


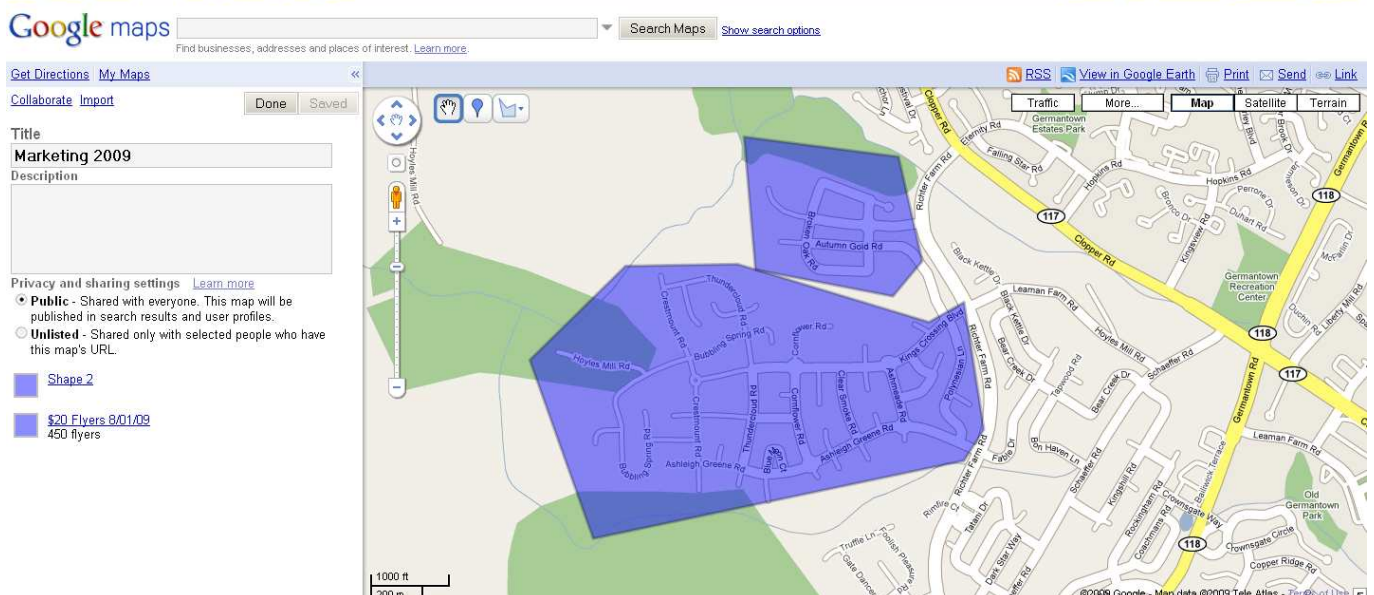
## Track Your Marketing Using Google Maps

### Part 1 – Get Your Software Set Up and Start Adding Marketing Areas

1. Ensure that you have all of the correct software: CLIP, MapPoint 2009, and MS SuperShape.
  - a. You can download SuperShape here: <http://www.mpsupershape.com>
  - b. Direct Link to Download: <http://dek69xs5mxc7.cloudfront.net/MPSuperShapeSetup.msi>
2. If you do not have a Google account, create one here: <https://www.google.com/accounts/NewAccount>
3. Go to [maps.google.com](https://maps.google.com)
4. Login using your Google Account
5. Find your area on the map
6. Click on My Maps
7. Click create new map
8. Title the maps something like “Marketing 2009”
9. Save
10. Now you can start adding shapes to designate the areas that you have marketed.
11. On the top right corner of the map, click the  button and then select “draw a shape”
12. To draw simply click somewhere on the map, move your mouse then click again, and again, and again until you have completed the shape. When you have completed the shape, simply click back on the point where you started.
13. You can then title the shape
  - a. I use something like “\$20 Flyers – 8/1/09 – Count 450”
  - b. If you need to change it later you can simply click on the shape to change it.
14. Continue to add shapes for all of your marketing. I recommend doing this after each day that you either put flyers out or send postcards or whatever.
15. Note: If you market to the area more than once you can create another shape on top of a previous one and change the color to differentiate it. I did this because we will market to an area multiple times in a season and I wanted to see which areas.
16. At this point, you have a very useful tool to see where you have marketed, when and how often. In parts 2 and 3 we will explore how to add actual customer data to this.

