



Bear Brook Golf Club Implements The Smart Circle's Referral Marketing Program to Drive Sales and Increase Revenue

Founded in 1999, the Bear Brook Golf Club draws approximately 20,000 members and guests during its peak seasons and is known for its hilly, challenging courses, undulating greens and spectacular views. Elliott Chick, general manager of Bear Brook Golf Club, is responsible for overseeing overall operations for the courses and ensuring that all members and guests enjoy a golfing experience that exceeds their expectations. Chick also oversees the club's 32 employees and makes sure that the staff is trained to provide guests with exemplary service and value. Due to Bear Brook Golf Club's positioning on the outer edges of a high density population, Chick realized the facility had a growing need to explore alternative channels to help drive more traffic to the location. To accomplish this goal, Chick set his sights on the implementation of a new marketing program to generate greater awareness of the club and its offerings. Having successfully implemented The Smart Circle's promotions at all of his facilities from Texas to Florida, Chick called upon Mark Collins, Account Marketing Representative for Smart Circle International, to create a marketing program for Bear Brook that would best fit his needs.

In November of 2005, Bear Brook Golf Club officially implemented The Smart Circle's Referral Marketing Program with the aim of generating word-of-mouth brand awareness, increasing traffic and driving sales. Chick immediately recognized that The Smart Circle was unique in its ability to attract potential new clients and offer the opportunity for non-profits to recognize revenue opportunities through targeted promotions. The Smart Circle worked closely with Bear Brook to create the parameters of the promotional offers for consumers. Professional collateral materials were designed and produced by The Smart Circle to correlate with the offers developed for the golf course. The Smart Circle also conducted training sessions with staff and in-market sales teams in preparation for the launch of the campaign. When the planning was completed, The Smart Circle's network of independent field distributors began traveling to local communities and businesses to meet face-to-face with current and prospective customers and promote Bear Brook's offering. The new marketing effort enabled Bear Brook to strengthen sales efforts and increase the profitability and traffic for the course during both peak and off-peak seasons.