

Geomarketing

If your business does digital and traditional marketing (Internet, billboards, flyers, promotional caravans) and-or require field sales force, **Geomarketing** could positively impact your business in:

- Costs reduce.
- Better sales response.
- Efforts efficiency.
- Efficient marketing plans.

With our expertise in geospatial analysis and consulting with scientific bases, we have built a **Geomarketing** methodology to support your business:

01



Mapping

Geocoding your sales and marketing efforts to find out what your natural area of influence might be and what parts of it are missing to cover.

02



Analysis

Categorizing your sales according demographic and geospatial characteristics to calculate how many, where and in which products your potential customers are.

03



Implementation

Knowing where the greatest potential customers are and which product to serve them with, we build the plan to achieve the best performance in cost and response.

04



Monitoring

Defining the key metrics to enforce the expected performance, providing the technological tools to facilitate the business as usual follow up.