

## **DISTINCT SOFTWARE SOLUTIONS - COURSETRENDS**

9111 Jollyville Road, #108

Austin, TX 78759

(512) 236-0060

### **PRESS RELEASE**

FOR IMMEDIATE RELEASE

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Contact: Matt Czisny, 512-236-0060

#### **Apple Mountain Golf Resort signs up for new social media elite services from CourseTrends in order to enhance branding across all online platforms**

AUSTIN, TX – Distinct Software Solutions announced today that Apple Mountain Golf Resort in Camino, California has signed up for its new social media elite services in order to enhance branding across all social media platforms. These services will be implemented by CourseTrends, the leading online provider of golf marketing and one of Distinct Software Solutions' key brands.

"These days, golfers are having endless conversations online about which courses they like and which courses they don't," said Boots Crossley, executive vice president of sales with Distinct Software Solutions. "They are posting good and bad reviews on social media, and it has become absolutely vital for operators to monitor, respond to, and engage with this feedback. Apple Mountain Golf Resort will use our new social media elite tools to do all that and more."

CourseTrends' social media elite solutions are the golf industry's most effective way to market on social media while at the same time responding to user reviews. CourseTrends' innovative tools and strategies will assist Apple Mountain 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 Apple Mountain.

Apple Mountain will get the services of a dedicated social media manager, who will recognize, manage and respond to comments about the golf resort's brand on multiple platforms. In addition, CourseTrends will cultivate accounts and promotions for Apple Mountain on some of the most trafficked sites on the internet, including Facebook, Twitter, Instagram, Yelp, and Google+. The social media elite package from CourseTrends is the most comprehensive social media marketing package available in the industry.

Apple Mountain Golf Resort is the premier club in the Sacramento golf community. With a design that carves through towering stands of pine, cedar and madrone, Apple Mountain features some of the most spectacular scenery in North America. Best of all, the temperate weather of the historic Sierra Nevada foothills allows golfers to play Apple Mountain year round.

CourseTrends is the leading online provider of golf marketing solutions, currently working with more than 2,500 clients throughout North America. Courses interested in improving their reputation on line and effectively marketing via social media are encouraged to request a free social media assessment from CourseTrends by visiting

<http://www.coursetrends.com/social.html>.

Visit CourseTrends on the web at [www.coursetrends.com](http://www.coursetrends.com)

Visit Apple Mountain Golf Resort on the web at <http://www.applemountaingolfresort.com/>

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

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