

A background image showing two women in a city at night, looking at a tablet together. The woman on the left is wearing a striped sweater, and the woman on the right is wearing a black jacket. They are both smiling. The background is a blurred city street with lights and buildings.

Realizing your sales goals has never been easier

Our business intelligence combined
with world-class technologies deliver
blazing fast results you can measure



Increase online visitors utilizing Google 360° Virtual Tours with Menu Navigation Systems.

Google Street View Trusted, is a tool for businesses to showcase their premises via a virtual tour hosted on the world's leading search engine. This powerful platform allows businesses to show their ambiance, décor and style to online users in a visually engaging manner.

Enhance your online presence across Google, your website, Facebook, inbound and outbound marketing and social media.

It's simple, fast and affordable.



Google Presence



Interactive Marketing



Marketing Strategy



C360 Services



Google Presence

Convert More Customers
Leverage the entire Google ecosystem to create your strong online presence, making sure your services get discovered.

A 360 virtual tour of your business will give you a significant advantage over your competitors by inviting your potential customers to experience your services.

Convert online searches to in-store visits.



Interactive Marketing

Weave Virtual Reality Stories Using Google Street View and Menu Navigation Overlays.

Include Audio, Video, Hotspots, and More.

Create powerful digital assets that integrate with brand themes.

Info Panels for a descriptive copy of each panoramic view with all call to actions.

Integrated analytics to learn, measure and monitor your tour traffic.



Marketing Strategy

Providing revenue generating, online solutions since 1993 to businesses, associations, retail, and non-profits.

A pioneer in providing websites, e-commerce, interactive content, and virtual tours to help customers streamline, control brand and increase revenue.

We'll help you leverage online assets to convert visitors with valuable offers and call-to-action landing pages for conversion.



What's Included

Maximum bang for your marketing dollar!

- Google certified, professional photographer
- 360° panoramic inside virtual tour of the business
- Minimum of 5 professional photos
- Custom menu navigation overlay
- Processed and published on Google
- Improved ranking in Google Search and Google Maps
- Google My Business Page verified
- Google Analytics
- Embed virtual experience code for your website and Facebook
- Direct link short code for email, Twitter and outbound marketing
- Post entire package on all social media
- Copyright and ownership of images
- Digital Delivery of Images via Dropbox





Made For Hospitality Providers

Bring guests inside your hotel, event venue, or any type of tourist destination without leaving their homes. In the hospitality industry, a picture is worth a thousand words, but a virtual tour is worth 1,000 pictures. Great reviews and word of mouth is fine, but that doesn't lead to someone booking. Prospective guests are shopping around online and want to know everything about your venue. It's up to you to provide as much information with visual representation to help them choose you!



Case Study

New Perspective SENIOR LIVING



Project: Virtual Tours for 20 Retirement Homes locations in the Midwest.

Objective: The New Perspective marketing team wanted a national interactive, virtual tour supplier who could provide high-quality virtual tours with menu navigation systems each of their 20 facilities across 4 states in the mid west. The purpose is to allow prospective customers to see inside the facility and view the special amenities the facility to increase their chance of a live tour.

Requirements for each location:

