



IRI Golf Management Courses Enjoy Traffic and Revenue Increase with The Smart Circle's Referral Marketing Program

SITUATION

Based in San Diego, California, The IRI Golf Group is a leader in golf course acquisition, development and management. Driven by a true love of the game that reaches every aspects of the Group's business, IRI currently nearly 20 separate facilities in states across the U.S., including Arizona, Texas, Nevada, North Carolina, South Carolina and Washington.

Born in 1992 from a PGA professional's dream of providing avid golfers with the finest possible courses and services, IRI Golf Group has grown into one of the most experienced and qualified golf course investment and management companies in the country with a portfolio that includes private, semi-private, resort and daily fee facilities. IRI's 200+ employees oversee more than 190,000 rounds of golf per year.

CHALLENGE

Larry Benson, COO of IRI Golf was in need of a way to increase community awareness and local customer traffic for each of their facilities. Prior to teaming up with The Smart Circle, IRI Golf initiated radio, broadcast and print advertising campaigns, however, none of these efforts generated the revenue and brand awareness they desired.

STRATEGY

After meeting with Mike Zaino, Account Marketing Representative for Smart Circle International, the worldwide leader in person-to-person advertising, Benson decided to utilize The Smart Circle's service in an effort to increase revenue, fill unused capacity, enhance brand loyalty and significantly increase the rounds of golf played per year at its golf courses. The Smart Circle was in charge of developing a strategic marketing plan that would accomplish these goals and position IRI Golf Group as one of the leading course management companies in the nation.

- ◆ IRI Golf Group worked closely with The Smart Circle to create the parameters of the golf club offer for consumers
- ◆ The Smart Circle was called upon to serve as a strategic sounding board during the review and approval processes of the marketing campaign
- ◆ Professional collateral materials were developed and produced by The Smart Circle to correlate with the offer to be provided by IRI Golf Group
- ◆ "We met with Mike, decided on the offers and provided some artwork for the certificates – not at all time-consuming and they do a great job of making sure of that." – Larry Benson, COO IRI Golf Group
- ◆ The Smart Circle conducted a training session with course level staff and in-market sales team in preparation for the launch of the campaign
- ◆ The Smart Circle sales team began traveling to meet face-to-face with prospective and current customers to market the IRI Golf offer

RESULTS

Through The Smart Circle's specialized marketing programs, IRI Golf Group's courses experienced visible increases in traffic and total revenue compared to previous marketing and advertising program results.

“What made The Smart Circle different from other marketing campaigns was the one-on-one customer contact they provided that cannot be achieved through normal mediums.” – Larry Benson, COO IRI Golf Group