



Noteefy's Go-to-Market Playbook

December 2023



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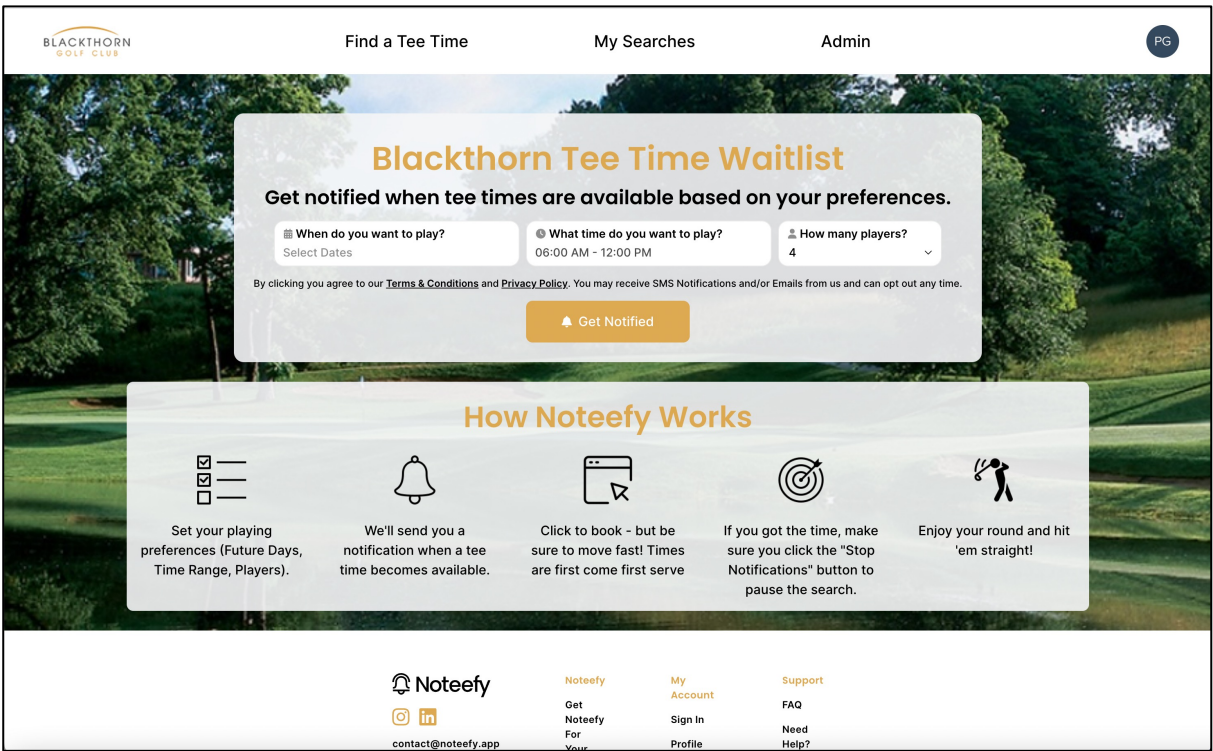
1. High-Level Intro and Noteefy Demo
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4. Getting Started: Check List
5. 2-Minute Training Demo Video For Staff
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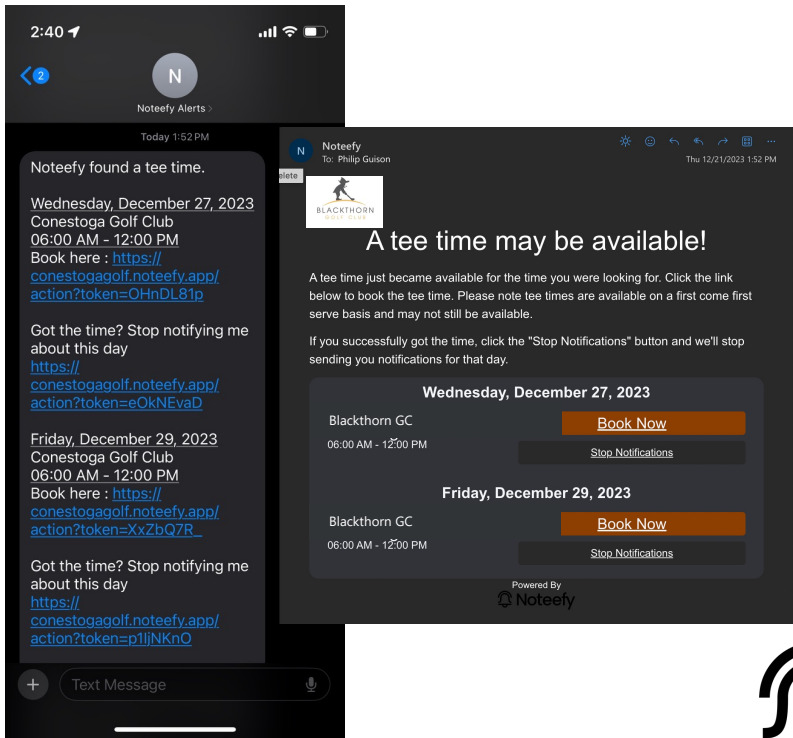
NOTEEFY IS AN AUTOMATED WAITLIST AND BOOKING ASSISTANT PLATFORM FOR OPERATORS AND GOLFERS

Every golfer's personalized, automated booking assistant and waitlist at your course – looking for a match between their desired tee time and course availability in real time!

Your Golf Booking Assistant Link



Personalized Messaging



DISCUSSION: WHAT DOES SUCCESS LOOK LIKE WITH NOTEIFY AT YOUR COURSES?

