

## 5 Reasons Why Companies Should Use Online Mapping Before The Year Ends

Written by Australian Business

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NAPERVILLE, IL, December 02, 2013 **/24-7PressRelease/** -- Each December, business owners take an ample part of their time to review business growth during the current year. It is also a good way to prepare for the year ahead. With too many things to be considered, most of them look rely on simple tools to help them review their activities and at the same time create new business plans. Topo.ly online mapping is one of the top applications that business professionals use in gauging their direction towards success. By

[creating a map](#)

, business leaders can set effective plans for growth. The easy-to-use features of Topo.ly also proved to be integral in analyzing cost reduction through optimizing logistics. Inez Steele from Realty Guild said about Topo.ly:

*"Topo.ly is the easiest, most affordable and most flexible mapping solution for my web site I could find. Within 30 minutes I had my map up and when I hit a snag, customer service was right there to help. Thanks Topo.ly for making what I thought would be a mega job into something so easy!"*

Here are 5 main reasons why Topo.ly online mapping should be used by companies this December:

### View 2013 Accomplishments Through Maps

Topo.ly's easy create-a-map feature makes it possible for business owners to build maps in 3 minutes or less. Excel data of geographical locations can be easily pasted to the online mapping site and the map is processed quickly. Maps are powerful visual tool to help analyze how companies went through with their business in the current years. Looking at their data on a map serves as bird's eye view on what the business should stop doing and what should be doing instead.

### De-Clutter

Companies can use the online feature of Topo.ly to filter data categories. [Excel data](#) of different categories can be pasted all at once. For more in depth analysis, they can filter each category. This feature allows the users to de-clutter data. They get to understand what sales or marketing strategy plans are working.

### Eye Customers and Clients That Matter the Most

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Customers are one of your business's most important assets. To help foster good business relationship with them, Topo.ly users can plot the Excel data of their customers' address locations and plot them on the map. They can customize the map markers to identify those who the company made sales the most vs those who have the least. By this feature, the users can easily determine which customers are worthy of establish enriching business relationships.

### Review Marketing Campaign

Topo.ly online mapping helps in the analysis of current marketing system. To achieve this, users are encouraged to add unlimited data sets. By plotting different data sets, they can identify the connections thereby allowing them to identify new ways to promote their business. Through mapping, they are able to look at marketing as a great investment allowing them to find ways on what work best for their business.

### Set Realistic Goals for 2014

Topo.ly Plus users use heatmaps - a systematic online mapping approach that leads to systematic business planning based from timely analysis. Through heatmapping, they are able to evaluate risks, identify opportunities, detect locations that have strong implementation of marketing strategy plans, and many more.

By creating a map with Topo.ly [online mapping](#) , business owners can adapt a warrior mentality. This helps tremendously as they watch their business grow not only in 2014 but for many years to come.

Topo.ly develops tools to transform analysis into a visual experience. It's mapping technology is one of the most powerful ways to visualize data from Excel spreadsheets to optimize logistics, enhance market planning, identify growth opportunities, or mitigate market risks. Topo.ly leads in data simplification and presentation and is committed to delivering the tools businesses need to outpace competition.