



## 2021 GUIDE

# VIRTUAL TOURS E-BOOK

Shorten your sales process while  
attracting more paying customers

Reach Marketing Excellency

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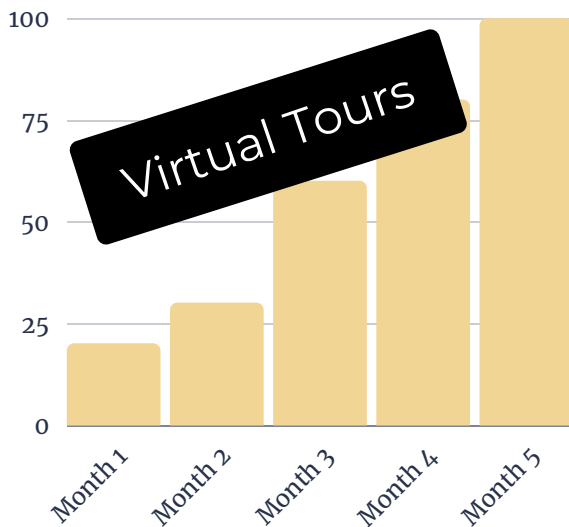
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Get A Virtual Advantage Today

# ADVANTAGES OF VIRTUAL TOURS

## COMPARISON OF MARKETING SOLUTIONS

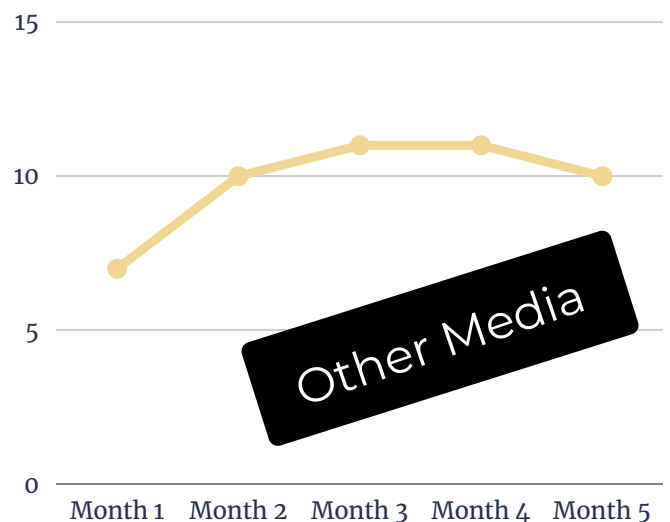


### GAINING A VIRTUAL ADVANTAGE IN 2021

Virtual tours have exploded since the beginning of the Covid-19 pandemic. These solution have been around for years but now more than ever they are a necessary part of your sales and marketing stack as they are the perfect catalyst to help your business adapt to changes in consumer behaviour.

### COST EFFECTIVE & HIGH ROI SOLUTION

Unlike other forms of media, & marketing strategies, virtual experiences give long term results when correctly implemented. The results won't slump over time and they don't require expensive monthly maintenance packages like most other sales and marketing solutions.



# 50%

Of users rely on virtual tours in their research and decision-making process.

# 5M

There are more than 5 million visits daily that view virtual tours.