1 Financial & Utilization Lift: Compression, Whitespace Reduction

- Average utilization increase in net monthly tee times booked (same month Y/Y)
- Pricing power boost from increased supply/demand optimization

2 Operational Efficiency: Phone Call Booking Reduction

- Increase in online bookings vs. phone calls from members
- Increase in golf shop associate time for value-add activities
- Increase in last minute bookings (when tee times cancelled ~48 hours out)

3 Customer Experience: Enhancement & Optimal Behavioral Shift

- Improvement in golfer booking experience (NPS)
- Improvement in golf staff experience (NPS)
- Change in booking behavior (golfers book further out)



COURSES CAN ALSO CONFIGURE REMINDER NOTIFICATIONS TO SEND GOLFERS, DRIVING ADDITIONAL DEMAND

Configure the Search Reminder Email for your courses. Press the edit button to change the configuration options. [Video Demo](#)

Course	Active Range	Action
Butler's Golf Course Woodside	days	<button>Edit</button>
Camarillo Springs Golf Course	days	<button>Edit</button>
Canal Shores Golf Course	days	<button>Edit</button>
Cantigny Golf	days	<button>Edit</button>
Carlton Oaks Golf	days	<button>Edit</button>
Cathedral Canyon Golf Course	days	<button>Edit</button>
Chambers Bay	days	<button>Edit</button>
Chester Washington Golf Cours	days	<button>Edit</button>
Chula Vista GC	days	<button>Edit</button>
Clover Valley Golf Club	Inactive 2 Weeks This is the default message 15 Days	<button>Edit</button>

Reminder Email Configuration

Use this form to edit the email configuration

Course

Cantigny Golf

Activate Email

Emails should be sent every

2 Weeks

Email Message

This is the default message

Emails should be sent to users who have been inactive for

15 Days

Update

<

1

2

3

4

5

6

...

26

>

10 / page



SAMPLE GO-TO-MARKET PLAN (SINGLE COURSE)

Courses that successfully leverage the Noteefy platform complete these onboarding steps

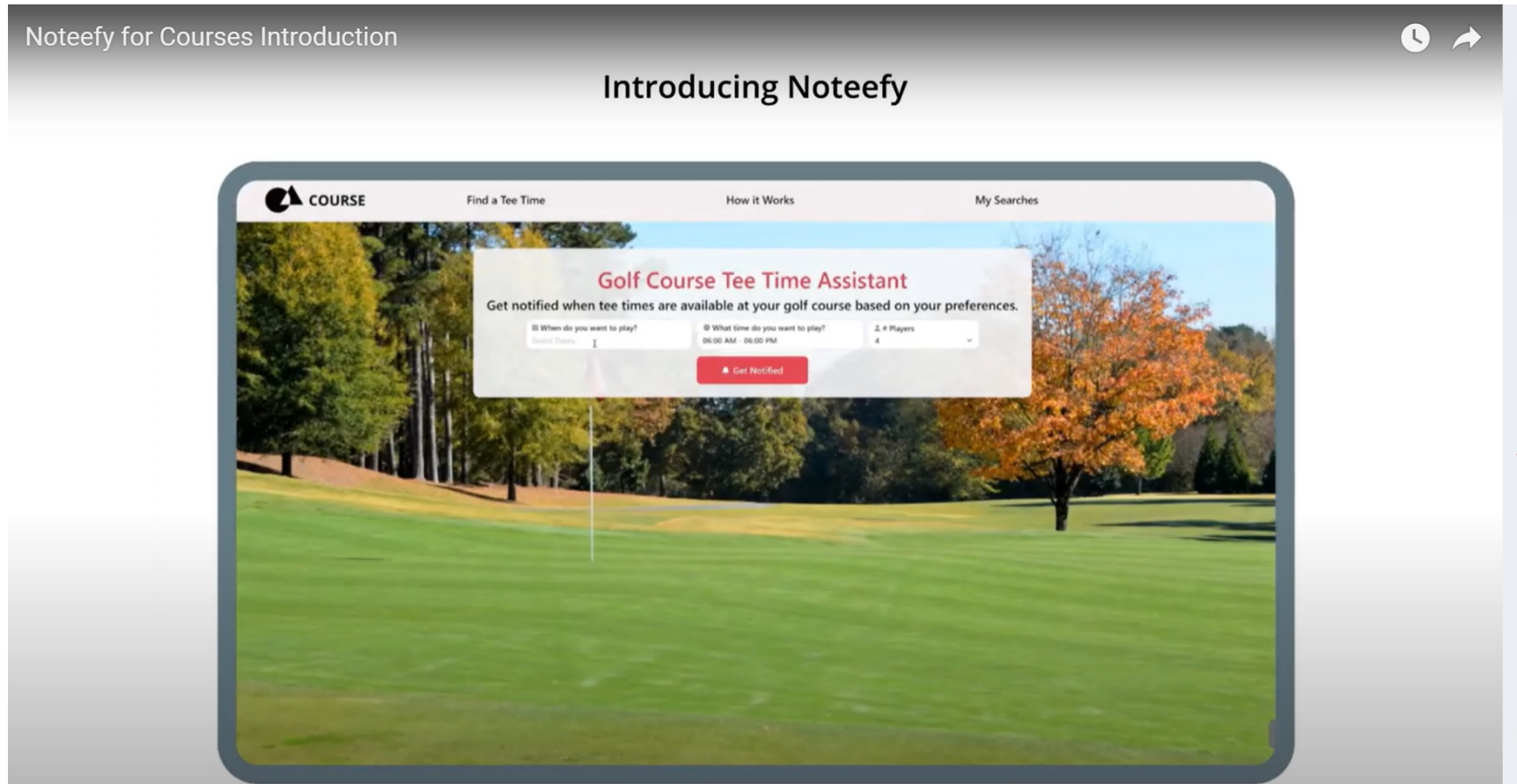
Step	Action	Action Owner	Complete?
1	Course(s) confirms interest in proceeding: Inform Noteefy team	Blackthorn	✅
2	Contract sent & signed	All	Pending
3	Course to confirm Noteefy site cosmetics: <ul style="list-style-type: none"> • Logo • Preferred Image • <u>Other customization options</u> 	Blackthorn	Pending
4	Course team (ie GM) to set up account on custom site & test user journey to confirm it works as expected <ul style="list-style-type: none"> • Add GM + any other team members as admin to receive analytics 	Blackthorn/Admins	Pending
5	Set launch date	All	TBD
6	IMPORTANT: Add new "Tee Time Assistant" text with link & tab added to website + tee sheet <ul style="list-style-type: none"> • Tee sheet text: "Don't see the tee time you are looking for? <u>Try our virtual tee time assistant</u>" • Best practice: add a 'pop up' flyer on website that routes golfers to use the platform • Best practice: add explainer on course homepage 	Blackthorn	Pending Kickoff
7	Create outbound email education messaging	Blackthorn	Pending Kickoff
8	Launch date plan: <ul style="list-style-type: none"> • Email & SMS launch in the morning • Signage displayed around course & on website (restrooms, driving range, golf carts, etc.) • Social post • Activation in ios app routing to Noteefy site 	Blackthorn	Pending Kickoff
9	Bi-Monthly Performance Review	All	TBD



