

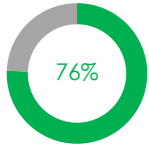


# Sales & Marketing Snapshot

APRIL

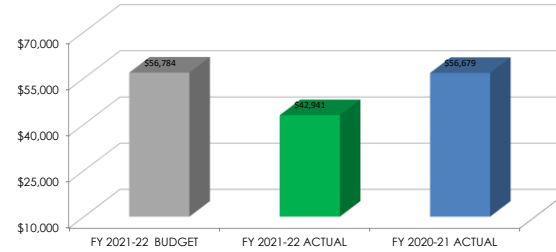
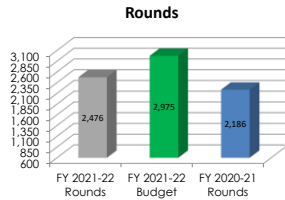
REPORT DATE: 5/24/22

## Percentage of Budget



## Monthly Summary Totals

MONTHLY BUDGET  
\$56,784  
ACTUAL MONTHLY REVENUE  
\$42,941  
VARIANCE TO BUDGET  
-\$13,843  
FY MONTHLY REVENUE  
\$56,679



## APRIL

### FY 2021-22 Monthly Budget

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$46,319
Merchandise	\$3,900
Food & Beverage	\$6,550
Other	\$15

### FY 2021-22 Actual Month Revenue

REVENUE CLASS	AMOUNT
Green Fees/Cart	\$36,489
Merchandise	\$2,962
Food & Beverage	\$3,350
Other	\$140

### FY 2020-21 Monthly Revenue

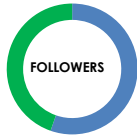
REVENUE CLASS	AMOUNT
Green Fees/Cart	\$48,966
Merchandise	\$3,994
Food & Beverage	\$3,700
Other	\$18

	FY 2021-22 Rounds	FY 2021-22 Budget	FY 2020-21 Rounds
Rounds	2,476	2,975	2,186
Avg. Rate	\$14.74	\$15.57	\$22.40

## APRIL ACTION ITEMS / STRATEGIES / COMMENTS

- \* Finalized FY23 Marketing Plan
- \* Event in The Nest:  
April 23rd kids birthday party 4pm-10pm. About 50-60 people in attendance.
- \* April 22nd UC Davis Soccer Club golf tournament
- \* Jason did a radio interview on April 27th with a local station to promote the facility.

## DIGITAL MARKETING SUMMARY



Facebook  
Instagram  
Nextdoor

TOTAL FOLLOWERS  
1,548  
# OF POSTS  
2  
# OF ENGAGEMENTS  
14

### DIGITAL MARKETING NOTES:

- \* Continued fielding inquiries for The Nest on the website and in person
- \* Monthly results of the social media advertising campaign (golf & The Nest):  
34,000 impressions, reached 13,200, 479 clicks, 1.4% clickthrough rate, 186 post engagements. 28 book a tee time button clicks and 11 booking confirmations (golf), 1 form fill (The Nest). 96.7% of clicks came from Sacramento-Stockton-Modesto DMA.  
Conversions are up over last month with more purchases and one Nest form fill.
- \* Shared behind the scenes of Woodland High School Boys Golf Team and Individual Portrait session from local photographer at the course on Facebook
- \* Posted on Instagram for Mother's Day

SOCIAL MEDIUM	FOLLOWERS	MONTHLY GROWTH	% OF TOTAL	# OF POSTS	ENGAGEMENTS
Facebook	857	-8	55%	1	11
Instagram	691	18	45%	1	3
Nextdoor	N/A	N/A	N/A	0	0

## WEBSITE TRAFFIC

USERS	SESSIONS	PAGEVIEWS	EMAILS SENT	OPEN RATE	CLICK THRU RATE	DATABASE SIZE	MTD GROWTH
2,958	4,290	6,596	0	N/A	N/A	6,176	89

## EMAIL MARKETING



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**CUSTOMER REVIEW SUMMARY**

SITE	RATING	REVIEWS (MTD)
Google	4.4	0
Yelp	3.5	0
GolfPass	4.1	0
Facebook	4.8	0

**TRUEREVIEW SUMMARY**



APRIL						
OVERALL	SERVICE	COURSE	FOOD & BEV	RECOMMEND	NPS	# of SURVEYS
8.1	9.3	6.8	10.0	8.0	33.3	30
FY 2021-22 YEAR TO DATE						
OVERALL	SERVICE	COURSE	FOOD & BEV	RECOMMEND	NPS	# of SURVEYS
7.8	9.0	6.6	8.0	7.6	24.2	310

**MAY ACTION ITEMS / STRATEGIES / COMMENTS**

- \* Updated social media ads for The Nest with new photography of the space
- \* Mailer was distributed on May 17th.
- \* Mizuno Day on May 22nd
- \* Send email promoting the women's league to encourage more signups

**JUNE ACTION ITEMS / STRATEGIES / COMMENTS**

- \* Mizuno Day on June 1st



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