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golf club

management



WINTER IS COMING

**ENVIRONMENTALLY AND
ECONOMICALLY SOUND WAYS TO KEEP
YOUR CLUBHOUSE WARM WHEN IT'S
FREEZING OUTSIDE**

PLUS:

- How to market your venue even better
- Analysis of the National Living Wage
- Dot peen and UV marking of golf clubs

THE TOP TREND IN MARKETING: HOLE-BY-HOLE FLYOVERS AND PROMOTIONAL VIDEOS



Aerial videos filmed from drones flying over the course have been one of the hot topics of the British golf industry this year and it's a trend set to continue into 2016.

As a marketing tool such footage has no rival, particularly as the medium has become so affordable, allowing members' clubs to capture their course in the best possible light.

Many clubs are realising that good drone companies are creative, which means they will often film some video footage from the ground. This is used to produce a promotional video showcasing all amenities, rather than simply a bird's eye view of the course.

Dunham Forest Golf & Country Club, near Altrincham in Cheshire, provides a good example.

It has recently introduced a new website with improved functions as well as stunning imagery filmed by aerial video specialists, AirPixa.

The spectacular aerial photography of the course and its

surroundings is complemented by ground-based still and video photography that brings the venue alive.

Philip Weisberg, a club director charged with its marketing, tells the story: "We have some very good facilities at Dunham Forest suiting a variety of functions such as weddings, family celebrations and meetings. These had provided alternative streams of income over the years, which we were looking to develop further.

"Our starting point was a new, improved website which included enhanced functions for members and the office.

"We then saw an article in *Golf Club Management* about aerial photography produced by AirPixa and decided to seek them out. They have produced our promotional video which is now on our website and they will be returning next year to do a hole-by-hole flyover.

"The video has been extremely successful and we are getting very positive feedback. All in all it has been a great exercise for us. We have been satisfied with Airpixa in every respect. Matt and Tom are so enthusiastic, refreshing, professional and patient in every way."

