



The Power of Video

Manchester Country Club's Digital Demo Days have helped increase golf shop sales significantly

By Lisa Goulian Twiste

When the AGM gave out its prestigious Platinum Awards in January, among the 10 facilities honored as "Best of the Best" was Manchester Country Club in Bedford, New Hampshire. The AGM chose Manchester not only because of its well-merchandised 1,250-square-foot golf shop, but because of some of the creative ways the staff has used video to bring more members into the golf shop and boost revenues.

Manchester had been sending weekly emails to members with moderate success, when PGA Head Professional and AGM member Todd McKittrick (*pictured above, inset*) noticed the emails containing videos from his general manager were being opened at a much higher rate than the rest. So he initiated "Digital Demo Days," bringing in a GoPro camera to make short videos featuring everything from learning how to design and order FootJoy MyJoys on the shop kiosk, to encouraging members to come to the shop for all their corporate needs.

"The number of clicks we got on these went through the roof, with 80 percent being watched," says McKittrick, who also posts the videos on the club's Facebook page for more exposure. "We keep the videos under a minute,

like a short commercial, which we find to be most effective."

With the MyJoys video, for example, McKittrick walked members through the process of choosing size, shoelace color and other options for their personalized golf shoes, and sales went from about a dozen to 40 pairs within a short period of time. In another video, "Spring Cleaning with Grips," he went to the clubhouse and pulled a club out of a bag to show the wear on its grip and what a new one would look like. The response was overwhelming, with a third of the members having their clubs re-gripped that spring over a six-week period.

In addition, McKittrick's appeal for corporate business has also been a big plus for the shop. In the video, he showed members a variety of products that included corporate awards and sales gifts, encouraging them to "look to us first" when ordering for their companies. "People didn't even think of it, so it was another way to let them know we are here for them," says McKittrick. "And while it didn't have as immediate results of the grip video, it got us in a conversation with several members."

This type of creativity has helped drive golf shop sales from \$199,000 the year before McKittrick arrived in 2013, to \$438,000 in 2016 (2015 was a high-water mark of \$473,000, including a large corporate order of \$54,000). "By using a different medium to connect to our members, we caught their attention with our Digital Demo Days," he adds. "We also reuse these videos, which helps keep the concept fresh and interest high." ■

This page is an ongoing feature in *PGA Magazine* that highlights best practices from the Arizona-based Association of Golf Merchandisers. The AGM has approximately 850 members – including PGA Professionals, buyers and merchandisers.