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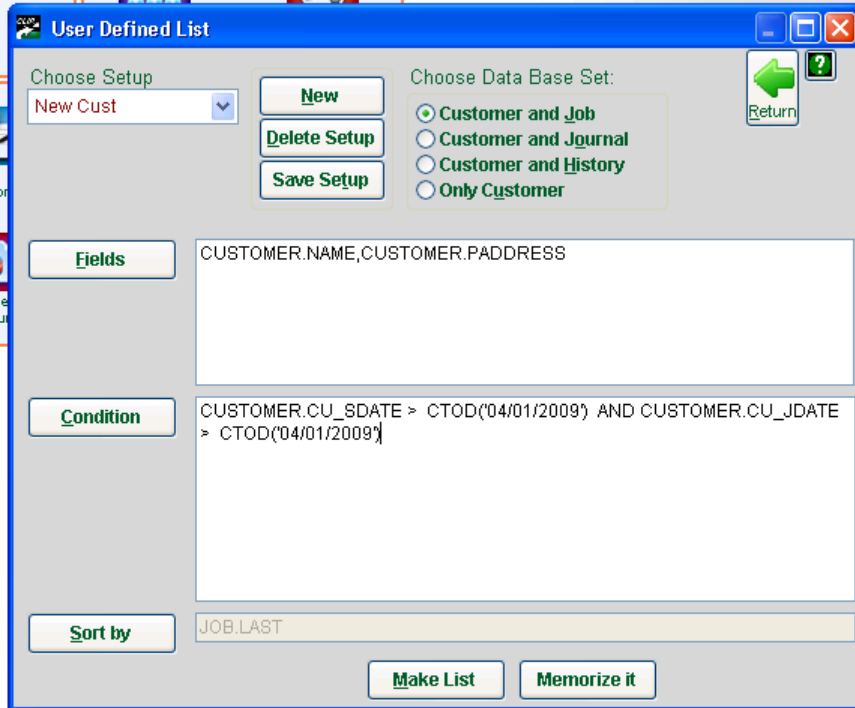
[jondebicoleman@gmail.com](mailto:jondebicoleman@gmail.com) | [My Profile](#) | [Help](#) | [Web History](#) | [My Account](#) | [Sign out](#)



The screenshot shows the Google Maps interface. At the top, there are navigation links for Web, Images, Videos, Maps, News, Shopping, Gmail, and more. Below that is the Google Maps logo and a search bar. The main map area displays a residential neighborhood with several blue-shaded polygons representing marketing areas. The sidebar on the left shows the map title "Marketing 2009" and a list of shapes: "Shape 2" and "\$20 Flyers 8/01/09 450 flyers". The map includes standard navigation controls like a compass, street view pegman, and zoom in/out buttons. A scale bar at the bottom left indicates 1000 feet and 200 meters. The bottom right corner shows the copyright notice: ©2009 Google - Map data ©2009 Tele Atlas - Imagery ©2009

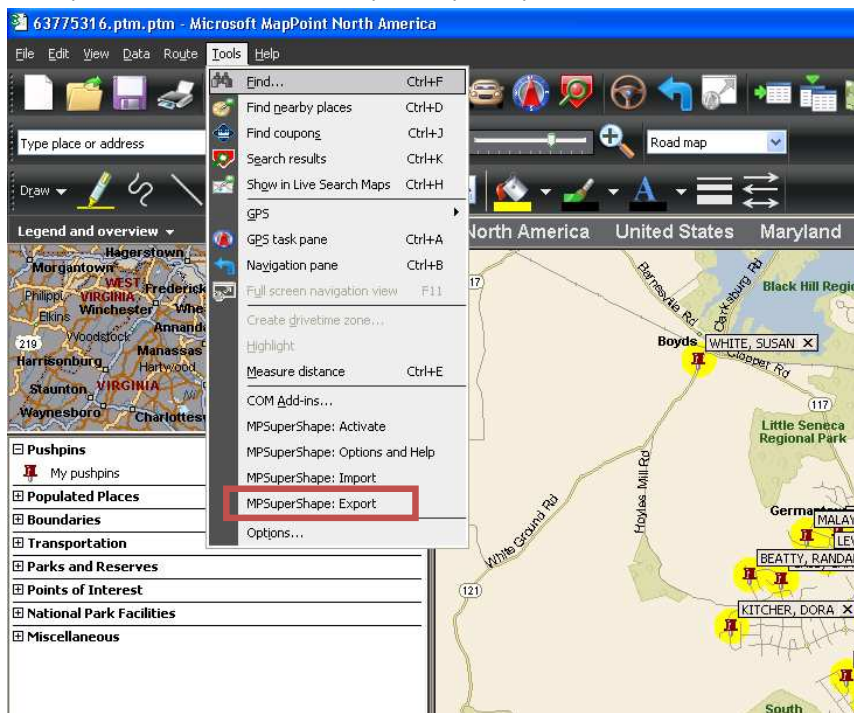
## Part 2 – Get Your New Customer Data from CLIP.

