CONCEPT3D

Tours and Maps:
A Marketing Machine

June 23, 2021

INTRODUCTIONS

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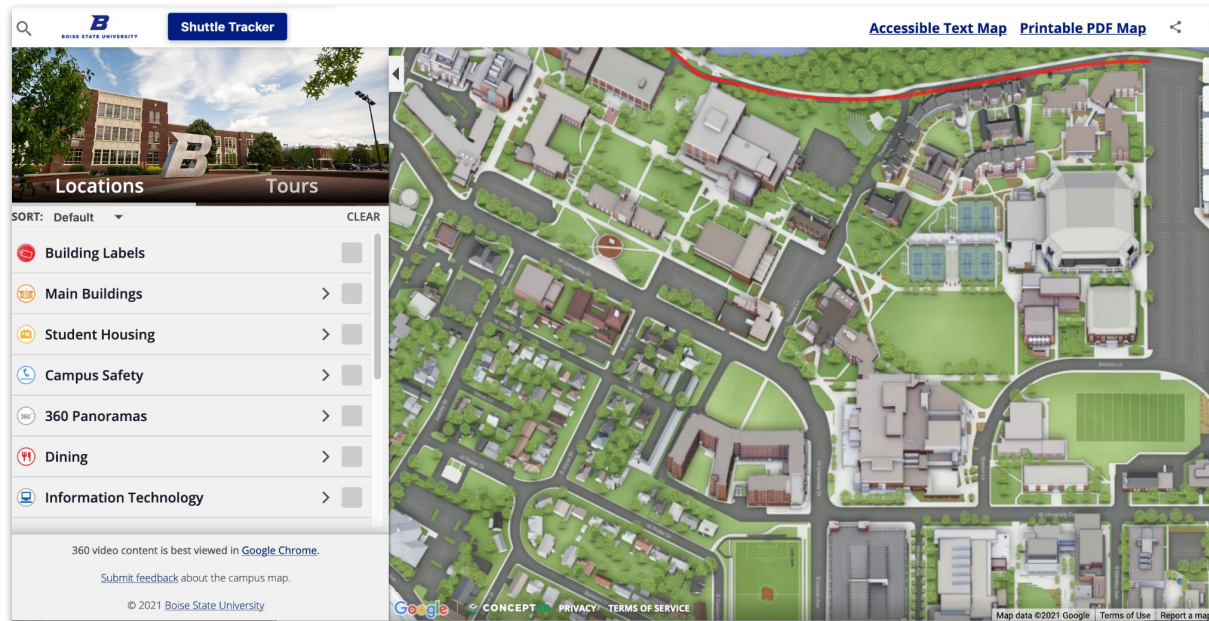# AGENDA

1. Concept3D products

2. Two important features you need to implement

3. The power of virtual tours

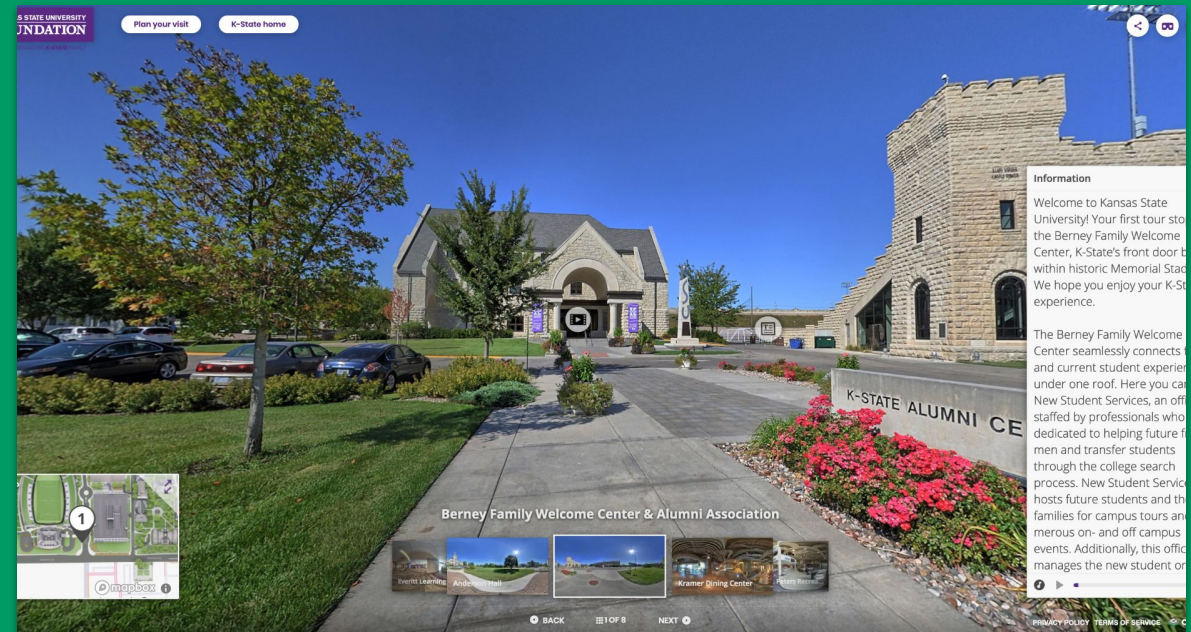4. Q&A (but ask questions at any point in the chat)

