

LEVERAGING MULTI-SITE MANAGEMENT CAPABILITIES TO STRENGTHEN BRAND CONSISTENCY



Billy Casper Golf (BCG) puts the most powerful operating platform in golf to work, providing turnkey management to more than 150 properties. As one of the largest privately owned golf course management companies in the U.S., Billy Casper Golf offers full-service course management as well as assistance in specific segments of the golf business.

CHALLENGE

Billy Casper Golf (BCG) came to Perfect Sense with a unique challenge: to decrease the launch time of new websites for its partner courses from weeks down to days. Previously, BCG was using several different CMS solutions and manual processes to manage and update its websites, which made templated site creation and maintenance quite cumbersome.

The process of designing and launching a new site for each new golf course created significant overhead for BCG, eating into margins associated with new course deals and making it more difficult to get clubs on board.

Perfect Sense partnered with BCG to implement the Brightspot CMS, empowering the company to develop and launch new websites more quickly and efficiently than ever. BCG also created a custom event management and registration tool that integrated with the platform for the thousands of events hosted at BCG golf courses around the world.

SOLUTION

Brightspot's powerful multi-site management capabilities enabled BCG to:

- **Manage all of its web properties from one system**, gaining more control over website experiences and corporate branding.
- **Simplify user management** with customizable roles and workflows that allow teams to establish guidelines and permissions that can be as specific or broad as needed.

- **Speed up the website development and launch process**, making it possible to deploy beautiful new sites in a matter of days instead of weeks or months..
- **Manage images, videos and other digital assets in a single system**, using search to help publishers quickly find exactly what they need.
- **Offer tiered website template options** to each golf course, allowing every managed club to choose from simple website designs or more premium, feature-rich templates.
- **Gain visibility into key performance analytics** across all web properties.
- **Manage thousands of events** more consistently across BCG managed clubs with a user-friendly, cloud-based event management solution.
- **Leverage invitation, user management and payment features**, from one system without a unique login, integrating seamlessly with Stripe Payments.

IMPACT

With multisite capabilities backed by a powerful content management engine, Brightspot enabled Billy Casper Golf to effectively scale their business, increase brand consistency and maximize value for present and future clients.

KEY SITE FEATURES

-  Natively Multi-Site
-  Digital Asset Management
-  Workflow Management
-  Content Syndication
-  Event Management & Registration

120+
WEBSITES ON BRIGHTSPOT

350+
USERS IN THE CMS

2.88M
PIECES OF CONTENT
IN THE CMS

THOUSANDS
OF EVENTS MANAGED
WITH BRIGHTSPOT

BRIGHTSPOT | **PERFECTSENSE**
EMPOWERING DIGITAL POSSIBILITIES