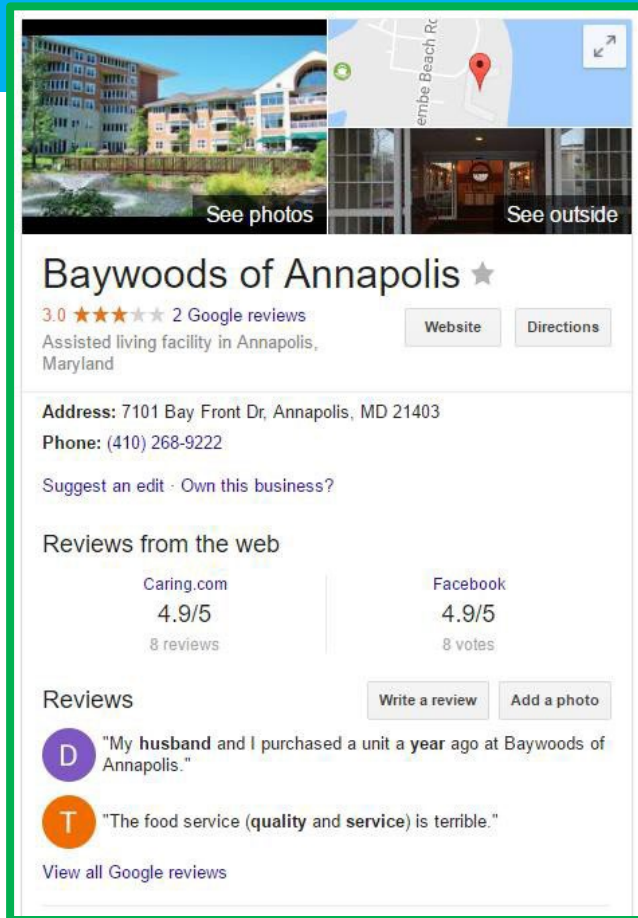
- 20 spins and 5 Point of Interest professional photographs
- Edit, stitch and publish to Google Maps
- Build up to 10 menu navigation system labels
- Contact call to action buttons
- Add provided video to one of the menu items
- Analytics

Results:

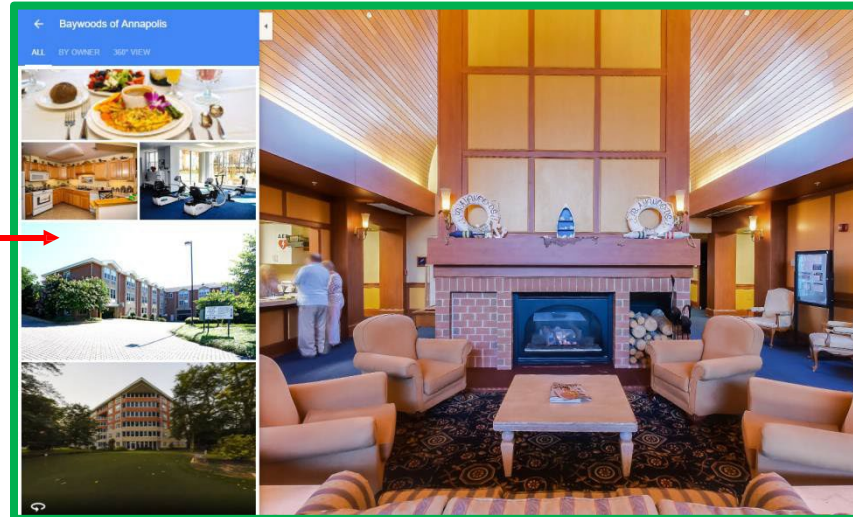
- Connects 360° completed the entire project in the summer and fall of 2017.
- New Perspective added each virtual tour to the landing page of each community on the corporate website.
- Since launch, the average virtual tour visits for each location is 500 per month.



