Case Study: How OppDrive Delivered 400+ Meetings for a Leading Text Marketing Platform for Golf Courses & Country Clubs

Industry: Golf Course & Country Club Software

Client: MemberText, a leading text-marketing platform serving golf clubs

Background

MemberText, a rapidly growing text-marketing platform serving golf courses and country clubs needed a scalable way to expand its footprint in the golf industry. Their product was resonating with operators, but they lacked consistent outbound motion and internal sales capacity to reliably get in front of decision-makers like General Managers, Directors of Golf, and Membership Directors.

The company partnered with OppDrive to build, manage, and scale a full outbound appointment-setting program focused exclusively on the golf and country club market.

The Challenge

Despite having a strong product and existing customer proof, the company struggled with:

- Limited internal resources to run high-volume, high-quality outbound outreach
- Difficulty reaching General Managers, one of the busiest and hardest-to-engage persona in the golf world
- A need for accurate, targeted contact data on course operators and leadership
- Inconsistent sales due to lack of monthly sales appointments

They needed a partner who not only understood outbound appointment setting, but one who understood the golf industry and how to reach decision-makers at both public courses and private clubs.

Why They Chose OppDrive

OppDrive specializes in supporting companies that sell into the golf and country club market. We brought:

- Deep familiarity with course leadership personas
- Custom list-building for golf-specific targets
- Experience booking meetings with well-known courses nationwide
- A proven cold calling + email outreach strategy tailored to the golf industry
- A low-friction, month-to-month model requiring no long-term commitment

The Strategy

OppDrive deployed a full-service outbound appointment-setting program, including:

1. Persona-Focused Targeting

Built highly customized lead lists targeting:

- General Managers (primary target)
- Directors of Golf
- Membership Directors

2. Golf-Specific Messaging

Scripts and outreach emphasized:

- Increasing member and public engagement
- Driving more rounds, events, and revenue
- Streamlining communication with members and guests

3. Multi-Channel Outbound Execution

Daily high-volume activity:

- Phone outreach
- Personalized email touches
- Persistent follow-up from OppDrive Sales Development Reps

4. Strategic Oversight & Weekly Reporting

OppDrive's Project Manager monitored performance daily, optimizing:

- Contact data
- Call scripts
- Email copy
- Voicemail strategy
- Objection handling

The Results

- 400+ Meetings Booked with Golf Courses & Country Clubs
- Meetings with some of the most well-known courses in the U.S.
- Pipeline expansion across every course type
- Scalable, predictable outbound activity and sales appointments

Conclusion

OppDrive enabled this text-marketing platform to scale rapidly in a highly specialized industry. By booking more than 400 high-quality meetings, including with well-known golf courses and private clubs nationwide. OppDrive delivered consistent pipeline growth and accelerated market penetration.