

CourseTrends Golf Marketing Programs Matrix:

Website	Express	Core	Ultimate
Website design & management	√	√	√
Unlimited website editing	√	√	√
Calendar with automated upcoming events module	√	√	√
POS integration with all major providers (Active, EZ-Links, FORE, IBS, Jonas, Pro-ShopKeeper)	√	√	√
Birthday club with automated birthday certificates	√	√	√
Customized data collection forms with customer profiling	√	√	√
Integration with Social Media programs: Facebook, Twitter, blogs, etc.	√	√	√
Free website redesign every 24 months		√	√
Search Engine Optimization – focused on a top-5 placement		√	√
Automated sales leads & intelligent responders		√	√
12+ data capture points throughout your entire website		√	√
Members Only Module (area of website)		√	√
Member Roster & Calendar		√	√
eClub – special web access for your loyal customers to access online specials & promotions		√	√

Support & Training	Express	Core	Ultimate
Unlimited training	√	√	√
Unlimited phone support 7 days / week, 12-hours / day	√	√	√
Unlimited email support 24-hours / day	√	√	√
One-call resolution	√	√	√
Speak to live person within 10 seconds	√	√	√
24-hour turn-around time on requests	√	√	√
Proactive management of your website, online specials, online store, sales leads, & web-based promotions		√	√
Data entry by CourseTrends – send us your data, we enter it for you		√	√
Direct access to a marketing specialist		√	√
Monthly analysis & Conference Calls to review your internet marketing initiatives		√	√
Quarterly account reviews to ensure your success		√	√

Email Marketing	Express	Core	Ultimate
Unlimited email blasts	√	√	√
Email scheduler	√	√	√
Email deliverability – CourseTrends is white-listed with hundreds of ISPs in North America to ensure your emails are delivered	√	√	√
Data Integrity – the system ensures your data is clean with no duplicate or bad email addresses	√	√	√
Active bounce management – the system monitors email bounces & separates bad email addresses automatically for you	√	√	√
Unlimited data segmentation & list building	√	√	√

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CourseTrends

#1 Provider of Golf Marketing Solutions



Marketing Library	Express	Core	Ultimate
Marketing Library with over 200 email based promotions to choose from	√	√	√
52-week email golf marketing plan	√	√	√
Professionally written sales letters for memberships, outings & more	√	√	√
Hundreds of email templates to choose from	√	√	√
Customized email templates	√	√	√
Image Library with hundreds of golf related & stock images	√	√	√
Over 200 web-based promotions & certificates		√	√

Online Store (eCommerce)	Express	Core	Ultimate
Online Pro Shop (shopping cart system) pre-configured for success	√	√	√
Unlimited categories & items	√	√	√
Automated pro shop promotions emailed monthly	√	√	√
Payment processing with ETS & thousands of merchant accounts	√	√	√
Private pages for exclusive customers or private label branding	√	√	√
Tournament & Event online registration & payments	√	√	√

Additional Included Features	Express	Core	Ultimate
CRM Module – log calls, keep history on prospects & members	√	√	√
Access to CourseTrends Goldmine marketing webinars	√	√	√
128-bit security – your data is protected & secure	√	√	√
Your data is your data – see our privacy policy: http://coursetrends.com/golf/privacy_policy.html	√	√	√
Reporting for all areas of your website & email blasts	√	√	√
Complete ROI reporting will show your exact ROI every month	√	√	√
Custom URL tracking – track your print & online advertising more effectively		√	√
Facility data capture aids – event drawings, raffles, guest sign-in sheets & cart flyers		√	√
Facility ads & flyers to promote website & specials		√	√
Integrated billing & member statements based on your club management solution		√	√

Completely Outsourced Marketing	Express	Core	Ultimate
We create & execute everything on your behalf			√
Rest assured knowing your marketing will be executed for you			√
Dedicated marketing specialist assigned to your account			√
You don't have to turn on your computer!			√
We execute all of your Internet marketing initiatives			√
Customized 52-week Marketing Strategy implemented by CourseTrends			√
Complete Internet marketing program written, designed & executed by CourseTrends			√
Membership Drive Campaigns			√
Monthly Pro Shop Featured Items Campaign			√
Outing & Event Planner Campaigns			√
Weekly conference calls to ensure successful marketing efforts			√
Revenue Triangle Attack – Rounds, Memberships, & Events – Give us your goals we'll exceed them			√

CourseTrends.com

9111 Jollyville Rd., Ste.108 – Austin, TX 78759
Phone 512.236.0060 – Fax 512.236.0602