



How to Close Down for the Season

foreUP

Does your course know you're closed for the season?

Many of you are in the midst of closing down your course for the 2019 season. Not an easy job! Below you'll find our checklist of things to remember (and do) to winterize your course before heading off on holiday.

Update your hours of operation.

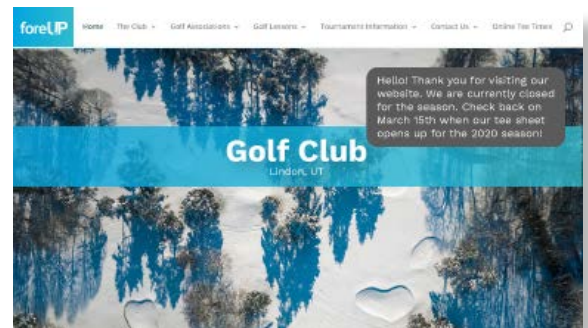
Make sure you check all your business listings, not just your website (but that too!) Google, Yelp, Bing, and social media platforms are all on this list.

Don't forget social media.

Just because they can't golf doesn't mean they can't read about golf. And, in fact, social media rates usually skyrocket during cold months, making it a great time to prioritize building a social presence. Engage with your followers and other business pages in your community to keep buzz going and get earlier traction a few months from now.

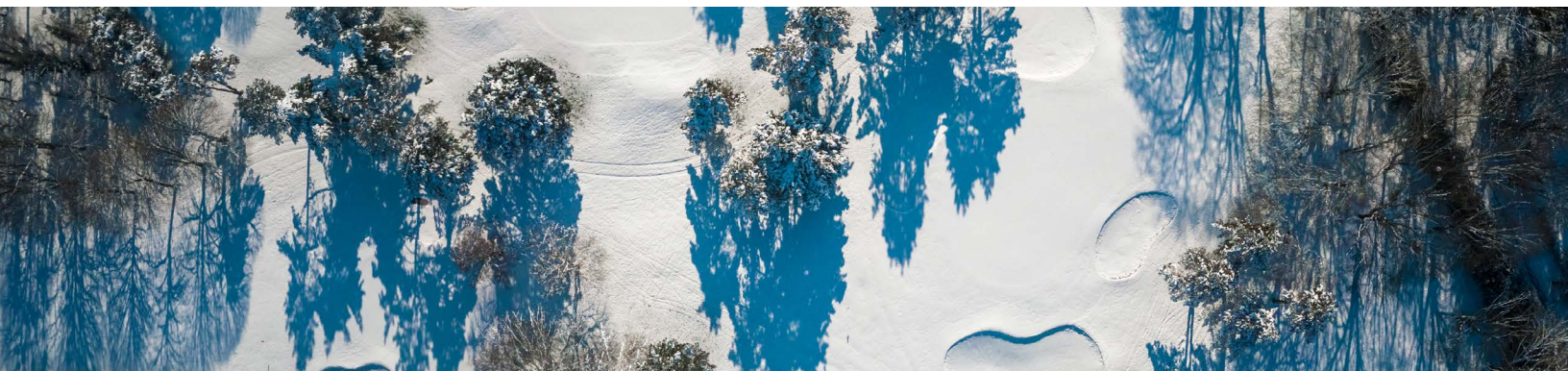
Update your website.

Updating your hours of operation is mandatory, but it's also a good idea to put a note on your website and social accounts with more clarifying language. If you know when you'll be opening for 2020, let your online visitors know when they can check back.



Schedule your emails.

Sending regular emails to your database? Courses often just go dark during winter months, when it's actually the best time to engage with guests. Depending on the business tools you use, you can often create and schedule emails to go to all or a targeted group of your database. Your customers will think you're hard at work all winter long!



Turn off online booking.

So many of our customers head off for the holiday without turning off the ability for their customers to book a tee time from the course website. Whether you're using foreUP online booking or another reservations tool, be sure to toggle the switch to "off" until you're ready to open your 2020 tee sheet.

Update your technology.

Whether you choose to move to a more robust course management system or you just need to upgrade your receipt printers, now is the time to start. New systems can have a bit of a learning curve, but even the easiest tools to use will benefit from a bit of a runway before you're off and swinging in a few months.

Take a break.

2020 will come soon enough, so be sure to take a break to breathe, reset, and remind yourself why you love this amazing industry.

Make your life easier by choosing the right partner to provide you with not just the software tools but the support you need to be more efficient & profitable next season.

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