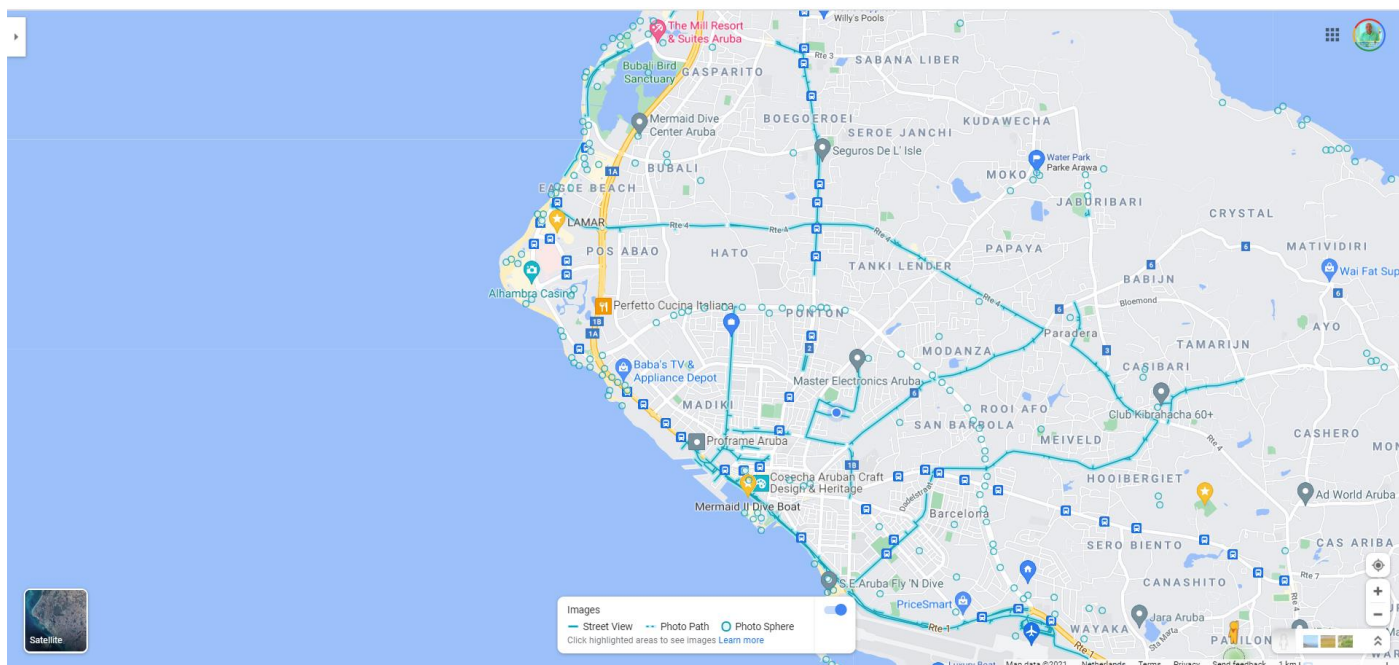




**SISMERCA DO**  
SALES INTERNATIONAL SERVICES  
& COMPUTER SCIENCE MARKETING

Dear owner or Managing Director,

We are currently developing the Google Street View on Aruba Google Maps, now you can see those blue lines in the Google Maps and see the Street View placed on the streets of Aruba. In order to continue this project, we need your support to archive this goal to make Aruba full 360° visible to the world, especially the street of Aruba. Base in our expertise on Google Street View creation this GSV 360 Aruba, cost \$400. - USD Per kilometer, any advertising support will help us to reach the goal to full feel Aruba with Google Street View. Also, we have a full Marketing Plan for your business on Google Street View 360 Aruba.



Firstly, we would like to thank you for giving our team the opportunity to present you with this advertising opportunity proposal outlining our goals for the 2022/23 Google Street View 360° Aruba project and beyond...

We know very well the pandemic devastated the global economy, and Aruba is not an exception, for this reason we are going to make a different approach to help Aruba to get the Google Street View to help in many ways Aruba, we will explain on this proposal later with a full Sales & Marketing Plan. Let have a meeting about it!

We would like to invite you to contribute as an advertiser to the new project called **Google Street View 360° Aruba project.**

Meet and contact your customer or fans on Google Street View 360° Aruba project:

We are ready to push your branded business to the billions of users of Google Street View around the globe via Google Street View and his products and channels, in addition to that, we have more platform for sharing and promotion online.

- We will create a constant Google Street View content on Aruba, for your ad's opportunities.
- Get your signage Ads on 360° Panorama's imagery with your logo nadir on it.
- Get your street areas to advertising your logo, or other areas of interest for your business.
- Google Technology will work for your business and connected with GSV. [[M&M's - Find Red \(2010, Canada\)](#)]
- Google My Business 360° Virtual Tours for your business connected to Google Street View (GSV).
- 360° Virtual Tours for any business with Hot Sport and media integrations.
- 360° Virtual Tours Guides on real time calls for any business with Hot Sport and media integrations.
- 360° Virtual Tours for E-learning.
- 360° Virtual Tours Digital Games.
- Constant monthly Updates on Google Aruba Maps.
- Constant yearly updates on Google Aruba Maps.
- Constant monthly Google Satellite updates.
- Constant Google Street Views updates on land and streets.
- Constant Google Street Views updates for under water locations.
- Constant Google Street Views updates for under water reef and beach's locations.
- Constant Google Street Views updates for island utilities inventory.

Advertising in street and road has proven itself time and again as a successful and enjoyable investment in many businesses across the Island, country, the continent and around the world.

We would like you to consider Advertising on Google Street View 360° Aruba project for the 2021 & 2022 and beyond...

We will create and run digital billboard advertising in Google Street View Aruba Map. This project is going to be create 360° Panoramas Imagery for the creations of Google Street View of Aruba project. The primary aim of the Google Street View 360° Aruba project is making Aruba available to be view all over the Google Street View for the rest of the world. This proposal will discuss the opportunity to form mutually beneficial partnership between you as our sponsor, and our Google Street View 360° Aruba project. Your advertising investment will enable us to: Create, maintain and update annually the Google Street View of Aruba permanently; Subsidize Photographic and Video Equipment, Rental/loan, and logistic transportation, vehicle signage to create all Google Street Views, Software Technology and updates Tools.

Join our project to promote your product and increase brand awareness. See this sample in Toronto Canada 2010 [[M&M's - Find Red \(2010, Canada\)](#)] [[M&M's - Find Red](#)]

M&M's | Find Red: 360° integrated campaign, online contest, traditional and online advertising, PR and Social. <https://pretzelbender.com/m-ms-find-red>

Find Red' M&M's Google Maps campaign tests social media limits: <https://financialpost.com/news/retail-marketing/find-red-mms-google-maps-campaign-tests-social-media-limits> The story behind the award-winning 'Find Red' campaign for Mars Canada's M&M's brand of candy is an example of how well tenacity can pay off when a creative advertising executive stumbles upon a great idea. We can do any idea possible in Aruba Google Street View now.

While you are one of the most recognizable places online, the Google Street View platform companies in the world, we're very confident in our ability to exceed expectations for you and delivery our brand to the people that are most likely going to be your customers; In this case is global exposure!

We are hoping that your company will be interested in sponsoring our project: Google Street View 360° Aruba project. We see a synergy and connection that would be of benefit to you in raising the profile of your company to all audience, and to your target market.

To ensure the success of the Google Street View 360° Aruba project, we are seeking advertisers, for financial support, and key stakeholder's involvement to support and promote this important and unique project for Aruba. We therefore, take this opportunity to invite you to be our Advertisings and be part of these unique development. If you are interested, please contact us A.S.A.P. to share the complete plan for your interest, there is more information about the project Google Street View 360° Aruba project, and a table of benefits and opportunities for potential advertising.

We are grateful that you have taken a few minutes of your time to look our advertising opportunities and consider generously supporting this unique and vital initiative. We look forward to discussing advertising opportunities with your company and look forward to working with you to promote our endeavor.

We thank you in anticipation!

Sincerely,

Hector M. Mercado  
SIS MERCADO  
Managing Director  
Google Street View | Trusted Photographer  
Google Developer | "Google Street View for 360° Aruba project" (GSV360Aruba)



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## OVERVIEW

**Google Street View 360° for “Aruba Project”:** We would be like the modern day racing car, the sport of motor racing itself has become more sophisticated every year. Today’s racing environment requires special design and engineering skills for car builders. The total team effort also requires the skills of exceptionally talented mechanics and technicians to keep the cars moving at high speeds. The final elements to complete today’s racing team package are the corporate sponsors and the business, communication and driving skills of a highly professional driver.



With this sample idea we are converting this project as a sport of motor racing to Google Street View 360° for “Aruba Project”, as a racing environment requires special design and engineering skills for Google Street View 360° builders. Street View is a part of both Google Maps and Google Earth, and it allows users to view the panoramic stitched images of streets. This was made possible through Google's vans or cars that drive all around the areas, allowing a 360°-degree view of every stop along the road at most addresses.

Hector Marcelo Mercado is a Google Street View | Trusted Photographer, and Google Developer, Managing director of SIS MERCADO, KVK: H33530.0, who will be responsible to bring to life the Google Street View 360° for “Aruba Project”

### About SIS MERCADO

SIS MERCADO Sales International Services and Information Technology Computer Science Market. Has more than +80 IT, Sales & Inbound Digital Marketing and Computer Science Services to serve your as Inbound Marketing Services for your business office, back office and online presence.

SIS MERCADO has been delivering best-in-class IT, Sales & Inbound Marketing Services, Computer Science consultancy and Information Technology Services to our clients for over 32 years.

We employ a wide range of tools and skills to develop a comprehensive strategy to meet your digital acquisition goals. If you have any questions or concerns about this sponsorship proposal, please don't hesitate to leave a comment at +297-734-1122 or 630-5308 WhatsApp's or email me at [info@360bizmercado.com](mailto:info@360bizmercado.com) or [sismercado@gmail.com](mailto:sismercado@gmail.com)

SIS MERCADO specializes in tracking the success of Google Street View (GSV) marketing programs. On the basis of over twenty years of research, SIS MERCADO, is 360bizmercado.com stated in an article online all over the Americas, that “Dollar for dollar, Google Street Views is the best bargain in online marketing.” Their research shows that Google Street View is the sponsorship is the most economical means of reaching a specific market demographic.

Additional information regarding attendance, Google Street View is a biggest spectator around the globe for everyday views; also, other type of sport is under survey's, such as ones conducted by U.S. News & World Report, claim auto racing is now America's #1 rated spectator sport. These published surveys also showed auto racing as a leader in paid attendance, with only baseball showing higher attendance levels. Auto racing is the fastest growing spectator sport in the United States with an annual attendance for all forms of racing exceeding 80 million. Comparing with the Google Street View those number are a pinout to the everyday spectators online on Google channels as Google Search, YouTube, Google Maps, Google Street View, to mentioned Google Technology products.

Also, we will update Aruba Google Maps all layers, and Satellite views, recently we have already updated the satellite view of the Caribbean included Aruba Bonaire and Curacao, where we can see a mayor satellite view update. We will

setup your business with the technology of Google Business Profile new technology as you become our sponsor compensations and more. See some facts:



62% of visitors prefer tokens with photos inside the stores.



Photo cards and a virtual tour are twice as likely to generate interest.



Companies with full tokens inspire confidence and are 78% more likely to be perceived as strong.



On average, 41% of business searches on Google Maps end in a user visit to the facilities.



Tokens with photos and tours motivate customers to buy 29% of the time.

In addition to on-site spectator attendance, Google Street View (GSV) attracts tremendous online viewership at a higher percentage rate than auto races, baseball, hockey, basketball, college football, golf, tennis, bowling, and horse racing. Depending on which survey you read, GSV ranks either first or second to soccer as the most popular sport in the world. This rapid rise in popularity is due in most part to worldwide online exposure, which in turn, attracts a variety of corporate sponsors.

### **Google Business Profile is your Google Maps Marketing:**

#### **What Is Google Maps Marketing?**

In a nutshell, Google Maps Marketing is the process of using Google Maps' functionality to make your business easier to find. Although this can be very useful (and expected) for large companies, it's even more indispensable for smaller businesses. However, Google Maps Marketing isn't just about visibility – it's about positioning, and not just that of your store. If used correctly (and strategically), Google Maps can play an important part in your digital marketing strategy.

