



One Team, One Goal...Your Success.

Creative Golf Marketing, founded in 1990, provides customized marketing and consultation services to the private club industry. Over the years we have successfully performed membership marketing services and consultations for over 1,400 private clubs, including golf, country, tennis, yacht and city clubs in the United States and Canada.

Creative Golf Marketing recognizes that each relationship is unique and requires a customized strategic plan to achieve the specific goals of each client. Our systematic and comprehensive approach is tailored to produce actual results for each of our clients.



Representing our 17th designation in the 19 year history of the “Excellence in Achievement” Awards; The BoardRoom Magazine named Creative Golf Marketing the “Membership Marketing Firm of the Year” for 2018.



Click Any Service For More Information.



Market Analysis Prospectus



Membership Analysis



Board Consultations



Surveys & Member Insights



Membership Marketing



Custom Lifestyle Collaterals



Social & Digital Media



Targeted Outreach

What We Do, We Do Right.

Creative Golf Marketing is a highly-specialized consulting and marketing firm which recognizes the diverse needs of the private club industry and offers the experience, skills and creativity to accomplish the goals of our private club clients.

Creative Golf Marketing provides private clubs everything from establishing successful membership structures and categories; designing, implementing and managing thriving membership marketing programs to creating attention grabbing marketing and branding collaterals.



What We Do, We Do Right.

Market Analysis Prospectus

It is very important to the membership marketing strategic planning process to be aware of certain market elements and facts.

Membership Analysis

For private clubs to flourish, they must be fundamentally sound in their membership offerings and membership development process.

Board Consultations

Cutting-edge solutions and “out of the box” thinking are important for the success of your club to compete in the constantly changing private club industry.

Surveys & Member Insights

No private club has to think twice about what their most important asset and resource is. To fully understand where your energy and focus should be, it makes sense to ask.

Membership Marketing

Successful membership recruitment and retention are a constant and continual process. Membership marketing is an integral part of any private club’s strategic plan.

Custom Lifestyle Collaterals

Your club’s image, content and messaging should tell your story, represent your brand and attempt to entice action on behalf of potential new members.

Social & Digital Media

Embracing technology is no longer an afterthought in how private clubs market themselves. More than 97% of consumers today make significant buying decisions online.

Targeted Outreach

There are many reasons why your club can greatly benefit from using a targeted outreach, both print and email. Reach out to prospect members across multiple channels.





“CGM’s presentation and strategies motivated our membership to attract the largest single influx of new members in the history of Edgewood Country Club. We have already started to experience positive impacts across our club, including the golf, F&B, fitness and pool operations.

Don Smith
President Board of Directors
Edgewood Country Club

Growing Your Numbers

Each of our private club client relationships is unique. However, the vast majority of our private club clients desire to accelerate the growth of their membership base. We certainly understand that clubs do not wish to sacrifice the quality of their prospective applicants nor the image of their Club through their chosen marketing efforts and strategies.

A large part of our continued success is based upon our client relationships with small and mid-size private clubs. We build confidence in our ability to develop and implement marketing strategies that would be very difficult for many clubs to administer on their own.

Small Sample of 2017 - 2018 Clients

144

New Families

Santa Maria Country Club
Santa Maria, CA

52

New Families

Sonnenalp Country Club
Vail, CO

72

New Families

Montgomery Country Club
Montgomery, AL

107

New Families

Cavalry Club
Manlius, NY



Small Sample of 2017 - 2018 Clients

70

New Families

La Grange Country Club
La Grange, IL

85

New Families

Rancho Murieta Country Club
Rancho Murieta, CA

84

New Families

Persimmon Woods Golf Club
Weldon Spring, MO

68

New Families

Edgeworth Club
Sewickley, PA

Our Team.

Our people make us different. We are passionate about the private club industry and we support and challenge our clients to expand the way they think about how they can help their club grow.

Our team of experts combine over 60 years of industry experience in sharing ideas, resources and strategies to help our clients realize their membership development goals.



Maximizing the Membership Director



Consultant Steve Graves is a big fan of membership directors and their function in bolstering membership numbers in clubs. "The

Creative Golf Marketing is honored to be listed as one of the 'can't miss' exhibitors at the CMAA World Conference - Club Business Expo in the January/February issue of the Club Management magazine. The two-day Club Business Expo features 250...

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Create New Relationships With Your Food

Building Our Membership From Our Membership



Over the past two years, Talbot Country Club has engaged Creative Golf Marketing for membership development and we are very proud of the successful results. In addition to bringing in over 100 new members over two years, our relationship with...

CLUB CONNECTION is Here!

Creative Golf Marketing is proud to provide Club Connection, our monthly blog, which contains industry-specific articles, tips and strategies. This collection is a culmination of our experience, expertise and daily encounters within the private club community.

Creative Golf Marketing is interested in empowering, connecting and educating the private club industry and supporting the next generation of private club leaders.

"Whether you consider hiring an expert or tackle the issue of marketing your club on your own, Creative Golf Marketing will always continue to provide insight on how to grow your membership, develop strategies for the long-term health of your club, and promote the community of club professionals within the private club industry."

*Steve Graves
Founder and President*