TRAINING DEMO VIDEO FOR STAFF

[Youtube link: Noteefy for Courses Introduction – YouTube](#)

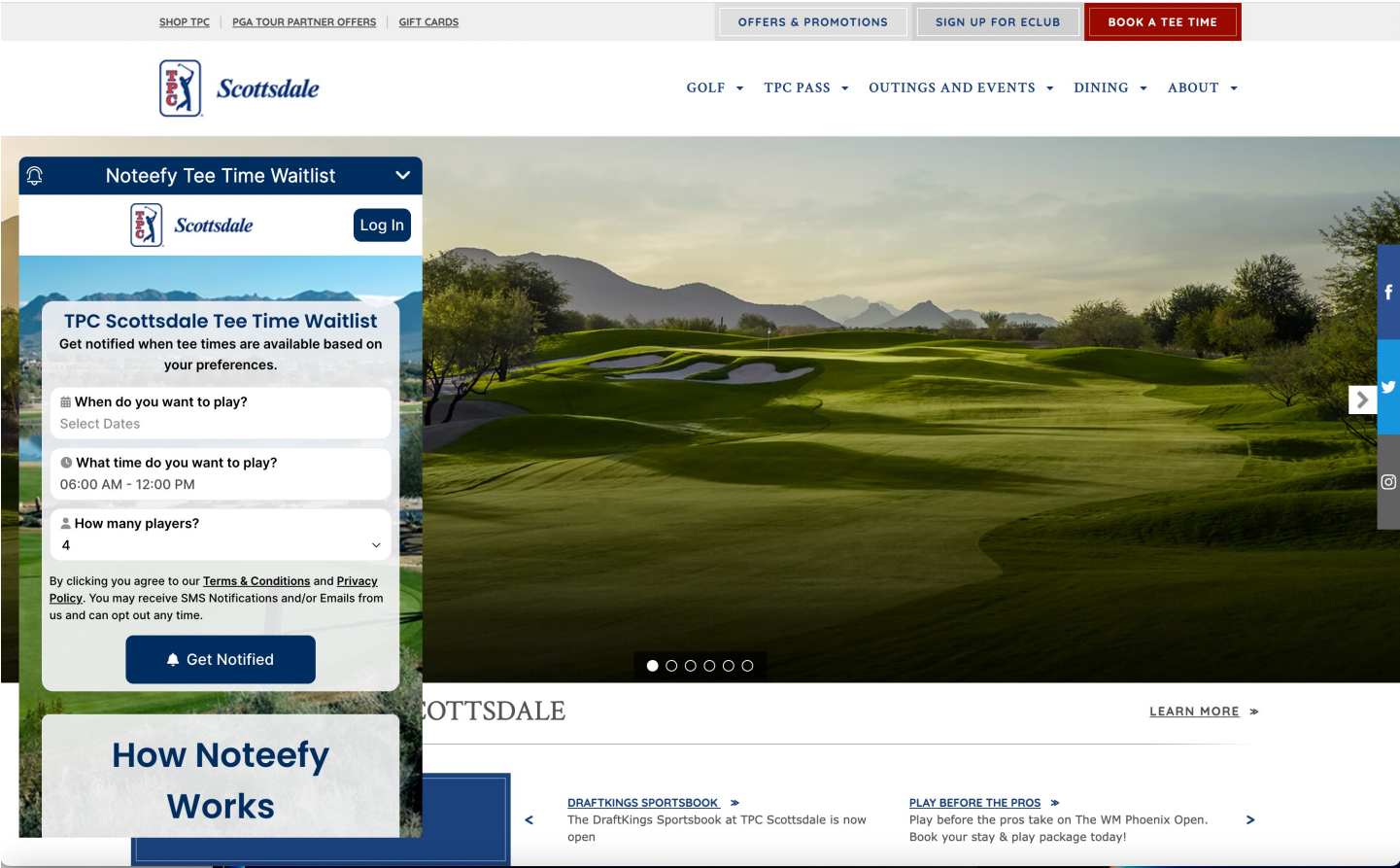
Recommend that all staff watch to direct inbound phone traffic to tool



CASE STUDY #1: TPC SCOTTSDALE

Visit site here: [TPC Scottsdale Home \(https://tpc.com/scottsdale/\)](https://tpc.com/scottsdale/)