Like the sample of Companies who are using Google Maps and GSV as a Marketing Tools:

<https://yourstory.com/mystory/6ff4e41dfa-google-maps-marketing>

#### **Google Maps Marketing Companies: The List of Best 20, to mentions some of them.**

See on YouTube this sample: [\[M&M's - Find Red \(2010, Canada\)\]](#) we can help to your get this idea in place in Aruba GSV.

Here is the List of best 20 Google Maps Marketing Companies. The List is based on online reviews, past work and the cost of these companies.

- |                           |                          |
|---------------------------|--------------------------|
| 1- eGumball               | 11- Front page VIP       |
| 2- SearchClap             | 12- Ranking by SEO       |
| 3- GetLocal               | 13- Kmguru               |
| 4- Over the top SEO       | 14- 180fusion            |
| 5- Webtechs               | 15- Majestic Warrior     |
| 6- Inception              | 16- Growth marketing     |
| 7- Seoexpertbrad          | 17- Imprezzio marketing  |
| 8- HoustonSEO             | 18- MarkRyan creative    |
| 9- Authority solutions    | 19- On the map marketing |
| 10- SEO-direct mail-lists | 20- Boon Infotech        |

Read more at: <https://yourstory.com/mystory/6ff4e41dfa-google-maps-marketing>

Same as the Racing Business, this GSV project will increasing the bottom line is the main goal of every corporate sponsor, whether through the Google products platforms with a brand or product, or by on-site entertainment of corporate customers, every sponsor is attempting to increase corporate awareness, and ultimately sales, through positive association to their corporate name. Nearly every industry is involved in Google Street View in some manner.

Traditional automotive related companies, beer, tobacco, and automotive companies continue to participate as well as consumer product companies such as breakfast cereal, batteries and film. High- Tech consumer product companies, Internet based companies, and all sorts of Information Technology companies are realizing the advertising value of Google Street View and GSV for business see inside. Other consumer service companies who can join this sponsorship prospects include Aruba utility companies like ELMAR, WEB, SETAR, CBS, DOW, DTI, DLV, DIP, Post Aruba, cable networks such as TeleAruba, and travel destination companies such as ATA, AHATA. Others to mention.

## THIS IS THE TIME TO DO THIS!

### ROAD AND STREET INFORMATION:

What are the benefits of Google Street View 360° in Aruba Project?

**Control:** You can have your Street View imagery put on Google on your best day! Google has spent the last twelve years adding Street View imagery to nearly every public road in the world. Many major cities have been updated multiple times at various intervals. The disadvantage of this great program is the ability to request an update to Google's imagery or to establish Street View imagery in an area that isn't in the public right-of-way. That is, private locations like cemeteries, apartment complexes, golf communities, camp grounds, parks, etc. Our Street View on Aruba, gives you the ability to have imagery collected in the exact areas they need at the time they specify.

**New Construction:** If you're a home builder/real estate development company or a city government that doesn't want to wait for the Google car to drive by (there's no published schedule and many areas haven't been updated in 10 years) we can add those new roads and other mapping features to Google Maps for you.

**Asset Inventories:** If you're a city, county or state government, we can collect whole cities and counties to allow for virtual surveying. The 360° imagery can be run through computer vision software to automatically identify and geo-reference various assets like sign inventories, utility poles, road markings, road conditions, any utility inventory collection, etc.

**Insurance:** Collect imagery history of specific moments in time and at various intervals.

**Marketing:** Street View imagery can be used to inform the public about what an area or business has to offer. Some great examples of areas that may not currently have Street View imagery are apartment complexes, golf courses, campgrounds, cemeteries, malls, parks, newly build housing communities, race tracks, walking trails and bike paths, zoos, amusement parks, etc.

### COMPANIES INVOLVED IN GOOGLE STREET VIEW:

There are many companies are using Google Street View for many opportunities and advantage for their business. As we mentioned before.

What about LOCAL, STATE AND FEDERAL GOVERNMENTS? - When new roads, new communities, new industrial parks, etc. are developed, local, state and federal governments spend time and money going out periodically to

ensure that the roadways are safe, buildings are in shape, telephone poles are standing, stop signs are standing and haven't been vandalized, etc. This is a good thing for the upkeep and betterment of our structures, roadways, bridges and more but it can be very expensive in man-hours, equipment and other expenses to collect all that data.

Working with local, state and federal governments, with utilities companies for new inventory or history inventory too. We can drive the miles and capture the imagery needed to assist in this critical effort. And in most (if not all) situations for a fraction of the cost.



### QUICK FACTS:

Google Maps are known for their incredibly quick ability to map out the often route to take when going from point to another. Hence let's quickly take a look at some fast facts about Maps.

Google had over 7,100 employees working for Google Maps in 2012. Six thousand of these employees are contractors like SIS MERCADO.

In 2017, Google Maps reached over 1 billion monthly users.

Since 2013 Google Maps has consistently been one of the most popular apps, and it is the most used navigation app by far.

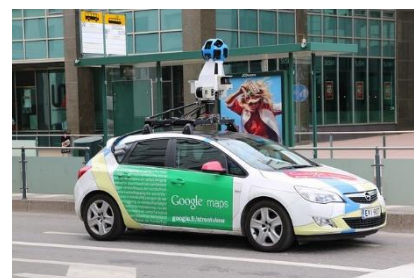
Google Maps has a small number of intentional inaccuracies to dissuade plagiarism.

Over 5.9 million websites use Google Maps, approximately 88% of all usage of maps on the internet.

Aruba don't have a complete Google Street view till today!

### **Google Maps is Amazing**

Google Maps has made life that much easier for everybody. It provides amazing function to its users, which make traveling on the road not taken becomes easy as pie. From tourists looking for amazing new places, to daily commuters looking to avoid traffic, there is no end of the uses Google Maps can give you. Let's take a brief look into some of the ways Google Map does good:



Google Maps Benefits and Developments: In 2010 was in port of prince, Haiti the earthquake, there I have the experience to safe life by fixing the mayor problem in Haiti after the earthquake, was the 1. Logistic, 2. Language, 3. Transportation, 4. Location identified, 5. Communications, all those problems were fixed by using Google Maps. My experience was doing a mayor update on Port of Prince, earthquake epicenter, from directly from the Red Cross Aruba office support, there I get the support of DIRECTOR Mr. Michael, to setup a group of Haiti citizens to help me with my Satellite Vision maps on screen to identify the 1. Locations, 2. Street names, 3. Gas Stations, 4. Pharmacies,



5. Hospital or Clinics, 6. Supermarkets, 7. Stores, 8. Schools, 9. Churches, 10. Universities and 11. Government's buildings, and so many more locations, and to help all nonprofit foundations to organized and help all damages situations and rescue all the victims of the earthquake. For this endeavor Google Call, me personally to get to explain the accurate and professional editions of the Port of Prince, Haiti Maps on Google Maps. From there Google create the [Crisis Response Program](#), Connecting communities with information and resources in times of crisis. All way is the first-time frame in Googler Maps history.

#### Business cases:

Panama Street View: <https://goo.gl/maps/nfe72Bxde4ZETtfJ7>

Buenaventura Real estate Developments:  
<https://g.page/buenaventurapanama?share>

Isla San Andres and Providencia, Colombia Google Street View  
<https://goo.gl/maps/Ex6YzSV5maZMRPG7>



### How mapping the beauty of French Polynesia brought immeasurable benefits for the locals.

#### The challenge

Tahiti 360° photographed 1,800 km, which helped make live traffic updates and route planning a reality on Google Maps. This allows emergency services to work more efficiently. They've also created over 450 business listings on Google Maps, including big hotel groups like Intercontinental, Manava and Hilton, as well as smaller B&Bs. By showcasing the island on the global stage, Tahiti 360 is helping businesses grow and tourism thrive.

The paradise of French Polynesia needed exposure. Up until early 2019, only satellite images of the islands were available on Google Maps, which made getting around the island a challenge for locals, emergency services and tourists. Most importantly, the islands needed a tourism boost, to help businesses big and small thrive.

#### The solution

Christophe set up Tahiti 360°, to photograph and upload 360° imagery of large outdoor and indoor spaces on Street View. The immersive 360° tours allow viewers to experience island life and showcase what French Polynesia has to offer. In just over a year, they've photographed and published captivating 360° tours of the entire island of Bora Bora, all of the streets of Papeete and Pirae. They've covered over 8 islands already, including Tahiti 360's most immersive tour of Taputapuatea on the island of Raiatea. Thanks to Christophe, the UNESCO World Heritage Site is now available for everyone to experience virtually, and helps attract over 300,000 visitors to the island every year.

#### The results

Tahiti 360° photographed 1,800 km, which helped make live traffic updates and route planning a reality on Google Maps. This allows emergency services to work more efficiently. They've also created over 450 business listings on Google Maps, including big hotel groups like Intercontinental, Manava and Hilton, as well as smaller B&Bs. By showcasing the island on the global stage, Tahiti 360 is helping businesses grow and tourism thrive.

### How AUTORI revolutionized road maintenance across Finland, one 360 Street View image at a time.

Keeping up with road maintenance requires frequently sharing an enormous amount of data with many different parties. We saw an opportunity to fix that problem by integrating Street View with our road maintenance software.

### **The challenge**

Autori is a Finnish software company that focuses on developing solutions for infrastructure maintenance. Working with road authorities, contractors and third-party consultants presented a big challenge - quick and effective information-sharing. As they searched for a simple way to exchange street level data, Street View became the clear solution.

### **The solution**

In early 2017, Autori began photographing and uploading 360° imagery of state roads in Finland, using their company's Google account to publish the images. Since then, they've taken 8 million images and covered nearly 40,000km of state roads. By incorporating Street View images into their SaaS (Software as a Service) solution, they allowed users to tag, upload and track road data remotely. Autori's customers can now see where problems were reported, access up-to-date images of the area, and plan repair work without physically visiting the site. This has greatly improved efficiency, and reduced both costs and greenhouse gas emissions.

### **The results**

Using their own Street View images and SaaS solution, they've created a tool for better management of road maintenance infrastructure data and decision making in Finland. Autori will hit the road again in 2020 to photograph an additional 15,000km, and are working on taking their offering global with a standardized model for collecting and sharing road data.

### **Check facts about places nearby**

Important: This article applies to Android only.

You can help verify information when Google needs additional verification about a place. Any Maps user can be a moderator. Local Guides will earn 1 point per vote similar to existing factual edit moderation votes.

Specific edits are suggested to you based on your location history. If you don't have location turned on, you can't enter moderator mode. You can edit and verify facts on the map for things like:

- Place existence
- Hours
- Closures
- Reopening's

Tip: Only answer questions about facts you can verify or have direct knowledge of.

Verify facts about places nearby. On your Android phone or tablet, open the Google Maps app Maps.

Tap **Contribute** **Contribute** and then **Contribute now**.

Scroll down to "More ways to share."

Tap **Check the facts**.

Follow the on-screen instructions.

## SPONSORSHIP VALUES

1. Sponsorship Opportunity:
  - a. Partnership program all year around.
2. Marketing Objectives:
  - a. Reaching the complete populations of Aruba and the rest of the world.
3. Measures of Success:
  - a. By Implementations of Google Street View 360° “Aruba project”.
  - b. Display all Google Street View works.
  - c. All points of interest
  - d. Monuments
  - e. Site seen
  - f. Tourist locations
4. Value to the Sponsor:
  - a. 100% exposure on GSV Implementations, see the advertising opportunities.
  - b. See this sample from 2010: [[M&M's - Find Red \(2010, Canada\)](#)]
5. Unique Marketing Initiatives:
  - a. All Google Products.
  - b. Google Maps is your marketing platform
  - c. [[M&M's - Find Red \(2010, Canada\)](#)]
6. Terms and Conditions:
  - a. Sponsorship under contract
7. Call to Action:
  - a. Become a GSV Sponsor today!