Be Seen Everywhere On Google

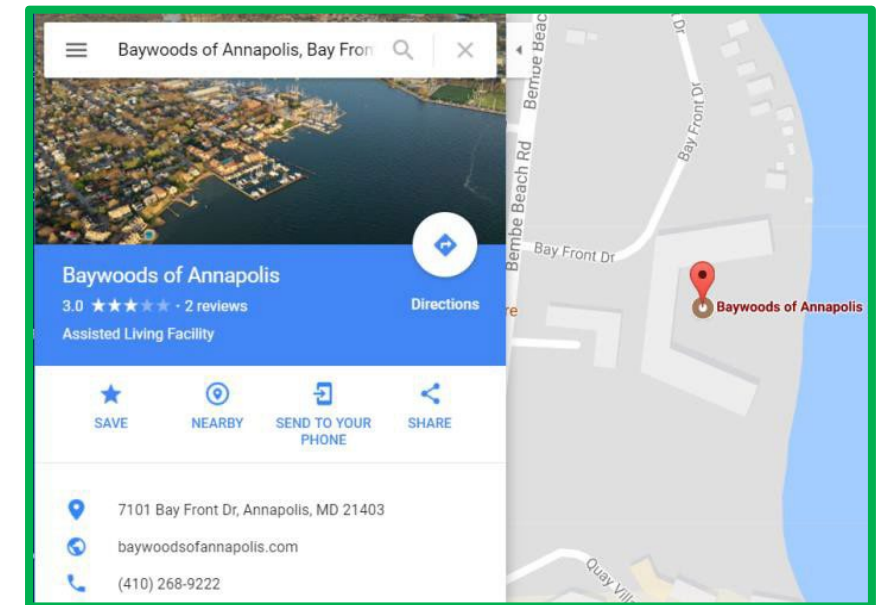


Increased visibility
inside Google's search engine



Photos

Virtual Tour



Stand out on Google Maps



Interactive Marketing Content for your website and social media

Weave Virtual Reality
Stories using Google
Street View and Menu
Navigation Overlays

Include Audio, Video,
Hotspots, Floor Plans
and more

Create powerful digital
assets that integrates
with brand themes



Integrated analytics to
learn, measure and
monitor your tour traffic

Hosted on Google
Streetview or your own
web server

We give you code to
easily embed into your
websites and other
social media feeds

Info Panels for descriptive
copy of each panoramic
view with call to actions.

