

**To: Turkey Mountain Golf**

From: Amberly Martin, CIPP

Subject: Target Market and Marketing Plan for Turkey Mountain Golf

After analyzing the data, we have identified a target market summary as follows:

**Demographics:**

**Age range:** 40-65

**Gender:** Even split between male and female

**Income level:** Middle to upper-middle class

**Geographic location:** Primarily residents of Horseshoe Bend and surrounding areas in Izard County

**Psychographics:**

**Interests:** Golf, outdoor activities, socializing with friends and family

**Experience level:** Beginner to intermediate.

**Communication preferences:** Email and text

Based on this target market, we recommend the following marketing plan to reach potential customers:

**Email and text message marketing:**

Create a contact list of potential customers and send targeted email and text message campaigns to promote your golf course, special events, and promotions.

**Local partnerships:**

Partner with local businesses, such as hotels and restaurants, to offer packages that include golf and other local attractions.

Develop a referral program that incentivizes current customers to refer new customers to your golf course.

**Social media marketing:**

Use social media platforms, such as Facebook and Instagram, to promote your golf course and engage with potential customers.

Develop a content calendar and create regular, engaging content that highlights your golf course and the services you offer.

**Golf lesson packages:**

Develop lesson packages that are tailored to beginner and intermediate-level players, and promote them through email marketing, social media, and local advertising.

**Tournaments and events:**

Host tournaments and events, such as charity golf outings or corporate events, to attract new players and increase revenue.

Use email marketing and social media to promote these events and attract potential customers.

We believe that this marketing plan will help you reach your target market and drive more traffic to your golf course.

By targeting your marketing efforts to the specific needs and interests of your potential customers, you can increase your revenue and grow your business.

**Competitive Analysis:**

First, Turkey Mountain Golf should focus on improving the overall course maintenance, ensuring that the greens and fairways are well-maintained to provide a high-quality golfing experience. This can be achieved through increased investment in course maintenance and employing experienced maintenance personnel.

Second, Turkey Mountain Golf should expand its amenities, including food and beverage options and recreational facilities such as a driving range or a pro shop. This can be achieved by conducting market research to identify the most popular amenities in the area and investing in these offerings accordingly.

Third, Turkey Mountain Golf should consider offering faster play options, such as early morning tee times or a "play and stay" package that includes overnight accommodations. This can be achieved by conducting research on the preferences of the target audience and developing customized packages to meet their needs.

Fourth, Turkey Mountain Golf should focus on enhancing its marketing efforts by developing a strong online presence and utilizing social media to promote its offerings. This can be achieved by investing in a user-friendly website, developing engaging social media content, and partnering with local tourism organizations to increase visibility.

By taking these immediate steps, Turkey Mountain Golf can improve its user experience and become the top choice for its target market.

## Comparison to Competitors

### A detailed description of Turkey Mountain Golf Course

Turkey Mountain Golf Course is a Public 18-hole golf course located in one of Arkansas' premier Retirement Communities in Horseshoe Bend, Arkansas.

Turkey Mountain Golf Course first opened for play in 1970. The course has rolling hills, dramatic elevation changes, wooded valleys and freshwater lakes. The course has narrow tree-lined fairways and small greens.

Par for the course is 73. From the back tees the course plays to 6,407 yards. From the forward tees, the course measures 5,492 yards. The longest hole on the course is # 9, a par-5 that plays to 602 yards. The shortest hole on the course is # 16, a par-3 that plays to 166 yards from the back tees.

Watch out for # 9, a 602-yard par-5 challenge, and the #1 handicap hole on the course. The easiest hole is # 18, a 177-yard par-3.

The course can be walked, but best left to the truly hardy. Sitting on 200 acres, with hills and long distances between some holes, this is a course best challenged with your "A" game and a riding cart

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Cherokee Village, Arkansas  
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Mountain View, Arkansas

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Batesville, Arkansas

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Batesville, Arkansas

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"https://www.golfcourseranking.com/courses/Arkansas/Horseshoe%20Bend/usa/Turkey%20Mountain%20Golf%20Course/1536/"}

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Mountain Home, Arkansas

{HYPERLINK

"https://www.golfcourseranking.com/courses/Arkansas/Horseshoe%20Bend/usa/Turkey%20Mountain%20Golf%20Course/16297/"}

Cherokee Village Golf Course - South, Cherokee Village, Arkansas, - Golf Course Photo