### **See our Partners Sponsorship levels:**

-  **TITANIUM PARTNER**
-  **PLATINUM PARTNER**
-  **GOLD PARTNER**
-  **SILVER PARTNER**
-  **BRONZE PARTNER**
-  **GSV MONTHLY PARTNERSHIP**

# TITANIUM PARTNER, AWG 45.000 Annual fee.

As a Titanium partner of Google Street View “Aruba project” you will be entitling with following benefit;

- ✚ Event naming rights for the event. For e.g... <Your company name> presents Google Street View “Aruba project” full year around promotions and activities.
- ✚ One GSV Marketing Tools & promotions on the platform of Aruba GSV. [[M&M's - Find Red \(2010, Canada\)](#)]
- ✚ Two 360° Host Spot virtual tours for your business, show room and warehouse.
- ✚ One 360° Virtual Tour Game for your business.
- ✚ One 360° Virtual Tours for sale online guide in real time promotions.
- ✚ 2 (TWO) Car Signage Logo for your business; 360° images, digital signage nadir logo in for the all imageries on Google Street View. Second logo on the physical Car Signage Logo.
- ✚ 12 (Five)Business Setup of Google My Business, plus, 12 GSV for Business 360° Virtual Tours, 12 Victuals Tours with Host Spot, for website tours for your Businesses.
- ✚ Target Inventory data of your interest from the Google Street View “Aruba project”

Sample: ELMAR inventory data: Light poles, electric transformer poles, residential or commercial light, electrical meters control, electrical wiring in streets, etc. can be apply for any other target data requested for sponsor. You name it: (\_\_\_\_\_).

- ✚ A large display of your merchandise or delivery transportations of your products or brands on Google Street View “Aruba project” all over the road of your preferences.
- ✚ 3 (Three) 360° Video Virtual Tours for your business.
- ✚ Online mentioning of your brand along with the event by 10 local influencers from Aruba.
- ✚ Full pledged advertisement of the event and your brand as the leading sponsor on our Facebook community- Google Street View “Aruba project “on road or selected locations on Aruba.
- ✚ Radio and TV mentions of the event with your brand name as the primary sponsor.
- ✚ Print media advertising with your logo or products.
- ✚ Social media advertising-webpage, YouTube, LinkIn, Facebook and Instagram advertising.
- ✚ Volunteers for the event wearing T-shirts of your brand color along with the brand logo.
- ✚ Logo and link of your company on event website.
- ✚ Solicitation and a thank you speech for your company.
- ✚ Honor any recognized endeavor during Google Street View “Aruba project” in Aruba.

# PLATINUM PARTNER, AWG 30,000

Annuals Fee

As a Platinum partner of Google Street View “Aruba project” you will be entitling with following benefit;

- ✚ Event naming rights for the event. For e.g... <Your company name> presents Google Street View “Aruba project” full year around promotions and activities.
- ✚ One GSV Marketing Tools & promotions on the platform of Aruba. [[M&M's - Find Red \(2010, Canada\)](#)]
- ✚ Two 360° Host Spot virtual tours for your business, show room and warehouse.
- ✚ One 360° Virtual Tour Game for your business.
- ✚ One 360° Virtual Tours for sale online guide in real time promotions.
- ✚ 2 (One) Car Signage Logo for your business; 360° images, signage nadir logo in for the all imageries on Google Street View. Second logo on the physical Car Signage Logo.
- ✚ 10 (Five)Business Setup of Google My Business, plus, 10 GSV for Business 360° Virtual Tours, 10 Victuals Tours with Host Spot, for website tours for your Businesses.
- ✚ Target Inventory data of your interest from the Google Street View “Aruba project”  
Sample: ELMAR inventory data: Light poles, electric transformer poles, residential or commercial light, electrical meters control, electrical wiring in streets, etc. can be apply for any other target data requested for sponsor. You name it: (\_\_\_\_\_).
- ✚ A large display of your merchandise or delivery transportations of your products or brands on Google Street View “Aruba project” all over the road of your preferences.
- ✚ 2 (Two) 360° Video Virtual Tours for your business.
- ✚ Online mentioning of your brand along with the event by 10 local influencers from Aruba.
- ✚ Full pledged advertisement of the event and your brand as the leading sponsor on our Facebook community- Google Street View “Aruba project “on road or selected locations on Aruba.
- ✚ Radio and TV mentions of the event with your brand name as the primary sponsor.
- ✚ Print media advertising with your logo or products.
- ✚ Social media advertising-webpage, YouTube, LinkIn, Facebook and Instagram advertising.
- ✚ Volunteers for the event wearing T-shirts of your brand color along with the brand logo.
- ✚ Logo and link of your company on event website.
- ✚ Solicitation and a thank you speech for your company.
- ✚ Honor any recognized endeavor during Google Street View “Aruba project” in Aruba.



# GOLD PARTNER AWG 25,000

Annual Fee

As a Gold partner of Google Street View “Aruba project” you will be entitled with following benefit;

- ✚ Event naming rights for the event. For e.g... <Your company name> presents Google Street View “Aruba project” full year around promotions and activities. [[M&M's - Find Red \(2010, Canada\)](#)]
- ✚ Two 360° Host Spot virtual tours for your business, show room and warehouse.
- ✚ One 360° Virtual Tour Game for your business.
- ✚ One 360° Virtual Tours for sale online guide in real time promotions.
- ✚ 1 (One) Car Signage Logo for your business; 360° images, signage nadir logo in for the all imageries on Google Street View. One logo on the physical Car Signage Logo.
- ✚ 7 (Five)Business Setup of Google My Business, plus,7 GSV for Business 360° Virtual Tours, 7 Virtuals Tours with Host Spot, for website tours for your Businesses.
- ✚ A large display of your merchandise or delivery transportations of your products or brands on Google Street View “Aruba project” all over the road of your preferences.
- ✚ 1 (One) 360° Video Virtual Tours for your business.
- ✚ Online mentioning of your brand along with the event by 10 local influencers from Aruba.
- ✚ Full pledged advertisement of the event and your brand as the leading sponsor on our Facebook community- Google Street View “Aruba project “on road or selected locations on Aruba.
- ✚ Radio and TV mentions of the event with your brand name as the primary sponsor.
- ✚ Print media advertising with your logo or products.
- ✚ Social media advertising-webpage, YouTube, LinkIn, Facebook and Instagram advertising.
- ✚ Logo and link of your company on event website.
- ✚ Solicitation and a thank you speech for your company.
- ✚ Honor any recognized endeavor during Google Street View “Aruba project” in Aruba.

# SILVER PARTNER AWG 15,000

Annual fee

As a Silver partner of Google Street View “Aruba project” you will be entitling with following benefit;

- ✚ 5 (Five) Business Setup of Google My Business, plus, 5 GSV for Business 360° Virtual Tours, 5 Virtual Tours with Host Spot, for website tours for your Businesses.
- ✚ One 360° Host Spot Virtual Tours for your business, show room and warehouse.
- ✚ One 360° Virtual Tour Game for your business.
- ✚ One 360° Virtual Tours for sale online guide in real time promotions.
- ✚ A large display of your merchandise or delivery transportations of your products or brands on Google Street View “Aruba project” all over the road of your preferences.
- ✚ Online mentioning of your brand along with the event by 7 local influencers from Aruba.
- ✚ Full pledged advertisement of the event and your brand as the leading sponsor on our Facebook community- Google Street View “Aruba project” on road or selected locations on Aruba.
- ✚ Radio and TV mentions of the event with your brand name as the primary sponsor.
- ✚ Social media advertising- webpage, YouTube, LinkedIn, Facebook and Instagram advertising.
- ✚ Logo and link of your company on event website.
- ✚ Solicitation and a thank you speech for your company.
- ✚ Honor any recognized endeavor during Google Street View “Aruba project” in Aruba.

# BRONZE PARTNER AWG 7,500

Annual Fee

As a Silver partner of Google Street View “Aruba project” you will be entitled with following benefit;

- ✚ One 360° Virtual Tour Game for your business.
- ✚ One 360° Virtual Tours for sale online guide in real time promotions.
- ✚ 2 (Two)Business Setup of Google My Business, plus, 2 GSV for Business 360° Virtual Tours, 2 Virtuals Tours with Host Spot, for website tours for your Businesses.
- ✚ A large display of your merchandise or delivery transportations of your products or brands on Google Street View “Aruba project” all over the road of your preferences.
- ✚ Online mentioning of your brand along with the event by 5 local influencers from Aruba.
- ✚ Full pledged advertisement of the event and your brand as the leading sponsor on our Facebook community- Google Street View “Aruba project “on road or selected locations on Aruba.
- ✚ Social media advertising-webpage, YouTube, LinkedIn, Facebook and Instagram advertising.
- ✚ Logo and link of your company on event website.
- ✚ Solicitation and a thank you speech for your company.
- ✚ Honor any recognized endeavor during Google Street View “Aruba project” in Aruba.

# 12 Monthly Partnership, AWG 350

Annual fee AWG 4500

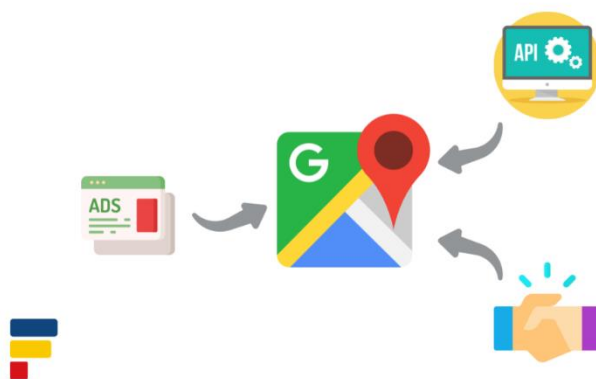
As a Silver partner of Google Street View “Aruba project” you will be entitled with following benefit;

- ✚ 1 (one) Business Setup of Google My Business, plus, 1 GSV for Business 360° Virtual Tours, 1 Virtual Tours with Host Spot, for website tours for your Businesses.
- ✚ One 360° Virtual Tour Game for your business.
- ✚ One 360° Virtual Tours for sale online guide in real time promotions.
- ✚ A large display of your merchandise or delivery transportations of your products or brands on Google Street View “Aruba project” all over the road of your preferences.
- ✚ Online mentioning of your brand along with the event by 3 local influencers from Aruba.
- ✚ Full pledged advertisement of the event and your brand as the leading sponsor on our Facebook community- Google Street View “Aruba project” on road or selected locations on Aruba.
- ✚ Social media advertising- webpage, YouTube, LinkedIn, Facebook and Instagram advertising.
- ✚ Logo and link of your company on event website.
- ✚ Solicitation and a thank you speech for your company.
- ✚ Honor any recognized endeavor during Google Street View “Aruba project” in Aruba.

Sponsorships are high-priority [line items](#) that deliver a percentage of available matching requests. This type of advertising is sometimes called "share-of-voice" because the advertiser gets a certain share of the page views on your site.

Sponsorships are generally time-based ads, and can be sold based on cost per thousand impressions (CPM), cost per click (CPC), or cost per day (CPD). All targeting criteria is available for sponsorship line items. If targeting criteria is selected, the percentage basis becomes the percentage of matching impressions.

## How Google Maps Makes Money: With Visuals & Revenue Estimate



Google Maps has dominated the online mapping business for more than a decade. Service was launched in February 2005 and quickly became the most prominent mapping service. Everybody somehow got used to the fact that it is excellent, detailed, free, and mostly without ads.

Well, Google decided that it's time to change that and start making serious money from Google Maps. How is Google exactly making money from Google Maps, and how much?

### Google Maps makes money through two primary revenue sources:

Local Ads: Ads at the top of local business listings and custom branded map pins (\$3.5bn a year).

Google Maps API & Partnerships: Google offers Maps API for a fee for other app developers and businesses (e.g., Uber & Lyft) (\$0.8bn per year)

Google does not disclose details about Google Maps revenue, and the numbers I showed you above are only estimates. In the rest of the article, I will give you a more detail insight into where is this revenue coming from, how I estimated it and why it will probably continue to grow strongly in the coming years.

## What Google Maps Service Offers: Quick Overview

Before we get into how Google Maps makes money, let me just quickly remind you of the scale of functionalities that Google Maps currently offer to its users and businesses because Google added a lot of new stuff lately.

### What you can use Google Maps for?





- **Search local places** and business listings (restaurants, shops, dentists, car repair shops, etc.). Google Maps listings also show up in standard Google Search results for local searches.
- **Use it as a normal map** and explore it in a standard or satellite view.
- **360° panoramic Street View** (you can sometimes go even inside buildings)
- Use **route planning and navigation** to get where you need with community-driven data on crashes, speed traps, and traffic slowdowns.
- One of the newer features is **Live View** navigation using [augmented reality](#)
- Businesses can add their locations to Google Maps through the "Google My Business" service.

