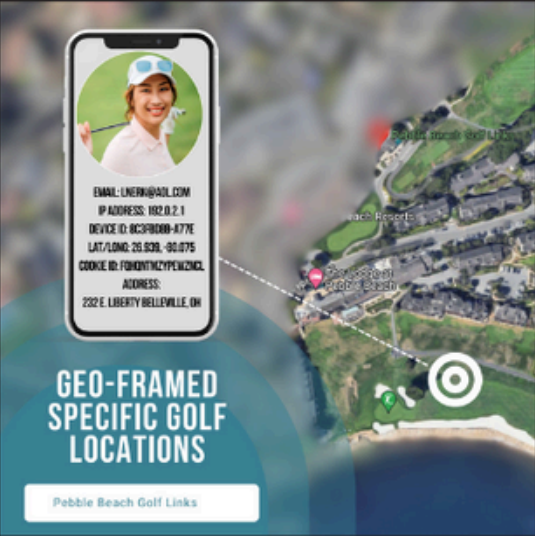
- Resort Travel Audience
- Golf Entertainment Locations
- Trophy Courses
- Country Clubs/Private Clubs
- Golf Retailers
- Professional Golf Tournaments
- Driving Ranges/Practice Facilities
- In-Market Audiences

"Because first-party data is king."

NGF uses proprietary data and behavioral resources to create profiles of golfers and their interests. Through the American Golf Census and other initiatives, NGF used first-party data to build one of the most highly effective email marketing databases in golf; but we didn't stop there...

We now leverage this growing database to build multi-channel audiences within social media platforms and DSP's.

Our industry databases (golf courses, resorts, retailers, fitters, entertainment centers, etc) allow for geoframed audiences based on recent foot-traffic activity. Along with our growing list of data partners, we have been able to use emerging technology to leverage our first-party data to it's fullest potential.



PAID SEARCH MARKETING

NGF Edge —

Over the years, the NGF has worked with many of our clients on paid search campaigns. The things we do best come from our experience helping brands outperform their competition



Expert Setup and Management

Our team will ensure your accounts are properly built to take advantage of the new AI capabilities that paid search platforms have to offer. Along with ensuring your campaigns are being properly attributed within your analytics dashboards.

Flexibility

Because of our experience managing paid search platforms we are comfortable working within our client's accounts or building one from scratch if necessary. This allows complete transparency for our clients.

Efficiency

In this day of automation it's important to ensure we aren't wasting time on needless tasks. Our team can develop custom scripts and automation flows that allow for greater efficiency in our paid search campaigns.

\$110 Billion

Search and Retail Media. Paid search represents 41.8% of total digital spending. If it reaches \$110 billion, its growth will remain slightly higher (at 8.2%) than overall U.S. digital ad spend, which is expected to increase by 7.8%.

90% of people

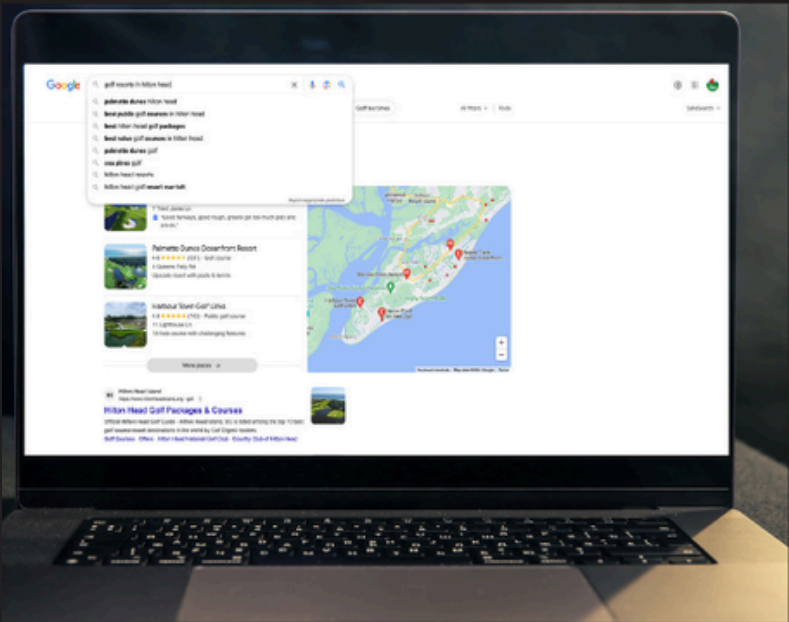
haven't made their decision about a brand before a search. This presents an opportunity for any company without broad market awareness to capture a larger share of revenue regardless of their position in the industry.

