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PRESS RELEASE

FOR IMMEDIATE RELEASE

10 June 2015

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River Crossing Club signs up for new elite 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 River Crossing Club in Spring Branch, Texas has signed up for the company's new elite 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. River Crossing Club will use our new elite reputation management tools to do all that and more."

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

River Crossing Club will get the services of a dedicated social media manager, who will recognize, manage and respond to comments about River Crossing Club's brand on multiple platforms. In addition, CourseTrends will cultivate accounts and promotions for River Crossing Club on some of the most trafficked sites on the internet, including Facebook, Twitter, Instagram, Yelp, and Google+. The elite reputation management package from CourseTrends is stronger than any other social media marketing package available today.

River Crossing Club is a premier Texas golf facility located north of San Antonio in Spring Branch. The club is nestled in the world-famous Texas Hill Country, which features some of the most picturesque landscapes on the planet. The club is known for its impeccable grounds maintenance and tough yet playable design. In addition to the new social media services, River Crossing Club also uses CourseTrends' industry-leading Internet marketing tools, including website design and The Golf18 Network, CourseTrends' tee time distribution site.

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 River Crossing Club on the web at <http://www.rivercrossingclub.com/>

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

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