All VR tours work seamlessly on every medium



Mobile



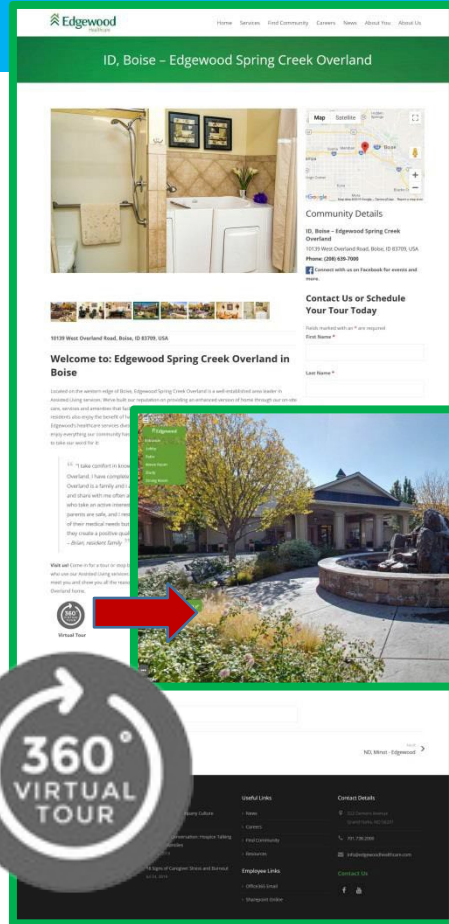
Desktop



VR



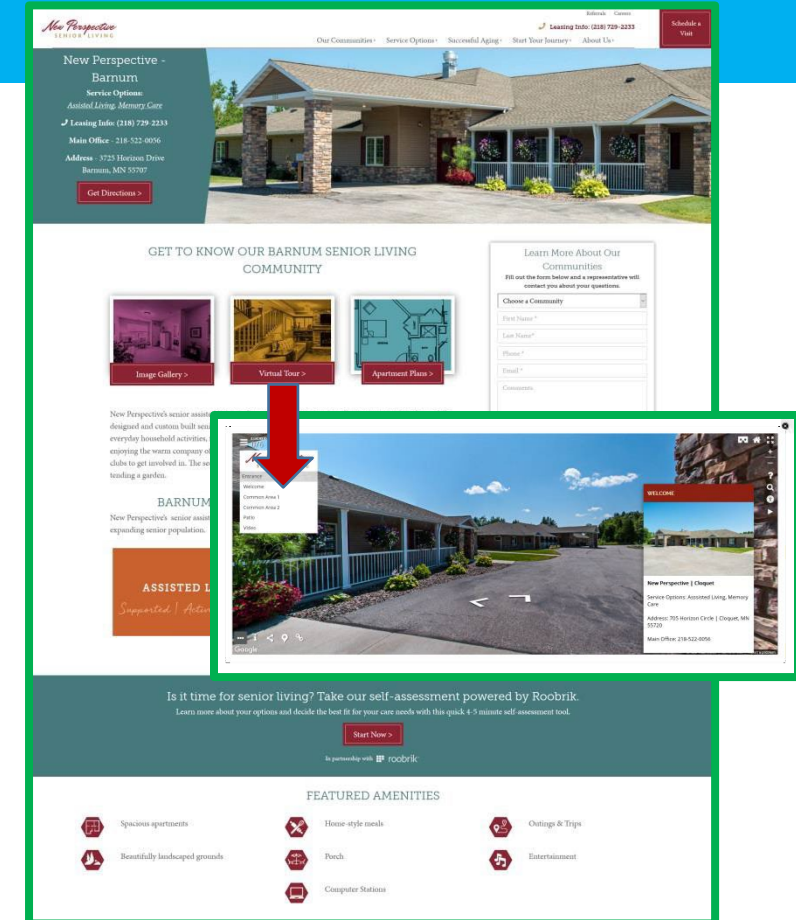
Embed The Virtual Tour On Your Website



360 Virtual Tour Icon On Every Community Location Page Takes Viewer to the Tour



Virtual Tour Embedded On Web Site Page

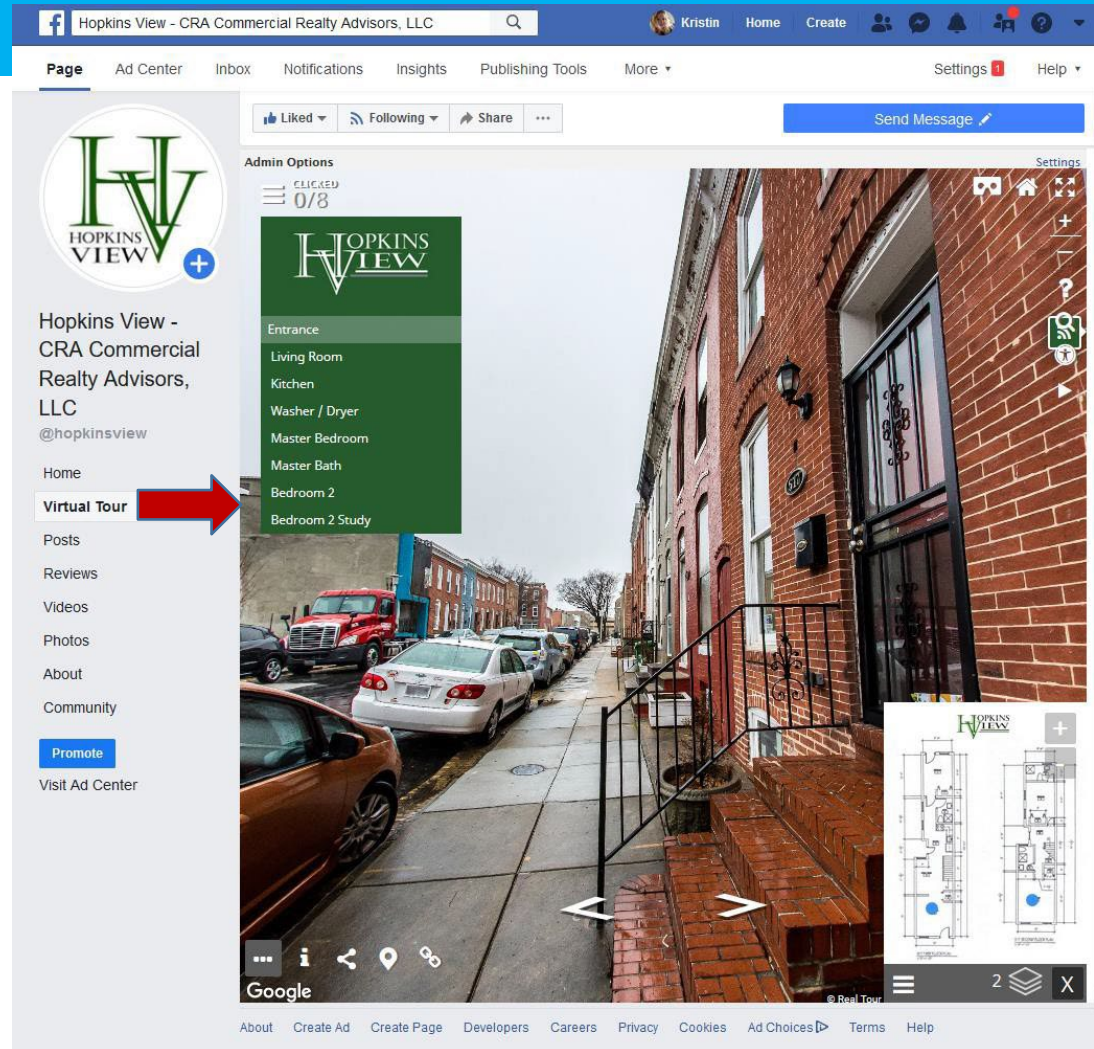


Virtual Tour Pop Up Window On Web Site



Embed The Virtual Tour On Your Facebook Page

Take advantage of your new Virtual Tour by embedding it as a tab on your Facebook page for all of your followers to see.



Use As A Landing Page With Call To Actions

The image is a composite of three elements overlaid on a photograph of a hotel entrance. On the left, a vertical navigation menu lists various hotel facilities. In the center, a large glass entrance is visible. On the right, a green-bordered box contains a reservation interface. Below this box, a white box displays a welcome message and contact information. A red line connects the 'Check Availability' button in the reservation interface to the contact information box.

