

DISTINCT SOFTWARE SOLUTIONS – COURSETRENDS

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PRESS RELEASE

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Falconhead Golf Club signs up for new reputation management services from DSS CourseTrends in order to enhance branding across all social media platforms

AUSTIN, TX – DSS CourseTrends, the leading online provider of golf marketing solutions, announced today that Falconhead Golf Club in Austin, Texas has signed up for the company's new reputation management services in order to enhance branding across all social media platforms.

"Golfers are online now talking about courses," said Boots Crossley, executive vice president of sales with DSS CourseTrends. "They are posting good and bad reviews, and it has become absolutely vital for operators to monitor, respond to, and engage with social media feedback. Falconhead will be using our new reputation management tools to do all that and more."

DSS CourseTrends' reputation management solutions are the golf industry's most effective method to improve social media reviews. These innovative tools will assist Falconhead with joining online conversations in order to influence what past customers are saying and potential customers reading. The ultimate aim will be to boost revenue for Falconhead.

DSS CourseTrends' social media experts will cultivate accounts for Falconhead on some of the most trafficked sites on the internet, including Facebook, Twitter, Instagram, Yelp, and Google+. DSS CourseTrends will also share positive reviews, manage cross channel promotions, and use contests and sweepstakes to bolster Falconhead's presence.

Falconhead has partnered with DSS CourseTrends' for years, and in addition to new reputation management tools, the club uses DSS CourseTrends' internet marketing, tee time distribution, and email blasts. Located just west of Austin, Falconhead is a revered golf club in the famous Texas Hill Country. Set among some of the most picturesque scenery in all of golf, Falconhead attracts players from across the globe with a layout crafted by PGA Tour Design architects.

DSS CourseTrends is the leading online provider of golf marketing solutions, currently working with more than 2,500 clients throughout North America.

Visit CourseTrends on the web at www.coursetrends.com

Visit Falconhead Golf Club on the web at <http://www.falconheadaustin.com/>

For more information contact CourseTrends at 512-236-0060.

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