Cherokee Village Golf Course - South13.05 miles

Cherokee Village, Arkansas

2 Ratings / ReviewsCherokee Village Golf Course - North, Cherokee Village, Arkansas, - Golf Course Photo

Cherokee Village Golf Course - North13.05 miles

Cherokee Village, Arkansas

2 Ratings / ReviewsThayer Country Club, Thayer, Missouri, - Golf Course Photo

Thayer Country Club25.22 miles

Thayer, Missouri

No Ratings / Reviews Pine Hills Golf Course, Mountain View, Arkansas, - Golf Course Photo

Pine Hills Golf Course 30.85 miles

Mountain View, Arkansas

No Ratings / Reviews Batesville Municipal Golf Course, Batesville, Arkansas, - Golf Course Photo

Batesville Municipal Golf Course 32.45 miles

Batesville, Arkansas

1 Rating / Review Batesville Country Club, CLOSED 2011, Batesville, Arkansas, - Golf Course Photo

Batesville Country Club, CLOSED 2011 32.84 miles

Batesville, Arkansas

No Ratings / Reviews Twin Lakes Golf Club, Mountain Home, Arkansas, - Golf Course Photo

Twin Lakes Golf Club 34.31 miles

Mountain Home, Arkansas

No Ratings / Reviews

{HYPERLINK "<https://www.turkeymtngc.com/>"}

## **Website Proposed Outline for ease of use & conversion – TWO Options**

### **HSB – Turkey Mountain Web Silo – v1 written in a more playful, metaphorical style**

By organizing the website's content in this way, users can easily navigate between related pages while enjoying a fun, playful tone. Incorporating metaphors and playful language helps to engage visitors and make the website more memorable, while still optimizing it for search engines with targeted keywords and a clear SILO structure.

#### **Home**

- Welcome to the green paradise!
- Tee off and start exploring Turkey Mountain Golf's lush fairways and rolling hills
- Check out the 19th hole for a drink or bite to eat

#### **About Us**

- Meet the golf gurus who make Turkey Mountain Golf the talk of the town
- Take a walk down memory lane and learn about the history of the course
- Find out what sets our course apart from the rest

#### **Golf Course**

- Turkey Mountain Golf: where fairways and dreams come true
- Discover our challenging course, with bunkers and hazards that will put your skills to the test
- Reserve your tee time and see for yourself why we're the place to be for golf aficionados

#### **Golf Events**

- The greens come alive at Turkey Mountain Golf
- Explore our upcoming events and tournaments, from casual outings to serious competitions
- Host your own event with us, and we'll make it a day you'll never forget

#### **Golf News**

- Stay up-to-date with the latest golf trends and tips
- Sink your teeth into our golf-themed articles and blog posts, with insights from the pros
- Up your game and get ready to impress your golfing buddies

#### **Contact Us**

- Ra177-yardt the links? Book your tee time today!
- Get in touch with our friendly staff to learn more about Turkey Mountain Golf
- Find us at the end of the rainbow in Horseshoe Bend, AR

## **HSB – Turkey Mountain Web Silo – v2**

By organizing the website's content in this way, users can easily navigate between related pages, while search engines will recognize the clear hierarchy of information and consider the site more authoritative on the topic of golf and the Turkey Mountain Golf Course. Additionally, incorporating keywords and phrases related to golf and the specific location of the course, such as "Horseshoe Bend, AR", throughout the site can improve its visibility in search engine results pages.

### **Home**

- Introduction to the website and its purpose
- Brief description of the Turkey Mountain Golf Course
- Call-to-action to explore the site and book a tee time

### **About Us**

- History of the Turkey Mountain Golf Course
- Description of the course and its features
- Meet the staff and yardnt team
- Directions and hours of operation

### **Golf Course**

- Overview of the Turkey Mountain Golf Course
- Course layout and hole-by-hole description
- Tee times and pricing information
- Golf equipment and merchandise available for purchase
- Lessons and clinics offered by the course
- Golf Events
- Upcoming golf events at the Turkey Mountain Golf Course
- Information on how to host your own golf event at the course
- Tournament schedule and results

### **Golf News**

- Latest golf news and trends
- Articles and blog posts related to golf and golf courses
- Tips and advice for improving your golf game

### **Contact Us**

- Contact form for inquiries and tee time reservations
- Phone number and email address for general inquiries

### **Address and map for in-person visits**

### **Social Media Posting – News Articles – Recommended Topics, titles all optimized “clickbait”**

The key to a great clickbait title is to balance humor with an informative and engaging message. These titles should help spark ideas for your writing and help draw in readers to your content. Good luck!

