

CLUBBROADCAST EMAIL MARKETING

clubbroadCast email marketing represents a revolution in member and prospect communication. Your staff can easily schedule campaigns, establish automated follow ups, use membership information as triggers for delivery, and track opens, click throughs and more. You can even manage your club's Facebook and Twitter pages from this easy to use system. This combination features and integration to your member data sets clubbroadCast apart from all other email marketing solutions.



TARGETING

Target specific segments of membership based on criteria such as preferences, buying patterns, demographics, geographic area, or any other member specific field tracked within your clubsystems group system.

COMPREHENSIVE REPORTING

Track each campaign individually in terms of how many messages were delivered and/or opened as well as click through rates on individual links within messages. All of these can be exported as a spreadsheet or converted into a mailing list for further communication. For those that clicked on a particular link within a message, a specific follow up can be sent to further explore their interest.

EVENT REGISTRATION

Send communications based on member or guest behavior either at the club or on your website. For instance, if a member hasn't purchased anything in 60 days, an email can be automatically sent to entice them to visit the club.

Deliver easy to use, automated ways to communicate with members and prospects alike