Publishing Guide
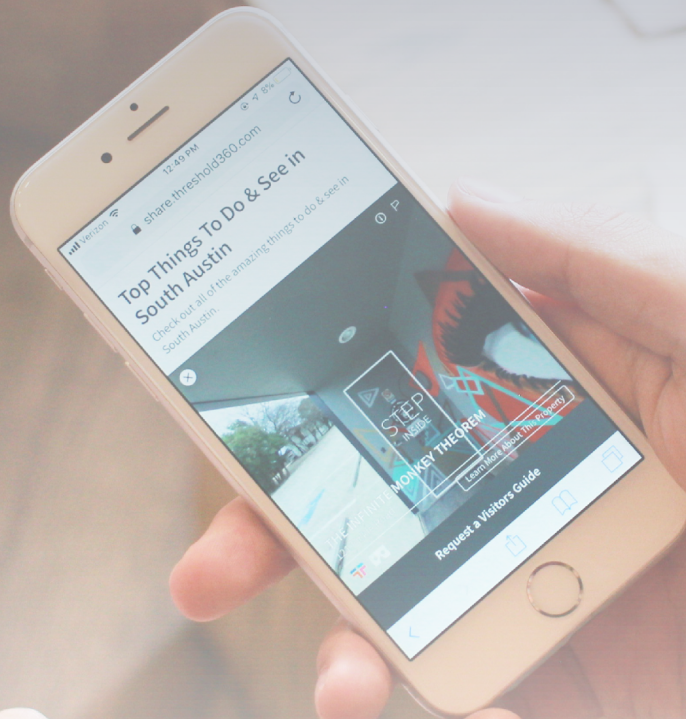
A how-to for leveraging your Threshold Virtual content throughout your Marketing & Sales channels