- "The Power of Pars: How 18 Holes of Golf Can Change Your Life"
- "Putting the Fun in Fundamentals: Mastering the Basics of Golf for 18-Hole Success"
- "Hole-in-One or Bust: The Thrilling World of High-Stakes 18-Hole Golf"
- "The Perfect Round: A Scientific Guide to Breaking Par on Any Golf Course"
- "Beyond Birdies and Bogeys: Exploring the Mental Game of 18-Hole Golf"
- "The 18-Hole Hustle: How to Conquer Any Golf Course Like a Pro"
- " Green is the New Black: How Golf Courses are Taking Over as the Ultimate Destination"
- "From the Fairway to the Clubhouse: The Surprising Benefits of Playing 18 Holes of Golf"

## **BLOG Posting**

As part of your overall social media strategy and to generate additional income from your on-line presence, a blog can be critical.

Below is a potential calendar of blog postings, content for all postings can be customized and developed on for the course:

Week 1:

Date      Blog Post Title

2023-03-01    "The Top 10 Must-Play Golf Courses in the US"

2023-03-03    "How to Choose the Best Golf Course for Your Next Game"

2023-03-05    "What Makes a Great Golf Course? The Features You Can't Miss"

Week 2:

Date      Blog Post Title

2023-03-08    "The Most Beautiful Golf Courses in the World"

2023-03-10    "Tips for Playing Your Best Game on a Challenging Course"

2023-03-12    "A Beginner's Guide to Golf Course Architecture"

Week 3:

Date      Blog Post Title

2023-03-15    "The History of Golf Course Design: From Old Tom Morris to Today"

2023-03-17    "The Best Golf Courses for a Weekend Getaway"

2023-03-19    "What to Wear on the Golf Course: A Guide for Men and Women"

Week 4:

Date      Blog Post Title

2023-03-22    "The Most Iconic Golf Holes: A Tour of Famous Golf Course Landmarks"

2023-03-24    "How to Plan the Perfect Golf Course Road Trip"

2023-03-26    "Golf Course Maintenance: How to Keep Your Course in Top Condition"

## **Free E-Book Download Offer on Website**

Drive Traffic & Develop e-mail file. Offer Something of Value – Offer a Branded E-book, here is a proposal:

### **Planning the Ultimate Golf Course Road Trip: A Step-by-Step Guide**

Golf e- book:

Are you looking to hit the links and experience some of the best golf courses in the country? If so, a golf course road trip may be just what you need. In this guide, we'll take you through the steps of planning the perfect golf course road trip, from selecting the courses to mapping out your route.

#### **I. Defining the Purpose of Your Golf Course Road Trip (Approximately 500 words)**

- Before you begin planning your golf course road trip, it's important to define your goals and expectations. Here are some important questions to consider:
- What type of courses do you want to play?
- Are you looking to play championship courses or more low-key options?
- What is your budget for the trip?
- Are there any other activities or attractions you want to include along the way?
- By answering these questions, you can start to create a roadmap for your trip that meets your specific needs and desires.

FAQ

- What are some of the best golf courses to include on a road trip?
- How do I determine which courses fit my skill level?
- What are some other activities to consider on a golf course road trip?

#### **II. Selecting Golf Courses for Your Trip (Approximately 800 words)**

- With your purpose defined, it's time to start selecting the courses for your trip. Here are some factors to consider:
- Location and geography
- Course difficulty and skill level
- Course rating and reviews
- Availability and scheduling
- Cost and budget
- By considering these factors and doing your research, you can create a list of courses that fit your criteria.

FAQ

- How many courses should I include on my road trip?
- What's the best way to research courses?
- Should I book tee times in advance or wait until I arrive?

### **III. Planning Your Route and Logistics (Approximately 800 words)**

- Once you've selected your courses, it's time to plan your route and logistics. Here are some important considerations:
- Mapping out your route and estimating travel time
- Booking lodging and accommodations
- Renting a car or RV
- Packing and preparing for the trip
- By taking the time to plan out these logistics, you can ensure that your trip runs smoothly and you get the most out of your golf course road trip.

