



Immersive 360° Photography and Video

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WHY WOULD I WANT AN INTERACTIVE PHOTO VIRTUAL TOUR?

- When prospective clients search to find your business and see your free Google maps listing the tour will enable them to view inside. Why is this good? Your prospective clients will spend more time on your maps listing viewing your tour. This will raise your ranking in Google's search engine compared to your competitors.
- Virtual tours enhance your search presence on Google Business view.
- According to a WAV Group research study (a major independent internet marketing research firm) Google maps listings with virtual tours get clicked on 40% more than those without them.
- Viewers spend 5-10 times longer on sites with tours than those without tours.
- A BIA/Kelsey study found 97% of consumers go online before making a purchase to research products and services locally. An online virtual tour of your business builds extra confidence.
- Websites with 360° photos have a 27% higher conversion rate on products sold on their pages.

Virtual Tour Stats You Need to Know

1. Return on investment for virtual imaging is estimated at less than four weeks.

Unlike other content initiatives that can take months to prove ROI (return on investment), businesses that utilize virtual tours see results much quicker.

Virtual tours follow all the guidelines for the perfect digital content: they're unique to your brand, interactive and compelling.

2. Virtual tours keep people on your website 5-10X longer.

Virtual tours get over five million visits a day because they spark interest and are an important component of the decision-making process for customers.

Naturally, people spend 5-10X longer on websites with an embedded virtual tour than those without.

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3. Real estate listings with a virtual home tour get 87% more views.

Virtual tours for real estate have become an imperative part of the real estate marketing funnel. And listings that have a virtual tour typically spark more interest than those that do not have virtual imaging tied to their listings.

Consider customers who may be looking for a home out of state. Real estate virtual tours are a 24/7 open house that does the job of the realtor even when interested clients can't be in person to tour a home.

4. Two-thirds of people want more virtual tours.

Because virtual tours are popping up on business listings and real estate websites, more and more customers expect them. According to Google, the majority of people want virtual tours today, with 67% of surveyed participants saying they want a virtual tour when looking at a listing.

5. Virtual tours help double interest in a business listing.

Complete Google listings increase engagement, brand reputation and trust. So naturally, Google business with a virtual tour see 2X more interest.

6. Among 18-34 year olds, prospects are 130% more likely to book based on a virtual tour.

With the generation shift, millennials are more likely to book a venue, hotel or use a service if the business has a virtual tour.

7. Google favors virtual images with a 2:1 preference for thumbnail display on Google.

In a multifamily case study, it was found that Google favors virtual imaging over flat digital photography, with a 2:1 ratio preference of thumbnail display.

In other words, when a business has a virtual tour tied to their Google My Business listing, Google will display those 360° thumbnails over traditional photography.

8. Google virtual tours influence a 16% growth in Google Search and Maps appearances.

That same study discovered that Google virtual tours have an influence on how strong that listing is and how often it appears in organic search on Google and on Maps.

9. There is a 12% increase in engagement with Map listings that have a Google virtual tour.

As you might imagine, it was also found that businesses with a Google virtual tour see higher engagement with their business listing, leading to more conversions and exposure.

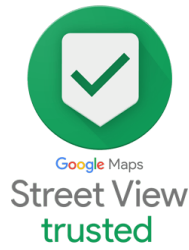


Making These Virtual Tour Stats Work For You

With facts and figures like these, it's not secret anymore that virtual tours have significant impact on a business and its online presence.

As more businesses adopt virtual tours and other tech into their digital marketing mix, it's imperative to cut through that competition with unique digital content that makes your company stand out from the rest.

Contact us **(813) 340-0227** today to see how we can get you more clients with a virtual tour.



What You Need to Know About Google Trusted Photographers

Google Street View trusted pros are:

- Recipients of the Google Street View trusted badge.
- Distinguished contributors with at least fifty approved and published 360° photos.
- Featured in Google's index of for-hire professionals.
- Equipped to use the Trusted brand assets for marketing purposes.
- Trained and certified by Google. Must meet certain criteria to be qualified as a Trusted Photographer.
- A virtual tour can be uploaded to Google by a Google Trusted Photographer only. You need to provide them with the Google email account the business is verified and they will do the rest.
- You can explain and let the photographer know what areas of your business need to be displayed more and also what areas don't need to be shown.
- The Software will blur out any faces that may appear in photographs.
- The photographers are independent, they are not Google employees.
- There is a one-time payment, usually as a per job basis depending on the size of the location.
- You pay to the photographer, not to Google.
- The Virtual Tour will be displayed in the Google My Business page as long as the page is live. The owner doesn't have the ability to do changes, so double check the photos before uploading them to Google.
- Generally, it can take a few days from the day of the photo-shoot for the virtual tour to be published. It needs to go through Google quality assurance.



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