



One of the Best  
**Marketing Investments**  
You Can Ever Make.

**For Senior Living Communities**



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







## Senior Living

Choosing a retirement home is a stressful process for both the senior who is moving and their family. Rampant stories of poor living conditions and caretaking at facilities have left people apprehensive. A virtual tour of your retirement home gives you a competitive edge by directly eliminating many of those concerns.



# 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

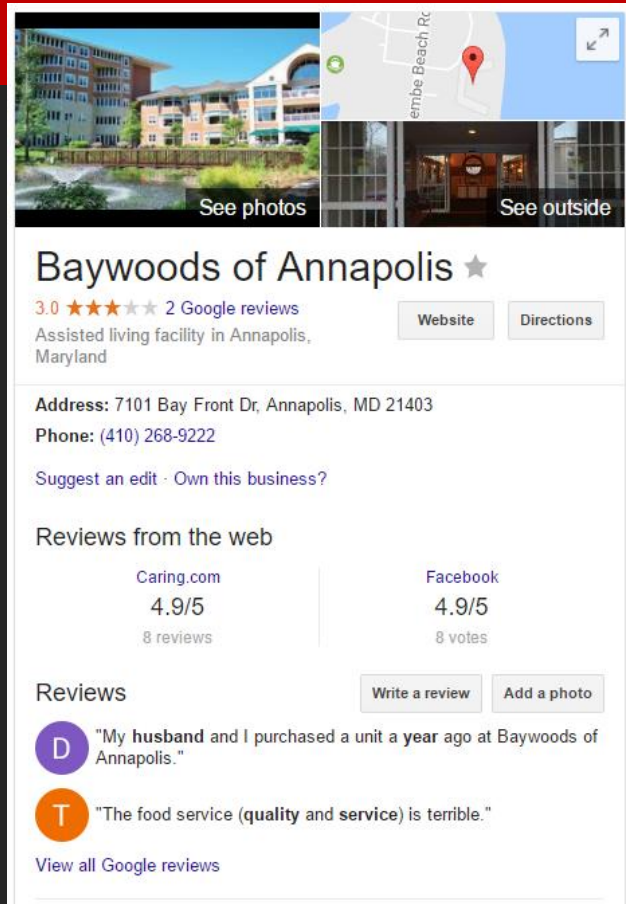
### Results:

- 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.

