

Shouldn't your marketing be as captivating as your course?

iwGolf was born out of a passion for the game and a belief that golf club marketing can be simpler, more beautiful and more effective than the expensive and uninspired solutions in the market today. We're part of **idea-ware**, not a golf marketing agency but rather a world-class marketing advocacy team that just happens to love the game of golf. We have decades of building brand awareness and loyalty through intuitive design, proven technologies and effective marketing for enterprises of all size.

We know the course.



Bring beautiful design to the game of golf marketing.

ideaware
www.idea-ware.com



► form

Today's players expect a golf experience infused with technology every step of the way, none more important than the first impression they get of your course from your website. That's why iwGolf sites put a premium on beautiful design and meaningful information wrapped in the latest technology platforms. From custom course photography to detailed hole-by-hole flyovers and player guides, iwGolf provides the information prospective players want when searching for a course, playing a course or reliving the round with friends.

► function

Here's a pro tip: the technology and tools already exist to let every club promote its course professionally. At iwGolf, we simply show you how to put it all together. We focus on great design and branding and then integrate it with smart, easy-to-use, off-the-shelf technology - from DIY web content management systems and e-mail marketing to Facebook and Google apps - to make your marketing simple, self-sufficient, and cost-effective.

► friends

Above all, the game of golf is a social exercise, and your marketing should be as well. iwGolf has honed the intelligent use of social media platforms like Facebook, Twitter, YouTube and blogs to build awareness for global enterprises. Now we can apply the same tools to turn visitors into course evangelists who will become your most powerful and effective salespeople.

Your club
large or small,
public or private,
can build an identity
and website that is
as memorable as
your course.

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