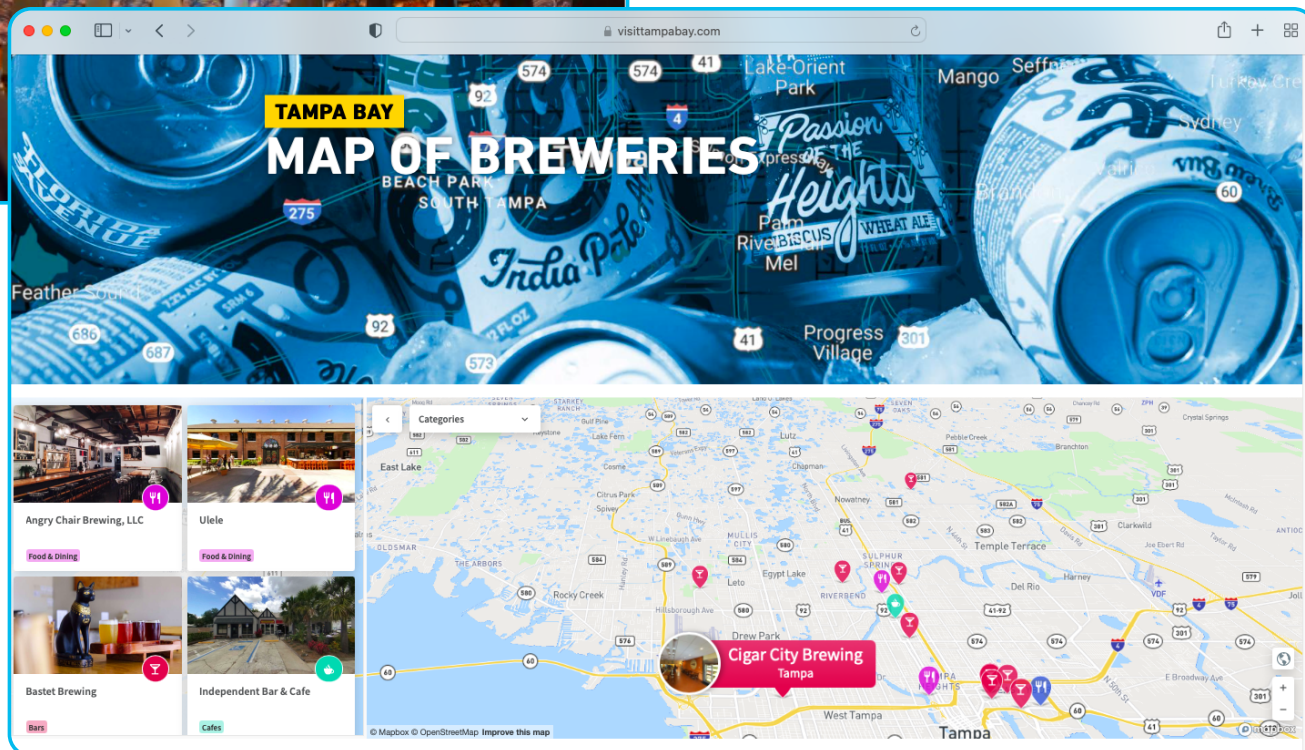**THRESHOLD** 360

Contents

I. Introduction

   The goal of this Publishing Guide is to highlight the best practices for re-targeting your Threshold virtual content into your current marketing and sales channels. Virtual tours and 360 content have proven to be a highly effective and engaging tool to have in your marketing repertoire and can effectively boost your organization's outreach and engagement. Virtual Tours can be deployed and reused for marketing campaigns, email blasts, Threshold AdTours, and so much more.
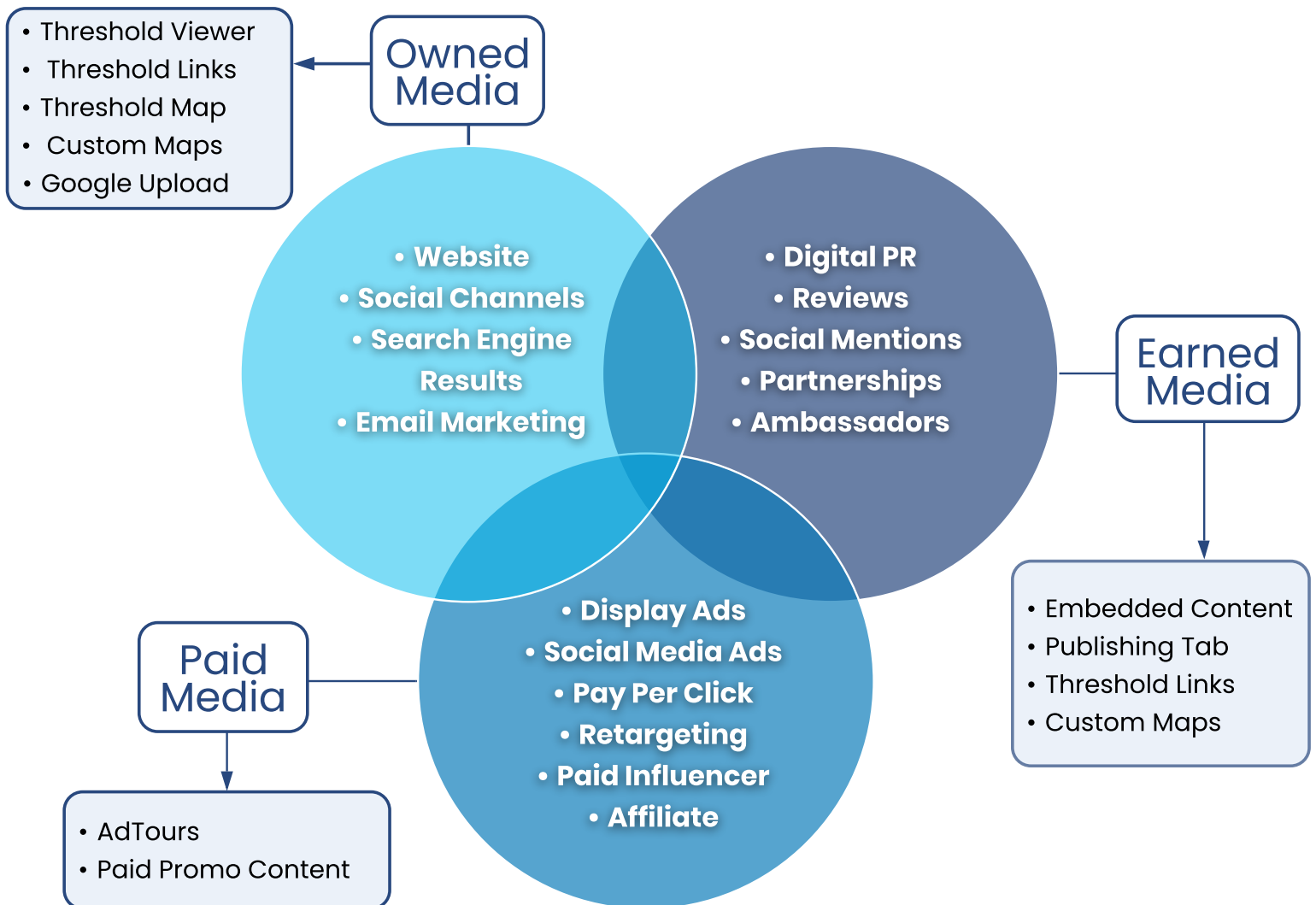

Curate a social post directly from your Dashboard, or link out to your website to showcase any embedded content, like virtual tour or map embeds. This example highlights Visit Tampa Bay's Baycrafted Passport campaign including a Facebook post and embedded brewery map.