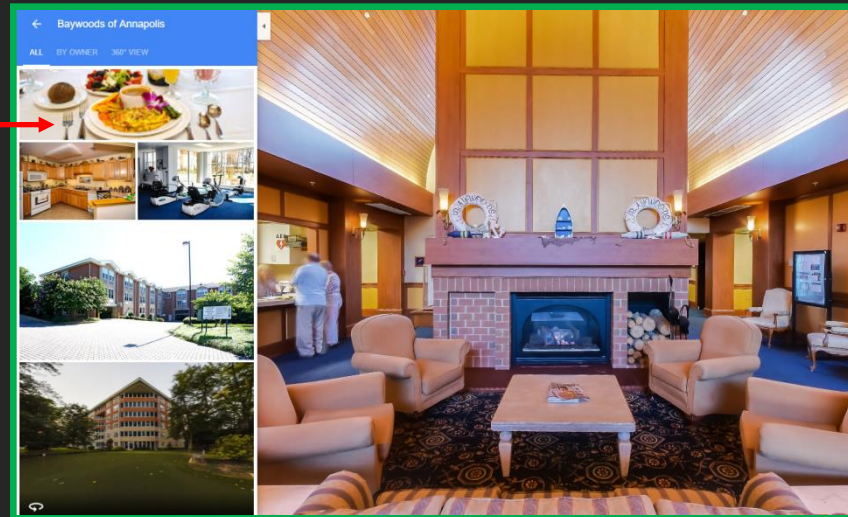




# Be Seen Everywhere On Google

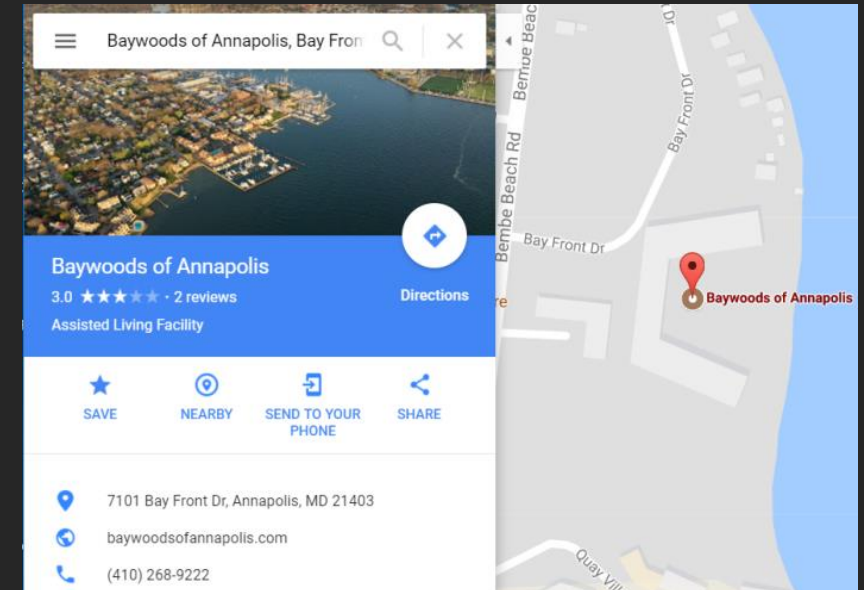


Increased visibility  
inside Google's search engine



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

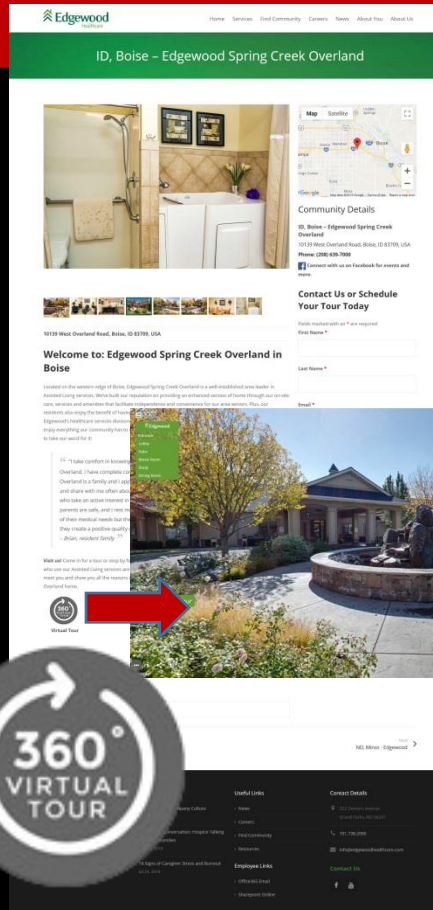


VR





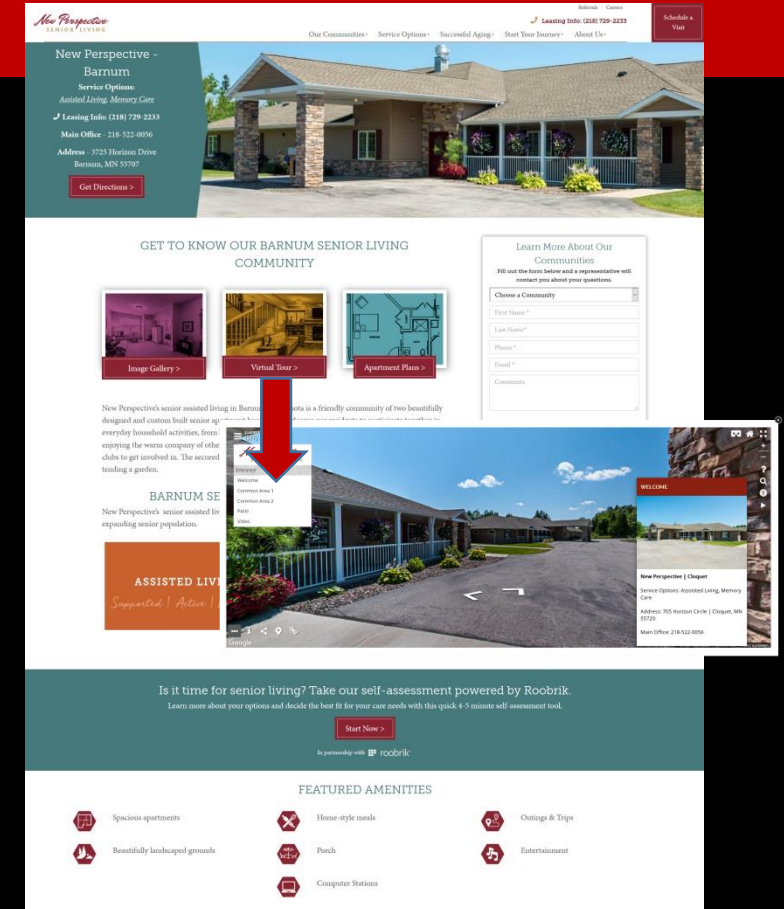
# Embed The Virtual Tour On Your Website