INTERACTIVE MAP AND 360° TOUR

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INTERACTIVE MAP

Features to note:
- Categories
- Locations
- Data feeds

360° TOUR

Features to note:
- Hotspots
- Tour Stops
- Intro Message/Video

POLL TIME

What products do you have?

1. Interactive Map Only
2. 360° Tour Only
3. Both Interactive Map and 360° Tour
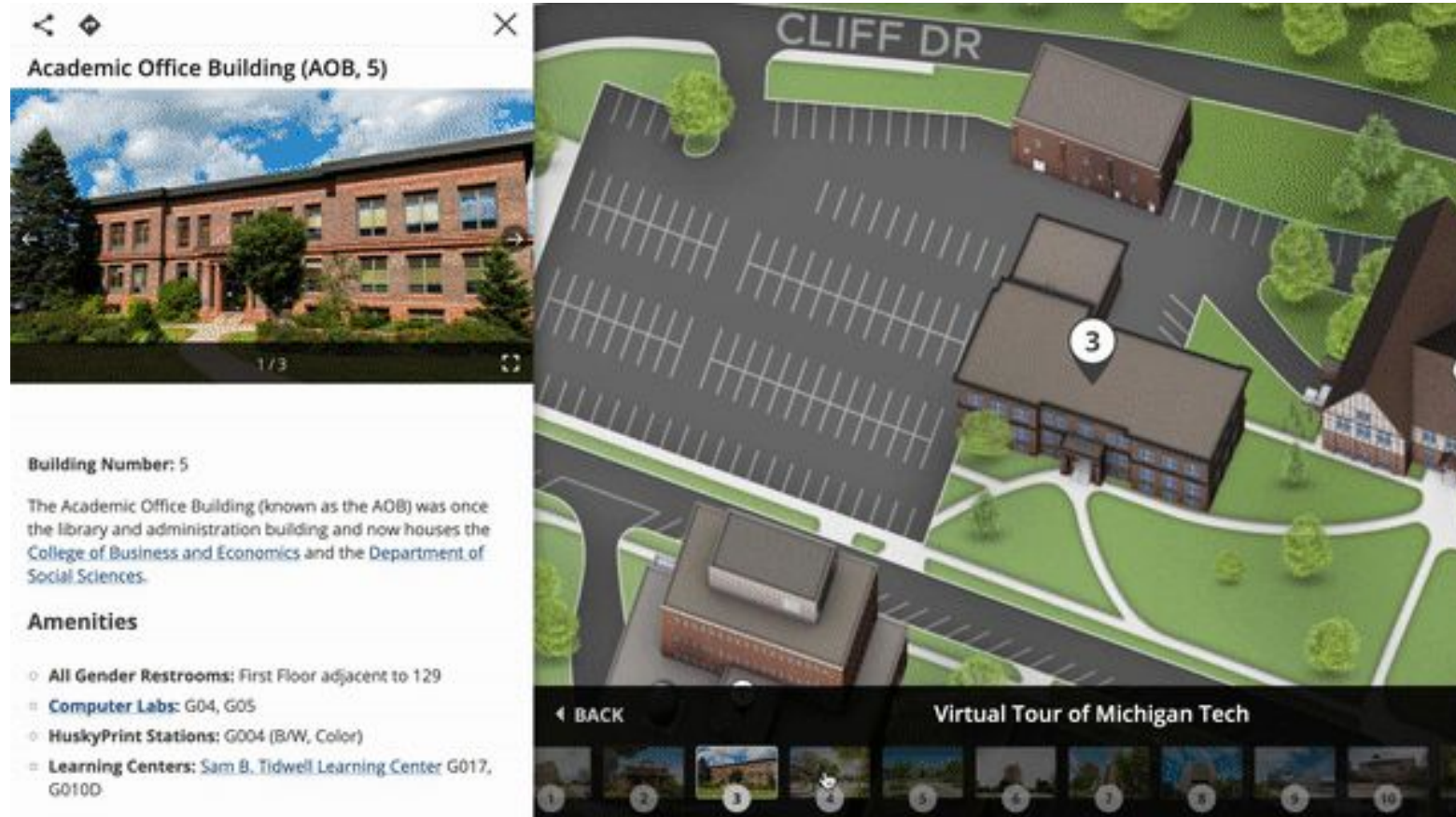4. None