II. Threshold Virtual Content Types

- **Threshold Virtual Tours :** 360 panoramic tours that allow visitors to both view and interact directly with a location. Virtual Tours are displayed with the Threshold Viewer, which can be embedded on web pages or shared within Threshold Links and Custom Maps.
- **Threshold Links :** Virtual Tour mini webpages that can be shared widely. Depending on your plan, Links can be customized by tours, tour details, and with Calls-To-Action.
- **Threshold Map :** Threshold's externally facing customer map, containing premium virtual tour content.
- **Custom Maps :** Interactive maps highlighting a set of Locations and their Virtual Tours.
- **AdTours :** Display or banner ads that include an interchangeable Threshold Virtual Tour.
- **Google Upload :** Threshold Tours that are published to a Location's Google Business Listing

Owned Media
- Threshold Viewer
- Threshold Links
- Threshold Map
- Custom Maps
- Google Upload

- **Website**
- **Social Channels**
- **Search Engine Results**
- **Email Marketing**

- **Digital PR**
- **Reviews**
- **Social Mentions**
- **Partnerships**
- **Ambassadors**

Earned Media
- Embedded Content
- Publishing Tab
- Threshold Links
- Custom Maps

Paid Media
- AdTours
- Paid Promo Content

- **Display Ads**
- **Social Media Ads**
- **Pay Per Click**
- **Retargeting**
- **Paid Influencer**
- **Affiliate**

III. Embedding & Sharing Tours & Maps

To embed a complete Virtual Tour :
1. Navigate to the Locations tab in your Dashboard and search for the Location you wish to embed. Click on the **Location name** on the card, which opens to the Location Details page.
2. To embed all tours for a Location: Click the **Embed** button in the Locations Details pane. A preview box will appear with the embed codes in either HTML or JavaScript format. Toggle on/off Tour Details, if desired. **Copy** the embed code in your preferred format and paste it into your website or app's CMS.

To embed a single Virtual tour:
1. Locate and open the location in your Dashboard.
2. Find the individual tour thumbnail in the Virtual Tour pane. Click the **kebab menu** (⋮) on the tour card and select **Edit**. A preview box will appear with the embed codes for that specific Tour. Select one of the code formats, press **copy**, and paste it into your website or app's CMS.
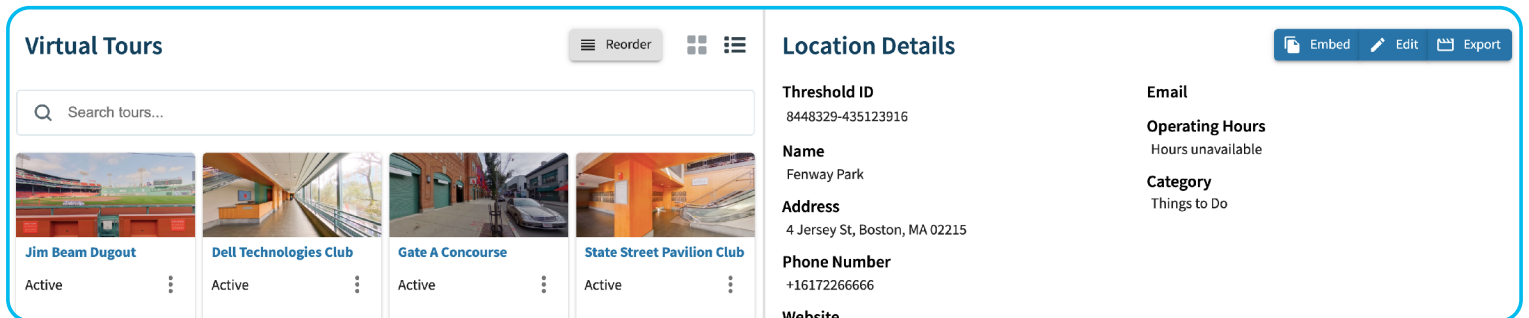
To embed a Custom Map :
1. In your Maps tab, build and customize a Custom Map with any locations or links you'd like.
2. Once you're done, select **‹›Embed** in the top right corner of the Map Builder.
3. Copy the embed code and paste into your website or app's CMS.
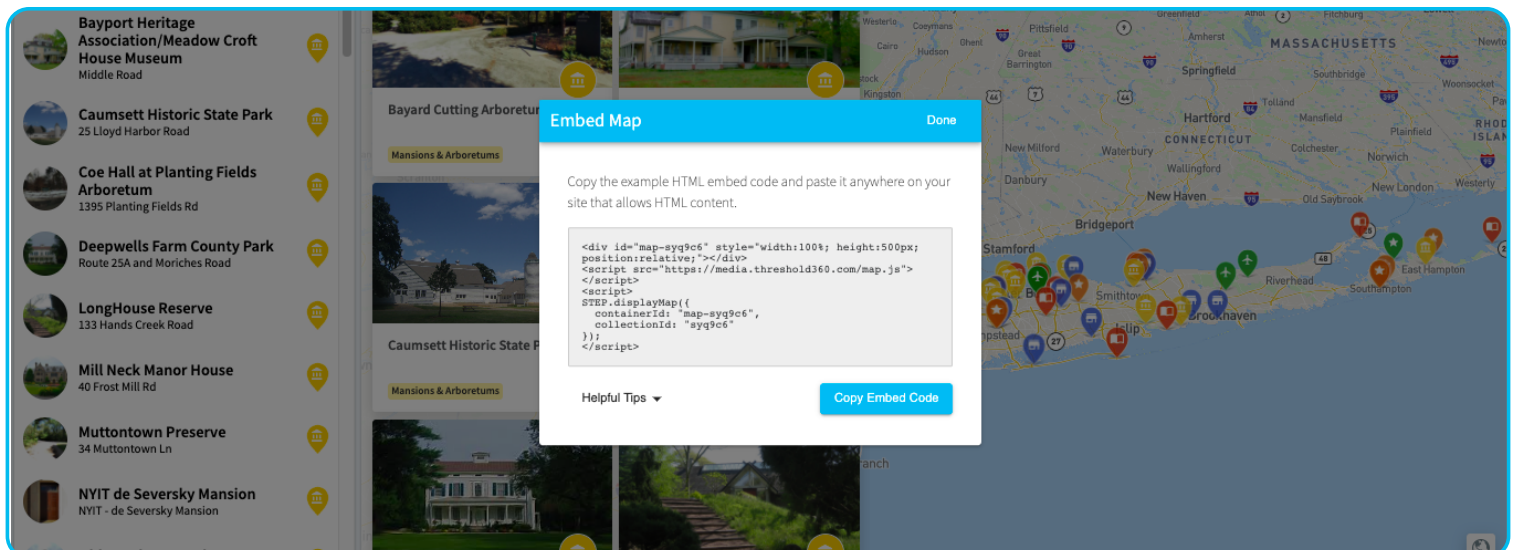
III. Embedding & Sharing Tours & Maps (Cont.)