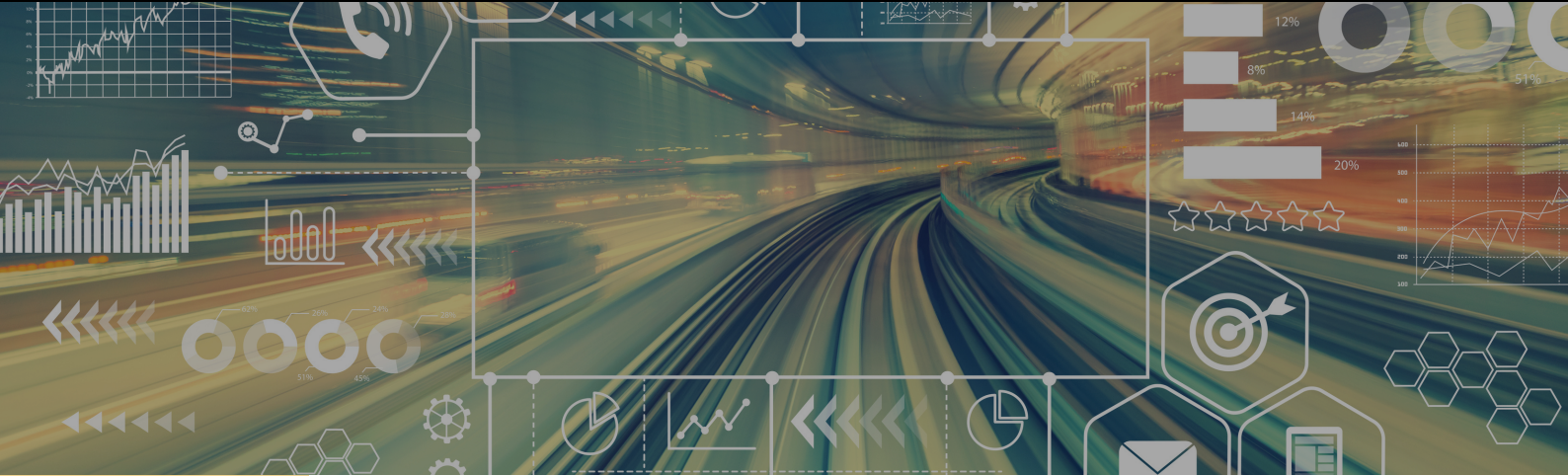
# 130%

The 18 to 34 years age group are 130% more likely to book based on a virtual tour.



# VIRTUAL TOURS MARKETING SOLUTIONS

ATTRACT MORE LEADS WHILE OPENING UP NEW CHANNELS



## GREATER ONLINE EXPOSURE

Unlike other forms of media, & marketing strategies, virtual experiences give long term results when correctly implemented. **The engagement and views will continue to rise over time** and can easily be added to new sales and marketing strategies as your businesses evolves.



## THE NEW STANDARD IN ONLINE MEDIA

When implemented correctly, virtual tour solutions can provide a much higher return on investment than all other forms of media. They can also provide leads for years to come without regular maintenance. **Most users experience a return on their investment within the first 6-12 months.**



## SEAMLESS & INSTANT INTEGRATION

Virtual tour solutions seamlessly **integrate with your existing marketing channels to enhance the effectiveness of your campaigns.** This form of media is proven to keep users engaged for longer and generate new inquiries.