Navigation Menu:

- ENTRANCE
- LOBBY
- BUSINESS CENTER
- DINING ROOM
- CONFERENCE CENTER
- POOL
- ARCADE ROOM
- FITNESS CENTER
- GUEST ROOM - KING BED
- GUEST ROOM - DOUBLE BEDS

Reservation Interface:

Holiday Inn Express Aberdeen-Chesapeake House

STARTS AT 156.80 USD

79°F / 26°C

Distance from Airport: Baltimore Washington International - 45 MI / 72.42 KM

Get Directions

Find Rooms New Search Manage Reservations

Check In * 09/22/2017 Check Out * 09/23/2017

More Options

* Required Field

[Check Availability](#)

WELCOME

Our warm and inviting entrance features a wide porte-cochere for easy loading and unloading, no matter the weather.

The hotel offers ample, well-lit parking just adjacent to the entrance.

[Check Room Availability](#)
1.410.272.8100
Hiexi@chesapeakehotelscorp.com

Call to Actions

1. Make a reservation
2. Phone call
3. Email



Use In Email and Social Media Outbound Campaigns

From: James Harrington [mailto:jharrington@baywoodsofannapolis.com]
Sent: Wednesday, December 28, 2016 1:03 PM
To: Willie Brennan
Subject: RE: Virtual Tour

Hey Willie!