To share a Threshold Link:

1. In your Locations tab, search for the Location you wish to share. Click on the **Location name** on the card to open to the Location Details page.
2. Navigate to the Threshold pane. Under Default Threshold, select **Copy Link**. Paste this into a new browser window or directly into an email or proposal.

To share a single tour or unique selection of tours via Threshold Link:

1. Locate and open a location in your Dashboard.
2. In the Threshold pane, select **+Add Custom Threshold**.
3. A preview box will appear and allow you to make adjustments to your custom link's URL, title, add a Call-to-Action, and select the tours you want to showcase. Toggle on Tour Details, if needed. Hit **Save** when finished.
4. The preview box will disappear and you'll see your newly created link listed in the Threshold pane, below the default Threshold link. Select **Copy Link** on your custom Link, and paste into a new browser window or directly into an email or proposal.
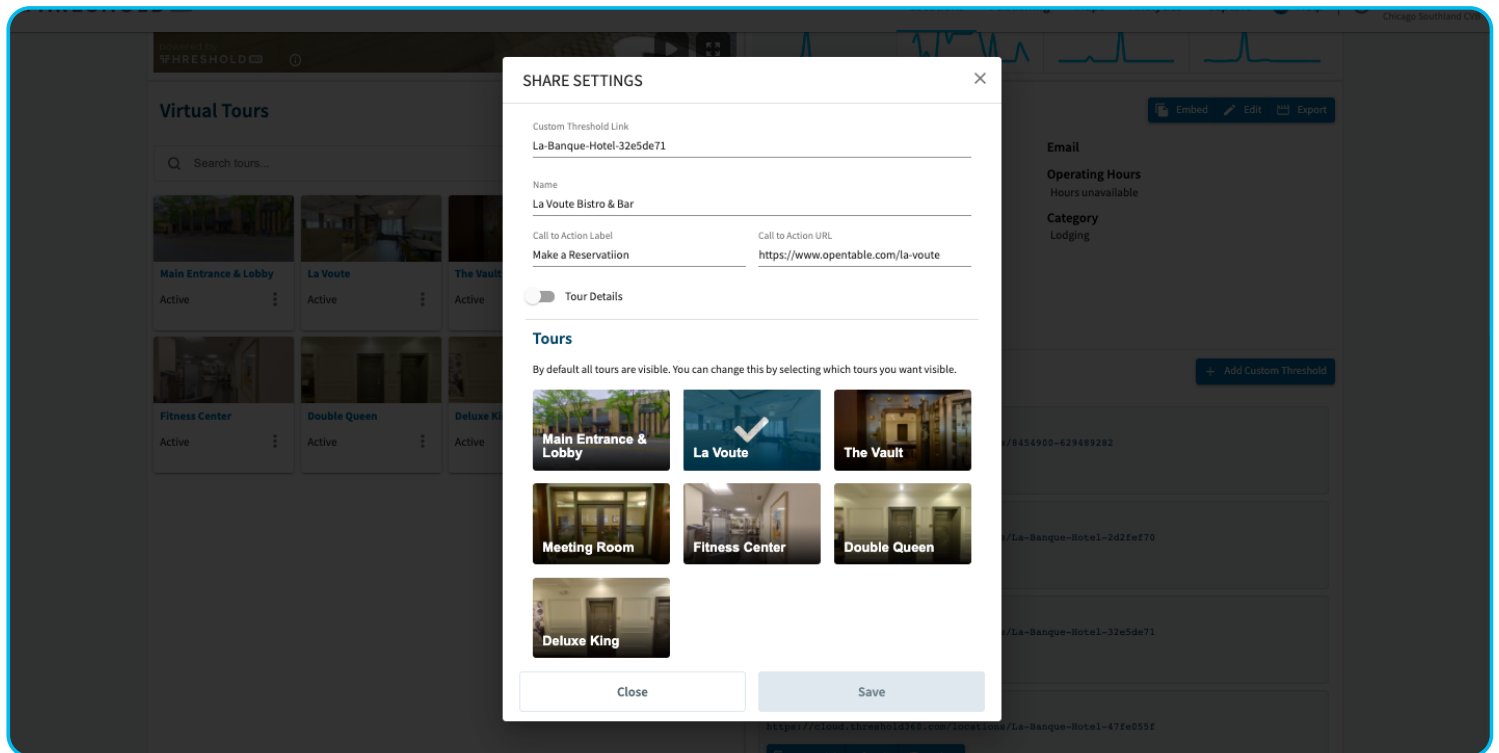
To share a Custom Map link:

