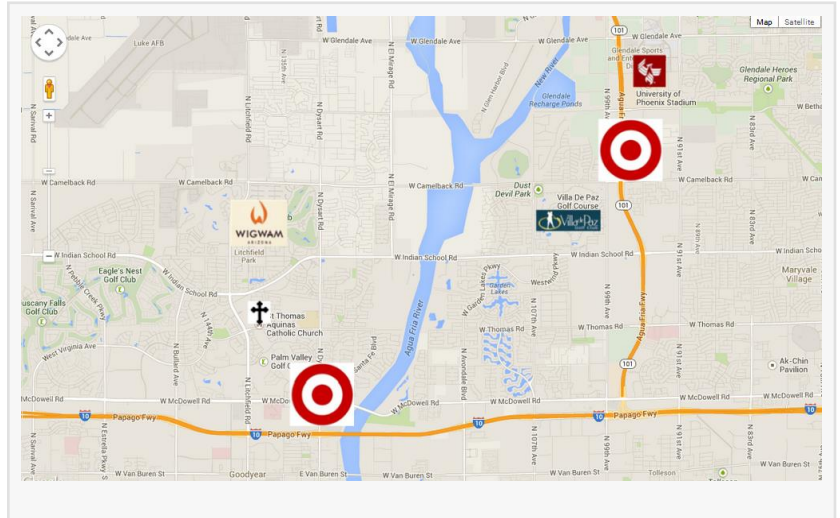


Mapping - A Great Tool for Store Location Assessment

When companies assess their store locations, they can stay on top of the competition, increase their sales and improve their marketing strategy.

NAPERVILLE, IL, USA, April 7, 2014 /EINPresswire.com/ -- Assessment of [store location](#) has grown its significance over the years since market competition has placed a huge value on it. When companies assess their store location, they can be spared from many headaches. Instead, it allows them to stay on top of the competition while



learning a lot about the market and increasing their sales. Now, there is a faster and better option to achieve this - [online mapping](#).

In most business cases, store location is a critical side in marketing and sales strategy. Mapline aims to help companies to assess locations so they can maximize their assets in the shortest time to achieve their goals. Its tools make it possible for companies to customize their markers to style their maps that they see fit. Apple stores, Amazon, GE, Walmart, and other big companies have been relying to Mapline's unique mapping framework

Some factors affecting assessment of store locations are as follows:

Population

Income

Competitors

Ease of Transportation

Local stores affecting the business like shopping centers, fast food restaurants, cinemas, and the likes.

Mapline makes it easy for companies to assess the best venues for their next retail location stores. Companies should remember these important factors when assessing locations for their stores:

Create a map that is easy to comprehend

Maps contain more than connecting lines. It should tell a story where the company's stores are the refuge for the customers. Make mapping an exciting experience for them. Mapline's feature to change the colors of map markers allow the users to visualize the story that the map is telling. Users can change markers by data set to identify important factors.

Customize map markers

This Mapline feature allows the users to visualize the exact location of the store. To make the store locator more engaging, customizing other markers can be of great help. If there are other popular stores within the area, users can upload their images and use them as markers. So on the maps, customers can initially see how near or far the company's stores are to their favorite hangout places, like restaurants, parks, and others.

Specific Store Information

With Mapline, maps that are embedded on the company's website can include more than just directions. They can include important information about the store like its complete address, phone number, local website, contact person, hours of operation, and others. Mapline users can even share the actual image of the store.

Other Information to Include

Mapline takes store [location assessment](#) in a whole new level. On the embedded maps, users can add their promotional offers being provided by different store outlets. For example, there's an outlet that offers sales promotion while the others provide free delivery.

Assessment of store location through online mapping is crucial in running the business. Doing so include proper planning and plenty of considerations. But once the assessment is done, companies can expect outright success.

Margaux Dela Cruz
Mapline
6309099108
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.