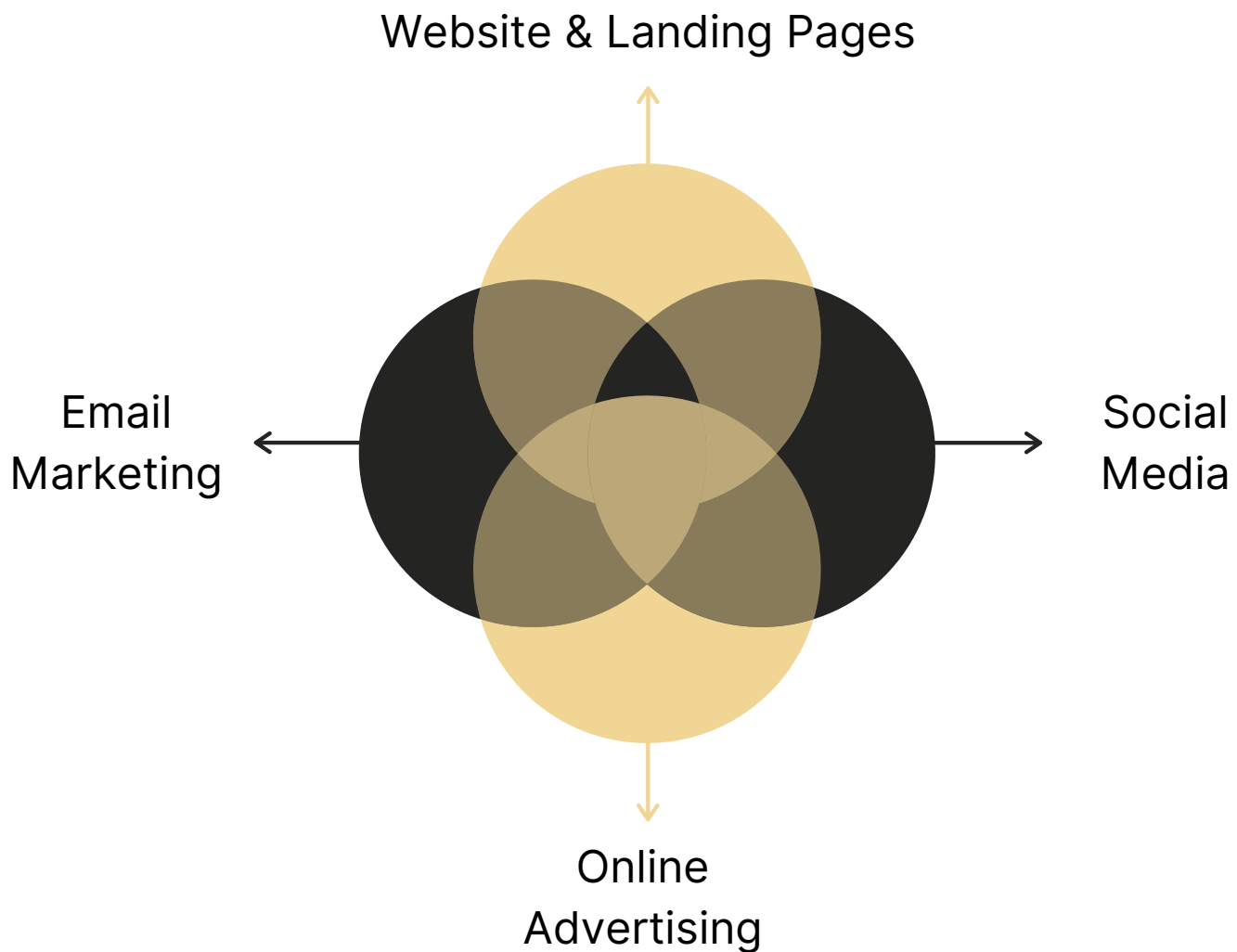


## UNLOCK NEW LEAD CHANNELS

These solutions will not just enhance your current campaigns, but also open up new lead generation possibilities. The virtual tour itself can have **lead generation strategies built in to the experience** to capture hot leads directly from the virtual tour solution.



# VIRTUAL TOURS USE IN DIGITAL MARKETING



Businesses that have virtual tours experienced a 14% increase in sales / bookings



Businesses with virtual tours experienced a 300% greater engagement over traditional photography.

# VIRTUAL TOURS SALES & COMMUNICATION SOLUTIONS

INCREASE CONVERSIONS & LOWER YOUR COSTS



## ENHANCED COMMUNICATION PROCESSES

The common misconception with virtual tours is that they are just a marketing tool to showcase your business. But the most successful businesses integrate the experiences into their communication procedures. This enables a higher level of communication with your clients and develops a greater level of understanding.



## 3-10% INCREASE IN CONVERSIONS

When integrated with your sales, marketing and communication channels, virtual tours should increase your conversion rates by 3-10% on average. For larger companies with effective sales and marketing campaigns also in place, the results can be much higher.



