PITCHcrm

Campaign Triggers Explained

Contact's Birthday

Uses a contact's date of birth to trigger a send. Can be set to send X amount of days before or after birthday.

Grow your membership by creating a birthday club form!

Days Since Last Played

Uses the date/time of checked-in rounds to trigger a send. Enter any number of days after.

Send a "We Miss You" email with free cart fees to get them to book a round of golf!

Number of Rounds Played

Uses the number of rounds within a given number of days to trigger an email.

Promote loyalty program, memberships, or frequent player passes to customers who have played a certain number of rounds withing 60 days!

PITCHcrm

Campaign Triggers Explained

Days Since Added

Uses the date a contact was added to Lightspeed Golf to trigger a campaign.

Send an email to new customers highlighting upcoming tournaments or clubhouse events!

Subscription Start/End

Uses the date/time of checked-in rounds to trigger a send. Enter any number of days after.

Welcome new members, or share member renewal information!

Individual Tee Times

Uses the reservation information to send campaigns at the interval of your tee times.

Send Tee Time Reminder emails at intervals to your clients, including policies and other information that they should know before they arrive!

PITCHcrm

Campaign Triggers Explained

All Tee Times for Day

Uses the reservation information to send campaigns to the customers on the tee sheet for any given day.

Send a mass Tee Time Reminder email to all clients who have booked at that point in time, including policies and other information that they should know before they arrive!

Individual Reservation

Uses the booking date/time a reservation is made to trigger a campaign.

Send a confirmation email to your clients when they book a round of golf!

Contact Tag Assigned

Uses form submissions to send an email based on the form tag.

Send personalized emails to contacts who join your eClub, Birthday club, or events!