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CLIENT *case study*

Crondon Park Golf Club

Social Media Transformed:
Increased Organic Engagement
& 2x Membership Enquiries Through Ads



Golf magazine sponsorship - cover designed by Reneu

Client Overview

- **Background:** Crondon Park Golf Club is one of the region's premier golf destinations, offering outstanding facilities and a vibrant community for golfers of all levels. Their primary goal was to increase membership inquiries and build a stronger connection with their local audience.
- **Challenge:** Before partnering with Reneu, Crondon Park worked with another agency but was not seeing optimal results. They struggled to generate meaningful engagement, maximize ad value, and drive significant membership growth.

Our Services

Organic Social Media Content

- Crafted high-quality, tailored posts to communicate the club's unique value and connect with their audience.

Paid Meta Ads

- Launched hyper-targeted localised campaigns to generate membership inquiries and boost website traffic.

Paid Search Advertising (as of February 2025)

- Recently onboarded Google Ads strategy to capture intent and drive conversions.

All strategies were customized to amplify engagement, grow membership inquiries, and foster long-term community loyalty.

The Strategy

We developed a phased, multi-channel strategy tailored to Crondon Park Golf Club's specific needs.

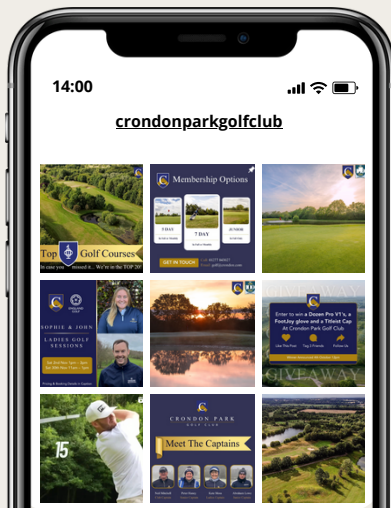
- **Organic Content First:** Focused on creating a vibrant online presence to boost audience engagement and grow their following.
- **Paid Social Focus:** Implemented localised Meta ads to reach prospective members while optimising budget efficiency.
- **Expanding Horizons:** Built trust over time, leading to tackling paid search ads in early 2025 for further growth.

This integrated approach combined content excellence with precise targeting for real, measurable results.



Key Results

- **7.6k** golf membership enquiries in **6 months** using Meta Ads
- **308% increase in website traffic**, driving a significant boost in exposure.
- **70%** organic **follower growth** on social media, paired with a massive **874% engagement** uplift.



Testimonial

"Renu has completely transformed our marketing efforts. Their tailored approach and deep understanding of our goals have built a trust that's truly exceptional. They've gone beyond delivering results, helping us bring our vision to life and elevating Crondon Park's presence in ways we never thought possible."

David Laffar, Director of Golf Crondon Park

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Want Results Like These..?

Let's Work Together!

Inspired by the growth we achieved with Crondon Park Golf? At Reneu, we specialise in turning big ideas into measurable success. Whether you're looking to build your brand, drive bookings, or take your business to the next level, we're here to help.

Get In Touch

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