1. Open CLIP
2. Create a custom report by going to Reports > Custom Reports > User Defined Lists
3. Create a new report with the following options:

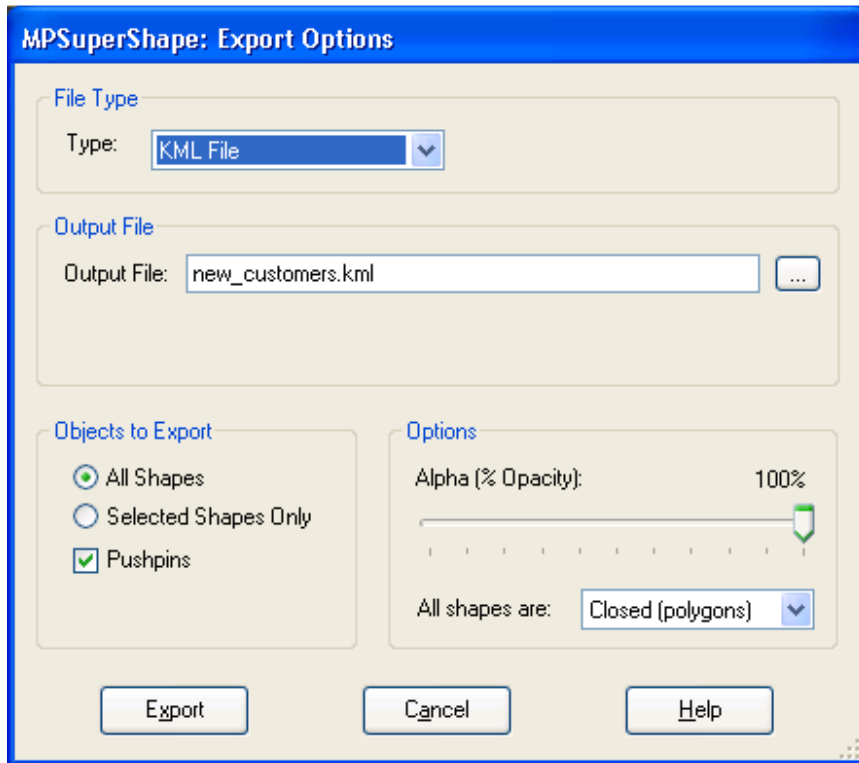


(This will give new customers since 4/1/09 that we have done some kind of job for. You can customize this report by anything you want like job type, marketing source, etc.)

4. Click Make List and Choose MapPoint as the Report Output.
5. Click Proceed then wait for MapPoint to create the map.
6. In MapPoint, click Tools > MSSuperShape: Export

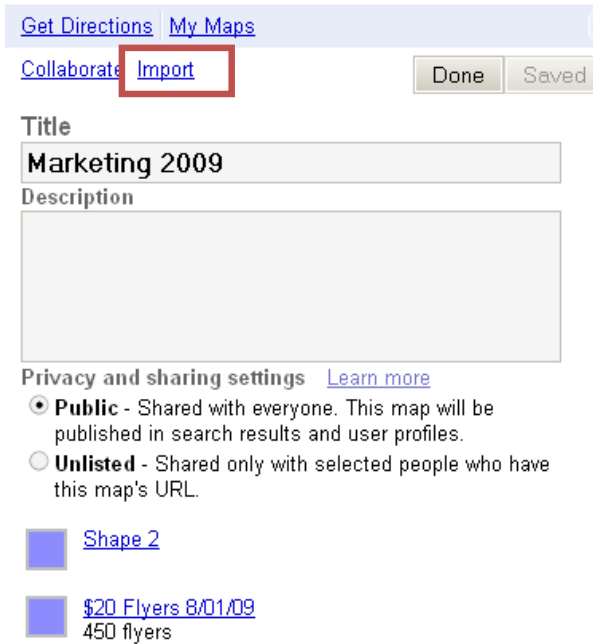


7. Keep the type as KML
8. Title the file and click the ... button to see where it will be saved and change if desired.
9. Make sure all of the other options shown below are selected, then click Export.

