

NAPERVILLE, IL, September 18, 2013 **/24-7PressRelease/** -- There is a lot more involved in running a company than just a brilliant idea. It takes time and effort to investment to make sure that marketing processes are successful. Lacking an important ingredient to this process may make the company unstable right from the very start. Marketing strategies patterned from online mapping helps ensure that marketing will be done effectively. Topo.ly has been used for many years as a significant mapping solutions provider by thousands of companies here and abroad. From it's start, it allows the users to

[create a map](#)

so they can immediately identify their market, opportunities, risks, and potential new markets.

Topo.ly is a mapping software designed to assist all kinds of organizations to make mapping simple so there will be more time available for data analysis. As users view their maps from Excel data of [multiple addresses](#) , they can quickly identify information pertinent to building up better strategies for marketing. One of the many people whom Topo.ly has assisted is Inez Steele from Realty Guild. She said, *"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!"*

Online Mapping - Assisting Companies Toward Better Marketing Strategies

Topo.ly is packed with useful features to assist new and existing entrepreneurs to make marketing strategies more adequate.

Adding Multiple Addresses Data Layers

Adding multiple addresses from Excel data is a simple step to allow the users to view the connections between data layers. The connections are integral to creating steps for marketing purposes.

Customizing Map Markers

To make data analysis more compelling, Topo.ly Plus users are entitled to create a map with customized map markers. They can represent different data sets. In this way, the users can

quickly note where their business stands in the competition, where potential customers are, and potential risks to be managed.

Embedding Maps

Another important feature for gaining more customers is to embed the maps on the website. This is a proven marketing strategy in which the customers would know where the store outlets are located, what routes to take, and other important features.

Topo.ly online mapping is tailor-fit to every mapping need of each company. In this way, the marketing strategies they will create will be perfect for their business and for their customers.

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.