Tee Sheet: EZ Links



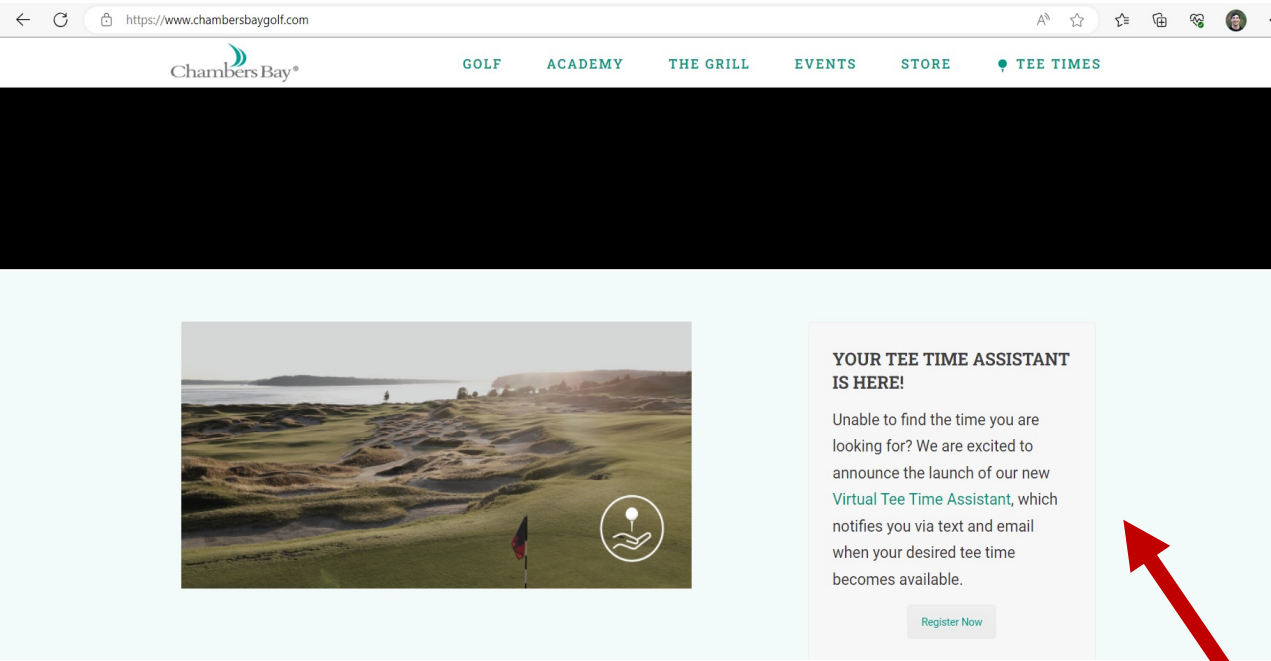
EZLinks widget built to sit on home page



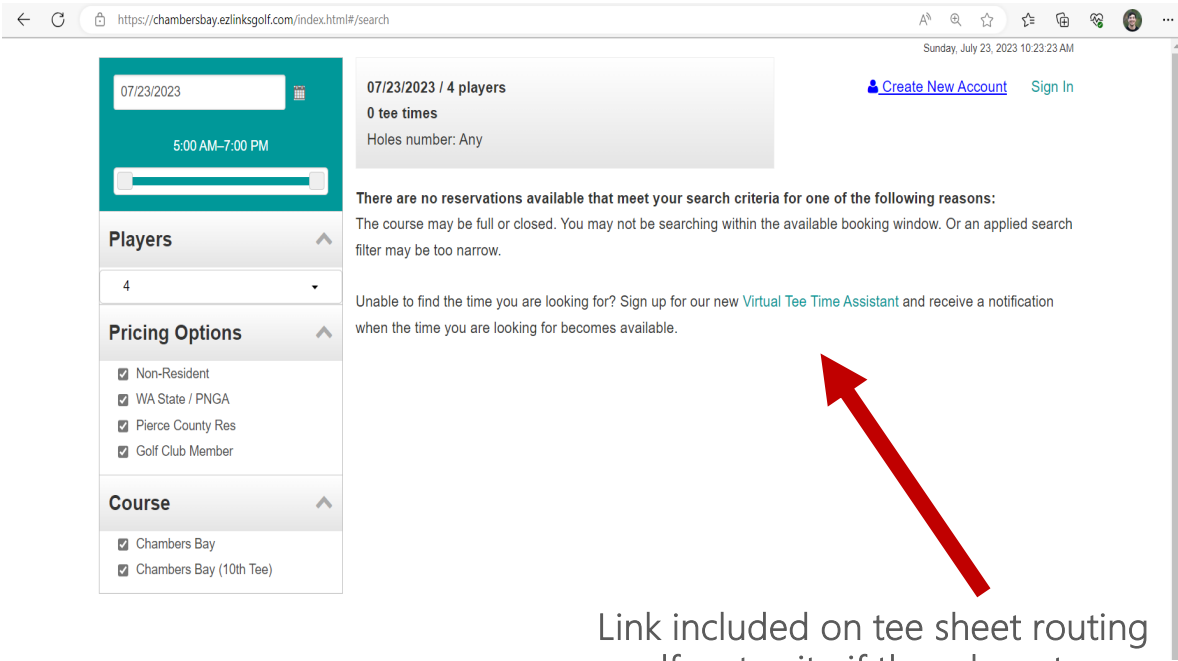
CASE STUDY #2: CHAMBERS BAY

Visit site here: [Chambers Bay Home • Links for golf in the Pacific Northwest \(chambersbaygolf.com\)](https://www.chambersbaygolf.com)