#### What you can use Google Maps API for?

- Create your **custom maps**, adjust it to your needs, and embed it on your web page as application.
- **Visualize data** as an overlay on top of Google Maps
- Use Google Maps in a backend of your application or service like **ridesharing, gaming, or asset tracking**. For example, Uber's app uses the Google Maps API.

### 3 How Much Money Google Maps Makes and Why It Will Increase

Google does not disclose detail about how much money Google Maps makes. One of the few numbers that Google discloses is the **number of user's active each month**, which is [1 billion](#). That puts Google Maps **far ahead of its competitors** both worldwide and also in the United States. Google Maps had [154 million](#) in the US, which is a **6-time more** than its closest competitor.

So how much is Google Maps' revenue? Here is an infographic explaining how **Google Maps earns approximately \$4.3 bn revenue a year** based on my rough estimates for next year. It consists of \$3.5bn of revenue from advertising and \$0.8bn in revenue from Google Maps API.

If you are interested in how I exactly arrived at these numbers, I will explain it later in this article. I also looked around for estimates of some other analyst, and the one being repeated over and over in many [articles](#) was an estimate of Brian Nowack from Morgan Stanley is slightly higher assuming 3bn revenue in 2019, 5bn a year in 2020 and growth to 11bn in 2023.

For a long time, Google did not monetize its Maps through ads, and also its Google API access was cheaper and mostly free for a smaller site. It changed recently.

**Google is starting pushing more ads in Google Maps to drive revenue.** However, they are doing it slowly to see how the users will react. **Service is still heavily under-monetized.**

*"We've been pretty careful about not being very aggressive about how we present those [ads] to users because we don't want users to feel like we're overloading the experience"*

–**Rajas Moonka, director of product management for Google Maps** as reported by [Bloomberg](#)

They also merged their separate mapping API into one "Google Map Platform" and significantly increased its pricing and limited free access to the API.

Google also publicly announced this push, so their actions are in line with what Google is saying. That means that Google Maps revenue can increase significantly, just in a few years. **And since the costs of this service already exist, any revenue increase will mean an incremental increase in net income before tax.**

That is why it is such a significant opportunity for Google/Alphabet and why **revenue from Google Maps can double in a few years.** That would mean revenue of **\$8 billion or even more a year**, according to my estimates.

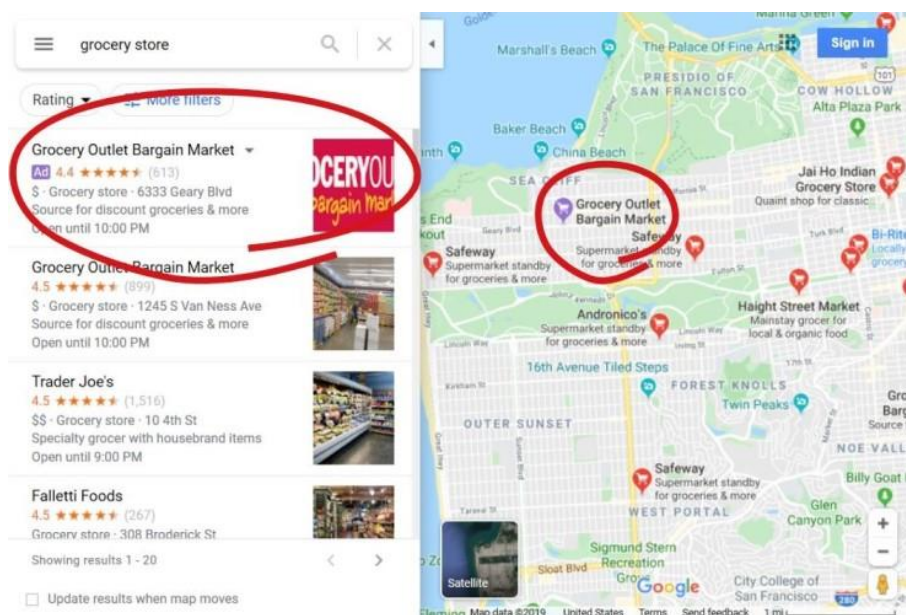
## 🔍 How Google Maps Makes Money From Ads

Let's look at different ways Google can earn money through ads in Google Maps (3.5bn estimate in 2019). How it exactly works?

### Local Search Ads within Google Maps

**Google Maps allows you to do a local search.** You can zoom in on a city or specific city area and search for restaurants, hotels, dentists, shops, or any other businesses. A list of these businesses will show up, and you can scroll through them.

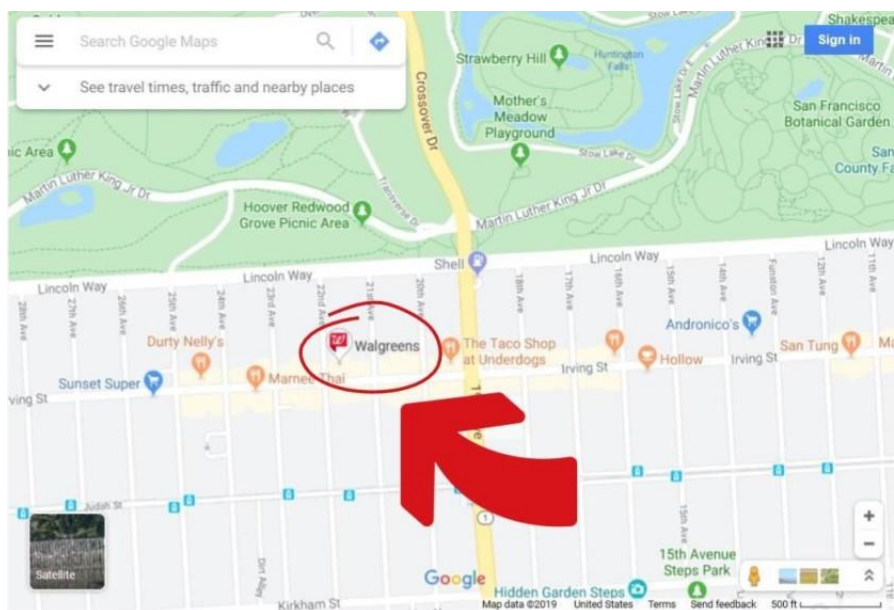
Advertising works the same way as in standard Google Search. **The paid listing will show at the top, distinctly tagged as "Ad."** The paid listing also has **a different color (purple) of the pin directly on the map.** You can see all of that in the example below.



For advertisers, there is not some unique way how to advertise only in Google Maps. **Service is part of local search advertising.** To be able to advertise in Google Maps search, the business has to have its "Google My Business Profile" and enable "location extensions" in Google Ads. Advertisers will pay only if their ad gets clicked on, similar to standard Google Ads.

### Custom Branded Map Pins

Another way how Google is monetizing Google Maps through add revenue by offering businesses **custom branded pins that will feature a business logo.** These pins show up right on the map, even if you are not looking for a specific business. You can see an example with Walgreen in San Francisco.



This feature is, of course, a paid feature, and you have to meet some minimum spend a minimum number of locations to use it.

### Using retail locations as a landmark in navigation

Many users reported (see example of tweets belows) that when they were using Google Maps for navigation, they noticed that Google started to use local business locations as navigation points. So people were given directions like *“Turn right at the Starbucks”* or *“Turn right after Burger King”*. Some of the users like that some of them not so much.

Google, as was reported by [Bloomberg](#), denies that this is a paid service, and they said that **they use it because it is a better landmark, and it results in better user experience.**

Well, it might be true that Google’s customers do not pay for it directly, but since so far, it was mostly bigger companies which were mentioned as a landmark, this looks more like some **perk for bigger Google ads buyers.** I guess it should be possible to evaluate it after a few years and do some analysis if there is some obvious bias in a way these landmarks are chosen.

### ④ How Much Money Google Maps Makes From Ads with Revenue Estimate Details.

Google does not disclose the revenue of Google Maps service. 3.5bn advertising revenue I mentioned earlier in the article is based on my rough estimates. And since I think estimates and predictions without more details about why and how they were put together are useless, let me explain to you how I arrived at those estimates.

#### Step #1: Gather Reliable Data about Google Maps

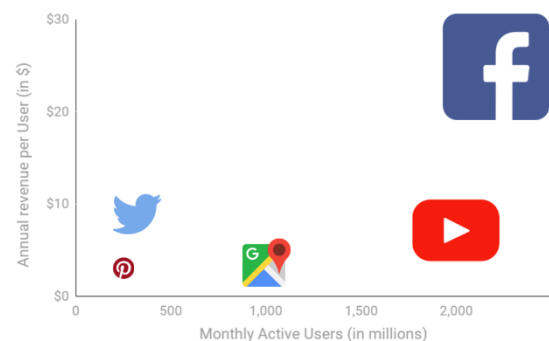
The only number but quite helpful that we have directly from Google is that **Google Maps has 1 billion active users.** So if we can somehow find out how much revenue Maps earn per one user, we can multiply it by 1bn, and we will have an annual revenue estimate for Google. Unfortunately, Google doesn’t disclose it.

#### Step #2: Gather Reliable Data about Similar Businesses (Benchmarks)

So how to find out annual revenue per user for Google Maps when Google is quite secretive about it? One approach might be to **look around at some similar add-driven services for which we know revenue per user and**

### Google Maps Is Large Business Comparable to Twitter, But with More Growth Potential

Comparison of active users vs revenue per active user for selected ad-driven services. The size of the logo represents total revenue.



KAMILFRANEK.COM

Source: SEC 10-K Filings + estimates for Google Maps & YouTube

use it as a benchmark of possible values. We will never get to the exact answer, but the benchmark can limit the subjectiveness of our estimates and get us some reasonable range.

Fortunately for us, a business model with free service and its monetization through advertising is quite popular currently. Here is a chart where I handpicked several companies that disclose the number of monthly active users, and their revenue is coming primarily from ads. (numbers were for averages in 2018)

Here is a more detailed visualization where you can see both revenue per monthly active user from the previous chart on vertical axes but also on horizontal axis how many monthly active users particular service has. Bigger the icon, the largest is the total revenue of the business.

I included in the comparison also YouTube, but number for YouTube revenue are also estimate, because Google (Alphabet) does not disclose it financials. If you want to know more about YouTube current performance, revenue at how much it is probably worth [check out my article about YouTube](#).

### Step #3: How Benchmarks and Google Maps Differ

Now we have benchmarks that range from \$25 for Facebook to \$3.1 for Pinterest. This range is too extensive to make it usable for our estimate, but we have not finished yet anyway. We need to put together some facts about how Google Maps differs from the benchmark companies that can help us to steer our estimate either to lower or higher benchmarks.

**Differences between Google Maps and benchmarks (Social Apps)** that I took into account are:

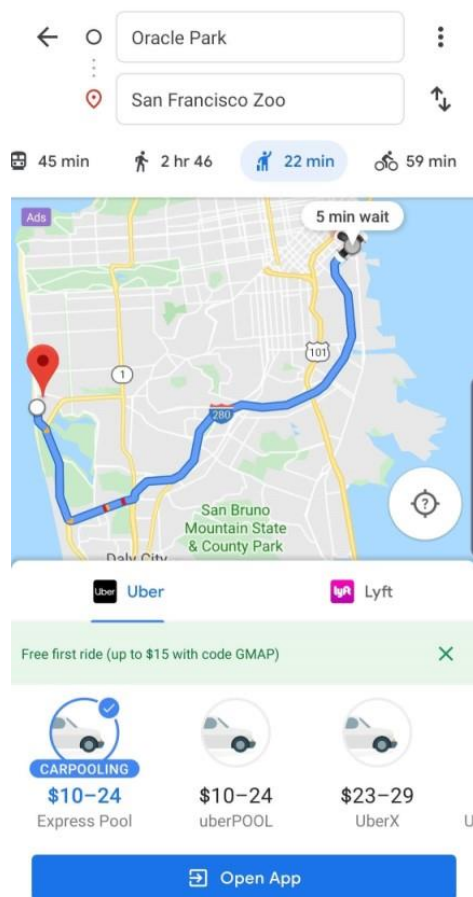
- monetization level of Google Maps is currently low, and that should be a reason to put our estimate closed to Pinterest because it is also lightly monetized
- The time you spend on social media apps or sites [is higher than the time you spend on Google Maps](#).
- Another fact to take into account is that Google Maps ads are served to user's right at the moment where the user is looking for a restaurant or hotel and is ready to buy. Therefore Google Maps should get higher revenue per add shown to compare to social media apps

### Step #4: Final Estimate

Now we are getting to the more subjective final stage of choosing the range for Google Maps revenue per user estimate. We will need to merge the data for our benchmark companies and the facts from the previous step and estimate the range within which Google Maps revenue per user will probably be.

