

Chapter 13

The Development of a Marketing Campaign to Promote a New AI-Powered Geospatial Technology for Environmental Monitoring

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ABSTRACT

This chapter outlines a comprehensive marketing campaign for a new AI-powered geospatial technology designed for environmental monitoring and management. The campaign focuses on promoting the technology's benefits to public authorities, environmental organizations, and other relevant stakeholders. The chapter includes a detailed analysis of the technology, its target market, and the proposed marketing strategies. It also covers budgeting, resource allocation, and evaluation metrics for measuring campaign success. The goal is to position the technology as a thought leader in environmental monitoring and drive adoption among the target audience.

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1. INTRODUCTION

The marketing campaign outlined in this report focuses on promoting a new AI-Powered Geospatial Technology for Environmental Monitoring and Management. Designed for use by public authorities, environmental organizations and NGOs, forestry organizations, fishery organizations, and similar interests, the technology focuses on changing how video data recordings are processed to identify, assess, and monitor environmental phenomena. After analysis of different aspects of the technology and the environment in which it operates, a marketing campaign is proposed that includes market research, value proposition development, campaign design, implementation planning, and campaign execution. Each of these components is detailed in the report, providing a comprehensive guide to the development of the campaign. (Ahmad2023)(Vasiliev et al.2024)

The aim is to support the promotion of the new technology and the organization behind it as thought leaders in environmental monitoring. It is anticipated that the analysis of the technology, its environment, and the proposed marketing campaign will be of value to the organization's management, staff, and stakeholders. Further, it is envisaged that the report could be the basis of formal and informal discussions between the organization and members of the business community.

1.1. Background and Rationale

The marketing campaign seeks to promote cutting-edge AI-powered geospatial technology that analyses high-resolution Earth observation imagery for land use/land cover classification, deforestation alerts, water body detection and analysis, global urban monitoring map, and crop type classification. Over the last decade, researchers in image processing, computer vision, and the geographic information science community have applied deep learning architectures and designed novel algorithms to address remote sensing tasks in a joint research effort, resulting in a novel and unique machine learning-based geospatial technology for environmental monitoring. However, the benefits of AI-powered technology for environmental monitoring have yet to be realised, and its use is very limited. (Troupoukis et al.2024)

Despite their potential, technology transfer, commercialisation, and geo-spatial technology application development in public sector exploring non-spatial/remote-sensing problems have not kept pace. A comprehensive marketing campaign, with tailored approaches based on national policy, business environment, needs, and cost-effectiveness analyses of implementing technology, is essential to promote this machine learning remote sensing technology to developing countries. This technology would significantly aid in monitoring and managing anthropogenically

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