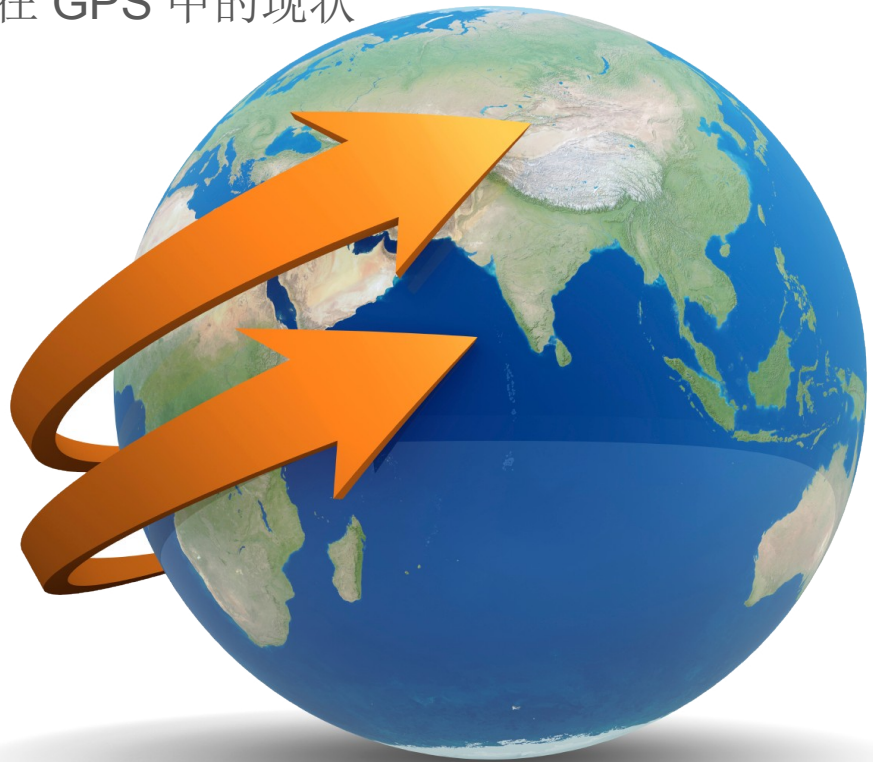


“Location for Sale – Why Online Sales”
“ 销售地点—为什么是网络营销”

Overview概要

- Current Situation in GPS 在 GPS 中的现状
- Market Trends 市场趋势
- Industry 工业
- Opportunity 机遇
- Questions 问题





Markets Trends

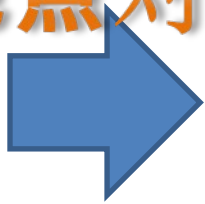
市场趋势

Beneficiaries of Location Based Services and Online Sales 基于所在地的服务和网络营销的益处

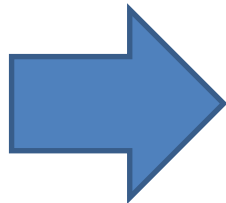


Location is Key to your customer

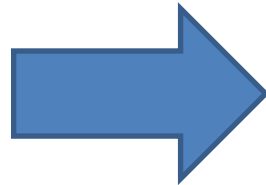
地点对于你的顾客来说很关键



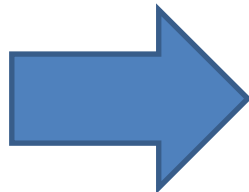
Where are the best deals near me?
我附近最好的交易在哪里？



How do I find this location?
我怎样才能找到这个地点？



What can your firm do for me?
你的公司能为我做什么？



Who knows where I am?
有谁知道我在哪里？



Online Example 网络 营销案例

LBS and what it could do for you /LBS 和它能为做什么

Unique Visitors who you know and can locate
你认识和确定所在地独特的访问者

How can you sell to this person? 你怎样才能销售产品给这个人?