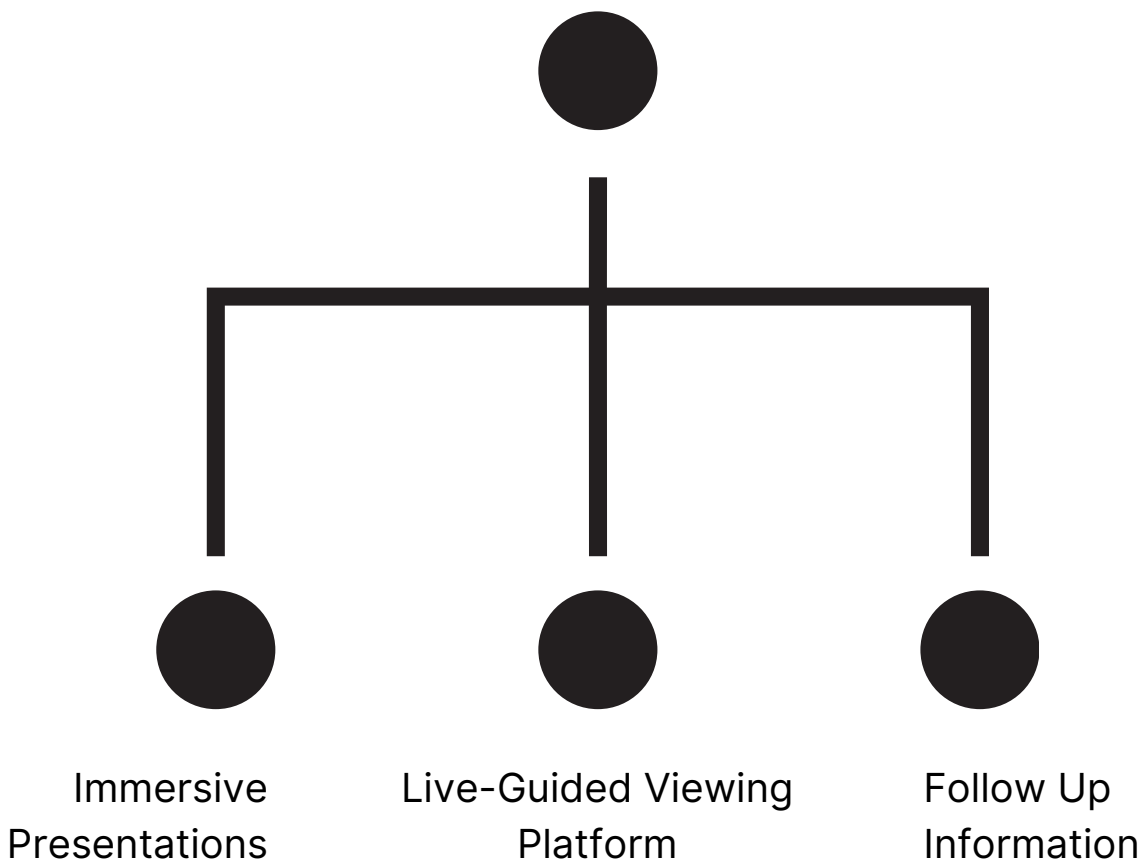
## SHORTER SALES PROCESSES

One of the biggest benefits of virtual tours is their ability to positively impact the length of sales processes. The high level of understanding that a virtual tour adds to your business ensures that the quality of leads is much higher and when you use the experiences in your follow up procedures you will experience these results.



# VIRTUAL TOURS USE IN SALES & COMMUNICATION

Direct Communication Channels (SMS, Email, Social Media, Zoom)



You will instantly save time and money when virtual tours are combined with your communication procedures. They seamlessly integrate with these channels.



You can effectively shorten your sales cycle and win new customers once you integrate virtual experiences with your sales process.

# TOUREXPERIENCE™ V'S THE INDUSTRY

## THE POWER OF AN AGENCY EXPERIENCE

### INDUSTRY STANDARD

Virtual tours have become a necessary part of sales and marketing strategies for most industries as a result of Covid-19. This has led to a massive increase in virtual tour providers in most regions as it is a very cheap business to set up. As this industry is relatively new, the understanding of quality and delivery is still a grey area for most end users. **Most virtual tour & 360 photographers provide a photography service that will not give you many of the benefits listed above.** We take the agency approach to deliver a sales and marketing solution and not a photography solution.

### TOUREXPERIENCE™ STANDARD

We have high standards to ensure that you get a return on your investment. This begins at the pre-shoot consultation where we set goals, deadline and integration strategies. We then follow our three step trademarked process to deliver a virtual experience solution like no other. **The main goal is develop a solution that enhances your current sales and marketing strategies to help you hit your financial and business goals.** The performance of your virtual experiences is reviewed on a quarterly basis and changes will be made to ensure you get long term results.