#### FAQ

- Should I stick to a specific region or travel across the country?
- What's the best way to estimate travel time between courses?
- What should I pack for a golf course road trip?

### **IV. Making the Most of Your Golf Course Road Trip (Approximately 500 words)**

- With your trip planned out, it's time to hit the road and start playing some golf. Here are some tips for making the most of your golf course road trip:
- Take breaks and explore the area around the course
- Connect with local golfers and get insider tips
- Be flexible and open to changes in your itinerary
- Enjoy the journey as much as the destination.
- By following these tips, you can make your golf course road trip a memorable and enjoyable experience.

#### FAQ

- How can I connect with local golfers and get insider tips?
- What should I do if a course is closed or unavailable?
- How can I make the most of my downtime on the road trip?

### **V. Conclusion (Approximately 200 words)**

A golf course road trip can be an incredible way to experience some of the best golf courses in the country while enjoying the journey along the way. By following the steps outlined in this guide, you can plan a trip that meets your specific needs and desires, while creating lasting memories and connections with fellow golfers.

## **SOCIAL MEDIA – Facebook, twitter, tik toc, Instagram, youtube**

### **Daily Posting Is Critical When Developing a Loyal Customer Base**

We have created a number of sample social media content postings – each post should be customized for the platform for which it is uploaded.

#### **Social Media Content Post**

1 Enjoying the scenic beauty of Turkey Mountain Golf Course while playing a round of golf is truly an unforgettable experience. Our expertly designed golf course offers a challenging yet enjoyable game that will leave you feeling accomplished. With state-of-the-art facilities, we offer the perfect backdrop for golf enthusiasts. Come play with us and experience the thrill of golfing on one of the best golf courses in Horseshoe Bend, AR. Book your tee time today! #golfcourse #golfclub #golfing #horseshoebendar

2 A day spent playing golf is a day well spent. At Turkey Mountain Golf Course, we understand that golf is more than just a sport; it's a lifestyle. Whether you're looking to play a relaxing round or challenge yourself, we have everything you need to take your game to the next level. Our greens and fairways are expertly maintained, and our facilities are top-notch. Come experience the ultimate golfing experience with us. Book your tee time now! #golfing #golfcourse #golfclub #horseshoebendar

3 Are you looking for a new challenge in your golf game? Look no further than Turkey Mountain Golf Course. Our golf course is known for its unique challenges and breathtaking views, making it the perfect place to test your skills. Our expertly maintained greens and fairways, coupled with our state-of-the-art facilities, create the ultimate golfing experience. Come play a round with us today and take your game to the next level. #golfclub #golfcourse #golfing #horseshoebendar

4 Whether you're a seasoned golfer or just starting, Turkey Mountain Golf Course is the perfect place to improve your game. With our challenging course and expert instructors, we offer the ideal environment to help you develop your skills. Our facilities are state-of-the-art and our staff is dedicated to ensuring you have the best possible experience. Come play with us and take the first step in improving your golf game. Book your tee time now! #golfing #golfcourse #golfclub #horseshoebendar

5 Looking for a great way to spend time outdoors? Come play a round of golf at Turkey Mountain Golf Course. Our course offers a challenging and fun game, with breathtaking views of Horseshoe Bend, AR. Our facilities are state-of-the-art and our staff is friendly and knowledgeable, ensuring you have a memorable experience. Whether you're a seasoned golfer or just starting, we have everything you need to enjoy the perfect game. Book your tee time now! #golfclub #golfcourse #golfing #horseshoebendar

6 At Turkey Mountain Golf Course, we're passionate about golf and dedicated to providing the best possible experience for our guests. From our expertly designed course to our state-of-the-art facilities, we offer everything you need to enjoy the perfect game. Our staff is friendly and knowledgeable, and our prices are affordable, making us the ideal destination for golf enthusiasts. Come play with us and experience the magic of Turkey Moun Golf Course. #golfing #golfcourse #golfclub #horseshoebendar

7 Are you looking for the perfect place to host your next golf tournament or outing? Look no further than Turkey Mountain Golf Course. Our expertly designed course and state-of-the-art facilities provide --> {HYPERLINK "<https://www.theinsidersviews.com/search/label/SEO>"}

1 There's nothing quite like the feeling of hitting a perfect shot down the fairway at Turkey Mountain Golf Course. Our 18-hole course provides a challenging yet enjoyable experience for golfers of all skill levels. Whether you're a seasoned pro or just starting, our expertly maintained greens and fairways will provide you with an unforgettable golfing experience. Come out and play a round at Turkey Mountain Golf Course today!