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



Virtual Tour Embedded On Web Site Page

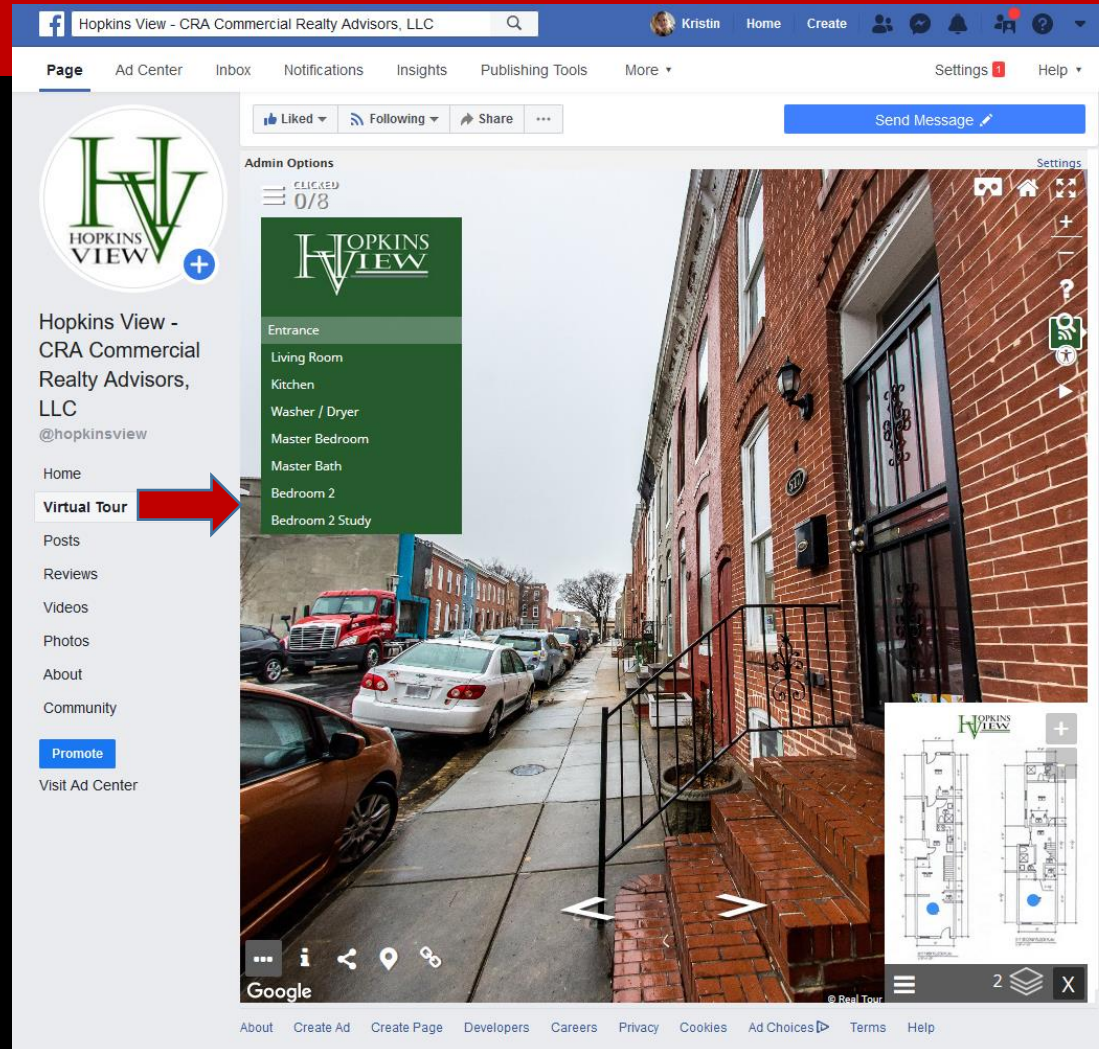


Virtual Tour Pop Up Window On Web Site



# 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

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

**Holiday Inn Express**

**Holiday Inn Express Aberdeen-Chesapeake House**  
★★★★☆ 4.5/5 | 528 Reviews  
STARTS AT 156.80 USD  
79°F / 26°C

Open Gallery

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  
[Hlexi@chesapeakehotelscorp.com](mailto:Hlexi@chesapeakehotelscorp.com)

