BEST PRACTICES

A 3D Virtual Tour is a relatively new format compared to pictures and videos. To help integrate it into your existing marketing we have compiled this list of best practices for your Virtual Tour so it can have the maximum effect on your users and your marketing.
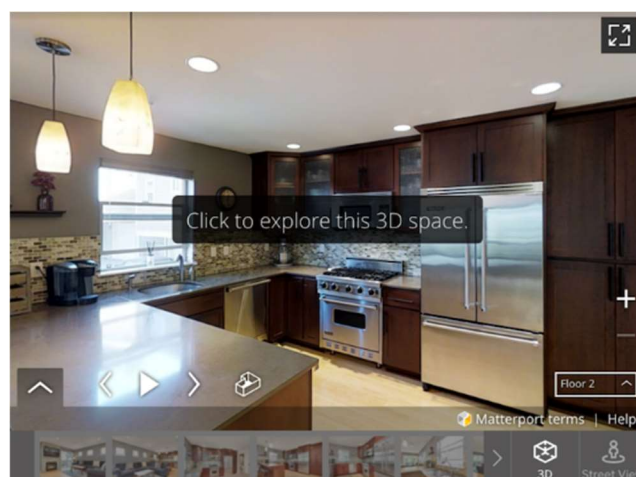
Create Content

- o Guided Tour
- o Media tags including Video
- o 360° Views

Call-to-Action

Users who are told specifically what to do and what they're going to experience are more likely to explore your 3D tour. Without this some users may not engage with the tour, known as "bounce".

You can reduce this bounce rate by introducing a 3D tour to the user. (Follow the tips below).

1. Make sure the 3D showcase is distinct from the rest of your space.
2. Write short, concise copy that instructs users to enter Showcase.

Place Media in key locations

Add links in your tour with specific calls to action - this will direct users to models on other pages, like the listing webpage.

You can also use tags to link out to other pages, like YouTube.

Engage Users with a Guided Tour

Users that understand the concept of a 3D model will want to explore immediately. We suggest having a guided highlight tour.

To make this happen, pick your highlights and we can make this into a tour. Adding auto-play will also help to grab the users attention.

We recommend always using the guided tour option with at least one location. This will engage the user quickly and the show the user how to navigate the tour.

All Guided Tours should be kept short and snappy.

Include a User Guide

This button will play the selected highlights of your tour.

Use this button to switch to a first-person view of the tour.

This button will show you the floor plan. Use it to travel to specific areas.

This button will allow you to move between floors within your tour.

Colour Code your Tags

The blue icon will show you information.

The red icon will show you a video.

The purple icon allows you to navigate between different buildings.

The green icon moves you quickly to different parts of the tour.

Facebook

Share you tour as a URL whenever you have an event or significant activity planned.

Pin to the Top of your page – Make your model visible to all visitors.

Share Teaser Videos

You Tube

Host your Teaser Videos content on YouTube.

In your video description include the URL link for the 3D Tour.

Twitter

Share your tour as a URL whenever you have an event or significant activity planned.

Share Teaser Videos

Instagram

Share Teaser Videos

Put the URL for the tour in your Bio.