## TOUREXPERIENCE™ PROVIDER PROCESS

01



TOUREXPERIENCE™  
INTEGRATOR

02



TOUREXPERIENCE™  
DEVELOPER

03



TOUREXPERIENCE™  
MERGER





# RESULTS ORIENTATED APPROACH

VIRTUAL EXPERIENCE AGENCY V'S 360 PHOTOGRAPHERS



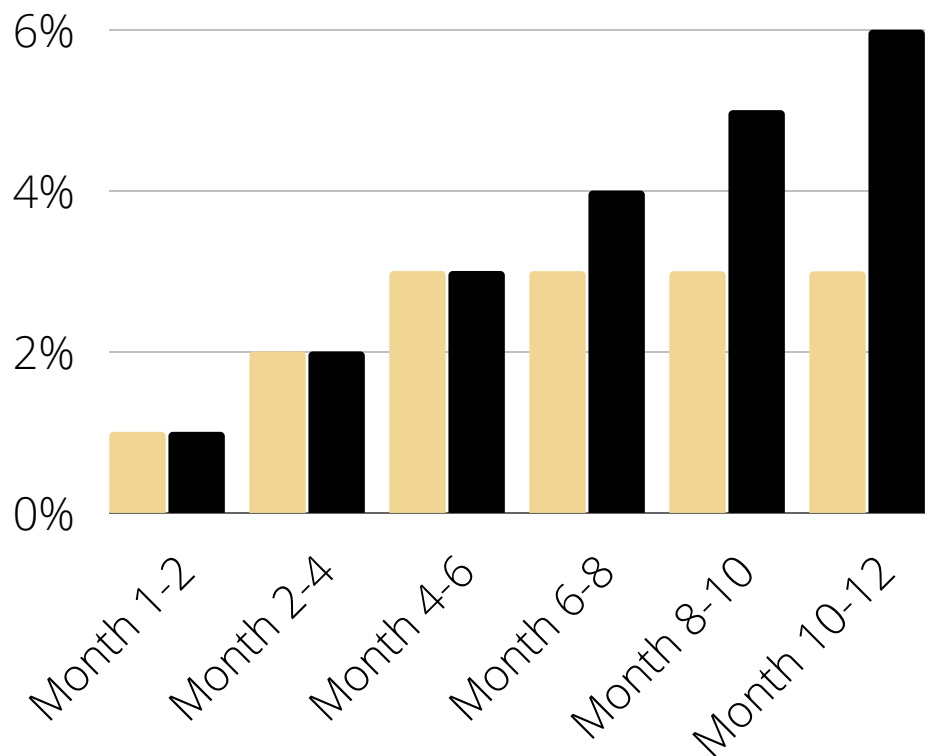
## ESTIMATED INCREASE IN LEADS & CONVERSIONS USING VIRTUAL TOUR SOLUTIONS



Industry Standard  
For Virtual Tour  
Providers



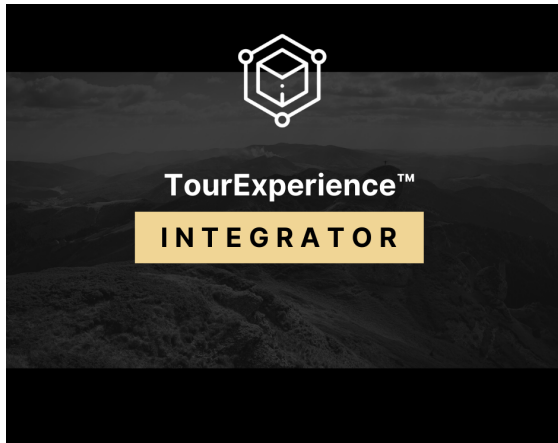
TourExperience™  
Providers (Virtual  
Agency Approach)



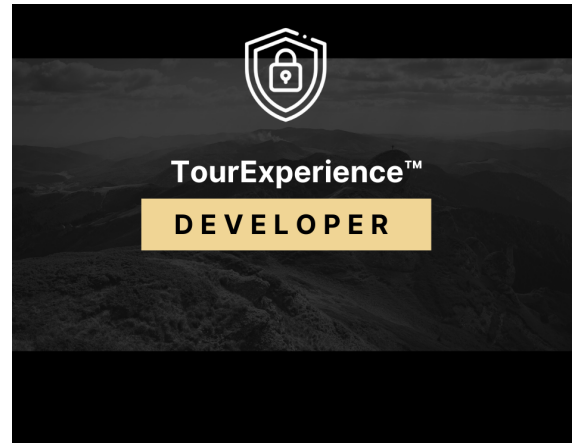
An agency approach ensures that your business will experience long term benefits and not just a sharp increase in engagement and views

# TOUREXPERIENCE™ WORKFLOW

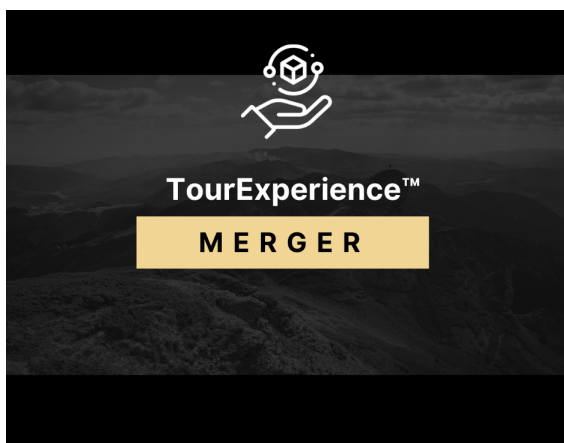
PROFESSIONALLY DELIVERED VIRTUAL TOUR SOLUTIONS



Our consultation process **determines the best ways to integrate our solution with your customer channels.** We build the solution around the desired results.