Awesome...Very excited to show off your talents to the world>>>

Jim Harrington
Director of Business Development



7101 Bay Front Drive
Annapolis, MD 21403

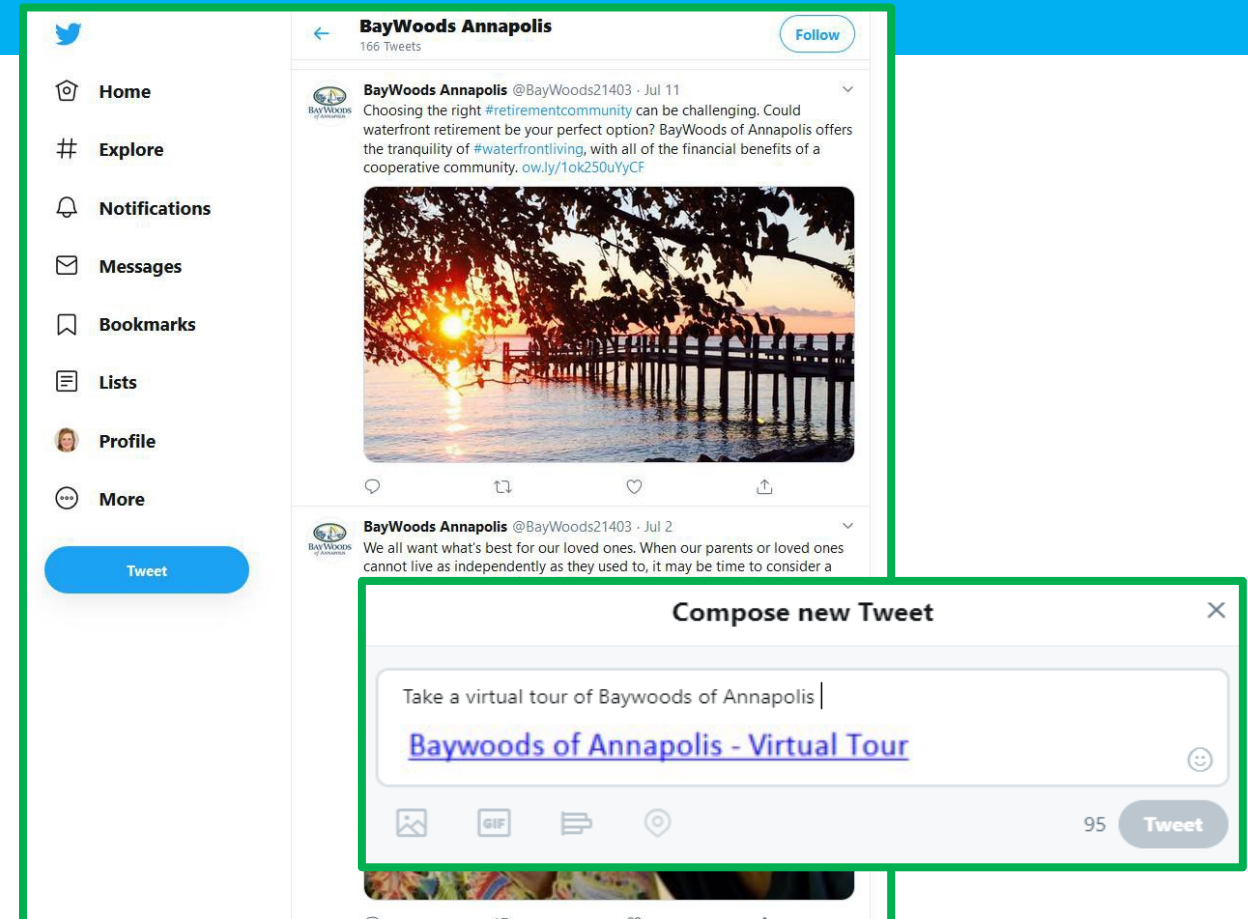
(410) 268-9222 main ext. 2323
(410) 268-4165 fax
(443) 837-1208 direct dial
(443) 743-5399

www.baywoodsofannapolis.com

[Baywoods of Annapolis - Virtual Tour](#)

"A luxurious waterfront community – Live on the Chesapeake Bay."

Show Off Your Virtual Tour With A Link In Emails



Include Virtual Tour Links In Tweets
And Other Social Media Posts

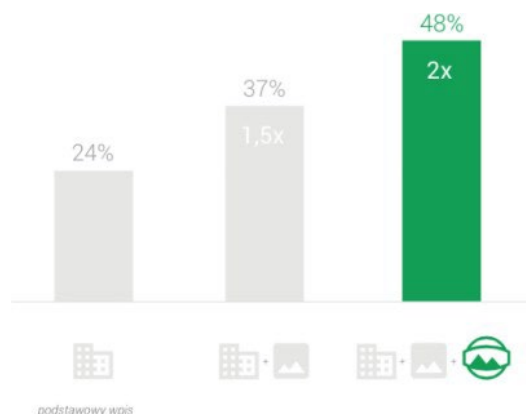


Google Virtual Tour Stats!