Tee Sheet: EZ Links



Educational blurb on website included to drive traffic

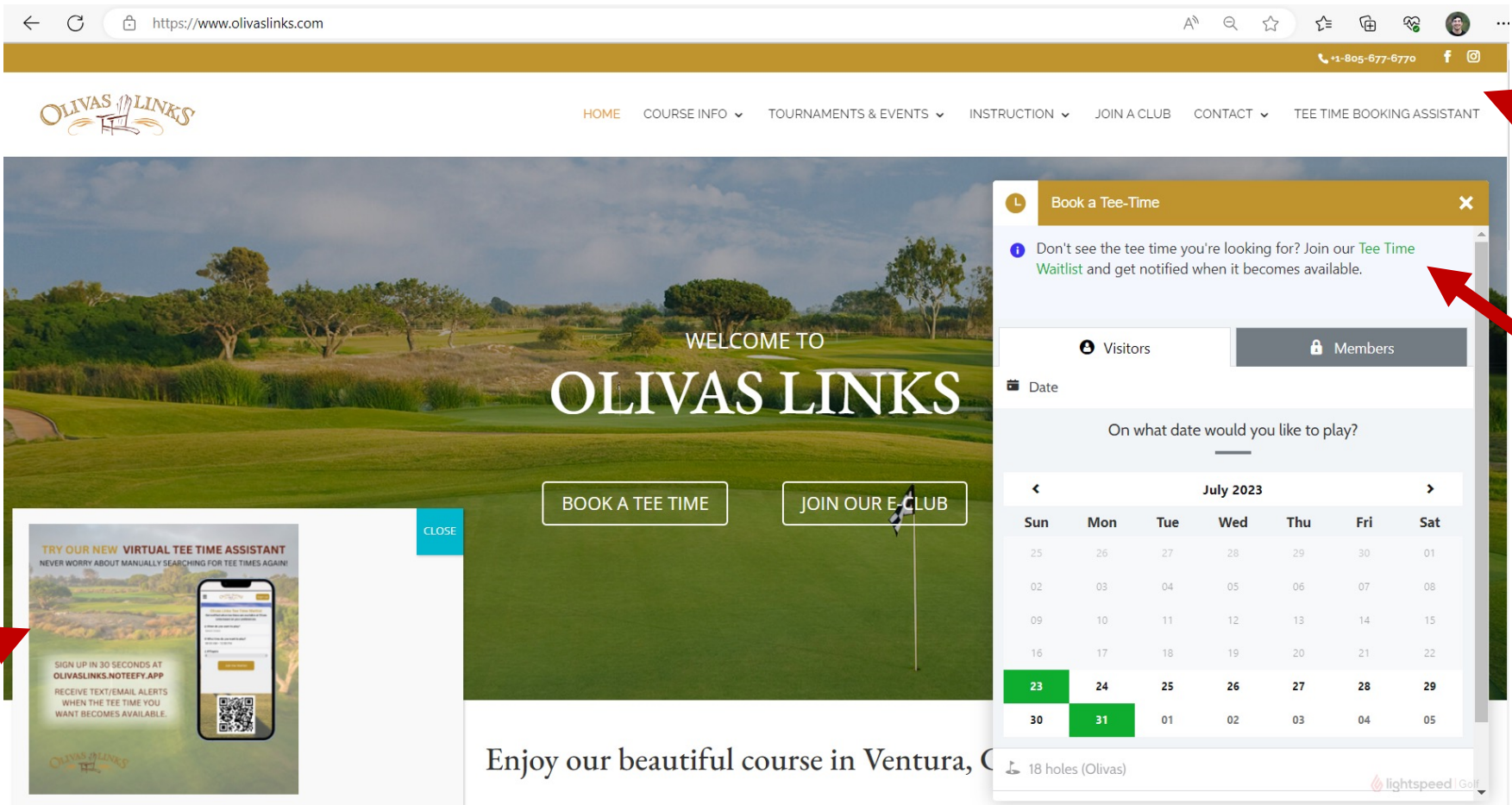


Link included on tee sheet routing golfers to site if they do not see the time they are looking for



CASE STUDY #3: OLIVAS LINKS

Visit site here: [Olivas Links - Golf Course in Ventura, CA](https://www.olivaslinks.com)
Tee Sheet: Lightspeed



Tab on website

Link included on
tee sheet

Educational flyer on
homepage



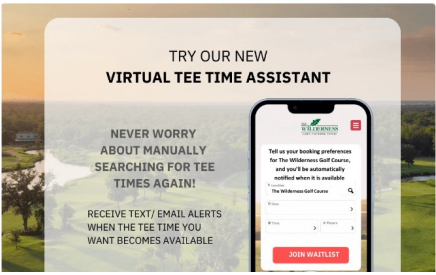
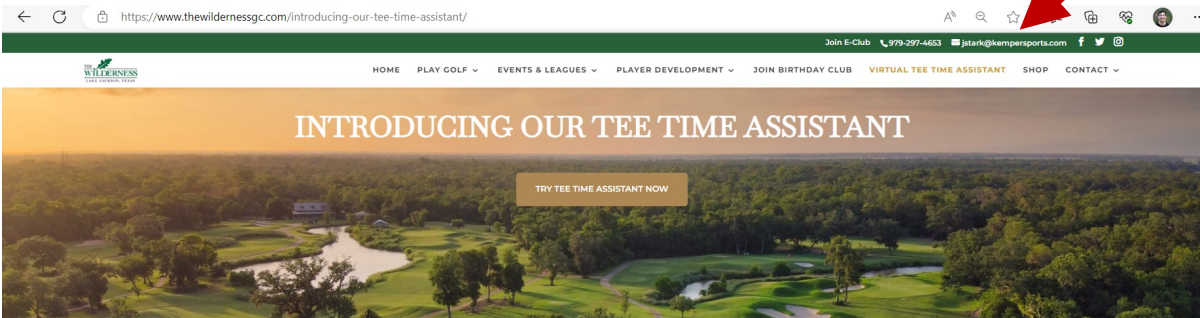
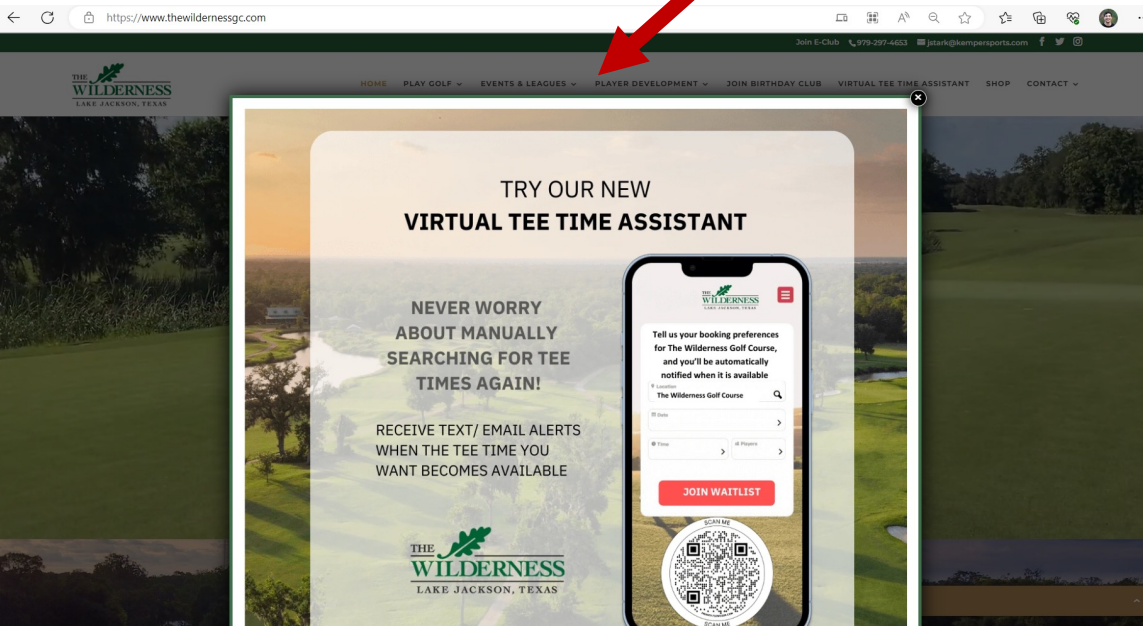
CASE STUDY #4: THE WILDERNESS LAKE JACKSON

