



the essential guide to

VIRTUAL TOURS FOR MARKETING AND OPEN DAYS

effective solutions
through covid & beyond

VIRTUAL  TOUR

EXPERTS



TEL: 01392 348181



WEB: www.virtualtourcompany.co.uk

INTRODUCTION

YOUR GUIDE TO CREATING AN IMPACTFUL VIRTUAL TOUR

Virtual tours are the most effective way to sell your venue without face to face contact. With the impact of covid, the benefits have been magnified.

With so many choices, how do you get the best results for your business and clients? We identified the **TEN MOST IMPORTANT FACTORS** when planning, building and maintaining a tour that produces tangible and trackable results.

VIRTUAL TOURS ARE MORE THAN A VISUAL SHOWPIECE.

BUILT CORRECTLY - THEY ARE THE MOST EFFECTIVE TOOL TO ENGAGE AND INSPIRE YOUR TARGET AUDIENCE. USERS SPEND UP TO 10 TIMES LONGER ON WEBSITES WITH VR TOURS.



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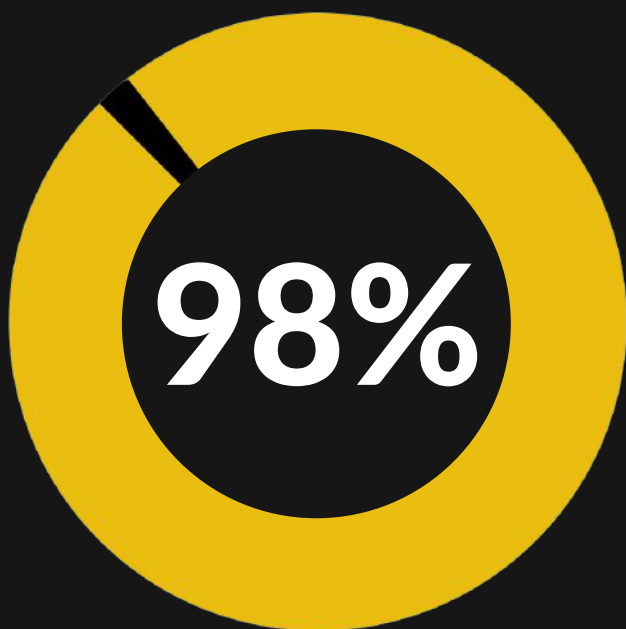
1. YOUR MARKETING GOAL

CREATE CLEAR GOALS FOR BETTER RESULTS

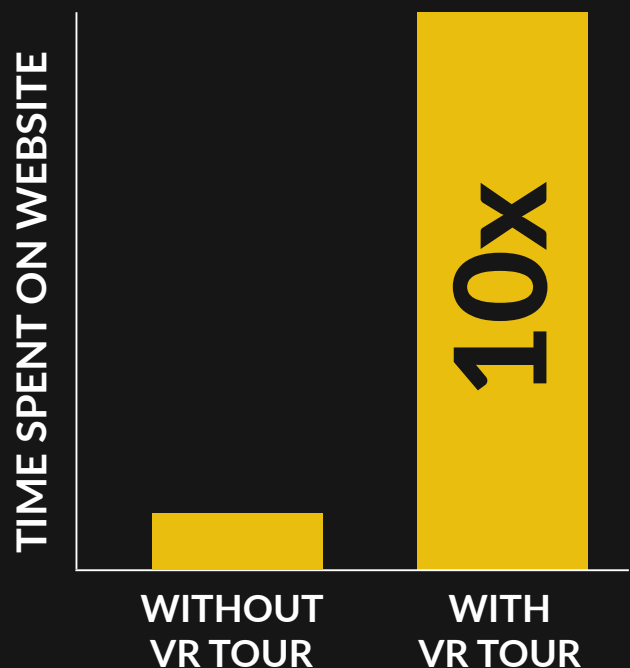
Through all stages of the production process a focus on marketing goals and outcomes is key. Analytics and reporting ensure clear measurements for effectiveness. The most valuable data includes time on tour, time on scene, number of scenes viewed and more.