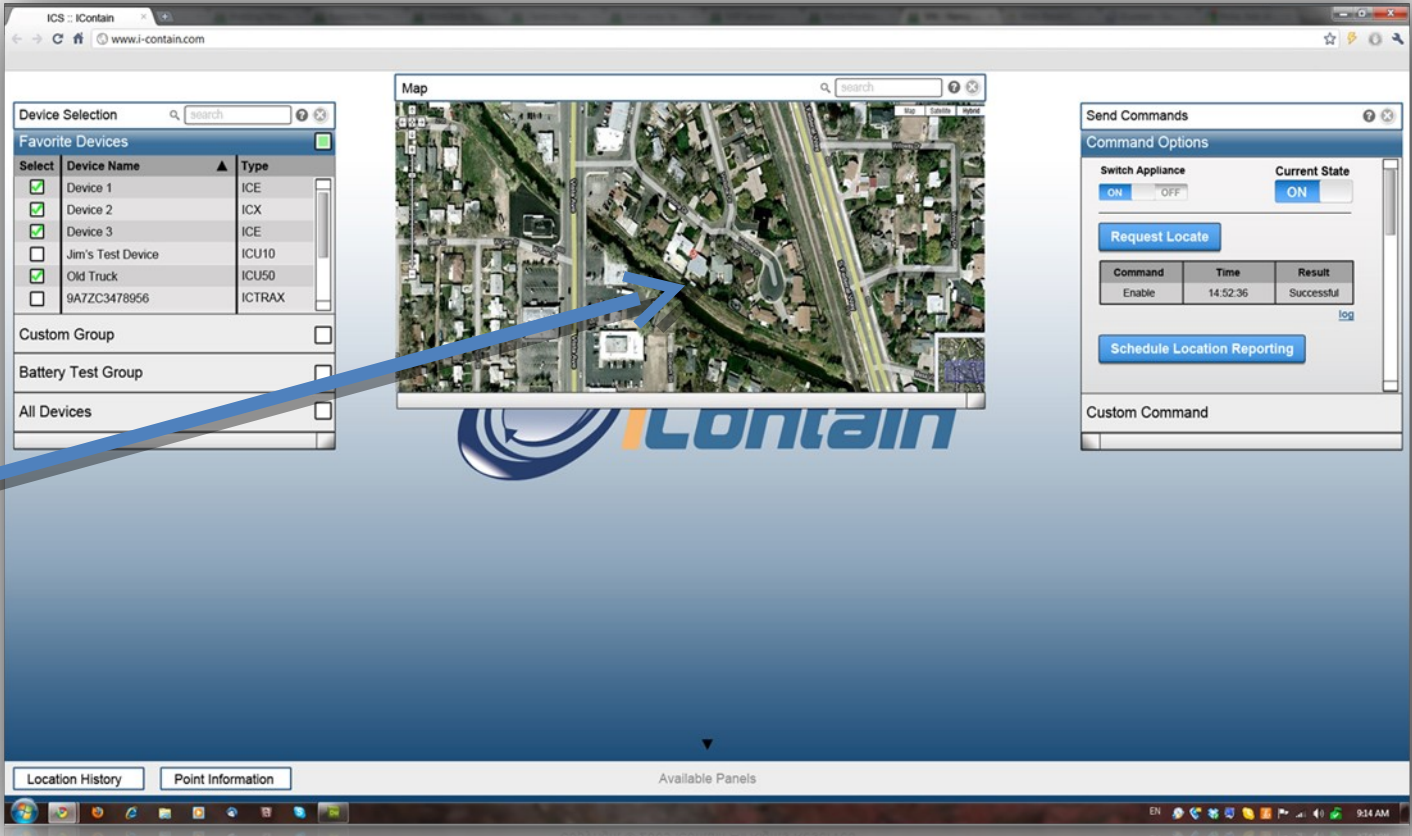


Works off of existing devices and readily available
应用现有能够使用的设施

Location is key for what sales indicators?
地点对销售指标来说是最关键的吗?

Software Application 软件的应用

Where you are matters!
你在哪里真的很重要



The screenshot displays the iContain web application interface. On the left, the 'Device Selection' panel lists several devices with checkboxes and their types. In the center, a satellite map shows a residential area with a blue arrow pointing to a specific location. On the right, the 'Send Commands' panel includes a 'Switch Appliance' section with 'ON' and 'OFF' buttons, a 'Request Locate' button, and a table showing a successful command execution.

Command	Time	Result
Enable	14:52:36	Successful

Opportunity机遇

- What is your business doing today to attract online attention?
你今天做了哪些工作去吸引网络的注意？
- How does location based services fit into your firm?
基于所在地的服务是如何融入你的公司的？
- Upside to your company – could you use location better 上升到你的公司层面 ----- 你能更好地利用好地点 (的优势) 吗？
- Where will the market take your company?
市场会把你的公司导向哪里？

How can you use this?

你如何使用这个？

Questions?

问题?

For further information or copies of the book – please contact Michael or myself.

如果需要更多关于此书的信息或复印件，请和迈克或者我联系。



“Customer Relationship Tools”
“ 客户关系工具 ”

Thank you for your time and consideration.

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