1. Build a new map or open an existing map in your Maps tab.
2. In the top right corner of the Map Builder, select **Share.**
3. Select **Copy Link** and paste the link into a new browser windor or directly into an email or proposal.

III. Owned Channels

Website

The Threshold Platform allows you to embed your Virtual Tours and Custom Maps directly on your organization's website. Threshold's **Implementation Guide** specifically focuses on best practices for your website integration. Please check it out for a more details and inspiration!

Apps

For organizations with a proprietary App, integrating virtual content can dramatically improve visual context for locations, and improve both engagement and app usage time. The Threshold Viewer allows for quick and easy embedding within your app, and enables virtual tour and map functionality across a wide range of devices.

▸ *Action: Embed a location's virtual tours or a single tour using the protocol on page 4.*
▸ *Action: Embed a custom map with a set of locations using the protocol on page 4.*

Blogs

Blog posts are a great way to reach your organization's audience and give valuable insight about your Location. Place the reader directly inside your destination by embedding your Tours or a custom map within your blog posts. Highlight a single space, utilize a custom Threshold Link with a Call-to-Action, or share a curated set of Locations that help tell the story.

▸ *Action: Embed a location's virtual tours or a single tour using the protocol on page 4.*
▸ *Action: Embed a custom map with a set of locations using the protocol on page 4.*
▸ *Action: Create a Threshold Link to include in your post by hyperlinking the URL. See page 5.*
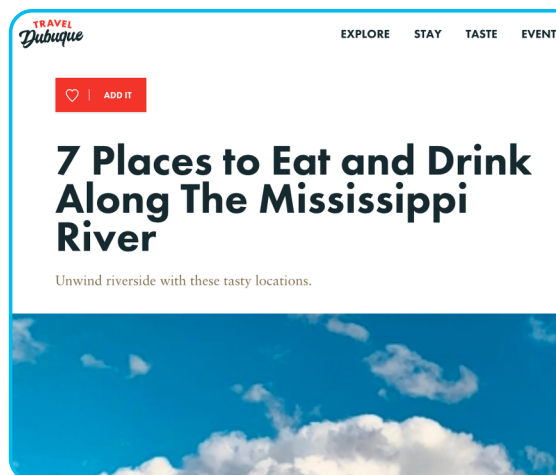
Travel Dubuque utilized a Custom Map in a blog post, giving readers a closer look at the locations featured within.
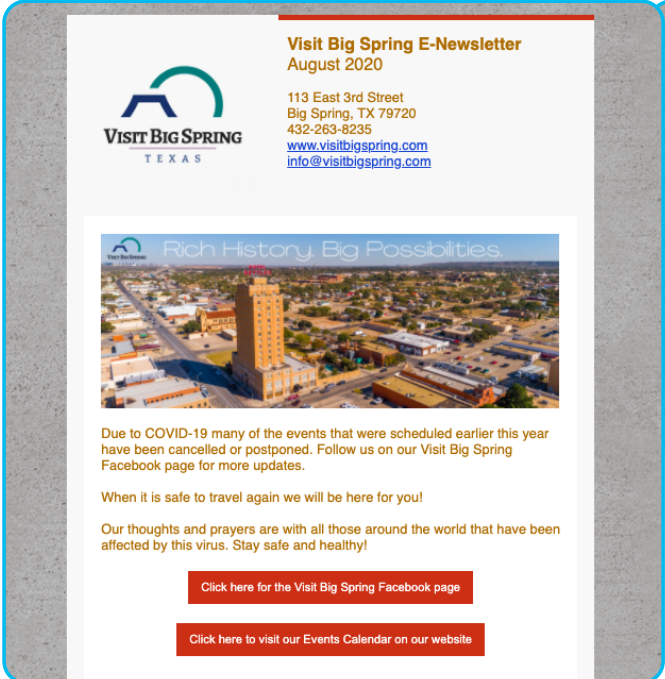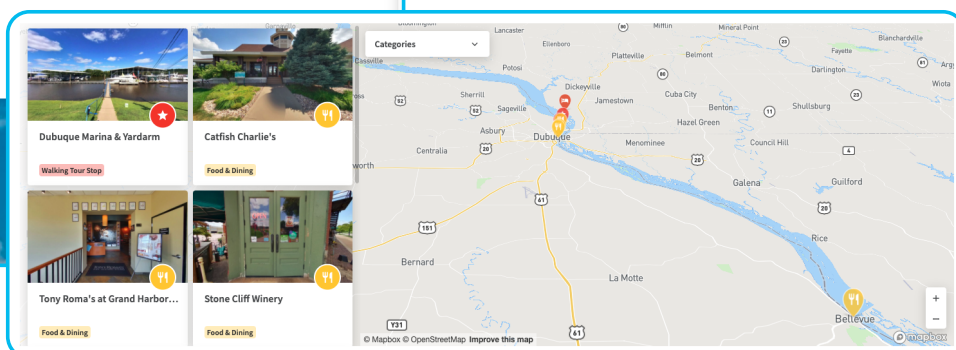
Email