The most achievable goals are outlined below:

- Increase engagement with students
- Highlight unique campus features
- Conduct inspiring “live open days”
- Increase time on site
- Increase brochure downloads/open day requests
- Increase engagement on social



98% of people think
360° video is more exciting



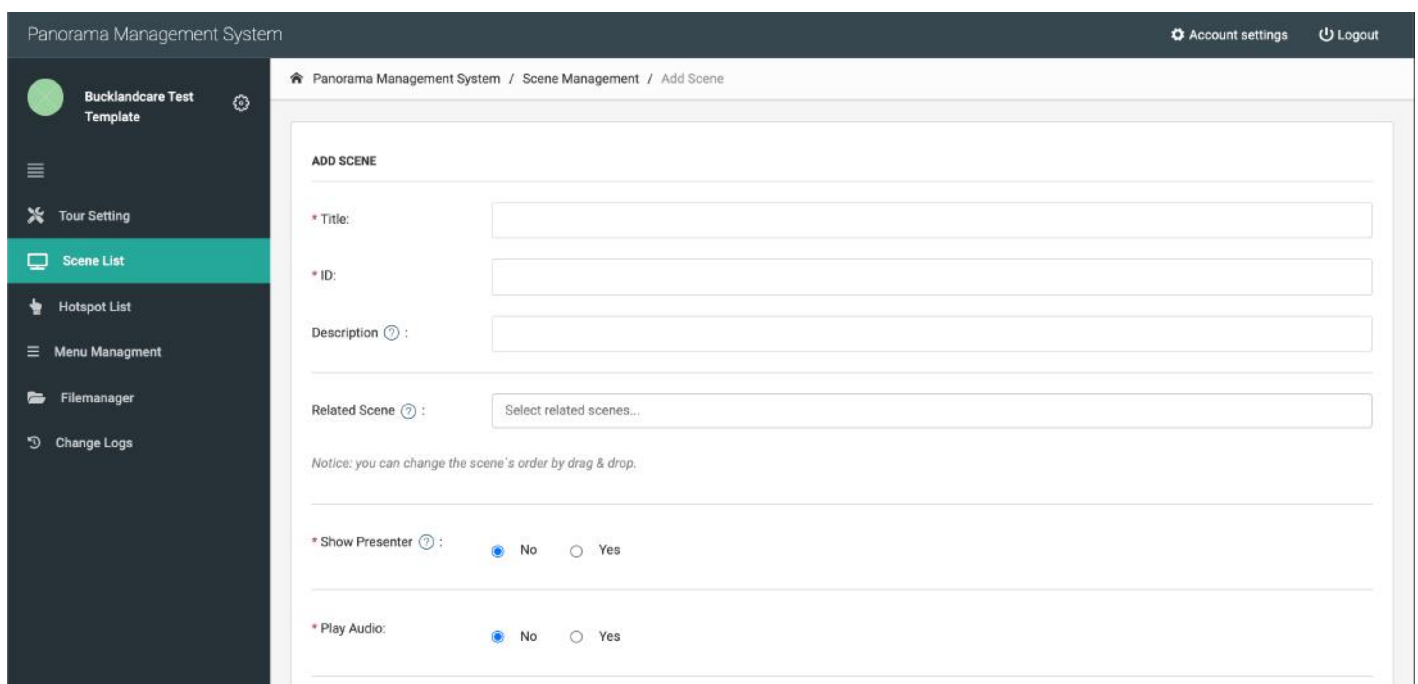
Users spend up to **10 times**
longer on websites with VR tours

2. KEEP UP TO DATE

MAINTAIN YOUR TOUR WITH A CONTENT MANAGEMENT SYSTEM

Keeping web content up to date is key. A content management system is critical to ensure a scalable, editable solution that significantly reduces costs by decreasing the need for ongoing developers. You are able to make immediate changes with no delay.

The world-class backend systems are unrivaled. Add unlimited hotspots, photo galleries, videos and more from any web browser.



The screenshot displays the 'Panorama Management System' interface. On the left is a dark sidebar with a menu including 'Bucklandcare Test Template', 'Tour Setting', 'Scene List' (highlighted in teal), 'Hotspot List', 'Menu Management', 'Filemanager', and 'Change Logs'. The main content area shows the 'ADD SCENE' form with the following fields: '* Title:', '* ID:', 'Description ⓘ:', 'Related Scene ⓘ:' (with a dropdown menu showing 'Select related scenes...'), and two radio button options: '* Show Presenter ⓘ:' (with 'No' selected) and '* Play Audio:' (with 'No' selected). A notice states: 'Notice: you can change the scene's order by drag & drop.' The top right of the interface includes 'Account settings' and 'Logout' links.

A CONTENT MANAGEMENT SYSTEM IS ESSENTIAL FOR ANY ORGANISATION WHERE SPACES OR FACILITIES ARE SUBJECT TO CHANGE. GIVING YOU THE FREEDOM TO CUSTOMISE & CREATE



**UNIQUE
FEATURES**

**TARGETED
ELEMENTS**

**BESPOKE
RESULTS**

3. GET ACROSS YOUR USP_s

HIGHLIGHT FEATURES THAT MAKE YOUR ESTABLISHMENT UNIQUE

A virtual tour needs to be more than a visual walkthrough. Your tour should sell and inspire at every stage. Imagine you were doing the tour in person - what would you say, highlight and draw focus to? A virtual tour should replicate these elements using interactive features such as hotspots, videos and image galleries. These tools ensure the tour works effectively as a 24/7 sales tool.