**Call to Actions**

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

**C360°**



# 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

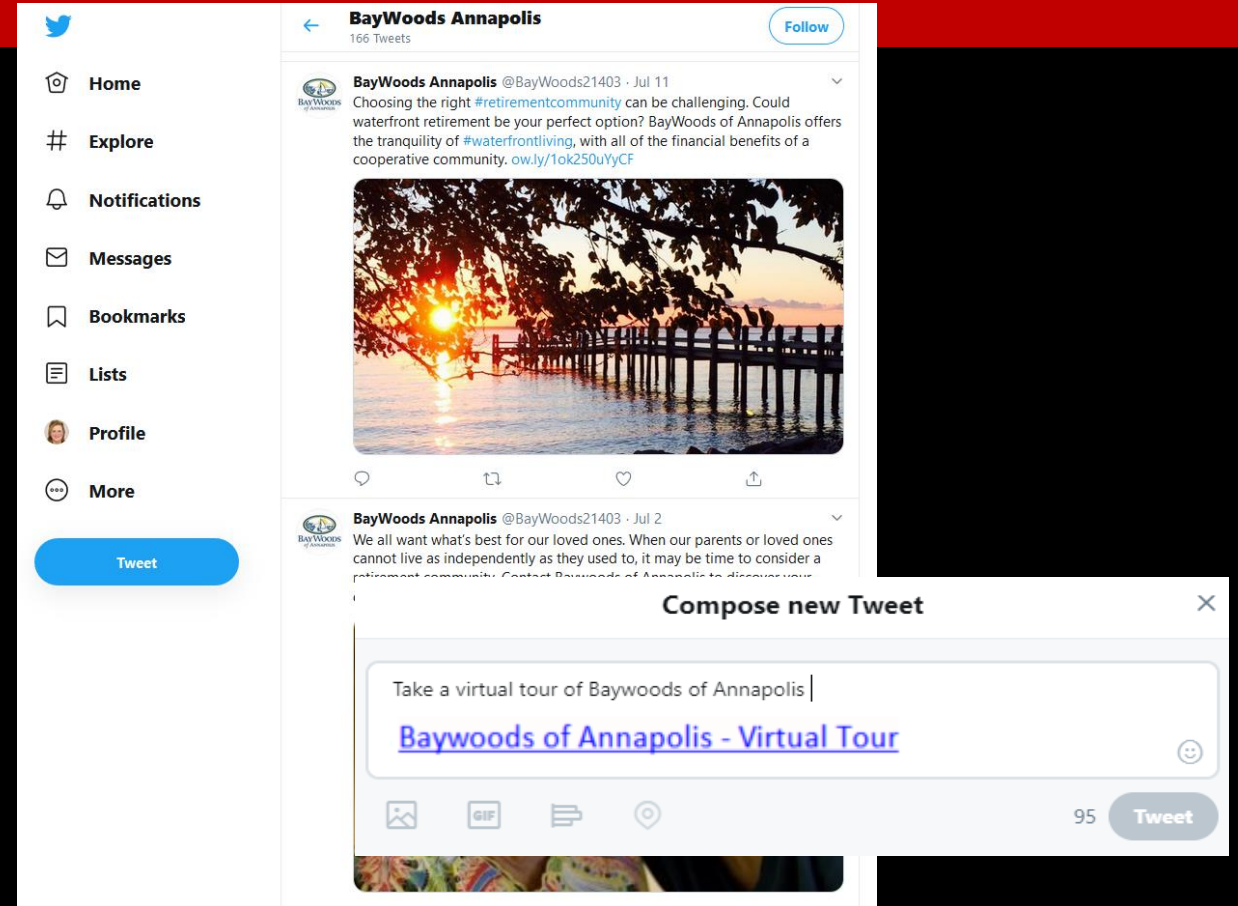
[www.baywoodsofannapolis.com](http://www.baywoodsofannapolis.com)

[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

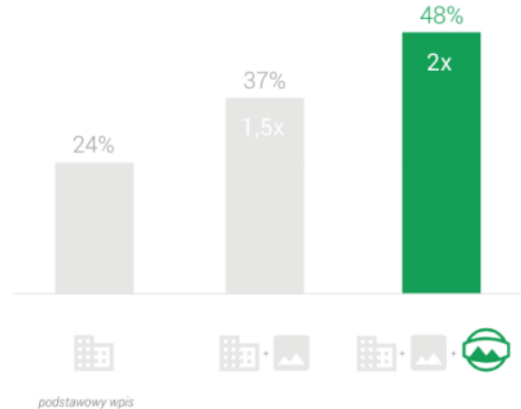


# Google Virtual Tour Stats!



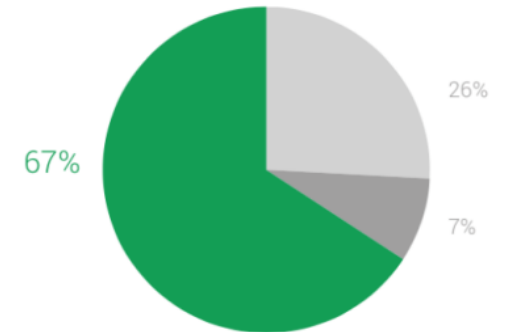
## GOOGLE IS #1 FOR LOCAL SEARCH

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 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](mailto:wbrennan@connects360.net)

**Thank you for your consideration!**