**My range of possible reasonable values is from \$2 to \$5 per active user, and here are my arguments:** monetization's of Google Maps is at lower levels and will be close to what we see for Pinterest and not for more ad penetrated services like Twitter and Facebook. It might be even lower because screen time is significantly lower, and I guess that even bigger intent to buy will offset it.

Based on the reasons above, I chose my pessimistic scenario right below Pinterest and optimistic one below YouTube and Twitter levels from 2018.



My average estimate for revenue per active user of Google Maps is **\$3.5**. If I multiply it by number for active users of Google Maps, I will arrive at a **\$3.5 bn revenue estimate for Google Maps**. But as I mentioned, Google Maps do also have another income stream where they charge a fee for using Google Maps API by other businesses.

🔍 **How Google Maps Earn Money from Its API and Partnerships**  
 Ads are, for sure, the most significant part of Google Maps revenue, but not the only one. Google is also **offering Google Maps infrastructure to businesses and app developers**. Google Maps API (or now called Google Maps Platform) offers to tap into infrastructure and data that Google uses to run Google Maps.

You can use custom Google Maps within your applications or web service, use Google Maps navigation & route planning, and also tap into the Google Maps data about all the places around the world and using withing your application.

Google made significant changes in 2018 to Google Maps API. They consolidated 18 different services into only [3 they now offer](#) (Maps, Routes, Places) and also **increased the pricing significantly**.

The most prominent customers using Google Maps API are mobility apps Uber and Lyft. **Uber and Lyft rely heavily on Google mapping technology** a mentioned this also to their investors during their initial

public offerings.

*“We rely upon certain third parties to provide software for our products and offerings, including Google Maps for the mapping function that is critical to the functionality of our platform. **We do not believe that an alternative mapping solution exists that can provide the global functionality that we require to offer our platform in all of the markets in which we operate.**”*

*–from Uber’s [IPO prospectus](#).*

It is important to note that **Alphabet, Google’s parent company, has a small equity share both in Lyft (4.4%) and Uber (4.2%)**. Both of these companies, together with other mobility service providers, have a **deeper partnership with Google because their service is integrated directly in Google Maps**. As you can see in the example below, You can see the availability of different taxi services in your location, and there are direct links to Lyft and Uber apps from within Google Maps.

Uber and Lyft are not the only partners (Uber was the first one since 2014). Other partners that are integrated in Google Maps are for example:

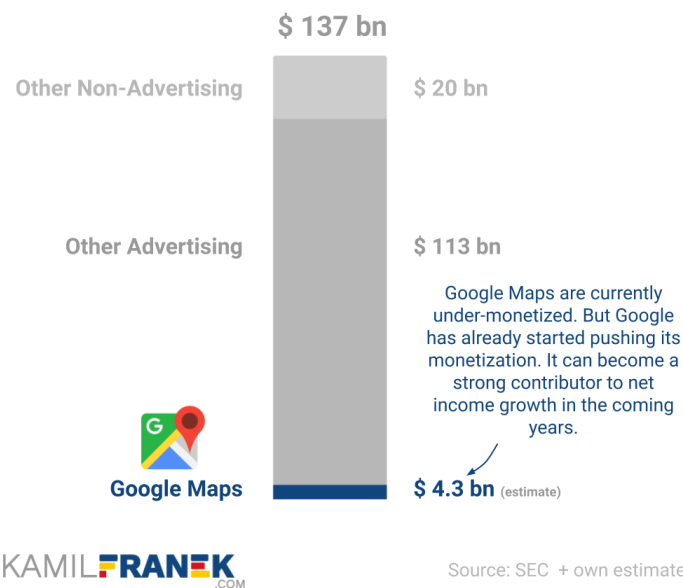
- 99Taxis (Brazil)
- Ola Cabs (India)
- Hailo (U.K+Spain)
- mytaxi (Germany+Spain)
- Gett (UK)

## 📌 How Much Money Google Maps Makes from Maps API and Partnerships



## Google Maps is Only 3% of Alphabet's Revenue, But Google is Pushing its Monetization

Breakdown of 2018 Alphabet's Inc. revenue



My midpoint estimate for Google API revenue is **\$0.8bn a year, ranging from \$0.3bn to \$1bn**. So what is the background of this estimate, how I arrived at it?

Compared to the estimate of advertising revenue, there is far more uncertainty about it because I am not aware of some publicly available numbers that would help me to narrow it down. The only official number I am aware of is the one UBER disclosed in their [IPO prospectus](#).

According to the document, Uber paid between years 2016 and 2018 \$58 million to Google for its Google Maps service. UBER also discloses the number of rides each year, and since payment is most probably dependent on rides, we can deduce from that that in 2018, **Uber paid around \$28 million for Google Maps service in 2018**. That was on top of a slightly higher amount for Google Cloud services that were disclosed

separately.

That's it, that's all the data we have right now. Estimating based on this is guesswork with high uncertainty. If it were a more important part of Google Maps' revenue, I would probably spend more time looking for some other data points directly from google or some benchmarks from somewhere else.

I know that Uber is one of the biggest customers for Google in Google Maps API but not the only one. My very conservative assumption would be that Uber is 10% of revenue, which means that in total, Google API would earn \$ 0.3 billion. The higher end of my assumptions would probably be around \$1 billion, assuming that there is more revenue coming in from bigger customers and also sum income from a lot of smaller ones.

I do not expect that revenue above \$1bn is too probable. Google says that the total revenue of Google Cloud is [\\$8 billion a year](#), and Google Maps is probably not a major source of this revenue.

Therefore, **my final estimate for Google Maps API revenue is \$0.65 bn with a range from \$0.3bn to \$1bn**.

### 🔍 How Much Revenue Google Maps Earns Compared to Alphabet Inc. Revenue

Google Maps revenue, according to my estimate, is **\$4.3bn a year**. It is impressive, but it is just a **small drop in Google's total revenue**. The total revenue for Alphabet Inc. (Google's parent company) is [\\$137bn](#) in 2018. Google Maps are just **3% of total revenue**.

The reason why Google Maps is just a big opportunity is not that it is a large revenue generator right now. The main point is that this **revenue has a significant potential to double to \$9 billion or even more in a couple of years**. That can help significantly in net income growth in the coming years.

If you want to explore Google Financials further I recommend my article reviewing their recent [annual report](#).

### 💰 How Much Is Google Maps Worth: Valuation of Google Maps as a Standalone Business.

Google Maps is becoming a significant business. And even though it is small compared to Google, it would be a large Fortune 500 company if we would think of it as a standalone business.

Let's do a quick calculation of how much Google Maps could be worth standalone. We know (or at least have an estimate) Google Maps revenue, and therefore we can get a quick rough valuation by using revenue multiple. That means looking at some similar companies, look at their relationships between company value and revenues, and use this as a multiple of Google Maps revenue to arrive at a rough valuation.

The most appropriate publicly traded company with a similar business model as Google Maps is, obviously, Alphabet Inc. Alphabet market capitalization was oscillation around \$800bn in 2018, and when we compare it to 137bn revenue, the multiple is 5.8.

Now, to arrive at a reasonable valuation, it would be wrong to use \$4.3bn of current revenue we estimated and multiply it by revenue multiple. We have to take into account an estimate of revenue it will Google Maps earn after the current monetization push will be evident in revenue.

My final rough **Google Maps valuation is \$50 bn** calculated as 8.6bn (revenue potential in a few years) \* 5.8 (revenue multiplier of Alphabet Inc.).

### ? Is Google Maps Service Using Waze data? Are These Two Apps Connected?

As you know, Google acquired navigation app WAZE in 2013 that is currently still running as a separate service from Google Maps.

According to Google, **Google Maps does not use any data from the Waze app they want to leave it that way.** So these two apps are independent of each other.

It might look weird to someone, but it seems like one of the standard Google acquisition templates. First, buy the service or application, then copy everything usable into your apps, and finally, let it die by slow death.

We will see how long Waze will survive because **Google Maps recently introduced a lot of "Waze" like features like community-driven data on crashes, speed traps, and traffic slowdowns.**

### 📁 Resources & Links

- [Google Maps Platform](#) homepage, where you can find more details and use cases for Google Maps API and also their current pricing.
- [Uber IPO Prospectus](#): Contains how big equity share Google has in Uber and also how much it paid for Google Maps service and how much Uber spend on Google Maps services.
- [Lyft IPO Prospectus](#): Lyft mentions Google Maps as a critical service they rely on. The document also states how big share Alphabet Inc. has in the company.

*Disclaimer: Although I use third party trademarks and logos in this article and its visuals, kamilfranek.com is an independent site, and there is no relationship, sponsorship, or endorsement between this site and the owners of those trademarks.*

Evaluate sponsorships across GSV, Google Analytics uses computer vision to measure media value accurately and in real-time, so rights holders and brands can better engage fans and sponsors.

## FREQUENTLY ASKED QUESTIONS AND ANSWERS: Q&A

- I. Why sponsorship for Google Street View “Aruba Project”?
  - a. Because Aruba don't have right now a complete, Google Street View on all street and missing so many points of interest in the Google Maps and very interested locations like the beautiful beaches of Aruba to start on.
- II. How Google Street View is going to benefit my business?
  - a. **Street View** is a powerful tool that adds an extra dimension to your presence on **Google**. By using **Street View** you give prospects and customers the chance to take a virtual tour around your **business**. This allows them to get excited **about** your place even before walking through the doors.
- III. GSV can help us to reach our target audience?
  - a. Reach your target audience Speaking of customers' needs, Google Maps Street View is also a great way to reach your target audience.
  - b. Let's say you're a sports bar whose target audience is college football fans. To attract your target audience, you've hung up football banners and memorabilia throughout your restaurant. Showing off the decor is a great way to reach your target audience and Google Maps Street View gives you the platform to do so. Suddenly, college football fans can take a virtual tour of your restaurant and get hooked, when they see your decor.
  - c. As we explained in this article, search results in **Google Maps** relies heavily on proximity. This means that when people in the area are searching for a place to eat and your restaurant comes up on the results page, the street view imagery of your restaurant may just be the tipping point, when they compare you to your local competitors who don't offer street view access.
- IV. Customer can make any decisions with GSV?
  - a. Help customers make informed decisions. As mentioned, we, consumers, like to be prepared. So, when visiting a place for the first time, we trawl their website for information or dig through review sites to find all the information we could possibly need: “Is there enough parking spaces?” “Do I need to come early to get a spot?” “Where can I park if I don't get a spot?”
  - b. With Google Maps Street View customers can get the answer to all of these and more questions in one place. By taking a virtual tour around your spaces, they can plan accordingly for the occasion and they don't have to worry about hiccups.
- V. Google Street View can be an effective Marketing?
  - a. Passive marketing: User-generated content, word-of-mouth, and reviews are all examples of trustworthy and highly effective marketing.
  - b. By giving customers Google Maps Street View access to your business, you can further boost these marketing “strategies” as your advocates can now show their family, friends, and followers what they're talking about.
  - c. Picture this, one of your customers is having dinner with friends and tells about his visit at your restaurant the week before. He praises the food and the waiters, but he also describes the cozy atmosphere. To show his friends what he's talking about, he grabs his phone and give them a virtual tour around your spaces. Chances are, the friends will think of your restaurant the next time they're going out because they know it's good and they're already excited about thanks to their virtual visit.
- VI. We can trust Google Street View?
  - a. One of the most important benefits of Google Maps Street View is trust.

- b. We live in an era of mistrust. Mistrust of institutions, of governments, of businesses, and of marketing. Most Americans are exposed to around 4,000 to 10,000 ads each day and we no longer trust advertising messages blindly. This makes authenticity more important than ever before.
- c. Street View allows you to be transparent and show customers you don't have anything to hide. Instead of just telling them who you are, you can show them. This can help you build trust and it's a great way to differentiate yourself from the competition.