Utilize your tours within your emails and as part of targeted campaigns or outreach. Threshold Links and Maps can be outfitted with unique Calls to Action (CTAs) that drive viewers directly to your information and booking pages. Provide Threshold Links directly to any sales prospects that need a tour of your Location, giving them confidence in their choice even before they step inside!

▸ *Action: Create a Threshold Link to share in your email campaign by using the protocol on page 5.*
▸ *Action: Create a Custom Map to share within your emails. See page 5.*

Integrate your Virtual Tours into your monthly e-newsletters or communications. Visit Big Spring used a screenshot to hyperlink a partner's Share Page in their newsletter.

Profiles & About Us

Your business is likely listed on a wide number of websites for potential visitors to find you and decide to visit or book an event. In addition to presenting descriptive information and key value points, you can include Threshold Links in your profiles and "About Us" sections. Adding this type of visual content dramatically enhances your prospect's ability to quickly understand your business, setting you apart from others.

- **Common Business Accounts**
    - Social Media such as Facebook
    - Event listings sites such as Cvent

▸ *Action: Create a Threshold Link to share in your business profiles by using the protocol on page 5.*
▸ *Action: Create a Custom Map to include in your business profiles. See page 5.*

Google Business Listings

Google is a major resource for most , and providing 360 content there is an excellent way to enhance your exposure. Threshold Virtual Tours are automatically uploaded to Google and you can connect your Google Business account in order to receive attribution and capture those impressions.
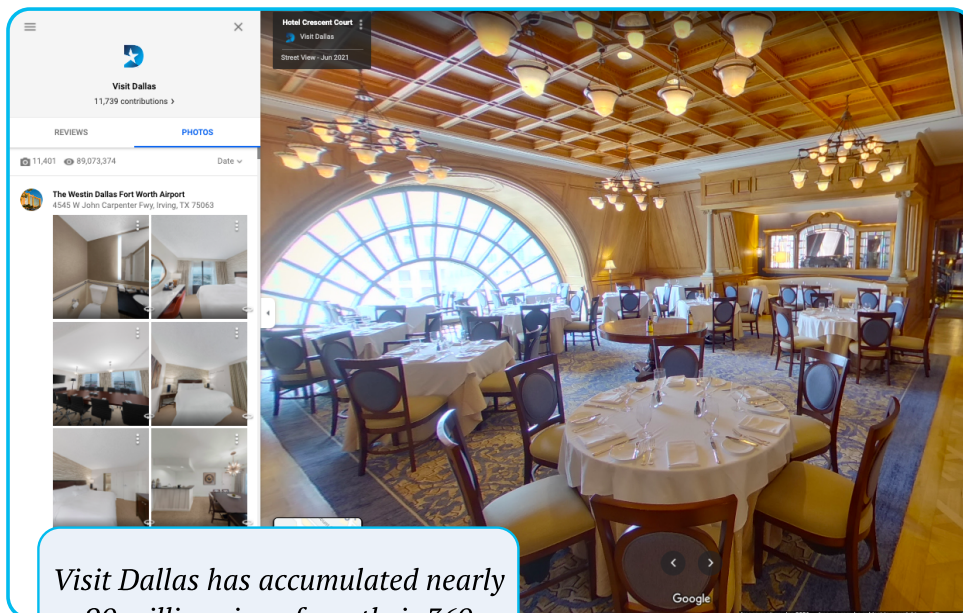
*Visit Dallas has accumulated nearly 90 million views from their 360 panos on Google alone!*

To connect your Google account:

1. Visit your User Settings by clicking on **your name** in the top right corner of the Dashboard.
2. Select **Connected Platforms**.
3. If you have opted for a Branded Upload, click the **Connect Google Account** and follow the prompt to login.