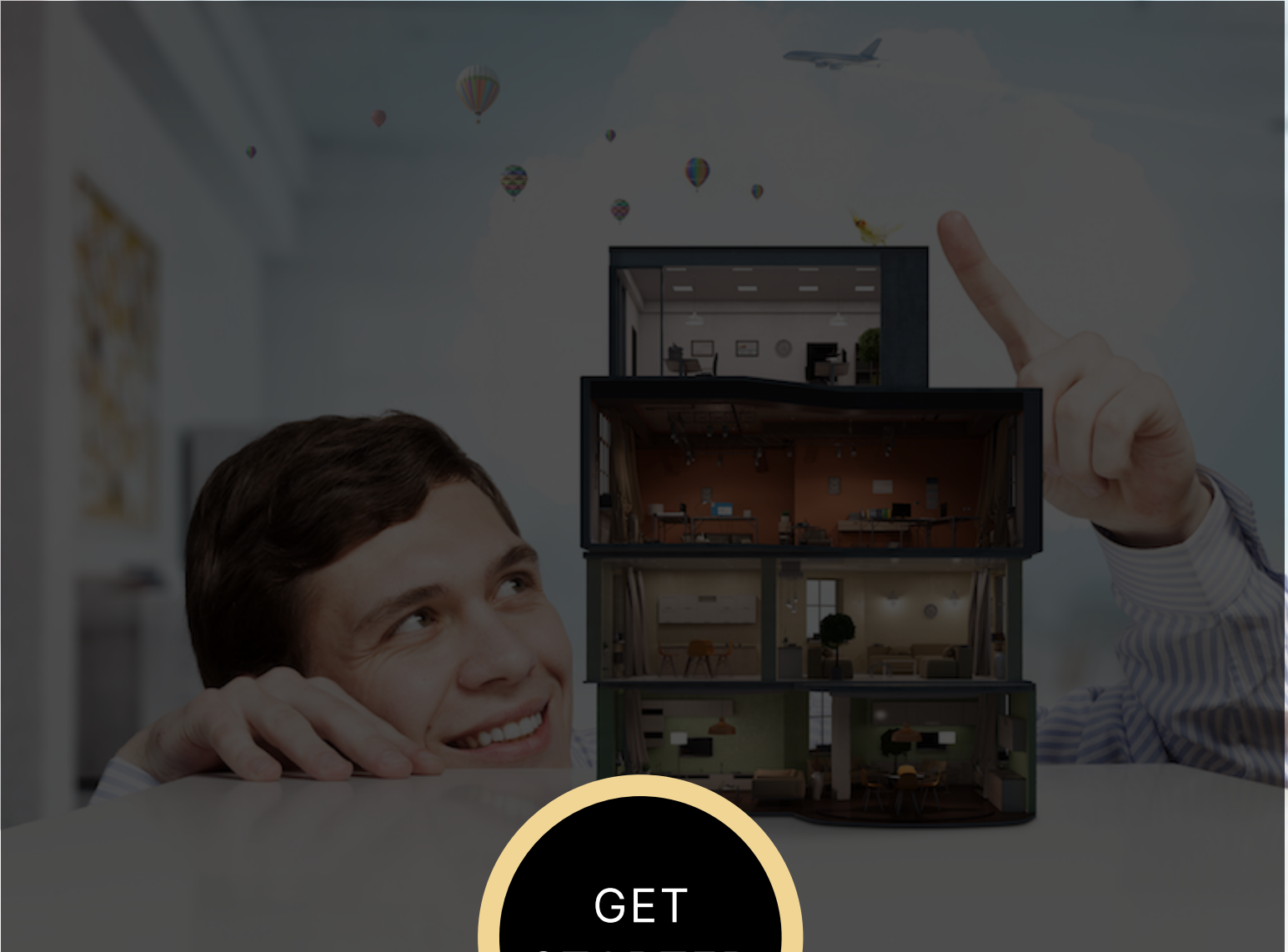
We develop the **digital twin solution that aligns with your business goals.** Key Performance Indicators are put in place to ensure professional delivery.



The solution **merges with your sales and marketing campaigns and communication channels.** We open up new channels where possible & performance is measured regularly.

We are part of the **VirtualTourSales™ network.** We have been trained by the best and are experienced in delivering digital transformation solutions using virtual content.





GET  
STARTED

GET IN TOUCH WITH US TODAY  
FOR A FREE CONSULTATION

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**BOOK A DEMO**

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