Visit site here: [The Wilderness at Lake Jackson - Golf Course \(thewildernessgc.com\)](https://thewildernessgc.com)

Tee Sheet: Lightspeed

Tab with website explaining the Service

Popup for all inbound traffic



Try our New Tee Time Virtual Assistant

The Wilderness Golf Course is proud to announce the launch of its new Virtual Tee Time Assistant. Fully integrated with our Tee Sheet, this application is a game-changer for golfers like you who want to book their tee times with ease. Using our Virtual Tee Time Assistant, you can put yourself on a virtual waitlist for any day, time range, and number of players you desire. Then, you'll receive instant notifications when a tee time that fits your preferences becomes available, without the need to constantly refresh the tee sheet page. This will give you more time to focus on your game and less time worrying about securing a tee time.

Tips & Tricks for Using the Virtual Tee Time Assistant:

Search for Fewer Players:





CASE STUDY #5: CANTIGNY

Visit site here: [Cantigny Golf Club - Wheaton, IL](https://www.cantignygolf.com)
Tee Sheet: EZ Links


Popup for all inbound traffic

Reference to site on tee sheet



TRY OUR NEW TEE TIME TEE TIME ASSISTANT

NEVER WORRY ABOUT MANUALLY SEARCHING FOR TEE TIMES AGAIN!



SIGN UP IN 30 SECONDS @ CANTIGNYGOLF.NOTEEFY.APP

RECEIVE TEXT/EMAIL ALERTS WHEN THE TEE TIME YOU WANT BECOMES AVAILABLE

07/23/2023

6:00 AM - 7:00 PM

Players

4

Holes

Any

Pricing Options

☒ 18 Holes

☒ 9 Holes

Course

☒ Cantigny - Hillside

☒ Cantigny - Lakeside

☒ Cantigny - Woodside

07/23/2023 / 4 players

19 tee times

Looking for a specific Date/Time? Join our Tee Time Waitlist and receive an alert when it becomes available!