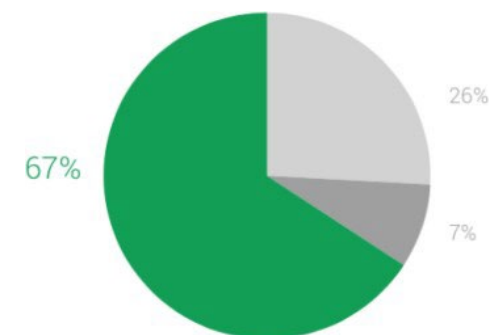
GOOGLE IS #1 FOR LOCAL SEARCH

When searching for businesses online, **62% of people use Google.**



VIRTUAL TOURS HELP DOUBLE INTEREST IN BUSINESS LISTINGS

Those who view a listing with a virtual tour are **twice as likely** to be interested in booking a reservation there.



TWO OUT OF THREE PEOPLE WANT MORE VIRTUAL TOURS

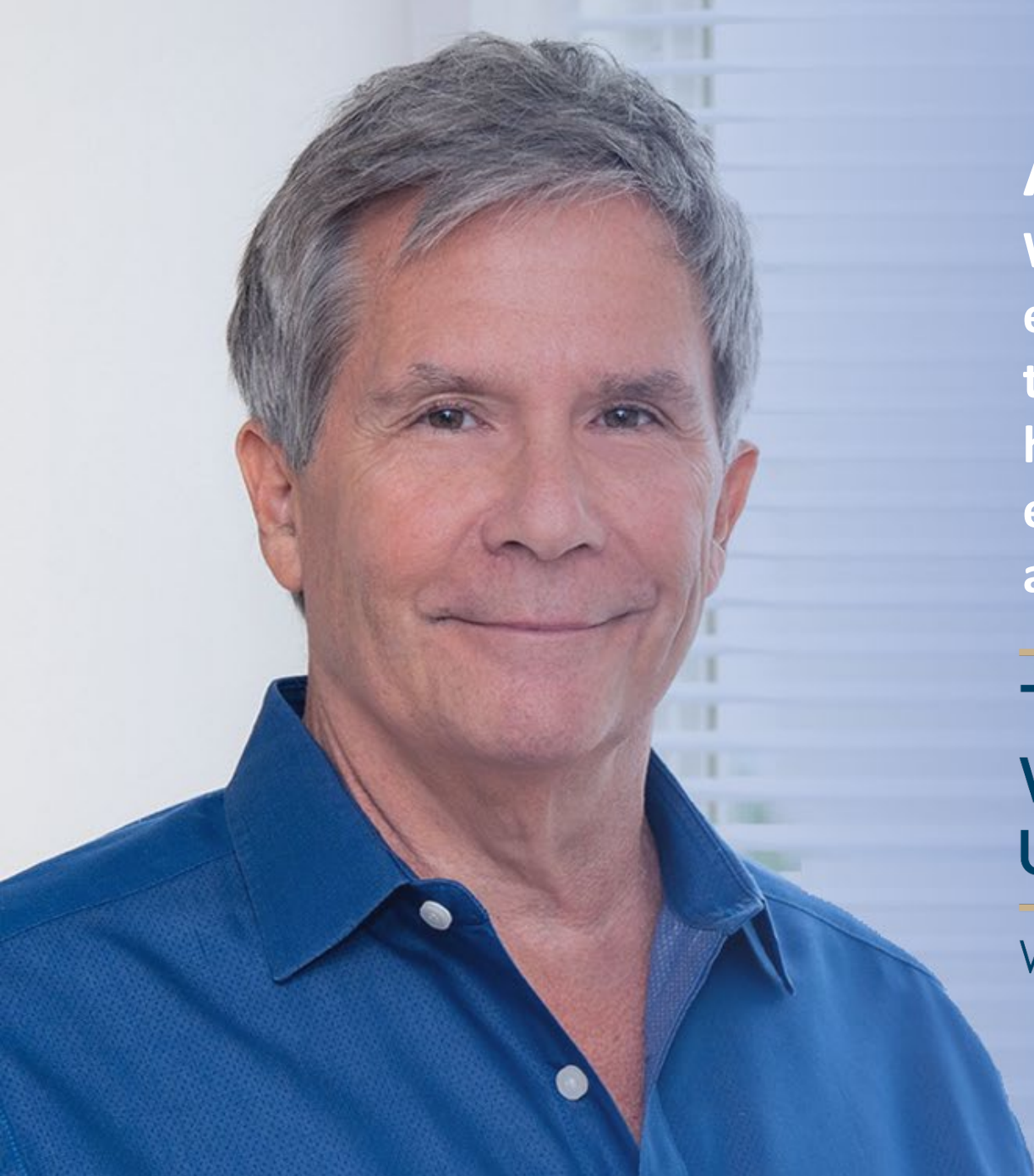
Among people surveyed, **67% want more business listings to have virtual tours.** Of the remainder, 26% were indifferent, and 7% stated that more virtual tours were unnecessary.