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Two Important Features
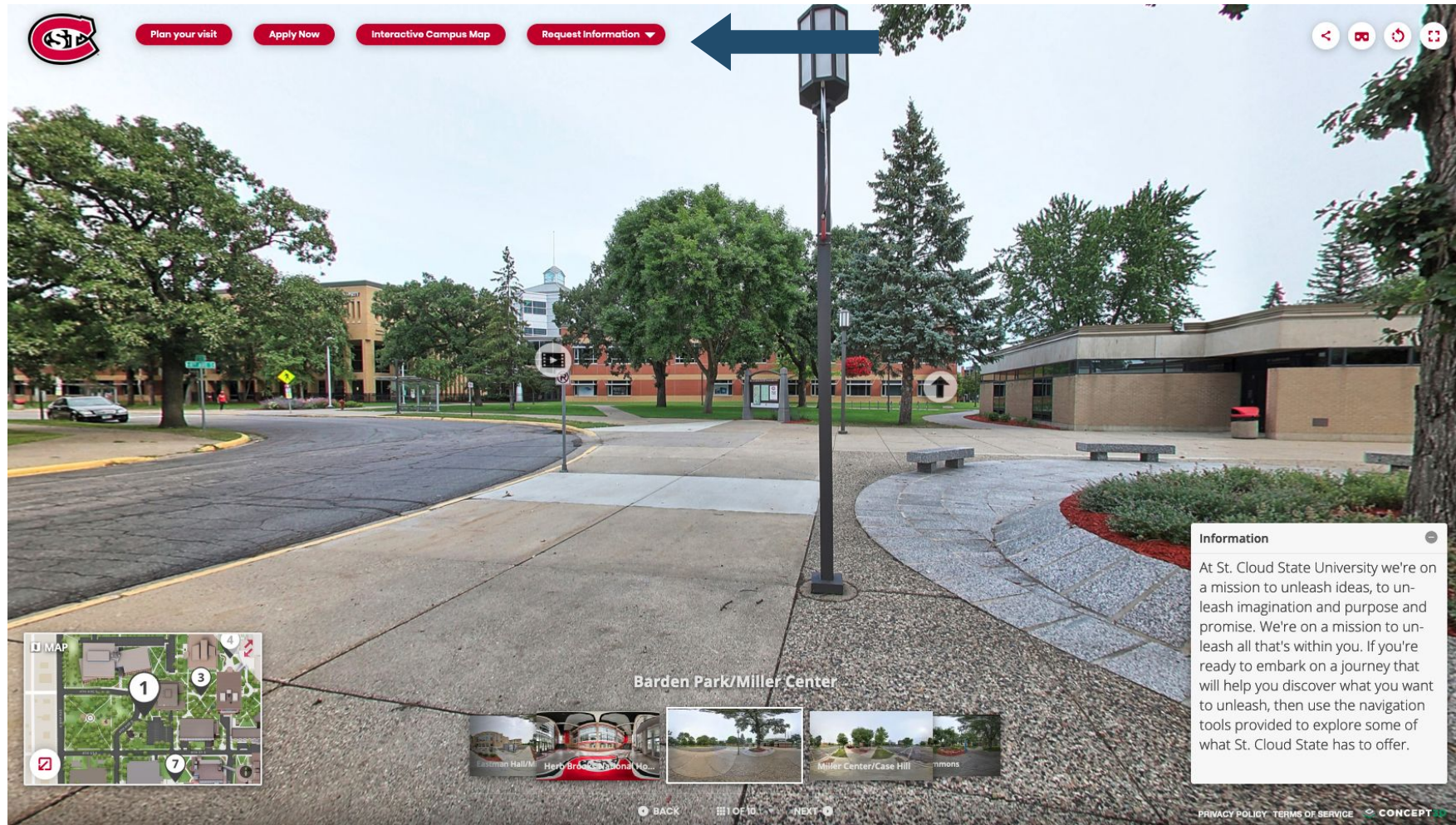
THE POWER OF THE FORM

