

Website - Webinar Archive

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Hello and welcome to your Webinar Archive!

Missed one of our previously scheduled Live Webinars? No problem. Watch at your convenience by clicking on the below videos.

12/20/2018	<i>2019 Trends & Our Products</i>
	Followup to 2019 Private Club Trends Webinar, we discuss the upcoming tech trends in the industry and beyond, as well as how Clubessential is exceeding those expectations through new product releases, increased cybersecurity, and new editing tools.

2019 Trends & Our Products

12/18/2018	<i>2019 Private Club Trends</i>
	New year, new trends for the private club industry in 2019. In this webinar, we are listing the top trends you'll see in the industry from increased cybersecurity to personalized marketing, and more.

2019 Private Club Trends

Elevating the App Experience

10/24/2018	<i>Elevating the App Experience</i>
	If you don't have an App, what are you missing out on? Well, more ways to engage with your members and increased revenue. In this webinar, we explore how an App can easily engage members where ever they are, and how this engagement leads to more revenue for your club..

9/27/2018	<i>Mobile Ordering: Next Year's Hottest App</i>
	Learn how Mobile Ordering for the Private Club industry can not only increase F&B sales, but increase member satisfaction.

Mobile Ordering Webinar

Perfecting Target Marketing

5/30/2018	<i>Perfecting Target Marketing</i>
	Learn how to target market to your members at your private club by utilizing member data stored within your website, data genie, reservation systems, and more. This webinar covers how to analyze data, create content marketing plans, and target marketing strategies.

5/2/2018	<i>Tiny Desk, Big Lessons: Episode 2</i>
	In the second episode of Tiny Desk, Big Lessons, we take a deep dive into adding special events in the tee times reservation tool.

4/4/2018	<i>Tiny Desk, Big Lessons: Email Templates</i>
	In this 30 minute session, learn best practices for working with Email Templates.

Special Events Tee Times

Email Templates

Engaging Members

3/21/2018	<i>Engaging Members</i>
	An engaged member, is a happy member. Learn which tools are the best at engaging your member to help create a member for life.

2/21/2018	<i>Social Media Marketing</i>
	Learn the do's and the don'ts of Social Media Marketing for the Private Club Industry. Learn how to effectively track social media ROIs, create engaging content, and how to use Influencer Marketing.

1/17/2018	<i>Marketing to Millennials</i>
	Millennials and the Private Club industry typically don't go hand in hand. So, how can you market Private Clubs to Millennials to secure membership sales? In this webinar, we tackle who this generation is, how to market them, and how to engage with Millennials to sell memberships.

Social Media Marketing

Marketing to Millennials

12/6/2017	<i>Live Q&A Webinar</i>
	In this Live Q&A webinar, our product experts answer your questions on all products from Website, Office, Reservations, and more!

Live Q&A

9/27/2017	<i>Email Marketing</i>
	Learn how to design emails that get opened, define a content and sending marketing plan, and how to use Email Statistics to refine your process in this webinar on Email Marketing.

Email Marketing

7/20/2017	<i>Club Marketing Practices</i>
	Learn club marketing practices straight from club marketing managers. This webinar covers topics such as: email marketing, social media strategies, marketing to Millennials, event marketing campaigns, App adoption, and use of the CRM to market to members and prospects.

Club Marketing Practices

6/22/2017	SEO & Social Media
	Learn basic SEO best practices and tips, along with how to best use Social Media in the Private Club Industry.

SEO & Social Media

5/17/2017	The App & the Customer Experience
	Learn how Apps can help improve the customer experience and offer additional marketing opportunities.

App & Customer Experience

4/27/2017	Dining & Technology: When Food Is Not Enough
	Learn how dining and technology can enhance the customer experience and allow you to gain valuable data.

Dining & Technology

4/4/2017	Frequently Asked Questions: Mail Reporting
	Review some of our most Frequently Asked Questions on our Mail Reporting tool to behind Mail Troubleshooting today.

FAQs on Mail Reporting

3/15/2017	Website Series: Marketing Toolkit
	Inbound marketing. Member Home Page Marketing Tools. Effective Email Marketing. Push Notifications. 2 of 3 Series hosted by Account Manager, Ashley Cronan.

Website Series: Marketing Toolkit

2/15/2017	Website Series: Calendar & Event Manager
	Best Practices for Calendar and Event Manager. 1 of 3 Series hosted by Account Manager, Ashley Cronan.

**Website Series: Calendar & Event
Manager**

11/2/2016	Deck the Halls, Making Spirits Bright
	Best Practices for Events/Calendar Management, Unification and Photo Albums

Deck the Halls, Making Spirits Bright

10/25/2016	Best Practices in Mobile Communications for Clubs
	Test Messaging, Push Notification, Beacon Enabled Apps, and more

**Best Practices in Mobile
Communications for Clubs**

2016 - Image Explorer

Image Explorer

2016 - Calendar & Event Manager

Calendar & Event Manager

2016 - Groups

Groups

2016 - Articles

Articles

2016 - Email Composing & Sending

Email Composing & Sending

2016 - Email Reporting

Email Reporting

2016 - Site Statistics

Site Statistics

2016 - Cross Marketing

Cross Marketing