Cantigny - Hillside

Hillside / Woodside

4:50 PM

\$53.00-\$88.00

1-4 Players

VIEW

Cantigny - Lakeside

Lakeside / Hillside

4:50 PM

\$53.00-\$88.00

1-4 Players

VIEW

Cantigny - Hillside

Hillside / Woodside

5:20 PM

\$46.00-\$50.00

1-4 Players

VIEW

Cantigny - Lakeside

Lakeside / Hillside

5:20 PM

\$46.00-\$50.00

1-4 Players

VIEW

Cantigny - Lakeside

Hillside / Woodside

5:30 PM

\$46.00-\$50.00

1-4 Players

VIEW

Cantigny - Hillside

Hillside / Woodside

5:40 PM

\$46.00-\$50.00

1-4 Players

VIEW

Cantigny - Lakeside

Lakeside / Hillside

5:50 PM

\$46.00

1-4 Players

VIEW

Cantigny - Lakeside


Lakeside / Hillside

6:00 PM

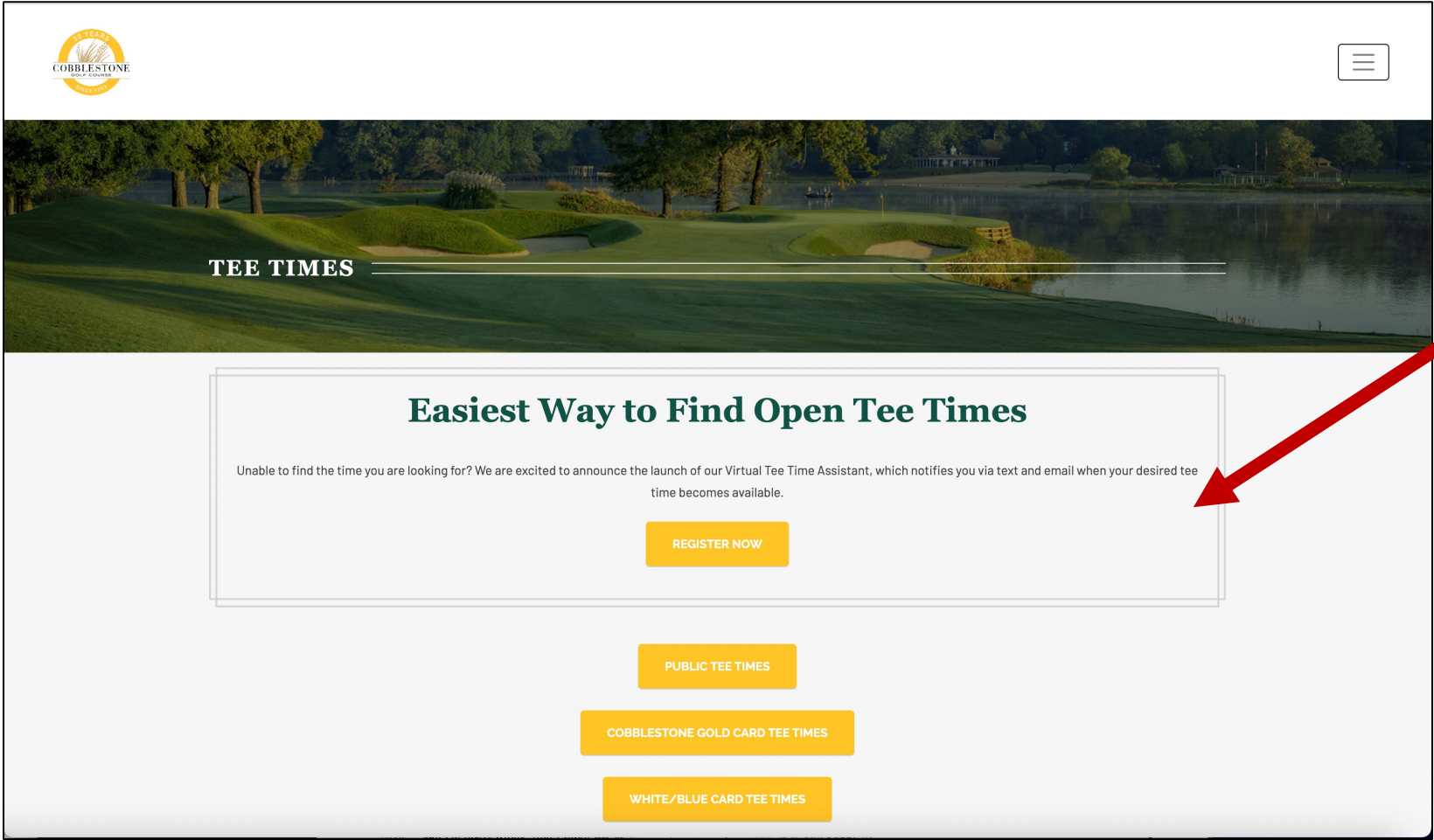
\$46.00

1-4 Players

VIEW



CASE STUDY #6: COBBLESTONE GOLF COURSE



Suggested “Easiest Way to Find Tee Times” copy on website prior to clicking on link to tee sheet



CASE STUDY #7: BLACK GOLD ON SITE ACTIVATION

Property Signage



CASE STUDY #8: BLACK GOLD SOCIAL ACTIVATION

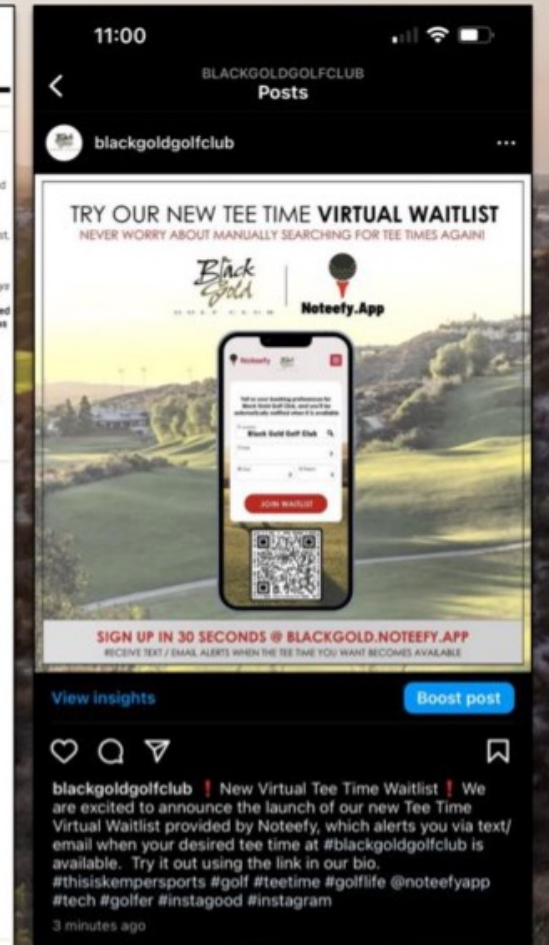
E-Mail / Social Media

NOTES:


- Included original flyer image and text from copy provided by Noteefy
- Email includes multiple links directly to Noteefy landing page
- E-Mail delivered on Friday Morning – preferably Mon-Thu AM
- Instagram post includes Waitlist URL in account bio

Sent	60349	Opened	25773	Hardbounce	69
Delivered	59813	Unopened	34040	Softbounce	850
Failed	---	Clicked	740	Unsubscribe	236
Completed	49				
Opens		43.09%		Clicks	
Start Date		End Date		Start Date	
Reset		Search		Reset	
2,000				35	
1,500				25	


Post Insights	
Interactions	6
Profile Visits	6
Discovery	481
Accounts reached	
0% weren't following blackgoldgolfclub	



TEMPLATES: EMAIL



43 43 43 43 43 43 43 43 43 43



Try Our New Virtual Tee Time Waitlist!


Looking to Play on a Specific Date/Time?

We are excited to announce the launch of our new **Tee Time Virtual Waitlist**, which notifies you via text and email when your desired tee time at Black Gold Golf Club becomes available. We know that looking for cancellations, or calling over and over to find your desired tee time isn't fun, so with our new virtual waitlist, you'll know immediately once that time has become available.


Set your desired playing preferences at Black Gold (*days of the week, time of day, number of players, etc.*) for specific dates as far in advance as you'd like, then based on those preferences, Noteefy will text and email you as soon as any applicable tee times are available, with a link directly to our booking page.

NOTE: tee times are first come, first serve, so there is no guarantee that the time will be available upon attempt to book. If you obtain a tee time from a Noteefy notification, you can easily pause your search. If you already have a Noteefy account, you can continue using the same login information.

[LEARN MORE](#)[JOIN WATLIST](#)

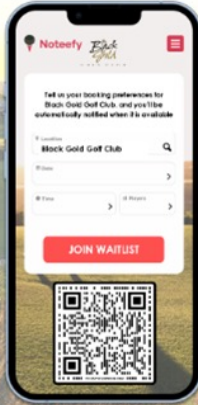


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TRY OUR NEW TEE TIME VIRTUAL WAITLIST

NEVER WORRY ABOUT MANUALLY SEARCHING FOR TEE TIMES AGAIN!