4. VIRTUAL OPEN DAYS

HOW TO CONDUCT YOUR OPEN DAY ONLINE

Our research shows that open days are best conducted using one of the following 3 approaches:

- A. Our research showed education providers saw the most potential with live 360° conference environments. As highlighted in [this example](#), this new technology allows multiple users to move around a 360° environment with shared controls, chat and video features. It also provides a perfect full screen experiences which is significantly better than screen sharing technology.
- B. Use Zoom or Microsoft teams to guide your clients around the tour with screensharing options. This is an affordable, reliable and accessible format which is quick to set up and easy for users to access.
- C. Set scheduled talks to promote specific subjects or topics. Adding a landing page which users can register helps add structure and is excellent for email capture.

[VIEW AN EXAMPLE](#)



5. APPEARANCES MATTER

FIRST IMPRESSIONS COUNT

Using the highest image quality is key. HDR imagery shows your venue in glorious detail. Our custom tours are created with the best DSLR cameras and 4K resolution drones which are limitless in their capabilities. This offers significant advantages over one shot cameras like Matterport, which struggle with direct sunlight, restrict shooting options and cant be used for any elevated views.



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6. VR HEADSETS

TAKE YOUR TOUR ANYWHERE WITH OFFLINE CAPABILITIES

If you want to excite prospective students then VR is a fantastic tool for engagement and works brilliantly at shows, events or fayres. This technology is engaging, dynamic and captivating 360° experiences for VR headsets using high-quality photography or 360° video.

IN OUR RESEARCH, CLIENTS FOUND THAT VR HEADSETS AT EVENTS DROVE MORE FOOT TRAFFIC, WORKED AS AN EXCELLENT ICE BREAKER AND CREATED A MEMORABLE AND POSITIVE EXPERIENCE FOR POTENTIAL STUDENTS.



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7. ACCESSIBILITY

VIRTUAL TOURS NEED TO BE MADE ACCESSIBLE TO ALL

It is essential that all your web content complies with WCAG 2.1. Virtual tours have always lagged behind traditional websites due to product complexity. It is critical to ensure that ALL content can be accessed by ALL users. Ensure your supplier understands the full implications of this and ask for proof!

8. VIDEO OVERLAYS

PERSONALITY MATTERS - BRING YOUR TOUR TO LIFE

Add character to your virtual open day with a friendly face. A video can introduce context and content to a scene, it adds personality and enriches the entire experience. Using the content management system you can add presenter videos to any scene with the option to use green screen background for complete immersion.



9. A GOOD INVESTMENT

MULTI-USE CONTENT INTO THE FUTURE

A virtual tour can be a significant investment. To ensure the best possible return on investment ensure your chosen provider supplies all 360° imagery, drone footage and video copyright free for use on social, google and more.



300%

increase in click-through rates when using a 360° tour on your facebook business page.

FACEBOOK

With a click-through rate increase of 300%, virtual tours are a fantastic opportunity to get ahead of the competition on Facebook.

More likes, shares and comments are created with our stunning high-definition images and unique interactive tours.

[VIEW AN EXAMPLE](#)

GOOGLE BUSINESS

Over 96% of online searches use Google. A VR tour improves your business listing first impressions and click-through rates.

Users will be more drawn to your facility, contact details, reviews, and be inspired to take a virtual tour.

[VIEW AN EXAMPLE](#)



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10. EXPERIENCE COUNTS

CHOOSING THE RIGHT PROVIDER

The virtual tour industry is growing rapidly with many new start-ups so it's crucial to choose a company that has reviews and experience in your field. Here are a couple of our recent reviews from other educational providers just like you.



NORTHWOOD SCHOOL FOR GIRLS

We are absolutely delighted with the tour, we could not be happier. The photography is stunning and the whole site looks professional, is easy to navigate and is ideal for showing our school at a time when visits are impossible. Neil turned the tour around very quickly for us and has been a pleasure to work with. He is professional and creative and has done an exceptional job on this project; we are looking forward to working with him on the next stage of our site.

*Claudine Pearce, Director
of Marketing & Development*



PLYMOUTH COLLEGE OF ART

We are absolutely delighted I couldn't have picked a better company to work with. It's refreshing to have such a tailored service, with Neil visiting our campus before capturing the tour so that he could get an idea on what would show off our facilities and the learning experience best. It felt like a collaboration, we were able to create something that we feel will be a really unique experience. The images captured are beautiful and the professionalism, approachability, understanding, and the many times this company has gone above and beyond to help us achieve our tour has been brilliant. I look forward to continued collaboration.

*Sarah Packer,
Digital Content Officer*

[**READ MORE REVIEWS**](#)