Location Kiosks

Threshold Virtual content can be used on a wide array of information Kiosks. Virtual content can add significant richness and depth to on-location experiences – perhaps helping hotel guests explore the neighborhood around them. Thanks to Threshold's mobile compatibility, kiosks can also offer simple customized mobile delivery of virtual tours and maps to those user's mobile devices.

Threshold 360 has partnered with OmniExperience to support on-site, location kiosk delivery of Threshold Virtual Tours and Collection Maps. To learn more about this partnership, or to explore opportunities for this type of integration, please email info@threshold360.com.
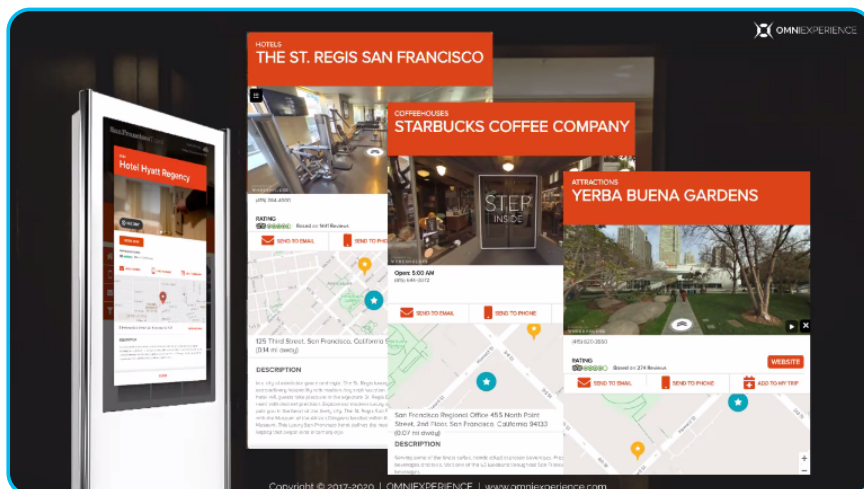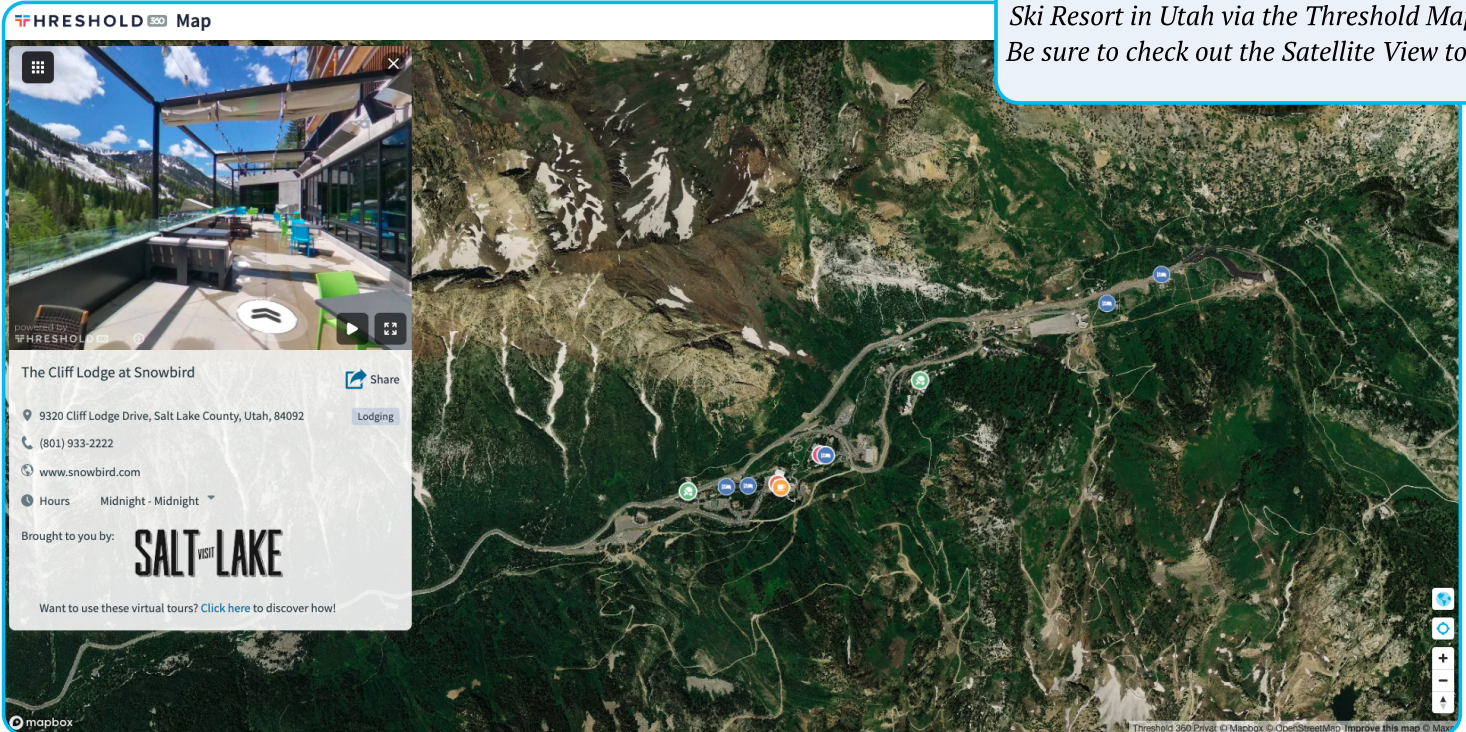
III. Owned Channels (cont.)