SIGN UP IN 30 SECONDS @ BLACKGOLD.NOTEIFY.APP
RECEIVE TEXT / EMAIL ALERTS WHEN THE TEE TIME YOU WANT BECOMES AVAILABLE

[Book Tee Time](#)

43 43 43 43 43 43 43 43 43 43

[Visit Us Online](#)

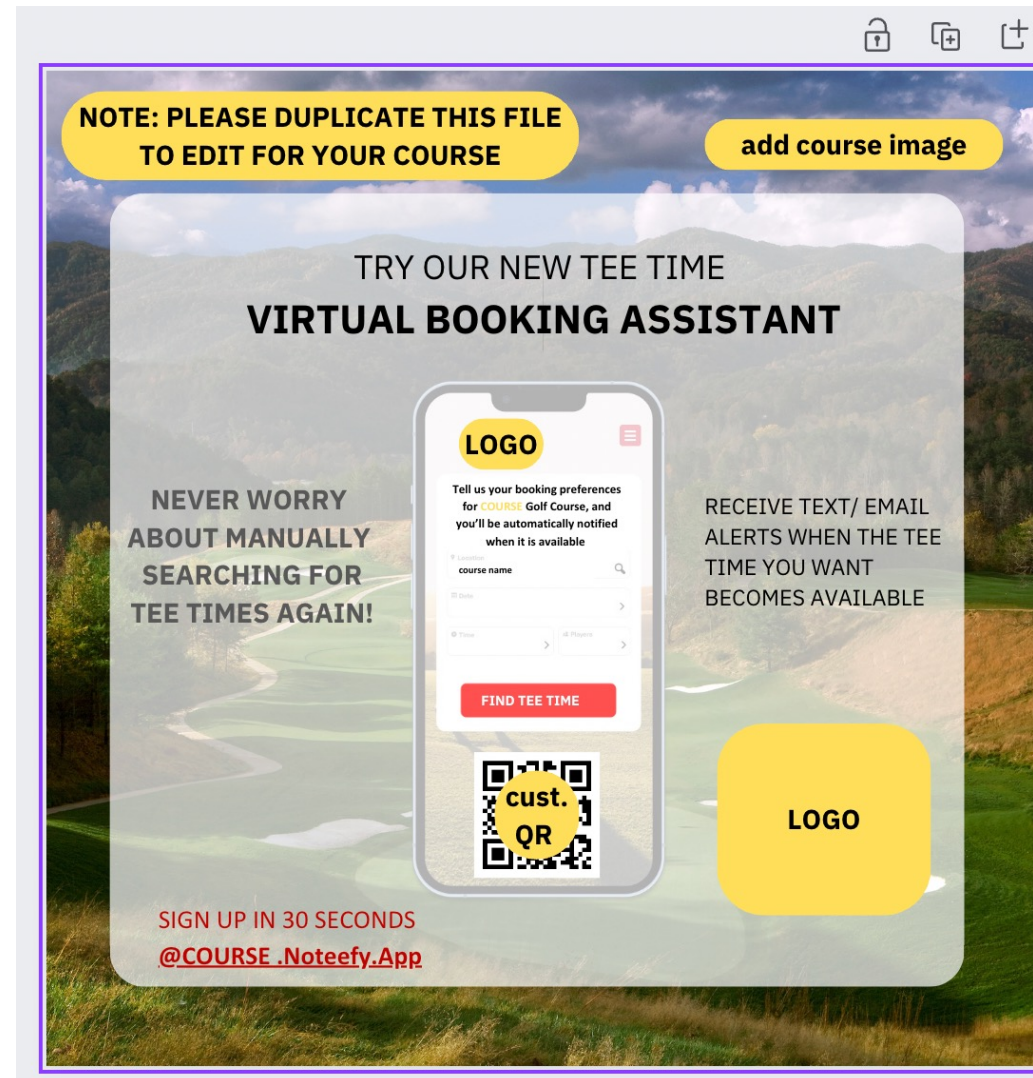
 LIKE US ON **facebook**

 Follow us on **Instagram**

Black Gold Golf Club
[1 Black Gold Drive](#)
[Yorba Linda, CA 92886](#)



TEMPLATES: EDITABLE CANVA ([CLICK TO VIEW](#))



TEMPLATES: EMAIL

Email:

Subject: The new EASIEST new way to find tee times and play more golf!

Hi [Golf Course Name] Golfers,

We are excited to announce the launch of our new tee time assistant! Try it at [Your Noteefy URL Here] to get a text and email when your desired tee time comes available.

We know that looking for cancelations or calling and refreshing over and over to find your desired times isn't fun, so with our new virtual tee time assistant – you will know right away when the time you want is available without needing do anything.

You can add desired playing preferences (time, dates, number of players) as far in advance as you would like – even all of 2023 in one go!

[Screenshot of your Noteefy home page here]

Times are first come first serve so it is not guaranteed that the time will be available when you check.

If you get a tee time for that day, you can easily pause your search by clicking the link the notification you receive.

Have any questions?

Reach out to the pro shop or our partner contacts at Noteefy
(Phil@noteefy.app)

SMS:

Hey! It's your friends at [Golf Course Name]. We know it's not fun calling or refreshing over and over to find a great tee time or cancelation. There's now an easier way: Try our newly launched virtual tee time waitlist today! [Your Noteefy URL Here].














SEE ALL TEMPLATES IN THIS FILE ([CLICK TO VIEW](#))

Microsoft 365

ND **Noteefy Data**

 Download  Integrate 

Documents > **Customer Onboarding Information (EXTERNAL)**

 Name 	Modified 	Modified By 
 Email Blast Example.png	May 24	Dathan Wong
 Employee FAQs.docx	May 24	Dathan Wong
 Example Flyer.docx	May 24	Dathan Wong
 Instagram Post Example.png	May 24	Dathan Wong
 Noteefy Customization Options and Onboa...	June 5	Dathan Wong
 Outreach Potential Copy.docx	May 24	Dathan Wong
 Successful Marketing Case Studies.pptx	June 16	Dathan Wong

