

Magnifying *The Science of Where*



As an Esri Platinum Partner, we make a concerted effort to align our services and sales strategies across myriad of Esri sectors. Marketing, an element of this strategy, is designed to endorse and complement the Esri brand and messaging. The following, represents GISinc's efforts to magnify and extend Esri's newest messaging, *The Science of Where*.

GeoIoT™

Innovating The Power of Where

Expanding upon the "Where" with "Innovating the Power of Where".

We are leveraging the "Where" in additional new GISinc messaging, "Where Matters" in the following activities:

- Six part webinar series "Why Where Matters": <http://info.gisinc.com/webinar/geoiotseries>



- On new web site - launched June 18th: www.gisinc.com
- Business Summit and UC Sponsorship & Booth Messaging

Mediums for awareness:

Social Media

- Facebook
- Twitter
- LinkedIn
- YouTube

Direct Mail

Targeted Email Campaigns
Digital & Print Advertising

