



10

TIPS TO INCREASE ENGAGEMENT USING **TRUETOUR®**

An Interactive Workbook

As an exclusive bonus for attending our [Virtual Happy Hour](#) webinar, we'd like to provide you with this PDF workbook designed to help you increase engagement among your audience and to show you how TrueTour® technology can do this effectively. The list compiles all the features we recommend implementing to drive results and take full advantage of our tool.





TIP: *offer restricted and exclusive specials to segmented audiences*

Providing a discount incentive or featured package to your customers rewards those that are paying attention to your promotions. It also acts as a way to remind customers of your product or services through a fun or trendy campaign.



HOW: *create banner ads*

Banner ads are a great way to make users aware of current promotions or seasonal packages you might be offering. It's the perfect place to creatively show off your brand using linkable, custom graphics that can easily be updated through the member dashboard in TrueTour®.



See it in Action: [Knowledge Base](#) | [Related Blog Post](#)



VALUE: *builds brand loyalty*

TRY IT:

What do you want to offer your customers?

ex. Discount, free item, package

When do you want to run this offer? Is there a theme?

Consider length of time, season/holiday. ex. Black Friday, Labor Day

How will you design the banner ad? Where will you place it?

ex. Inside TrueTour®, on social media, on your website



TIP: *educate your audience*

To give your customers guidance, facts, real stories, additional details, fast shortcuts to other pages.



HOW: *highlight points of interest visually*

Interactive Points of Interests within TrueTour can elevate the conversions on your 360° photos and videos to the next level! A dynamic opportunity to place visual icons ANYWHERE on your 360° gallery allows you to highlight information and drive the user's focus.



See it in Action: [Knowledge Base](#) | [Related Blog Post](#)

VALUE: *shows your expertise*



TRY IT:

Use our IPoP formula and come up with 5 of your own points of interest.

Call to Action

Icon

Link

Placement



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TIP: *provide multiple sources of information*

By keeping information in organized PDF's your customers can easily receive or download any necessary details that they might need answered prior to talking with you. This saves both you and your customer time and provides them with something to reference at anytime.



HOW: *present information in compatible PDF's*

The PDF Gallery feature will make your life so much easier as you'll find you can house any digital document in a PDF format directly within your TrueTour. Avoid sending multiple documents and links via email and simply send your TrueTour.



See it in Action: [Knowledge Base](#) | [Related Blog Post](#)



VALUE: *allows customers to have quick access to all the details they need*

TRY IT:

What documents do clients request from you that could be added to your TrueTour PDF gallery?

ex. price sheets, menus, rules and regulations, forms, printable floor plans, checklists, catalogs, and more.

_____	_____	_____
_____	_____	_____
_____	_____	_____

TIP: *target those that matter to your brand*

By targeting leads that are qualified you can save yourself an extreme amount time and energy. A qualified lead is someone who had shown a previous interest in your product or service, whether that be by sharing, clicking, or engaging in any way.



HOW: *collect qualified leads*

Know exactly who is sharing and who is receiving your TrueTour with trackable data that you can export. These are leads that you know have shown interest in your services as they are directly circulating your TrueTour with those they trust.



See it in Action: [Knowledge Base](#) | [Related Blog Post](#)

VALUE: *ensures that you're following up with more converting customers*

TRY IT:

Try updating and downloading your leads using the following steps.

Set-up / Make Changes

1. Log into the member dashboard
2. Click on the tab "Sharing and Leads"
3. Sign in with your Google account
4. Turn on "Capturing Sharing by Text" or "Capturing Sharing by Email"
5. Define the information you want to collect
6. Add or delete form information
7. Click "Update profile"

Download

1. Run through steps 1-3 above
2. Click on "View your Google lead sheet"





TIP: *be sustainable*

With digital options becoming increasingly prevalent and the rise of sustainable practices, it's always great to have a paperless option to offer your audience. It also reduces the chances of people misplacing or losing your information materials as digital alternatives can usually be housed online.



HOW: *provide people with a paperless alternative*

Impress attendees with a full immersive VR experience right at your booth using our VR Dome Set and be the sustainable company that saves paper and space by offering a digital brochure rather than pages of materials.



See it in Action: [Knowledge Base](#) | [Related Blog Post](#)



VALUE: *provides people with a easily accessible virtual brochure option*

TRY IT:

How will practicing sustainability directly impact your customers?

Where else in your business can you opt to go paperless?



TIP: *be an industry leader*

To be a reliable resource of information and build a community. Sharing valuable content that you specialize in can showcase your expertise and knowledge.



HOW: *by being an expert in your field and acting as a valuable resource*

By listing recommended partners in your PartnerList tab you can easily gain trust and cross-promote with other businesses. You can update the directory as needed in the member dashboard.



See it in Action: [Knowledge Base](#) | [Related Blog Post](#)

VALUE: *encourages your audience to trust you*

TRY IT:

Name 10 businesses that you would recommend to your customers:

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>





TIP: *optimize communication*

To save time try conducting meetings virtually. It's fast and eliminates the need for a commute.

HOW: *conduct meetings virtually*

Easily hold calls by embedding your conference room link in your TrueTour menu. We love using [Zoom Video Conferencing](#) for our meetings. Imagine only sending a customer one unified link, by sharing your TrueTour, that would contain not only your conference call link but all of your sales materials and more!

See it in Action: [Knowledge Base](#) | [Related Blog Post](#)



VALUE: *decreases time spent commuting to meetings*

TRY IT:

Why would a virtual meeting be helpful to you?



Why would it help to embed conference calls into your TrueTour?



TIP: *make the most out of your digital space*

Hyperlinking content is a great way to provide paths to additional information and to keep users exploring your content longer.

HOW: *embed hyperlinks*

We cannot emphasize enough just how endless the possibilities are when you can add any external link across the web to your TrueTour menu. Present quick and simple access to your social pages, published articles, reviews, FAQ's, and so much more just by creating a new item in your menu control.

See it in Action: [Knowledge Base](#) | [Related Blog Post](#)

VALUE: *easier access to all your information*

TRY IT:

What are 5 places that you can link to in your TrueTour?





TIP: *differentiate yourself*

Be remembered with a unique campaign that resonates with your audience. Design an immersive marketing campaign that authentically represents your brand and offers people something extra to look forward to.



HOW: *create memorable marketing campaigns*

Creative a scavenger hunt, an educational tour or try utilizing TrueTour in a way that hasn't been done before! Click on the blog link below to read about how one TrueTour member offered a dining experience like no other using our tool.



See it in Action: Knowledge Base | [Related Blog Post](#)

VALUE: *encourages your audience to engage*



TRY IT:

Write down a campaign idea that you have:

What makes it different? What makes it memorable?



TIP: *spread the word*

To have one place with all your information that is easy to send and access.



HOW: *share your virtual brochure*

Remind your audience that they can explore everything you have to offer on their own time and pace in just one click. And don't forget to embed it on your website, social media pages, SMS campaigns, emails/signatures, directory pages, and printed materials.



See it in Action: [Knowledge Base](#) | [Related Blog Post](#)

VALUE: *promotes your business in an immersive way*



TRY IT:

Name List 5 places you would embed your TrueTour:



We are always here to help!

Work through the workbook on your own with the provided resources or get in touch with your Member Happiness representative to implement all the tips. We can assist in getting your TrueTour set up, in teaching you how to use your member dashboard or with generating immersive marketing ideas.

Once you've checked everything off we'd love to hear about your journey! Reach out and we might even feature your business on our blog.