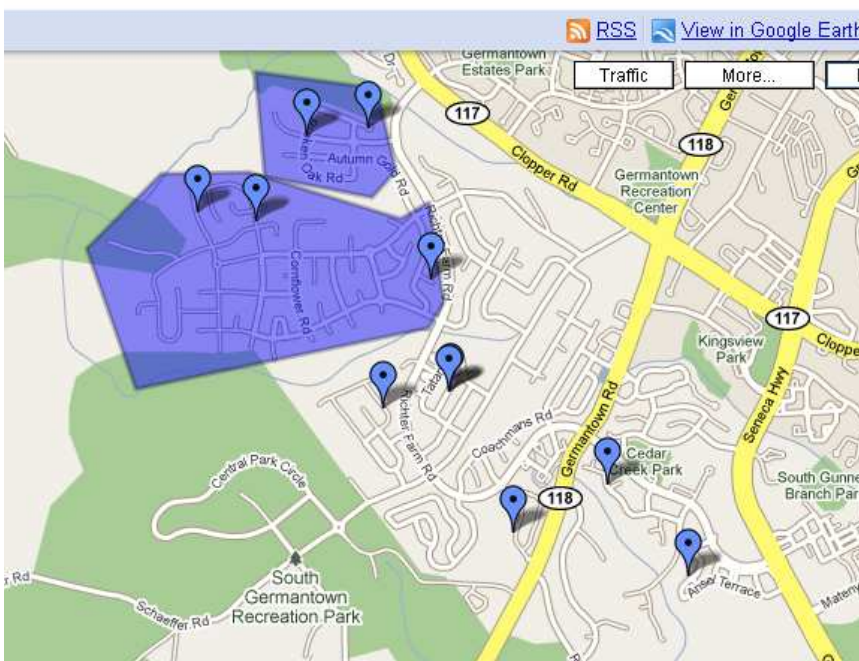


### Part 3 – Import Your Data into Google Maps

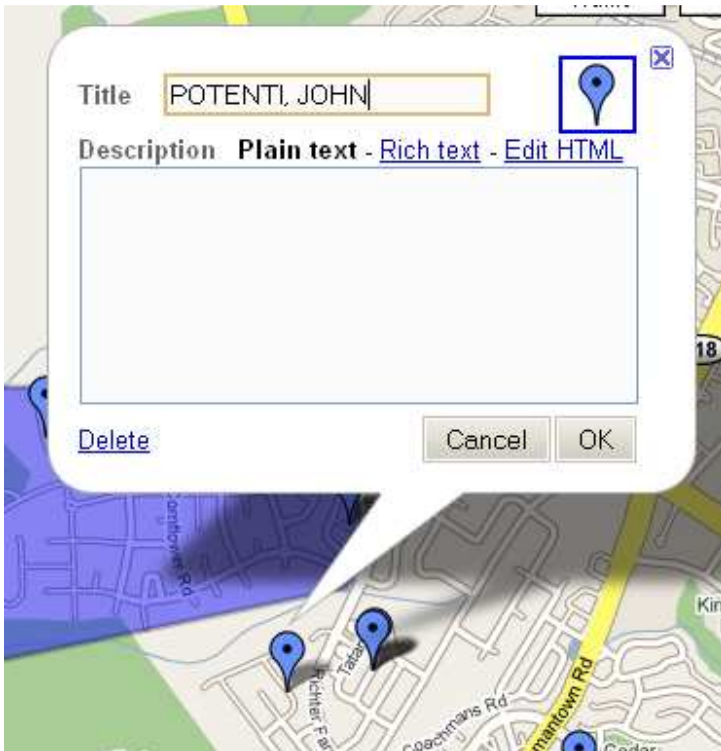
1. Go to maps.google.com
2. Login if necessary
3. Click on My Maps
4. Find your map that you made and click on it.
5. Click Edit.
6. Click Import



7. Click Browse to find the file on your computer.
8. Once you have selected the file, click Upload from File
9. You will see that pushpins have been created for all of your new customers.
10. You can now see where there has been the most conversions from your marketing and more effectively



If you click on one of the pushpins, you will see the customer name



Note: There is no reason to limit yourself to one map for all of your marketing. This can be customized to have multiple maps for each source.