Low funnel strategy utilizing automation techniques.

Paid search advertising offers numerous advantages that make it a compelling choice for individuals and businesses aiming to enhance their online presence and drive targeted traffic to their web- sites. One of the primary benefits is the ability to reach a highly targeted audience. With paid search ads, advertisers can specify the keywords and demographics they want to target, ensuring that their ads are displayed to users actively searching for relevant products or services.

Moreover, paid search advertising provides a measurable and trackable return on investment (ROI). Advertisers can analyze detailed metrics, such as click-through rates, conversion rates, and cost-per-click, enabling them to refine and optimize their campaigns for better performance. This data-driven approach allows for constant improvement and adjustment, ensuring that advertising budgets are allocated efficiently.

Additionally, paid search ads can deliver quick results. Unlike organic search strategies, which may take time to gain traction, paid search advertising allows businesses to appear prominently in search engine results almost immediately.



PROGRAMMATIC ADVERTISING



Custom Audience Segments:

Over the past few years, the NGF has invested time and resources into leveraging our vast library of data into assets our membership and industry as a whole can utilize. We have partnered with leading data companies who have helped us develop custom audience segments based off of:

- In-Market Audience Signals
 - Behavioral Markers based on location data
 - Hyperlocal Geographical Targeting
 - Geoframing and Geofencing Technology
 - IP Address targeting
- Many of these audiences are refreshed weekly to ensure we have the most up-to-date and high performing segments. The NGF can deliver your marketing messages to these audiences on your behalf or in some instances, much like our social media programs, we can share these audiences with your own DSP. We ensure a verified golfer audience using custom overlays or suppressing current customer files. Some of our high performing audiences include:
- Country Club Locations
 - Trophy Courses
 - Golf Entertainment Locations
 - Off Course Retailers
 - Resort Travelers
 - High Frequency Golfers
 - GMs/Supers/Owners/Pros
 - New Course Construction
 - In-Market Audiences
 - Golf Course Simulators
 - Private Club Membership

Proprietary Databases

Because of the amount of data the NGF collects and maintains on an annual basis we are in a better position to develop marketing assets that perform.

Cookieless

Since the announcement of the deprecation of tracking cookies the NGF has embraced technology already in the market that has pro- vided the best alternative for this change in the landscape

Targeting Options

Using our own first party data along with our clients, we craft incredible custom audience segments tahave shown to provide higher performance than that of stand off-the-shelf audiences.



Case Study:

A Player Friendly System
+8%

Increase in sales in Charlotte, NC after success in San Diego and Houston.

Overview

A golf technology company wanted to test if spending marketing dollars on CTV could move the needle in a positive way for their latest training aid package. They had also hear about a new custom digital audience being developed by the NGF using their proprietary 2.5 million consumer marketing database. Arccos wanted to build a test that could evaluate this strategy in untapped markets, against a control group of markets utilizing various targeting methods.

The Challenge

Since this campaign will be utilizing a channel most known for it's impressions, how do we attribute success? The goal was to watch "overall lift" in our assigned markets, and then measure them against markets that were of similar make-up. So choosing the right markets to ensure we are comparing apples to apples was very important. The NGF was able to use proprietary information on which markets were most similar for our test.

Does CTV and Targeted Display work better together?

For this test, we chose 6 test markets and 3 control markets. The markets that were assigned to us were Charlotte, Houston, and San Diego. We ran targeted display, CTV, and paid search in Houston and San Diego, and only email and display in Charlotte.

After the first month, we witnessed a spike in revenue and conversion rates in our markets with CTV, so we added it to the Charlotte market as well.

After the trial period, we saw increases across the board in the test markets we delivered impressions. Houston, Charlotte, and San Diego all increased in revenue by 45%, while the FB only markets had an increase of 3%, and the control markets increased by 1.4%.