If you want to make the most of your marketing efforts, you should include forms.
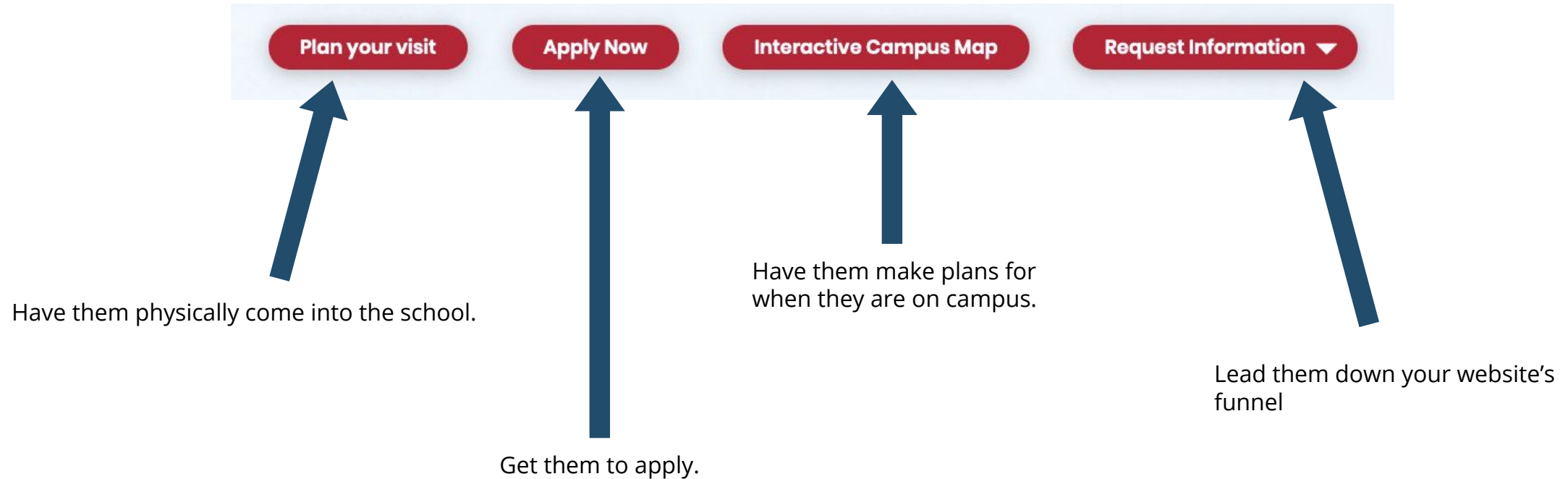
THE POWER OF THE FORM

Forms can be included in a number of different ways!

THE POWER OF BUTTONS/CTAs

THE POWER OF BUTTONS/CTAs

What do want your visitors to do next?

Plan your visit

Apply Now

Interactive Campus Map

Request Information ▼

Have them physically come into the school.

Get them to apply.

Have them make plans for when they are on campus.

Lead them down your website's funnel

The Power of 360° Tours

360° TOUR APPROACH

What should your 360° goals be?

