



## eNewsletter & Social Media Services

### "GET INTO THE CONVERSATION"

CK Golf Solutions has helped many golf courses and other businesses with their Social Media development, training and strategies. We can help you set up Social Media platforms and train your team on how to use them. We can also create a custom Facebook Page for your business to help increase the number of Fans that Like your page. Don't have the human resources to keep your platforms up-to-date? We can help with that too!

#### Social Media Training (by phone or Skype)

- Determination of goals and social media plan in consultation with key personnel
- Set up of two social media platforms best suited to your goals
- Four hours of training to learn how to use the technology and to demonstrate how it can be used as a revenue generation tool
- On call services (by phone or email) for 60 days from the completion of the training sessions to monitor the use of the social media tools, provide feedback and answer any staff questions

Fee: \$995

#### Social Media Training (on-site)

- Determination of goals and social media plan in consultation with key personnel
- Set up of two social media platforms best suited to your goals (in advance of visit)
- Four hours of training to learn how to use the technology and to demonstrate how it can be used as a revenue generation tool
- On call services (by phone or email) for 60 days from the completion of the training sessions to monitor the use of the social media tools, provide feedback and answer any staff questions

Fee: \$995 + travel expenses (Maximum 6 participants)

View our [custom Facebook page](#) and [others](#) we have created. (If you have already Liked the page you can click on the [Welcome tab](#) on the left.)  
Get a custom page for your facility for \$800 plus HST.



## eNewsletter & Social Media Services

### "USE YOUR DATABASE"

#### eNewsletter Programs

- Creation of a template that fits with your company's brand and messaging using multiple fonts and sizes, web hyperlinks and photos that you provide
- Creation of a special template to be used for mid-month promotions
- Development of a calendar to outline the day monthly Enewsletters and Special Templates are to be sent and the deadline for content submissions from your staff
- Monthly reporting of statistics including open rate, bounce rate, link clicks by individual click, number of forwards etc.
- Suggestions for data base growth - one of your biggest assets

Option # 1 - Set up and four hours of training (by phone or Skype) plus on-call services (by phone or email) for 60 days from training

Fee: \$995

Option # 2 - Let us do it for you (creation and sending of all eNewsletters)

Fee: \$450 per month

#### Combined Social Media & eNewsletter Program

- We can only commit to deliver your social media program if we also send your eNewsletters. This way we are always up to date on all happenings at your facility.
- We will send your monthly eNewsletter and special mid-month news as needed as well as provide posting, monitoring and engagement on two social media platforms.
- Minimum commitment for this program is 6 months (due to the time required to get to know your facility and build the platforms). After 6 months, commitment can be made in 3 month blocks.

Fee: \$650 per month

Visit our [website](#) or call 604-506-2226  
for a FREE consultation today!

## TESTIMONIALS

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We had CK Golf Solutions run social media training sessions for us in May 2011. The presentation was hands on and relevant to our business. It created a lot of positive energy around the office in regards to using social media as a part of your overall marketing plan. Jeff and Tara delivered what was promised and I would have no hesitation on recommending them or having them back for another presentation.

- Amrit Lalli, BCom, FMA, CFP, Division Director, Investors Group Victoria

"I have worked with Jeff (CK Golf Solutions) to get my social networking platform established and moving along. Jeff is very knowledgeable in this area - and in marketing - and is a great resource for us to consult - would recommend that you work with Jeff!!"

- Don MacKay, Owner Muskoka Highlands Golf & President of the National Golf Course Owners Canada

WOW!!! Fantastic session (webinar)! Who knew there was soooo much to think about with Third Party Deals. The content was great! Your logical sequencing was great! Your pace was great! Your voice projection was great! Did I say this was a great session? Thanks a million. If you'd like to do another in the 1Q 2012 we'd love to have you!

-Susan Sweeney, Dean eLearningU.com

Jeff is a "Big Picture" person that understands that true business growth lies in the little things... customer service, relationships and Trust is how Jeff has built his reputation and he has become a master at using social media to accomplish his goals. He does what he says and what's most amazing is that he does it as fast as technology allows. Jeff is a true professional and he gets better every day, if you want to learn how to use social media to benefit your business...50 minutes with Jeff is the difference between you and your competition!! August 30, 2011

-Ashley Chinner - Director of Golf, Signature Risk Partners Inc.

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CK GOLF SOLUTIONS IS ALSO AVAILABLE TO PROVIDE FINANCIAL, SALES & MARKETING, GOLF COURSE MAINTENANCE AND ORGANIZATIONAL STRUCTURE ASSESSMENTS AND ADVICE FOR YOUR GOLF FACILITY.

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VIEW OUR [GOLF ASSESSMENT BROCHURE](#).

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VISIT OUR WEBSITE AT [CKGOLFSOLUTIONS.CA](http://CKGOLFSOLUTIONS.CA) OR GIVE US A CALL ANYTIME FOR A FREE (PHONE) CONSULTATION 604-506-2226

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