VII. There is any research on GSV available?

- a. As we've said before, today's consumer is research-obsessed. According to Google, researched-obsessed consumers are driven by three things: Getting excited, getting confident, and creating the best experience possible. In other words, preparing for something is emotionally rewarding and more importantly, it adds to the overall experience.
- b. With Google Maps Street View you can meet customers' need for research by giving them the information they would have to dig for on other sites in a more trustworthy way. Plus, it can potentially increase sales as customers are excited and prepared before stepping foot in your business.

VIII. Why Aruba need Street View?

- a. Improve the connection with your customers. Specially tourist who are looking to get to know more about Aruba or coming to visit us.
- b. By allowing customers to virtually visit your store or restaurant from the comfort of their home, you show them you care for them and that you'll do everything to give them the best possible customer experience.
- c. A lot of businesses try to lure customers to their business under false pretenses. This creates a bad experience, when customers realize the business is not what they were hoping for. Google Maps Street View lets you show the atmosphere of your restaurant or demonstrate the quality of your business, so customers can see that your business matches their exact needs.

IX. The tourism of Aruba can be beneficiary of this GSV Aruba?

- a. Yes, GSV help Tours guide to go Virtual online.
- b. Google Street View is helping tour guide stay in business
- c. The coronavirus is decimating the travel industry. But today, Google has revealed how its Street View app has been letting tour guides work virtually during the COVID-19 lockdown. And it's not just tour guides who are turning to virtual tourism at the moment, but also travel agents, tourism bureaus and travel guides.
- d. Posting today on its website, Google published an interview with Katie Wignall, who in normal times is an experienced and accredited tour guide operating in London. Unsurprisingly, she's been unable to offer physical tours through London's streets since March 24, when the U.K. government instituted a nationwide lockdown. As she told Google, we have same experience in Aruba.
- e. "I've had to shut down, basically. I can't go out; we're not able to meet up in groups to deliver the normal tours. All of the work I had booked going into the summer—the busiest time—has just been cancelled or postponed. Literally overnight there was no work at all."
- f. However, Google reveals in its post that, after receiving queries about virtual tours on Instagram, 360bizmercado had plenty idea of using Google Street View and 360 Virtual tours for Tourism Business, see this video on YouTube: [https://youtu.be/L\\_KE2Dow05I](https://youtu.be/L_KE2Dow05I) to show people around Aruba or anywhere capital city or any attractive site seen. "So now, every day we can give a 360 Virtual video online of any tourism place. ... "We use Street View to give a virtual tour on YouTube, Facebook and Instagram Live," we do.

X. GSV can help tourist in Aruba and give the information they need?

- a. A convenient and comfortable experience: Google Maps Street View can be used whenever, wherever and since today's consumers are impatient and used to find answers to all of their questions quickly and easily on Google, Street View is a great platform to give them the information they need.
- b. According to research, the brain processes visual sixty times faster than text, and images are forty times more likely to be shared on social media. Add to that the fact that we're more likely to remember content with images and video. In other words, the Street View images will be processed faster than a description of your business and it increases the chance of people remembering your business. As they say, a picture says more than a thousand words.
- c. If you want to know more about the Google Maps Street View API, reach out to one of our Google Maps experts, Hector M. Mercado. You can also read more about the Google Maps Platform via our website: 360bizmercado.com

### DEFINITIONS OF TARGET MARKET IN ARUBA

- 1) Aruba Tourism
- 2) Aruba Beaches
- 3) Aruba Carnival
- 4) Aruba Sports
- 5) All tourism attractions
- 6) All tourism site seems
- 7) What's tourism looking to find in Aruba
- 8) What Arubian like and love
- 9) What Arubian like to share Aruba places
- 10) What is tourism looking for.

### MARKETING PLAN

- A. SIS MERCADO is 360bizmercado.com Google Street View | Trusted Photographer.
- B. What we do best online for your Business is Google Business Profile, platform for Google Aruba Maps, and the business economy, this we will do for our partners (Business Sponsors) and prospects.
- C. Leverage Google Street View, and the power of 360bizmercado to grow your business.
  - a. What are Google Alerts for business?
    - i. Google Alerts is a free tool from Google that lets you monitor the web for mentions. Basically, it sends emails to a user when Google finds new results that match a user's search term. This is fantastic for marketers, as you can receive alerts when your name, company, or keywords are mentioned anywhere on the web.
  - b. Manage your notifications
    - i. You can choose which kinds of Business Profile notifications you receive on your mobile device and in your email inbox. Notifications can help in a variety of ways, like letting you know when customers leave photos or reviews on your Business Profile, alerting you to product news from Google, and reminding you to keep your profile up-to-date.
    - ii. You can opt in to receive notifications like the following:
    - iii. When someone posts on your Business Profile
    - iv. Suggestions to keep your Business Profile up-to-date
    - v. Updates about your account
    - vi. Updates about new features



- vii. When you get new followers or bookings (mobile only)
  - viii. Regardless of your notification settings, you may still receive important updates about your account from Google.
  - ix.
  - x. You may see Business Profile notifications in Google Maps and Search. To opt out of these notifications, tap and hold on the notification. Then, turn off Business Profiles.
- D. SIS MERCADO / 360BIZMERCADO.COM, 360° and VR images, when included with your Street View listing will truly demonstrate the power of media-rich map listings.
- a. Traditional advertising still has its place, but in today's connected world, even the smallest business needs to leverage the power of the web so customers can find them.
  - b. Did you know that when searching for businesses, consumers use mapping products 44% of the time? Listings with photos and a virtual tour are twice as likely to generate interest. On average, 41% of these place searches result in an on-site visit. With numbers like that, you can see that more and more of your customers are using Google Maps to find the stores and services they want.
  - c. Traditional advertising still has its place, but in today's connected world, even the smallest business needs to leverage the power of the web so customers can find them.
- E. SIS MERCADO / 360BIZMERCADO.COM, we are very interested to develop GSV for Aruba and updates all 360° Technology for all Virtual Tours, Virtual Reality and Arguments Reality for Aruba.
- F. See the potential of the 360° business,
- a. Develop the 360° culture on Aruba on 360 Virtual Tour business:
  - b. 360° Virtual Tours for Dealerships with animations and hotspots.  
<https://www.youtube.com/watch?v=50wR1CyLvg0>
  - c. 360° Museum or Show Room Virtual Tours, making museums open to the public 24/7  
<https://www.youtube.com/watch?v=xeY3fdUfvrQ>
  - d. 360° Virtual Tours for Restauration Works & Monuments <https://youtu.be/JzZbhtEfVQY>
  - e. 360° Museum or Show Room Virtual Tours, making museums open to the public 24/7  
<https://www.youtube.com/watch?v=xeY3fdUfvrQ>
  - f. 360° Virtual Live Guided Tours <https://www.youtube.com/watch?v=3ouwsWQCDi8>
  - g. 360° Allow your audience to virtually walk through any exposition  
<https://www.youtube.com/watch?v=EDBOMy5SFrg>
  - h. 360° Virtual Tours GSV For Google My Business <https://www.youtube.com/watch?v=WQ5Jhanj6N0>
  - i. 360° VT View for Real Estate Business Projects <https://www.youtube.com/watch?v=kRVyqvWuy3E>
  - j. 360° Virtual tours for Real Estate Business <https://www.youtube.com/watch?v=W4RqU3vwTZo>
  - k. 360-degree Virtual tours and Hot Spots for Sport and Events  
<https://www.youtube.com/watch?v=l2JcUiTLUOQ>
  - l. 360° Virtual Reality TOURISTIC INTERACTIVE 360° VIDEO Tours  
[https://www.youtube.com/watch?v=L\\_KE2Dow05I](https://www.youtube.com/watch?v=L_KE2Dow05I)
  - m. 360° Google Street View for Business Gianni's Restaurants, Aruba  
<https://www.youtube.com/watch?v=-cYudmBB03U>
  - n. 360bizmercado Google Street View Trusted Photographer  
<https://www.youtube.com/watch?v=1wwkD95kc9s>
  - o. 360° Virtual Tour View of New York Apartment 360bizmercado  
<https://www.youtube.com/watch?v=QqJ5E2K7lj0>
  - p. 360-Degree E-Learning Training Tours for More Scalable Training with Content That Sticks  
<https://www.youtube.com/watch?v=TWI3DrxO7ug>
  - q. Google street View for Business and 360 REAL ESTATE VIRTUAL TOUR  
[https://www.youtube.com/watch?v=jDeo\\_3Y2pJE](https://www.youtube.com/watch?v=jDeo_3Y2pJE)

- r.
- G. Give to Aruba the global 360° View of Aruba deserve, and exposure, expanding Aruba visibility online territory view.
- H. Create new virtual culture to all habitants of Aruba, and expanded the digital educations on Aruba.
- I. Digital Virtual Tours of Aruba from the Air, Land, and underwater to the world & Tourism.

### 2021 GOOGLE STREET VIEW ARUBA COVERAGE

During this pandemic we are still vulnerable to the conditions of the protocols of visits to Aruba, of the tourists who wish to visit Aruba throughout the year, many of them are repetitive guests and there are many who have not yet discovered Aruba, through this digital medium. From Google Street View and 360° Virtual Tours, we can satisfy the demand for visits to Aruba, meanwhile, the transportation problems to the island of Aruba of the cruises and airlines that have always visited the island are solved.

- 1) All road of Aruba.
- 2) All governments' buildings.
- 3) All monuments.
- 4) All Sport parks.
- 5) National Park.
- 6) Schools and Universities.
- 7) Hospital, clinics, Laboratories, pharmacies.
- 8) All business around Aruba
- 9) Underwater site seems.
- 10) Underwater dive sites.
- 11) Underwater coral reef (Aruba Sand conservation)
- 12) Season underwater calm sea. (In September when the winds calm down, the calm waters of Aruba melt into the sky and the island seems like a heavenly place.)
- 13) All beaches
- 14) All events. With 360° Virtual Videos and Live broadcasting videos.
- 15) Google Street View create time frame history, during the years of collecting imagery data, this will be possible be viewed on time frame soon!

### The Team

- A. SIS MERCADO / 360BIZMERCADO.COM
  - a. Managed by Hector Mercado
- B. Well DO IT Technical Solutions
  - a. Managed by Yesid Calle
- C. Solognier Consultancy
  - a. Managed by Alexander Solognier
  - b. Admin & Legal Consultant
- D.

### Team Leader

- ❖ Hector Marcelo Mercado
  - a. Google Street View | Trusted photographer
  - b. Google Developer

## The Car

GSV Aruba Project will need one or two cars for the developments of the Imagery all over the Aruba, there is an opportunity for Advertising and logo display for all business owner as an opportunity to display your business logo on it, or sponsor a Car as a dealer who support this project.

- ❖ Any car can be used no too big or too small, preference a car rental
- ❖ Insurance policy cover:
- ❖ Logistic will be needed:
  - a. Fuel
  - b. Tire repair
  - c. Maintenance
  - d. Car wash
  - e. Full registration
  - f. Road service insurance cover.

## TEAM GOALS:

- ✚ The goal is to complete GSV of all Aruba and expanded to all 360° Technologies in all label and culture of Aruba business.
- ✚ Work opportunities for many people in Aruba, we can mention some of them:
  - Social Media Influences,
  - Photographer
  - Videographers
  - Underwater Photographer
  - Underwater Videographers
  - Public Relation persons,
  - Website developer,
  - Marketing Support,
  - Publishers,
  - Promoters of services,
  - Sales Teams,
  - Administrations,
  - IT admin,
  - Legal consultant,
  - Lawyer,
  - Other expert need.
- ✚ Teach and educated our people of Aruba the new technologies and installed a Google Partner office in Aruba for benefit of Aruba people and new entrepreneurs.
  - Google Partner Agency
  - 360° New educations for schools
  - 360° New educations for technical schools
  - Keep all Museum and expositions galleries virtually 7/24/365 open.
- ✚ Support 100% the Local tourist of Aruba and his tours and activities agencies, and state holders who are not taking the advantage of the Google Technology for leverage companies like SIS MERCADO, who are interested to make Aruba better.
  - Creations of 360° VT videos for the most important locations in Aruba with Hot Spot and media information display.
- ✚ Underwater inventory for coral reef protection for the sand beach conservation of Aruba.