- Create a marketable experience and journey for viewers

- Show off the beauty of your campus

- Immerse prospective students in what is unique and special about your campus

- Encompass the whole University or just one college?

- Add information and CTA/buttons at each stop of the journey

- Facilitate engagement through hotspots

HOTSPOTS INFO

Hotspots are great for:

- Additional images, videos, text, or links

- Social proofing with student testimonials

- Calling attention to certain areas of campus

- Showing interiors of buildings

- Exciting students with videos of events that have happened at that location (outdoor concerts, school spirit events, intramural competitions, etc.)

- Showing off unique aspects of your school

HOTSPOTS EXAMPLE

HOW TO USE WITH SOCIAL MEDIA
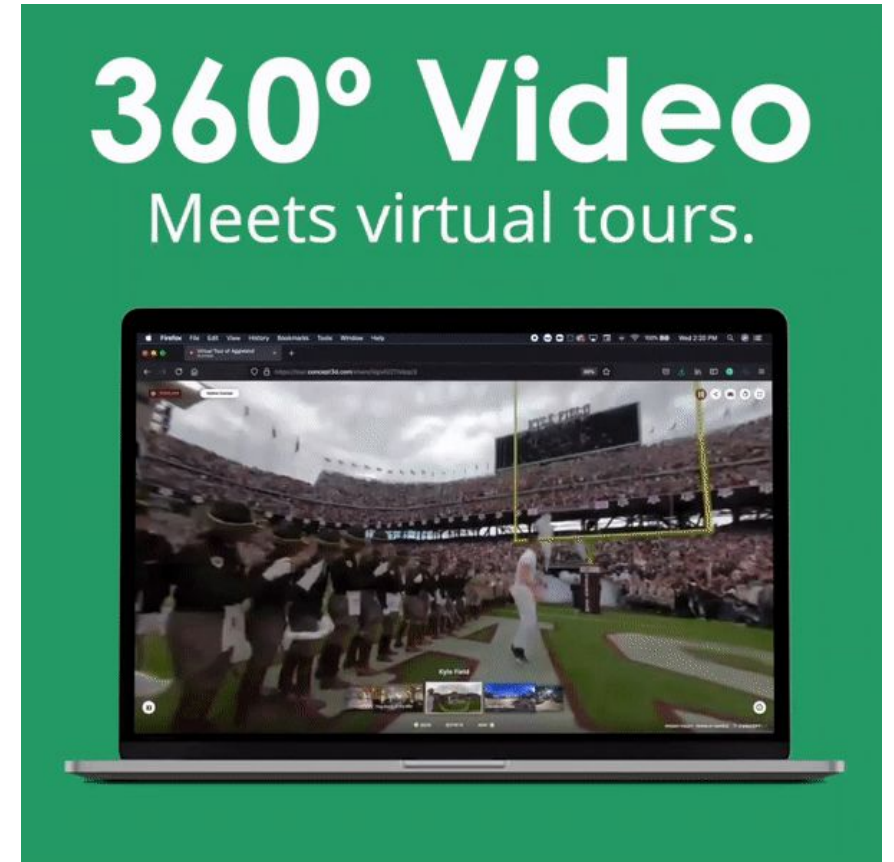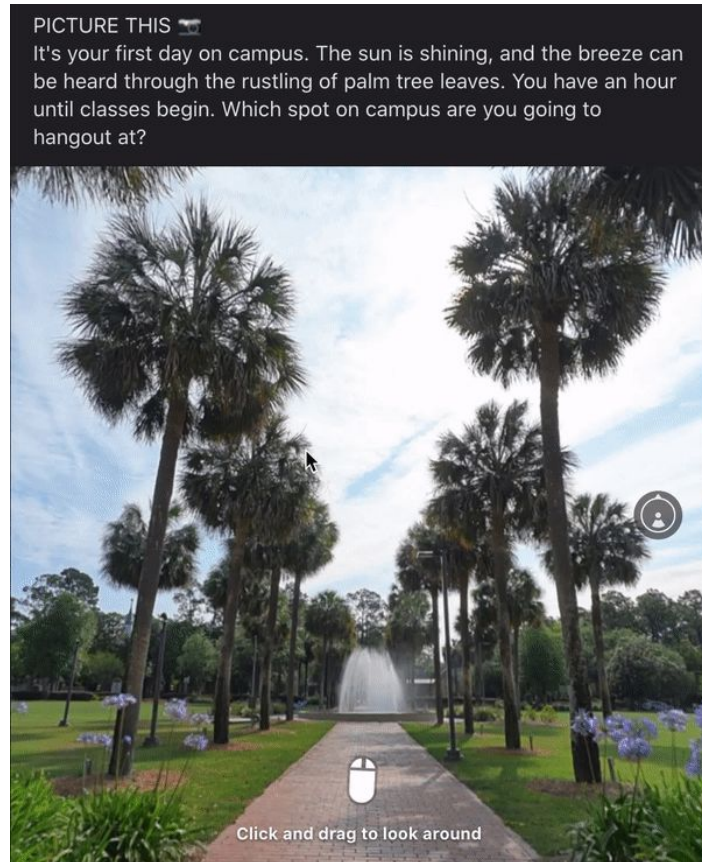
Repurpose your 360º panos for social media posts!

