

GIS for Marketing

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Esri EA - Mission, Vision and Values

- **Our Mission**

To inspire, educate and enable businesses, nonprofits, governments and educational institutions to leverage geospatial information to make timely, informed and mission-critical decisions.

- **Our Vision**

A prosperous society impacted by the use of geospatial technologies

- **Our Values**

Integrity, Commitment, Excellence and Teamwork



GIS for marketing

- Geographic Information System (GIS) Technology, allows you to; visualize where your customers are, analyze your customer database and make informed decisions.

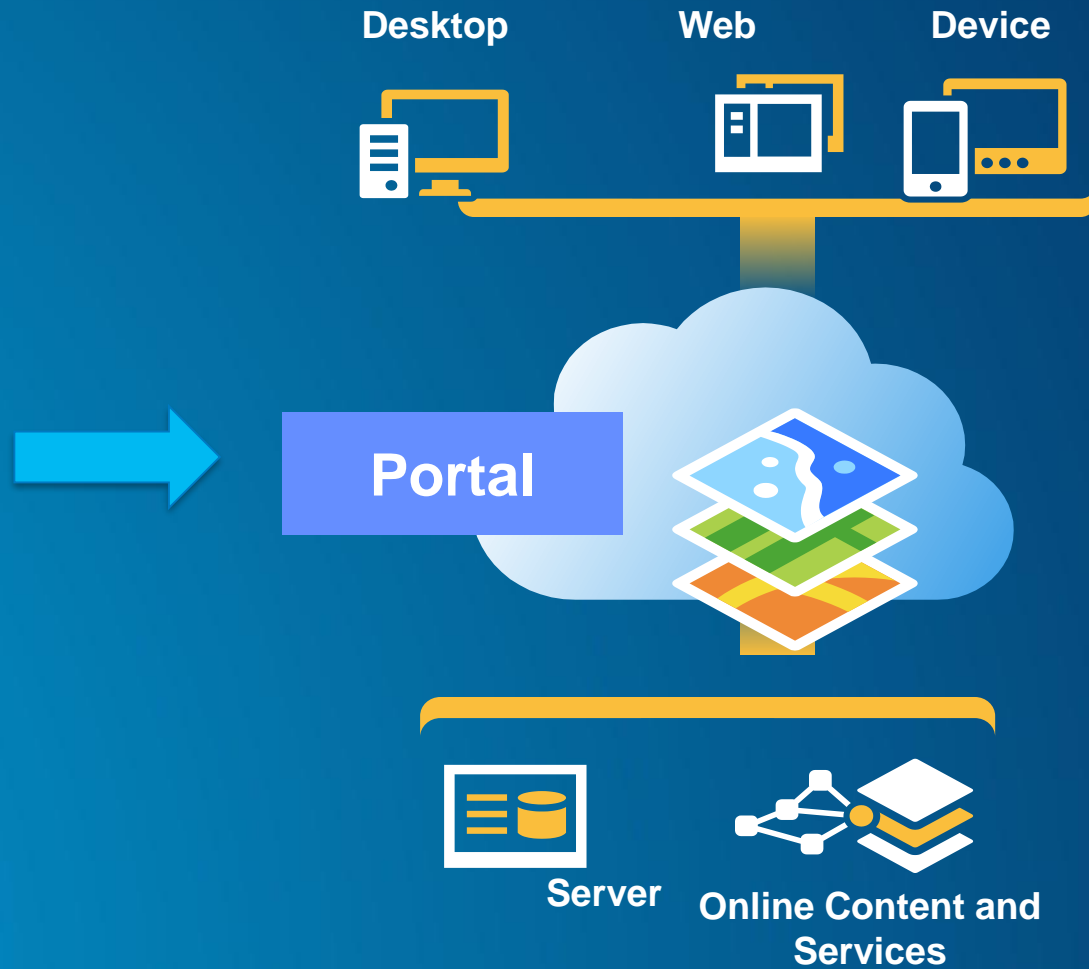


Where strategy meets opportunity.....

ArcGIS

It is an integrated web GIS platform

Allows organizations to manage their GIS platform , facilitate sharing, and provide access to content and capabilities



See your customers.....location

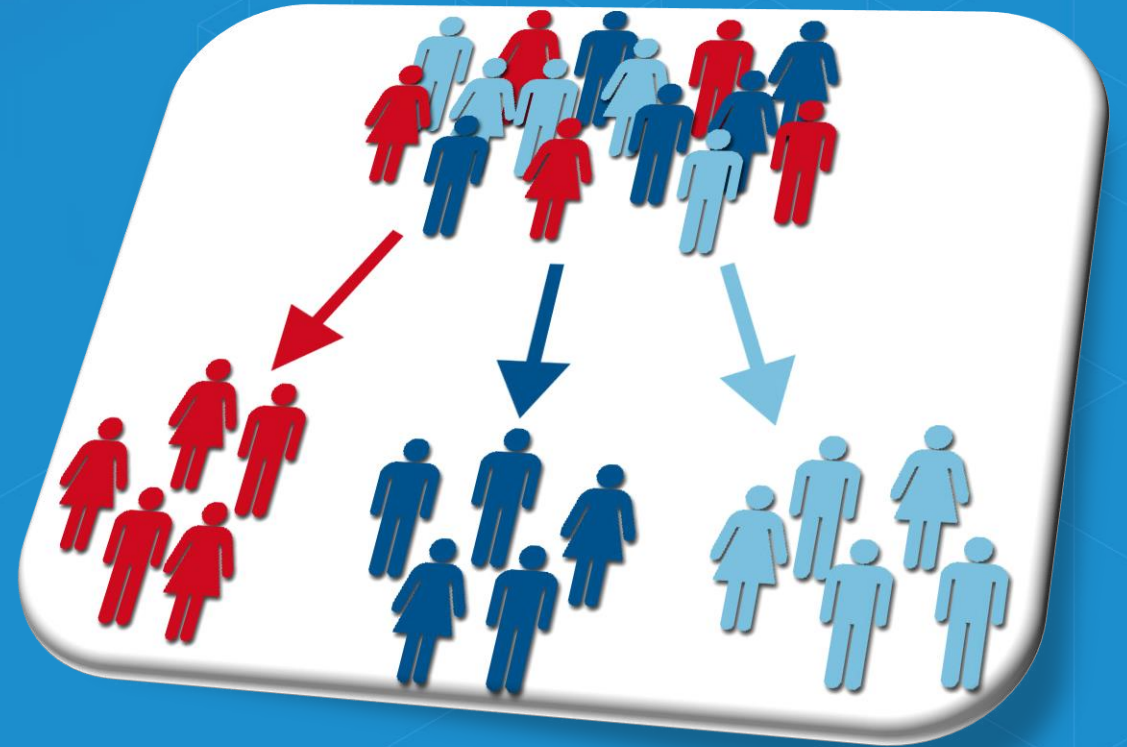
- Location is key to successful development, evolution and growth of your marketing strategy



Where strategy meets opportunity.....

Profile and segment.....analysis

- Recognizing patterns and trends among customers helps create a perfect picture of what a target customer would look like.



Where strategy meets opportunity.....

Understand needs and behaviors.....Insight

- Defining customers in terms of Needs and Wants is essential to the success of any marketing campaign



Where strategy meets opportunity.....

Find and target.....

- Determining who to target ensures you are spending in the most profitable areas and maximizing your return on investment to gain a competitive advantage.



Where strategy meets opportunity.....



Demo

Everlyne Lelei



esri Eastern Africa

THE SCIENCE OF WHERE™