The addition of the CTV impressions allowed us to maximize the exposure of our message and influence our customer on multiple platforms.



After month 1, because of the success we were seeing, we added CTV to Charlotte, and saw increases in Transactions and Revenue.

SOCIAL MEDIA MARKETING



With our ability to create custom audience segments and use them within walled gardens like Meta, Instagram, TikTok, and SnapChat, we can deliver impressions to verified audiences of golfers based on our first party data.

NGF Audience Share Program

2.5M Golfers made available in your own ad account.

We pride ourselves in being flexible. There are multiple ways we can work with our clients. Our consumer database is incredibly valuable and we can deliver impressions to our audience on your behalf, or deliver a segment of our database directly to your ad accounts.

Multi-Touch Digital Email Display + Email

Get the benefit of delivering your message to our facility or consumer database using email and static display or video on the most popular platforms.



Reach the NGF Audience via Social Channels

Embracing social media marketing is indispensable for the golf industry, presenting a compelling avenue to engage with a diverse and passionate community of golf enthusiasts. Platforms like Instagram, Twitter, and Facebook provide an ideal space for golf companies to showcase their products, share engaging content, and connect directly with their target audience. Given the visual nature of golf, platforms like Instagram allow for the vibrant display of golf courses, equipment, and gameplay, creating an immersive experience for users. Social media facilitates real time interactions, enabling golf brands to receive immediate feedback, address customer inquiries, and build a sense of community among followers.

2.5 Million

Our ability to use our first-party data from our database of 2.5 million consumer records within social media platforms gives us a competitive advantage.

Exposure

The NGF is the steward of the most robust industry database for owners, GM's, superintendents, and golf professionals.



Case Study Golf Accessories Company

We began working with an amazing golf accessories company within the last year. They engaged us for help with all aspects of their marketing. Their social media campaigns had been underperforming and they lacked the ability to properly track performance.

The NGF audited their account and found tracking pixels had not been properly installed and their analytics account had not been set up based on best practices. We helped them develop stronger creative as well as built a custom reporting dashboard to give them a full view of their marketing channels. 2023 marked the largest revenues this company had experienced to date.

Revenue Increased



Significant performance increases were observed using NGF custom audience segments.

Engagement Increased



The NGF facilitated the use of a handful of key content creators.

ANALYTICS & ATTRIBUTION

“Tracking marketing is a cultural thing. Either tracking matters, or it doesn't. You're in one camp or the other. Either you're analytical and data driven, or you go by what you think works. People who go by gut are wrong.”

- Stewart McDonald, Consultant, formerly CMO at Fresh Books

We believe that in order to be successful, we have to ensure that our clients are set up for that success. That starts with analytics.

From day one, we make sure we audit our client's assets to make sure whatever marketing we suggest will be measured properly to get as many insights as possible. In order to be successful in marketing, you have to turn data into information, and then use that information to deliver insights. If there is one constant in the digital landscape, it's that it's never constant.

GA3 has given way to GA4, SEO algorithms change constantly, and rules governing the important factors of paid search are ever evolving.

The NGF team is careful to make sure we set expectations for measurement and work with the client on highest priority KPI's.



How We Measure

Here at the NGF we understand that last click attribution is still relied upon heavily. There are merits to using this model for most all channels in the digital ecosystem. However, we also feel that the science of attribution has still not been perfected, much like the game of golf. Therefore, we also put value on overall lift in whatever KPI we are measuring.

Reporting

For most clients, we prefer building custom analytic dashboards that tie the individual platforms we use in our marketing campaigns together.

Which Do You Use?

First Touch

100% of the credit goes to the first touch in the conversion path.

Last Touch

100% of the credit goes to the last touch in the conversion path.

Linear

Most basic model of attribution, giving equal credit to every touch point.

Time Decay

Used for longer sales cycles, and gives the bulk of credit to touch points that occurred later in the process.

U-Shaped

Multi-source attribution that gives credit to two particular touchpoints; typically the first touch and last touch.

W-Shaped

The three main touch points (First Touch, Lead Creation, and Last Touch) each get 30% credit with the remaining 10% divided amongst other touch points.