- We can provide 360 imageries for inventory the coral reef during the year around for inventory existence and status view of them for protections, by using local people to do this!
- See some sample ready done in Aruba: Global Reef Record  
<https://www.youtube.com/channel/UCsqY6h5jgu-jVxofVA9pOoA>
- Click to Find me on the Reef! <http://globalreefrecord.org/reefs/details/47>
- Share via Twitter: <http://bit.ly/TwtReef>
- FB: <http://bit.ly/FBReef>
- Look at the Data <http://globalreefrecord.org/maps>
- Official Comment Thread: <http://bit.ly/1m39Zh9>
- Find me? Tweet me & Catlin SeaView or download music here ↓↓↓
- [facebook.com/CatlinSeaviewSurvey](https://facebook.com/CatlinSeaviewSurvey)
- [twitter.com/SeaviewSurvey](https://twitter.com/SeaviewSurvey)
- [plus.google.com/+CatlinSeaviewSurvey/posts](https://plus.google.com/+CatlinSeaviewSurvey/posts)
- Coral Net was developed by a collaboration between the UCSD computer vision group and the Scripps Institution of Oceanography. It was developed by a team at the UCSD computer science department, led by Ph.D. candidate Oscar Beijbom. Davey Kline is the ecological advisor on the project.
- Please visit:
- <http://coralnet.ucsd.edu/>
- and
- <http://vision.ucsd.edu/>
- 
- Music is “Manta” by A Shell in The Pit.
- Download it here:
- <http://ashellinthepit.bandcamp.com/tr...>
- 
- The following help was made possible by generous Patreon donations:
- Rough Draft editing of RAW footage by Ben Linderman.
- <http://www.one29.com/>
- 
- Awesome clownfish animation elements by Graphic Designer Emily Weddle
- <http://emilyweddle.com/>
- ~~~~~
- Instead of saving for my kids’ college, I make videos using the money I would have saved. I try to make fun educational videos that benefit everyone in the process. Your support would be appreciated!
- The thought is it will help educate the world as a whole, and one day generate enough revenue to pay for my kids’ education.
- 
- Support my efforts to create Smart kids and Smarter Every Day Here:
- Patreon Support Link: <http://www.patreon.com/smartereveryday>
- Subbable Support Link: <http://subbable.com/smartereveryday>

How to boost your company marketing with Google Street View Trusted "Aruba Project".

By improving your businesses listings with photos and a virtual tour you are twice as likely to generate interest from potential customers. Many people will search for business on a mobile device while out, Google Street View project is front-and-center when you on a smartphone, making it a golden opportunity.

1. Opportunity Of Vehicle Signage:

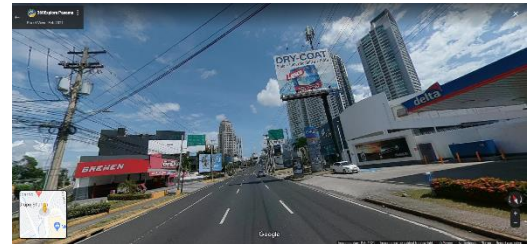
- a. Car Signage with your logo
- b. 360° Images Signage, insert your logo as a nadir on the images of the Street Views.



c.

2. Opportunity of Display any products or signage, during Street View Creations on the Road:

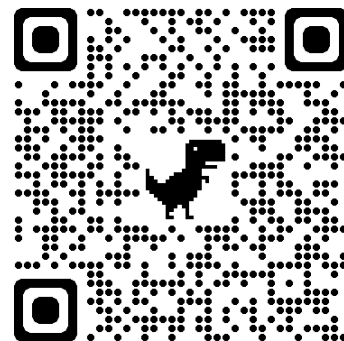
- a. Display on site your signs on the road, during the creations of the imagery on the road.
- b. On site show your fleet of vehicles, while we pass with the camera creating the images
- c. On site display your preferred advertising, during the imagery creation on the road.



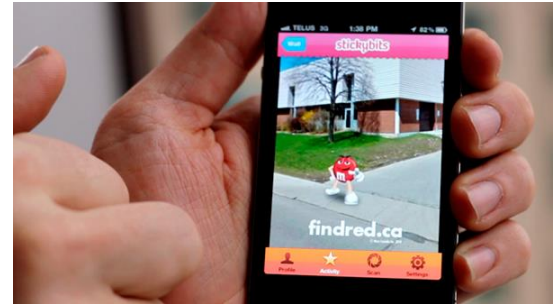
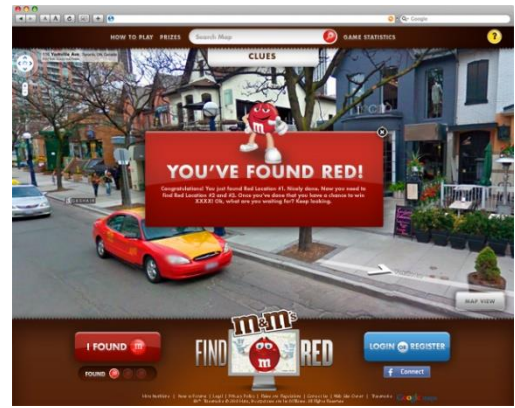
d.

3. Other Promotional Opportunities to create any marketing on Street View:

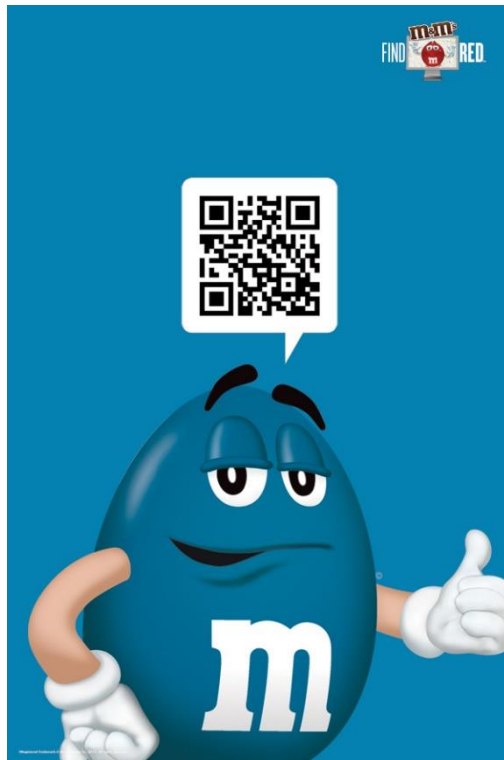
- a. Create a target logo or images or products to target audience for searching for a promo, sample case: In Toronto Canada M&M make a searching promo all over Canada with M&M's | Find Red
- b. [[M&M's - Find Red \(2010, Canada\)](#)] view the sample on YouTube.
- c. We can this for Aruba, or any business interested to do a similar or we can do e 360° Virtual Game.
- d. 360° integrated campaign, online contest, traditional and online advertising, PR and Social.





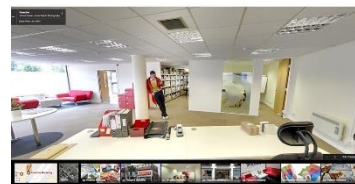
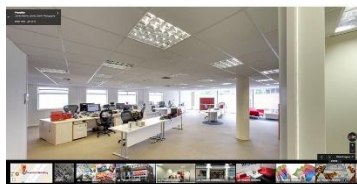






- e. <https://pretzelbender.com/m-ms-find-red>
  - f. <https://vimeo.com/46399531>
4. Google Street View Awareness Opportunity:
- a. Coral Reef protections
    - i. Can you find me? (Street view on the Great Barrier Reef) - Smarter Every Day 114
    - ii. <https://www.youtube.com/watch?v=az1PTIehYKI>
    - iii. <http://globalreefrecord.org/maps>
    - iv. <http://globalreefrecord.org/reefs/details/47>
    - v. <http://globalreefrecord.org/transects/details/17006>
    - vi. Aruba Reef – 0170060011 <https://www.youtube.com/watch?v=g2954bGb9pA&t=3s>
    - vii. [http://globalreefrecord.org/transect\\_explorer/17006/image/170060473](http://globalreefrecord.org/transect_explorer/17006/image/170060473)
  - b. Hurricane season
  - c. Environmental protections
5. Opportunity to support scientific purpose for Aruba
- a. Any scientific opportunity can be possible by using Google Street view.
6. Google Crisis response Connecting communities with information and resources in times of crisis
- a. Coronavirus (COVID-19): Health information, helpful resources, and more
  - b. Every day at Google we aim to make the world's information universally accessible and useful. In moments of crisis, this mission is even more critical to help keep people safe and out of harm's way.
  - c. That's why we partner with those on the front lines of crises and build technology that provides credible, actionable information and resources to help people and communities navigate crisis events.
  - d. 132 million: People will need humanitarian assistance in 2019
  - e. 2.6 billion: People have been affected by natural disasters in the last decade 2
  - f. 1.5 billion: Views of lifesaving SOS Alert information

## 7 BENEFITS OF GOOGLE MAPS STREET VIEW FOR YOUR BUSINESS



Did you know Google Maps offers you a lot more features than directions? (Especially if you're a business owner.)

This particular feature helps to build trust with your customers. It creates a better connection with your target audience. Both of which potentially increases your ROI.

What we're talking about is your standard business image taken to the next level: Google Maps Street View. This feature allows your customers to take a virtual tour around (and inside!) your business.

Customers can get excited about the restaurant atmosphere before walking through the doors.

...all from the comfort of their living room.

At the same time, Google Maps uses technology that automatically blurs faces and license plates. So you don't have to worry about unwarranted privacy.

Read on to learn what specific benefits Google Maps Street View can offer your business!

**1. It Builds Trust with Your Customers:** According to an Inc. article, humanizing a brand is crucial to fostering trust.

Humanizing a brand involves adding pictures of your employees and yourself to the company website. As well as adding an "About Us" tab to your website's menu.

Another way to humanize your business is by using Google Maps Street View. Which allows customers to put a face to the business name.

This Show, Not Tell

Also, it's trustworthy because you're not outright telling customers they should trust your business. You're showing them.

What the virtual tour does is show that your business has nothing to hide. In fact, just the opposite.

**2. It Helps with the Research Process:** According to a Forbes article, retailers state that 82% of consumers do research online before visiting a store. Such research may involve wanting to know what the store looks like inside and out.

Google Maps Street View helps with the researching process by allowing prospective customers to take a virtual tour before visiting.

Customers can learn valuable information from this virtual tool—such as what your storefront looks like.

Other pertinent details include the overall business atmosphere and the store's friendliness and personability. Information that customers would have to dig for on sites like Yelp and Glassdoor.

**Demonstrates Quality:** Google maps street view is doing more than helping with the research process. It's demonstrating the quality of your business.

By providing this feature to your customer, you're showing that your business cares for its customers. And will do everything it can to provide the best customer experience.

Both of these aspects of the research process will increase the chances of customers visiting your business and making a purchase.

In fact, your potential customer can have instant access to the inside of your business within one click. After all, 43% of searches are done in Google Maps.

**3. It Creates a Better Connection:** One of the benefits of humanizing your business is establishing a better connection with your customers.

They know you're legitimate, and don't need to put up their guard. Enough said.

**4. Better Access to Your Target Audience:** Let's say you're a sports bar restaurant whose target audience is NFL football fans.

To attract your target audience, you've hung up football banners and memorabilia throughout your restaurant.

Well, you want to show off the decor, right?

Google Maps Street View gives you that platform to do so. Suddenly prospective NFL football fans can take a virtual tour of your restaurant. They see the football decor and are hooked.

Help Attract Local Target Audience Too. On top of that, Google Maps has over twenty petabytes of data, according to a Mashable article. In case you don't know, that's 21 milligabytes and 20,500 terabytes.

Your target audience may be scouring Google Maps' data. They're looking for a restaurant in the Oranjestad, downtown area.

Since you registered your business with Google, your restaurant comes up. Not just that but those customers can drop a pin to see if they'd like to dine there.

Street View may just be the tipping point. Especially when they compare to your local competitors who don't have street view access.

**5. It Helps Customers Make Informed Decisions:** Is there enough parking in the back? Do they need to come early to get a spot? What about the dress attire? Is the area safe?

These are questions customers want to know but may need to dig through a review site to find out.

Not with Google Maps Street View.

Instead, customers can make all of their informed decisions by "walking around" your business.

Customers can then plan accordingly for the occasion. This helps customers to relax and not worry about any unexpected hiccup.

**6. Passive Marketing:** Instead of actively asking for referrals, let your customers do that for you via word of mouth. How Google Maps Street View Helps to Make This Happen

One of your customers is having dinner with friends.

They complement him on the T-shirt he's wearing. He then goes into detail about your clothing store.

How the staff was friendly and personable. How the prices are reasonable. And that he remains a loyal customer to this day.

He then shows what the store looks like using the street view features. Now, his friends can put an image to their friend's customer experience.

They also can verify it's legit. And, combine that with the fact that this rave review is coming from their friend—not you— they're more likely to trust it and check it out.

**7. It's a Convenient and Comfortable Experience:** Customers can use street view wherever they're at: the mall, park, concert, you name it. Bonus: Increase the Quality of the Impression.

According to research, the brain processes visuals sixty times faster versus text. This may be why images are 40 times more likely to be shared on social media.

Anyways, the point is, 3D images of your business will be processed faster than just a description of what your business offers. In other words, a picture really is a thousand words.

### Final Thoughts

Street view began as a project in 2007. And has now blossomed into a marketable feature for businesses.

Leveraging street view can help you attract your local target audience. And communicate that you provide quality service.

### SPONSORSHIP COST SUMMARY: Become a member of our GSV "Aruba Project"

1. Membership Titanium:	AWG 45.000.-
2. Membership Platinum:	AWG 30.000.-
3. Membership Gold:	AWG 25.000.-
4. Membership Silver:	AWG 15.000.-
5. Membership Bronze:	AWG 7.500.-
