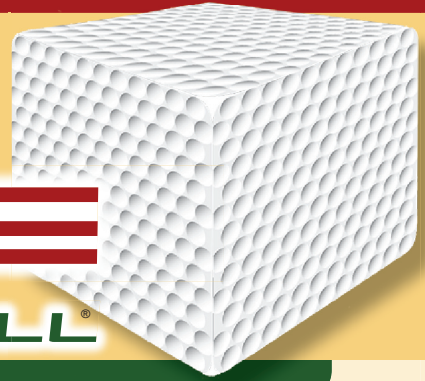


THE

SQUARE

GOLF BALL



April 4, 2014

### Corporate Marketing - Part I

The Square Golf Ball® is the most ingenious and clever marketing tool to come along in years. Businesses medium sized and larger, who are selling a product or service, typically have a budget for marketing and/or promotion. Some of this budget is used for buying items, generally customized or imprinted with the business name, phone number or any one of numerous options, then used as hand-outs during trade shows or to leave behind when a sales representative calls on a client or potential client. The primary reason for spending money on these giveaways is to keep your business name in front of the client. Everyone has seen these items at some time – small flashlights, refrigerator magnets, ball point pens, note pads, plastic cups, etc. Companies continue to buy these items primarily because there are no good alternatives for a customized item . . . an item that doesn't break the bank to purchase. The little flashlights, magnets, etc are typically poorly made, cheap in quality and not really intended for actual service. So the end result is that a company pays good money to have a supply of these hand-outs. The recipient either tosses it into the dark black hole of a desk drawer, gives it to the kids, or just throws it away. The advertising dollar was poorly invested, as your item intended to generate conversation and keep your name top of mind is now gone from the intended target or person. The Square Golf Ball® has multiple advantages over the boring standard fare. We'll explain in detail in part II of this blog topic.

