

*Innovation distinguishes between a leader and a follower*

Steve Jobs, CEO, Apple Computers



## How to generate new sales leads and build brand equity ...

### Place your company & business in Google Earth – in 3D

[Naledi3d YouTube video](#)

[Download our Google Earth report](#)

#### GOOGLE EARTH

Google Earth is a free program that uses satellite photographs and can take you anywhere in the world – virtually.

People use Google Earth to explore the world and to:

- search for street addresses,
- find business locations
- research potential travel destinations – for business or pleasure
- And much more

With over 250 million users (2009), Google Earth has a critical mass of users:

- In the higher LSM groups.
- All looking for information

#### THINK ABOUT IT...

*“In a recent survey of destination marketing professionals, Google Earth ranked among the top three media tools used in destination marketing (the others being RSS feeds and YouTube)”*

(Lee, Wicks and Huang, 2009)

Your potential clients are using Google Earth to find YOU

What are YOU doing to reach out to them?

#### Harness 3D and Google Earth to:

- Enhance your Brand equity
- Build awareness around your business
- Draw new clients to your sales teams
- Stand out above your competition
- Reinforce your “*bricks and mortar*” presence in the digital world using 3D



Innovation Hub, Pretoria in 3D Google Earth  
(Model by the Naledi3d Factory)

#### What do Euro Disney, Remax and the Intercontinental Hotel Group have in common?

##### They all use Google Earth to:

- Increase market awareness
- Build trust in their brand
- Increase their global presence
- Generate new sales leads!

Take advantage of your business, in 3D, in Google Earth to:

- **SHOW** who you are ... in a way that
- They can see what you have to offer...



Sheppard, Intercontinental & Nile Hilton Hotels. Cairo

If your company needs to grow by continually attracting new clients, this is for you:

- Hotels and hotel resorts
- Conference centres
- Casinos
- Theme parks
- Tourist and heritage sites
- Stadia and concert venues
- Transport facilities
- Office and business parks



Hatfield, Pretoria – as seen in Google Earth



Sheraton Hotel, Manhattan, New York

People are using Google Earth **more and more** to find information on:

- Their planned destination
- Options on where to stay and
- What to do when they get there.

Your 3D presence in Google Earth becomes your powerful differentiator.

3D in Google Earth reinforces your bricks and mortar presence in the virtual village of today

Build TRUST

Increase LEADS

Improve SALES

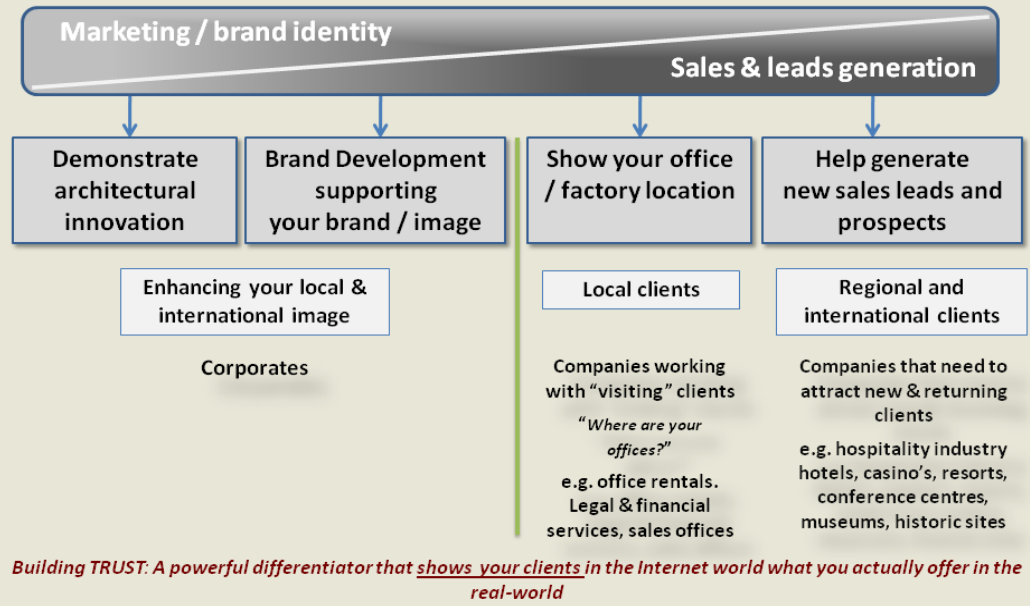
“Explosive increases in the number of Internet users worldwide have provided travellers with diverse communication channels and new ways to acquire travel information”

(Sigala, 2007)



## Features and Benefits

Building customer trust by demonstrating your physical presence in the real-world...



### BUILD NEW SALES LEADS

Make your hotel, entertainment, resort or other tourist business offering stand out above your competition – build more sales leads and attract more “feet through YOUR door”

### BRAND DEVELOPMENT

Use Google Earth to develop and extend your corporate brand identity and positioning in the internet where it can be seen by millions; and to establish positive associations to support other elements of your business.

### INFORM

Help clients to find their way to your facility or offices – railway and bus stations, financial / legal services being examples

### ARCHITECTURAL INNOVATION

Demonstrate architectural innovations that your building exhibits, features that you would like to expose to a wider (even global) audience



Grand Hyatt Erawan, Bangkok (with place page)

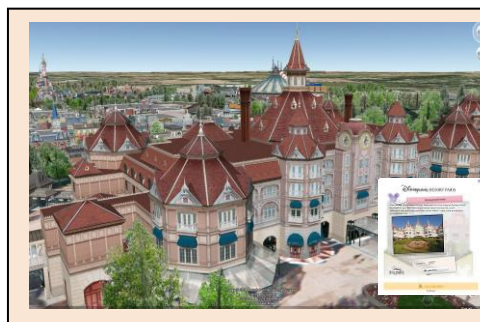
### Place Pages – The Important Link

A **Place Page** is a mini-page that pops up. It is used to describe your business, what you offer - and your contact details.

- It is your link between your 3D building in Google Earth and your existing (2D) website
- It is your Google Earth *web-link*.
- Your potential client clicks on this link and your normal sales process takes over to convert the lead into a new sale ...



MAKRO, Centurion, Pretoria  
(Model by the Naledi3d Factory)



**Euro-Disney Theme Park (Paris)** is one of the best 3D locations in Google Earth that we have come across:

- Includes **every building** - hotels, rides, kiosks, trees, signposts, fences, even lake fountains
- Separate **Place Page** for each contact point, with an image and a brief story on the customer experience
- Place page** has the all important link to Disney’s main website - where bookings can be made...

“Google Earth, Google Maps and YouTube were selected by the (survey) participants as the most useful tool to their organisation for destination marketing and

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Build TRUST > Increase LEADS > Improve SALES