Why have a virtual tour?

- Full 360° virtual tours offer your web visitors unparalleled access to your location or business without ever leaving your website while boosting your web visitor retention, sales and bookings. Known as sticky content, virtual tours are proved to keep potential customers longer on your website allowing them to interact with your products or services with just a click of a mouse.
- Potential customers can view a property in a much better way then through traditional photography. Because a virtual tour makes a location more easy to understand, clients that contact the business are better informed and generally higher quality contacts.
- People decide quicker to book your property when they can form a good impression through a Virtual Tour. It is proven that 73% of the people who research their destination online visit two or more websites before choosing. When your website provides these potential visitors with good visualization, the customer can form a better and faster decision to chose.
- The 2 important ranking factors are **click-through rates** (from SERP to site) and **stick rate**. How many click through and how long they stay are 2 indicators of popularity to Google and helps the algorithm see that, that particular site was a great match to the query (20+ minutes average visit vs. 2-3 minutes without a tour).
- Provides detailed visual information to your potential customers beyond merely text and one or two still photos (A photograph is worth 1,000 words, a **virtual tour is worth 1,000 photographs**).
- Opens your location or services to the online public in a detailed and fast-loading virtual reality environment, allowing you to showcase key features of your location or service.
- Virtual tours can be a persuasive decider between you and your competitors.
- 360° virtual tours are interactive; viewers can select which images they would like to view and navigate as they choose.





About Our Founder

Willie Brennan is a pioneer in website, e-commerce, interactive content, and virtual tour solutions. His work has helped hundreds of customers streamline their efforts, gain better control of their brands, and increase revenue.

**THE GEORGE
WASHINGTON
UNIVERSITY**

WASHINGTON, DC

William Brennan has been appointed to The George Washington University Digital Marketing Certificate Program Advisory Council where he enjoys supporting both the students and the world-class program.



About Us

Over 25 years of providing online revenue generating solutions

A Marketing Agency since 1993, helping organizations acquire more customers with Online, Inbound and Direct mail solutions and services. National clients served includes:

- WMATA - Washington Metropolitan Area Transit Authority
- Edgewood Senior Living
- New Perspective Senior Living

A pioneer in providing websites, e-commerce, interactive content, and virtual tours to help customers streamline, control brand and increase revenue. Helping you leverage your online assets to convert visitors with valuable offers and call-to-action landing pages for conversion. Including photography services:



- World-class Google Street View Trusted Agency.
- Network of 300+ photographers.
- Has published over 500 businesses Virtual Tours.

We make marketing applications easy and affordable for all sizes of retailers and advertisers. From 360° tours to integrated marketing solutions, we make sure your business gets noticed.





Time to make your move.

Call Willie Brennan Today

877-236-0669

wbrennan@connects360.net

Thank you for your consideration!