2 Did you know that Turkey Mountain Golf Course offers private lessons with our experienced golf instructors? Our instructors will work with you one-on-one to improve your swing, putting, and overall game. They'll provide you with personalized tips and tricks to help you improve your golf skills and take your game to the next level. Contact us to schedule your private lesson today!

3 Are you looking for a great place to host your next golf outing or tournament? Look no further than Turkey Mountain Golf Course! Our beautiful course, top-notch facilities, and friendly staff make us the perfect choice for your next event. Contact us to learn more about our outing and tournament packages.

4 Looking for a fun activity to do with the family? Come out to Turkey Mountain Golf Course and play a round of mini-golf! Our beautifully designed course offers a fun and challenging experience for golfers of all ages. Bring the kids and enjoy a day of outdoor family fun!

5 Turkey Mountain Golf Course is proud to offer a fully stocked pro shop with all the latest golf equipment and apparel. Our knowledgeable staff can help you find the perfect set of clubs, shoes, or clothing to enhance your golfing experience. Come out and see what we have in stock today!

6 Golfing is not just a sport, it's a lifestyle. And at Turkey Mountain Golf Course, we understand that better than anyone. That's why we offer a variety of membership options to fit every golfer's lifestyle and budget. From individual memberships to family packages, we have something for everyone. Contact us to learn more about our membership options.

7 It's never too early to start thinking about your holiday gift-giving. Why not give the gift of golf this year? Turkey Mountain Golf Course gift certificates make the perfect gift for the golfer in your life. They can be used for rounds of golf, private lessons, or anything else we offer. Contact us to purchase your gift certificate today!

8 Did you know that golfing is a great way to stay active and healthy? At Turkey Mountain Golf Course, we're committed to promoting healthy living through the sport of golf. Our course is the perfect place to get outside, get moving, and enjoy the beauty of nature. Come out and play a round with us and experience the health benefits of golf for yourself!

9 Planning a golf trip with your buddies? Look no further than Turkey Mountain Golf Course. Our course is a hidden gem in the heart of Arkansas and offers a challenging yet enjoyable experience for golfers of all skill levels. After your round, relax and enjoy a drink and a meal at our clubhouse. Contact us to schedule your tee time today!

10 Are you a beginner golfer looking to improve your game? Turkey Mountain Golf Course is the perfect place to learn and grow your golf skills. Our friendly staff and expert instructors will help you improve your swing, putting, and overall game. Come out and see how we can help you take your golf game.

**Engage customers and generate interest by sharing “behind the scenes” communication. We have drafted a few SEO examples:**

#### Take care of the trees

Trees add to the beauty and aesthetics of a golf course, but they can also be a hindrance if they're not maintained properly. Trees that are overgrown or diseased can cause problems for golfers, so it's important to regularly trim them and remove any dead or diseased trees. This will not only help to keep the course in top condition but will also make it safer for golfers.

#### Maintain the irrigation system

The irrigation system is critical to keeping the golf course healthy and green, so it's important to keep it well-maintained. Regularly inspect the system for leaks, broken sprinkler heads, or other issues that could lead to uneven watering. Additionally, it's important to adjust the irrigation system based on the weather conditions to ensure that the course is not over or under-watered.

#### Regularly aerate the course

Aerating the course is an essential part of golf course maintenance. It involves creating small holes in the ground to allow air, water, and nutrients to reach the roots of the grass. This helps to promote healthy growth and prevent soil compaction. Regularly aerating the course can improve its overall health and make it more enjoyable for golfers.

#### Hire a professional maintenance team

Maintaining a golf course requires a lot of time, effort, and expertise. That's why it's important to hire a professional maintenance team to take care of the course. A professional team will have the expertise and resources necessary to keep the course in top condition, including the equipment and tools needed to maintain the greens, bunkers, trees, and irrigation system.

In conclusion, maintaining a golf course is a complex and time-consuming task, but it's essential to ensure that the course is in top condition. By following these tips, you can keep your golf course healthy, green, and enjoyable for golfers. Remember that regular maintenance is key, and hiring a professional team can help to ensure that the course is well-maintained and in top condition.

If you have any questions or need further assistance, reviewing or updating items like your privacy policy or terms of use, please do not hesitate to contact me.

Sincerely,