



## LATEST NEWS

### **Announcement - Royal Porthcawl launches bespoke website with Golf Club Network**

**27 January 2010** – Royal Porthcawl Golf Club in Wales, consistently rated in the 'Top 100 courses in the UK' as having one of the finest links golf courses in the world, recently launched a new bespoke website with Golf Club Network, the leading provider of online marketing solutions to golf clubs.

Golf Club Network, developed by Gemini Network Media and endorsed by the English Golf Union and the Golf Union of Wales, works with golf clubs throughout the UK to market themselves more effectively. Whether to members or visitors, every club is under pressure to maximise revenue and Golf Club Network's easy to maintain CMS driven websites and email marketing packages do just that. In addition, all websites now include an optional fully integrated tee time booking system powered by One Golf Network to tap into the fast growing nomadic golfer market..

The bespoke approach from Golf Club Network is a premium solution that ensures real standout and permits unlimited customer-specific functionality. The Royal Porthcawl site can be found at [www.royalporthcawl.com](http://www.royalporthcawl.com) .

Martin Bond, Secretary at Royal Porthcawl said: "We looked carefully at a number of companies offering website construction services choosing Golf Club Network over the competition for their willingness to listen to us, find solutions to the challenges we presented and ultimately deliver the website we wanted. We liked the functionality and easy to use content management platform, but we were looking for extra functions and a unique design to really portray Royal Porthcawl in its best light. The bespoke solution offered by Golf Club Network allowed us to do just that and we are delighted with the results".

In today's challenging climate, golf clubs are looking to increase membership and drive visitor revenues, so Golf Club Network's online marketing strategy is the perfect platform to stay ahead of the competition. With over 100 clubs signing up to Golf Club Network in the last 12 months, it's the fastest growing marketing solution in golf.

Jane Carter, Managing Director, Gemini Network Media said: "Our bespoke website solutions are perfect for those clubs who have more exacting requirements for their website and have access to the resource and budgets for their delivery. These websites are still packed with all the practical business tools in any Golf Club Network websites, like data capture, bulk email and secure members' area. Royal Porthcawl's website looks great and properly reflects the prestigious reputation of the course itself."

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Golf Club Network is a product of Gemini Network Media, the leading golf marketing company formed in 2006.

The team combines over 75 years of experience in golf, software and web development, the media and marketing. The team blends this experience with their passion for golf to deliver the best possible products to the market.

Gemini Network Media work in partnership with many of the golf industry's professional bodies including the English Golf Union, Golf Union of Wales and the Professional Golfers' Association to deliver superior solutions to promote golf in today's marketplace.

Gemini Network Media's other products include: One Golf Network, Golf Pro Network, Golf Unlimited, Total Golf and Women & Golf.

Find out more information at [www.golfclubnetwork.co.uk](http://www.golfclubnetwork.co.uk) or contact Kate Davies, Marketing Manager at [kate.davies@golfclubnetwork.co.uk](mailto:kate.davies@golfclubnetwork.co.uk).