**The Welk Group Boosts Social Media Strategies**

Established in 1964, Welk Resorts has grown to become an iconic, well-respected San Diego based company, and a leader as an independent, international resort and vacation-ownership company generating revenues in excess of $100 million per year. Welk Resorts has done an exemplary job of driving growth primarily through direct marketing. But, when the leadership team at Welk Resorts reviewed their social media strategies, it became apparent that they needed help to better understand how to develop social media strategies to forge connections with its owners, guests, prospects and associates in order to drive loyalty, interest, brand awareness, associate engagement, and ultimately build traffic to its website to further grow sales.

The USD Office of Corporate and Professional Education under the direction of Jodi Waterhouse was clearly up to the challenge. The team at USD reviewed the social media tactics of Welk Resorts and many of its competitors, and developed a workshop for the Welk Resorts leadership team to identify opportunities to improve its use of social media. During the workshops, the USD team was able to clearly and succinctly identify significant opportunities to improve and grow Welk Resorts social media strategies in ways that will not only improve communication, interest and engagement, but will help Welk Resorts continue to grow. The team from USD was professional, had a depth of knowledge and expertise that is unparalleled in this field and focused like a laser on practical applications for our business.

— Jon Fredericks  
President, The Welk Group,  
San Diego, California