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PRESS RELEASE

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

AUSTIN, TX –CourseTrends, the leading online provider of golf marketing solutions, announced today that Island Hills Golf Club in Centreville, Michigan 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 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. Island Hills will be using our new reputation management tools to do all that and more."

CourseTrends' reputation management solutions are the golf industry's most effective method to improve social media reviews. These innovative tools will assist Island Hills Golf Club 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 Island Hills.

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

Island Hills is a top-tier golf facility located in Michigan's Amish country midway between Chicago and Detroit. The design at Island Hills was crafted by Raymond Hearn, a prestigious award-winning course architect, and it features play across 220 gorgeous acres. Island Hill has a wonderful reputation in the industry for boasting 18 of the most scenic holes in all of the Midwest.

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 Island Hills Golf Club on the web at <http://islandhillsgolf.com/>

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

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