6. Monthly membership	AWG 350 Monthly, Annual fee: AWG 4.500.-

### Support us with Work contract:

#### Google My Business registration:

- |  |                                    |
|--|------------------------------------|
| 1. Claim / Verify Your Listing                 | 6. Build out the Product Carousel  |
| 2. Determine Your Structure                    | 7. Answer Questions                |
| 3. Add Accurate Business & Contact Information | 8. Create Posts                    |
| 4. Add Photos                                  | 9. Create Mobile Mini Website      |
| 5. Videos                                      | 10. Online Maintenance and Updates |

#### Rates for Google Business Profile (GBP):

- |                                   |           |
|-----------------------------------|-----------|
| a. One Small Business:            | AWG 175.- |
| b. More than one Medium Business: | AWG 450.- |
| c. More branches Large Business:  | AWG 950.- |

#### Google Street View for Business, 360° Virtual Tours (See inside):

- |  |             |
|--|-------------|
| a. Small Business minimum 5 panoramas 360°/180°        | AWG 350.-   |
| b. Medium Business minimum 10 panoramas 360°/180°      | AWG 950.-   |
| c. Large Business minimum 20 panoramas 360°/180°       | AWG 1.750.- |
| d. More panoramas 380°/180° please call for quotation. |             |

360° Virtual Tours for websites hotspots, Music Videos and Virtual animations (Website content):

- |  |             |
|--|-------------|
| a. Small Business minimum 5 panoramas 360°/180°        | AWG 750.-   |
| b. Medium Business minimum 10 panoramas 360°/180°      | AWG 1250.-  |
| c. Large Business minimum 20 panoramas 360°/180°       | AWG 1.900.- |
| d. More panoramas 380°/180° please call for quotation. |             |

360° Videos Virtual Tours for websites and hotspots:

- |  |             |
|--|-------------|
| a. 360-degree videos, lengths of 0:30 seconds up to 1 minute               | AWG 350.-   |
| b. 360-degree videos, lengths of 1:00 seconds up to 2-minute               | AWG 750.-   |
| c. 360-degree videos, lengths of 2:00 seconds up to 3-minute               | AWG 1.500.- |
| d. More 360-degree videos, lengths of 4:00 seconds up, call for quotation. |             |

Note: 360-degree videos can be taken on the land no extra fee, Arial, and Underwater, for those complex footage has an additional setup fee, if it is Arial an additional AWG 350. - Or additional underwater AWG 450.-

See video sample on our YouTube channel: <https://www.youtube.com/watch?v=UyiwLUYcXzi&t=69s>

<https://www.youtube.com/channel/UCFsBF5-Zx8wPLVPJmanrV9g>

**INFORMATION CONTACT:**

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Managing director

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WhatsApp: +297-734-1122 or 630-5308

Email: [sismercado@gmail.com](mailto:sismercado@gmail.com)

<https://360bizmercado.com>

KVK: H33530.0

## **SPONSORSHIP INVENTORY:**

### ***Contracts***

- Discounts for multi-year contracts
- First right of refusal for renewal at conclusion of contract
- Performance incentives.

### ***On-Site***

- Dedicated space to carry out on-site leverage activities
- Sampling opportunities

### ***Exclusive content\****

- Provision of content for sponsor activities (for example, weekly health tips, star athlete's training diary, pertinent articles, podcasts, other exclusive downloadable content etc.)
- Provision of online 'events' (for example, online chat with a star, webcast, webinar)
- Access to background information, statistics, photos, video clips, autographs, Q&As, etc. for creation of new, exclusive, "ownable" content.

### ***Other online\****

- Promotion of relevant sponsor leverage activities through sponsee's social media activities, e-newsletter, and/or website
- Promotion of sponsor through sponsee's social media activities, e-newsletter, and/or website
- Ability for sponsor to add value to sponsee fans/followers via sponsee-controlled social media
- 'Signage' Vehicle signage logo; on imagery signage logo, one nadir imagery signage logo, on sponsee website and/or e-newsletter, 360° images and videos on social media.
- Promotion or contest on sponsee social media, e-newsletter, and/or website
- Links to sponsor website from sponsee website.



- Sponsor profile on sponsee website.

- \_\_\_\_\_

### ***Signage***

- 'Signage' Vehicle signage logo;
- on imagery signage logo,
- one nadir imagery signage logo,
- on sponsee website and/or e-newsletter,
- 360° images and videos on social media.
- Venue signage (full, partial or non-broadcast view)
- Inclusion in on-site event signage (exclusive or non-exclusive)
- Inclusion on Pre-event street banners, flags etc.
- Press conference signage
- Vehicle signage
- Event participant uniforms
- Event staff shirts/caps/uniforms.
- \_\_\_\_\_

### ***Venue***

- Input in venue, route and/or timing
- Use of sponsor venue for launch, main event, or supporting event.
- \_\_\_\_\_

### ***Employees/Shareholders\****

- Participation in the event by employees or shareholders

- Access to discounts, merchandise or other sponsorship-oriented perks
- Provision of a celebrity or spokesperson for meet-and-greets or employee motivation

### ***Public Relations***

- Inclusion in all press releases and other media activities
- Inclusion in sponsor-related and media activities
- Public relations campaign designed for sponsor's market (consumer or trade).
- \_\_\_\_\_

### ***Media profile***

- Inclusion in all print, outdoor and/or broadcast advertising (logo or name)
- Inclusion on event promotional pieces (posters, fliers, brochures, buttons, apparel etc.—logo or name)
- Ad time during televised event
- Event-driven promotional radio or television schedule (you provide them with part of your advertising)
- Event-driven outdoor (billboards, vehicle, public transport)
- Sponsor/retailer share media (themed display ads, 30/30 or 15/15 broadcast)
- Ad space in event program, catalogue etc.
- \_\_\_\_\_

### ***Research***

- Access to pre- and/or post-event research
- Opportunity to provide sponsorship- or industry-oriented questions on event research.
- \_\_\_\_\_

**Pass-through rights**

- Right for sponsor to on-sell sponsorship benefits to another organisation (this is always pending sponsee approval). An example would be a telecommunications company on-selling part of a sponsorship to Nokia. They would then usually leverage the sponsorship jointly
- Right for retailer sponsor to on-sell sponsorship benefits to vendors in specific product categories.
- Right for retailer sponsor to involve vendors in sponsorship-driven in-store promotions
- \_\_\_\_\_

**Contra**

- Opportunity for sponsor to provide equipment, services, technology, expertise or personnel useful to the success of the event in trade for part of sponsorship fee
- Opportunity for sponsor to provide media value, in-store/in-house promotion in trade for part of sponsorship fee.
- Opportunity for sponsor to provide access to discounted media, travel, printing, or other products or services in trade for part of sponsorship fee.
- \_\_\_\_\_

**Production**

- Design and/or production of key sponsor events (hospitality, awards etc.)
- Hiring and/or administration of temporary or contract personnel, services and vendors for above
- Logistical assistance, including technical or creative expertise.
- \_\_\_\_\_

**Cause tie-in**

- Opportunity to involve sponsor's preferred charitable organisation or cause
- Donation of a percentage of ticket or product sales to charity.

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## Google Street View “Aruba Project”, Sponsorship Guidelines

GOOGLE STREET VIEW “Aruba Project”, we have developed this document to make our requirements clear to potential sponsorship seekers and to encourage the presentation of proposals that meet those needs.

### *General*

- We will consider proposals in all categories except [Meat, Alcohol, and Gambling consumptions].
- We require sponsorship and sales (if applicable) non exclusivity in the category of Online Business and Google Technologies.
- We generally need a minimum of six months lead time to effectively plan and implement our leverage activities.
- Logo and/or name exposure is considered a bonus but is not the primary goal of sponsorship.
- We prefer to invest in sponsorships that carry out audience research during and/or after the Google Street View Aruba Project, (GSVAP) including questions relating to our industry and provide results to Google Street View project Aruba.
- We expect that our sponsorship partners will invest a minimum of 10 per cent of the total value of the sponsorship to proactively add value to the sponsorship.

### *[Sponsor] brand positioning*

Here is a short overview to assist you in understanding our brand positioning. Our goal is to partner with organizations and events that are a strong, natural match to at least some aspects of our brand positioning. For example,

- ‘Everyone can be on Google Street View “Aruba Project” (Right Privacy)
- Business online and offline (including brands for international business)
- Smart, witty, irreverent
- Cool, sexy
- An Arubian status product
- ‘Any Responsibly’ message.

As we expand overseas, our goal is to become known as an Arubian status brand that retains its desirability independent of any prevailing or cultural attitudes towards Aruba (think ‘one happy Island’).

*Target markets by product*

<b>Google Maps &amp; Google Street View</b>	Any online or offline business, government and non-government institution, Sport, Cultural, Tourism industry, Private business, any for-profit and non-profit institution, Etc.
<b>Google My Business</b>	Primary: Register or not register business online with Google Business Profile. Secondary: Google My Business Non or ready verified business with GBP, on Google Maps.
<b>Google My Business (See inside) 360° Virtual Tools</b>	Business with 360° Virtual Tours installed in their GBP account card. Google Maps, Google search, and Google Earth.
<b>Google Maps</b>	Any business or existent in GBP, possible mark or online, for any business existing or not on the Google Map, any possible editing location or points of interest of all types of editing mark on possible on Google maps.
<b>Google Search</b>	Any business or existent in GM or in Google Business Profile cards platforms, and Google Street View for Business see inside and Google Search.

*Sponsorships must provide at least six of the following:*

[These should be tied to both your overall objectives and key attributes/values and should number 10-15.]

- A natural link on Online with our brand positioning (Website with our project mentioned)
- Provision of exclusive and meaningful content for our Internet site
- On-site sales
- Opportunities to host pre- or post-event parties, concerts, or other over social activities
- Celebrity appearances at key business and clubs (or 'virtual' appearances in video webchats or webcasts)
- Other event-related benefits that we can pass along to a large proportion of our customer base (both consumers and trade). Feel free to use your imagination
- Product placement (using one or more of your brands in a meaningful way as part of the event)

*To be considered, proposals must include:*

- Key details of the opportunity
- Overview of your marketing plan, including what is and is not confirmed
- List of sponsors who have committed to date
- Comprehensive list of benefits, including how they relate to us and our products
- Creative ideas as to how we can use this sponsorship and those benefits to connect with our target markets
- Timeline, including important deadlines

- Credentials of your company and key subcontractors (publicist, event producer etc.).

#### *Process for consideration*

- All proposals are reviewed by Sponsorship Manager to assess suitability, feasibility and resources required (human and monetary)
- Recommended proposals are presented to Project Manager for approval
- Sponsee is notified of the disposition of the proposal within 2 weeks.

#### *Submit proposal to:*

Hector Marcelo Mercado S.

Project Manager & Managing Director

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