

# Social Networking Site for Golfers - Imagine Golf Club launches

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Golf Social Networking Website Offers New Business Opportunities to Driving Ranges Worldwide.

Unrivalled Christmas marketing extravaganza is set to further expand the reach of Imagine Golf Club – the first online golf community that unites people and places.

Social Networking has been the most successful Internet phenomenon of the decade. Finally Driving Ranges can benefit from this new marketing platform courtesy of Imagine Sports' golf social networking website. Already proclaimed as a "breath of fresh air" by industry leaders, ImagineGolfClub.com (<http://www.imaginegolfclub.com>) is leading the way with its innovative marketing opportunities that are designed to grow the golf industry.

As the name suggests, ImagineGolfClub.com, is an online golf club that offers golfers all the information and news that they need in one location. Members can create their own profile, communicate simply and effectively with all of their golfing friends, as well as getting all the latest golf news, views, advice, tips and drills – ALL FOR FREE.

The great news for Driving Ranges is that ImagineGolfClub.com is not just a great place for golfers to keep up to date with friends. It also offers search functions that allow members to locate thousands of driving ranges, Professionals, clubs and other golfing destinations all around the world.

Imagine Golf Club offers Driving Ranges their own free micro-sites to promote their services to a worldwide golf community. As well as having this online profile, they can send automated newsletters and earn additional income from online advertising shown on their pages. 3,000 Driving Ranges have already signed up to this service and it is increasing their business because the number of golfers subscribed to the site is very impressive.

Thanks to its social and business networking capability the Imagine Golf Club community already unites over 128,000 golf people and places across the world:

- 90,000 Imagine Golf Club Members
- 3,000 Driving Ranges
- 15,000 Golf Professionals
- 18,000 Golf Clubs
- 1,200 Golf Resorts
- 1,000 Golf Societies

John Casson, Managing Director of Imagine Sports, explains the role that Imagine Golf Club fulfills, "We have extensively researched the requirements, needs and aspirations of the entire golfing community and it was clear that golfers wanted one information source for golf. Driving Ranges also wanted a simple way to reach as many golfers as possible to grow their business. The result is our site. As well as being informative and attracting individual golf enthusiasts it allows them search for anything to do with golf. We are launching a Christmas marketing campaign to increase awareness of the site and expect

membership numbers to rise dramatically by 2010.”

The company's seasonal marketing campaign includes a competition extravaganza, with prizes worth in excess of £400,000. Visit [www.imaginegolfclub.com/competition/xmas.htm](http://www.imaginegolfclub.com/competition/xmas.htm) to enter. Its Three Wise Men Bearing (Golf) Gifts email promotion also offers members some exclusive prizes and promotions from a range of leading brands including Direct Golf UK, Nike, TrendyGolf.com, Spherical Blade, Asbri Golf and Kevin Murray Golf Photography.

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