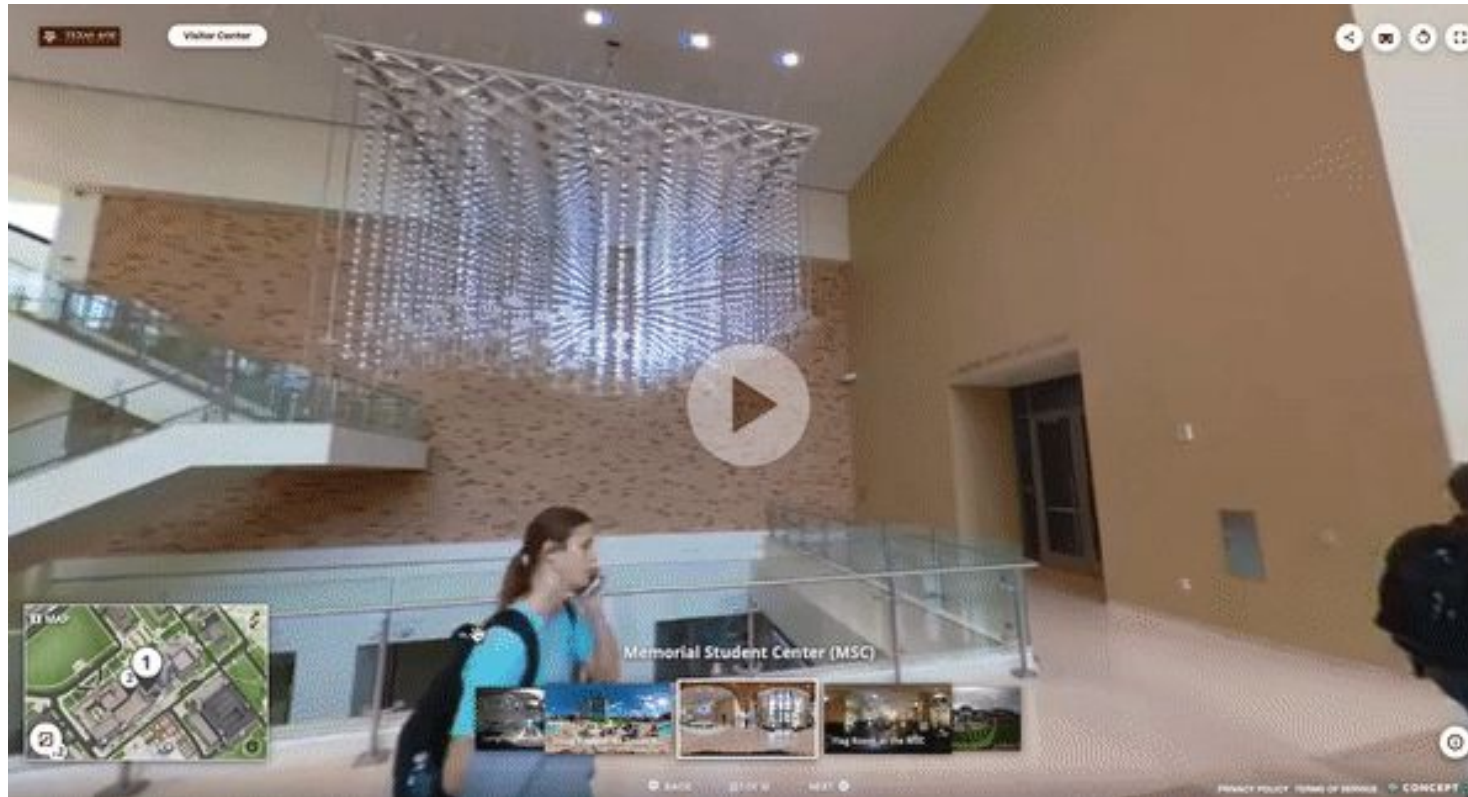# TOURS AND MAPS

Powerful

Competitive

360º Tour

Interactive Map

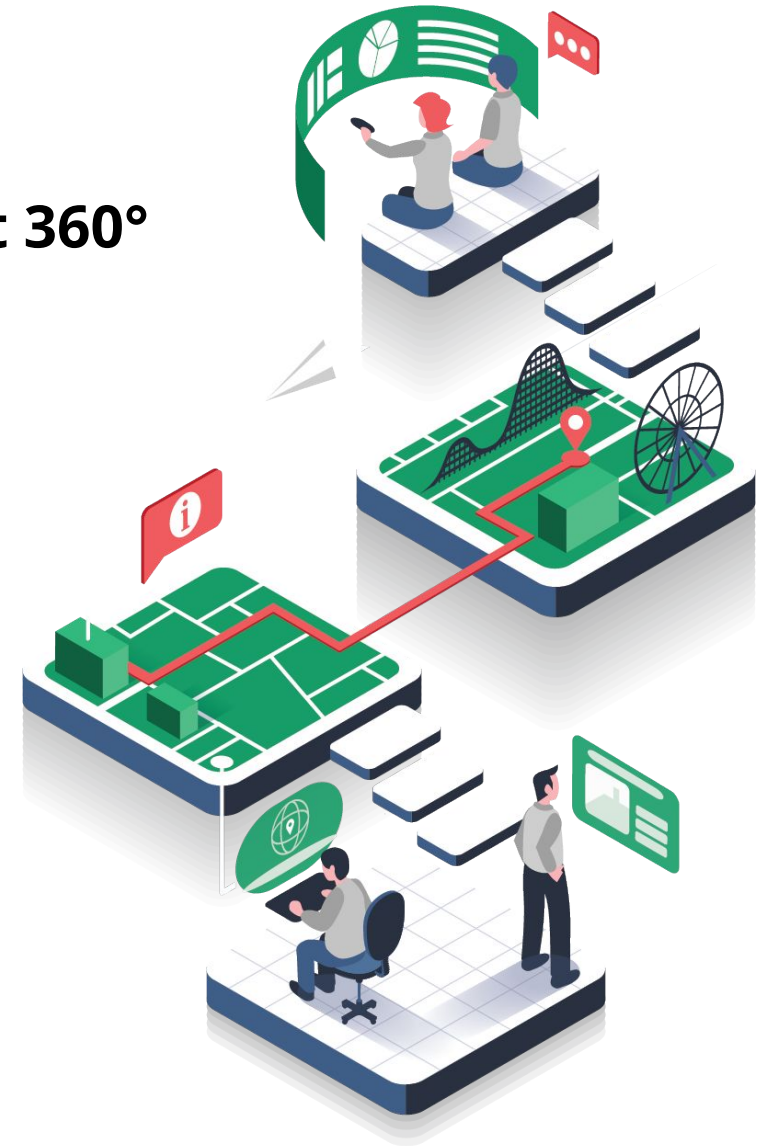Flexible

WORKING TOGETHER

Tours and Maps

- Integrate your Interactive map renderings into your 360° tour

- Link either of the products within one another

- Provide a congruent level of virtual experiences

- Create experiences that guide your users

POLL TIME

**Are you interested in learning more about 360°
Tours?**

1. Yes
2. No
3. Not Sure

Q&A

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STAY IN TOUCH

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