



emma[®]
by MARIGOLD

Senior Golfers of America uses email marketing to create connections and a community.

“I would recommend your
service to anyone!”

-Cynthia Swanson, Director,
Senior Golfers of America

Website
seniorgolfersamerica.com

Industry
Travel

Average Open Rate
65%





ABOUT SGA

Senior Golfers of America is a traveling country club offering events and group travel excursions for golfers over the age of 50.

From the very beginning in 1976, Senior Golfers of America (SGA) has created a sense of community that considers fellow members as treasured friends, almost as a family. The excursions are bucket-list golf experiences at some of the world's most prestigious destinations and include curated experiences such as art tours and sightseeing.

During a roundtable discussion in 2011, members expressed their wish to keep in touch with each other more frequently when they weren't on trips together. They wanted the immediacy of email that would offer more up-to-date news. People were communicating more and more via email, but SGA did not have a way to set up an e-newsletter.

With a little internet searching, Cynthia Swanson, Director of Senior Golfers of America, came across Emma. Before long she was working with the Emma team to create beautiful email newsletters. The platform met her two main requirements: it was intuitive and easy to use. This was in 2012.

THE PROBLEM

SGA recognized the need to transition from printed correspondence to digital and create a community for its members while delivering more timely information. The team needed a solution that was intuitive and easy to use.

THE SOLUTION

SGA started working with Emma to upgrade the way they corresponded with their members, save time, and disseminate more time-sensitive information.

THE BENEFITS

- Greater efficiency and lower costs.
- Members feel more connected to each other because of the immediacy of the news and the ability to connect with each other outside of golf trips run by SGA.

THE TACTICS

Two newsletters deployed each month in the brand's templated design.





SGA's open rate is
more than 3x
the industry average.

Industry average open rate: 21%

SGA open rate: 65%



Maintaining sky-high engagement

In the ten years since starting with Emma, SGA has nearly doubled the size of its membership. Swanson and her team send two e-newsletters a month. Email is now the primary tool the organization uses for membership growth and member communication. Members tend to respond immediately once an e-newsletter is sent, underscoring the organization's 65% open rate and a remarkably low unsubscribe rate of 0.15%.

"I love the 'refer a friend' option. It makes it easy for members to refer golfing friends to the organization," *says Swanson.*

"And our members love how easy it is to share the content and keep in touch with their friends."

Reaching the right audience with segmentation

SGA uses Emma's segmentation capabilities to organize its member data, particularly when it comes to promoting events.

Swanson can classify email recipients as members and non-members thereby **sending more relevant content to the right audience**. More relevant content leads to more engaged readers, which is what keeps open rates high and opt-out rates low.





Keeping renewals easy and efficient

The immediacy of email marketing has also benefited SGA's renewal campaigns. "We started a 'Save a Stamp' renewals campaign," says Swanson. "It's easy to set up, and members can pay via credit card rather than write out a check, find a stamp and an envelope, and put it in the mail."

Swanson adds, "Your company is what's taken us into the digital age. I would recommend your service to anyone!"

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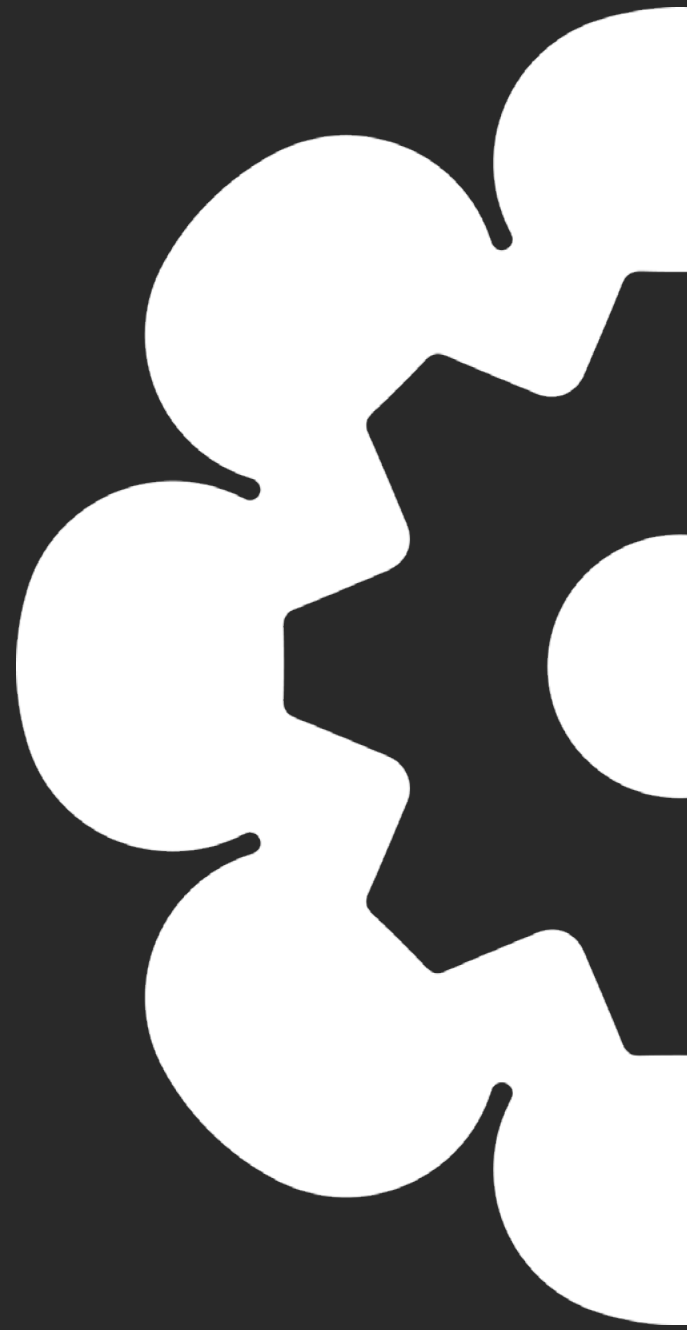
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Great marketing isn't just about conversion, but true connection. Learn why 40,000 businesses around the world trust Marigold to be the firm foundation they need to help relationships take root.

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