Threshold Map™

   The Threshold Map is a powerful resource that allows anyone to explore and share tours from the Threshold Virtual Tour library. Your Virtual Tours will automatically appear on the Map, providing both increased visibility for your organization, and the ability for visitors to discover and share virtual tours to their networks. With half a million Virtual Tours and growing, the Threshold Map is an exciting exploratory tool that's compatible across a wide range of devices.

To Share a Virtual Tour via the Threshold Map :

1.   Open the Threshold Map and search for the Location you wish to share.
2.   If the Location has a Virtual Tour, the map will auto-zoom in on the Location and pull up the virtual tours available.
3.   Select **Share** next to the Location's name.
4.   Share that Location by selecting the Email or Social Media icons, or hit **Copy** to copy the URL and paste it wherever you wish.

Check out the Cliff Lodge at the Snowbird Ski Resort in Utah via the Threshold Map! Be sure to check out the Satellite View too!

Social Media

It's hard to ignore the power and reach social media can have on your marketing efforts. An exciting and engaging post can be widely shared and consumed by your network and then further shared by those viewers. To make social-sharing easier and more efficient, we've built powerful social media sharing tools directly into your Dashboard. With the release of the Publishing Tab, you can now curate and post tours directly to your social channels without leaving the page.

Create a Post from the Publishing Tab :

1. Open your Dashboard and click on the **Publishing** tab.
2. Search for a desired Location and click the thumbnail card that appears.
3. You'll see a virtual tour preview alongside a list of social networks to choose from. If you have not yet connected your social channels to your Dashboard account, you'll need to select **Activate** next to them and follow the prompts to login. Once you've established login, you won't need to again.
4. Once you've logged in, select **Create post** next to the social channel you'd like to push content to. Add some interesting copy as it relates to your tours, and publish!

Tag @Threshold360 when you post!
We'll be sure to return the love.

IV. Earned Channels

<u>Social Shares & Mentions</u>

When crafting your social media posts for your Virtual Tours, it is important to create content that will increase the likelihood that it is shared amongst your target audience's network. Be sure to craft a relevant 2-3 sentence description to accompany your virtual tour content and leverage #hashtags, @mentions, and calls-to-action to increase engagement. Further, consider boosting your post on sites like Facebook, to widen your audience and increase the likelihood that the content is shared.

▸ *Action: Create a social post with a Location's virtual tours using the protocol on page 10. Be sure to add a few sentences and several relevant hashtags or @'s to encourage engagement.*

<u>Guests & Reposts</u>

Guest collaborators and Reposts are also critical to maximizing your virtual tour content. Recruit or collaborate with social-media heavy hitters and guests with large follower networks that can incorporate your Virtual content into their channels, furthering your marketing outreach and reaching more potential visitors who can also repost and share.

▸ *Action: Enlist a popular social account to create a social post with your Location's virtual tours. Share a Threshold Link or Custom Map Link with them to include in their post using the protocol on page 5.*

<u>Press, Media & Reviews</u>

Include a Threshold Link or Custom Map link in your Press Kit or other media content. In addition to text and 2D images, adding virtual tour content provides engaging and interactive media for readers and the general public to get a true understanding of your location or destination.

▸ *Action: Share a Threshold Link or Custom Map Link using the protocol on page 5.*

V. Paid Channels

<u>Threshold AdTours</u>

Threshold Virtual Tours can be easily embedded into paid Advertorials on a range of different platforms, including distribution platforms such as Trip Advisor, Expedia, and other OTAs. Your 360 content can also be used in standard IAB banner ads and configured around any location's Virtual Tours, allowing for the same interactivity as an embedded Viewer, alongside graphics and messaging that encourage engagement.

For further information on using your virtual tours as part of your advertising campaign, get in touch with your Account Manager or send an email to **info@threshold360.com**.
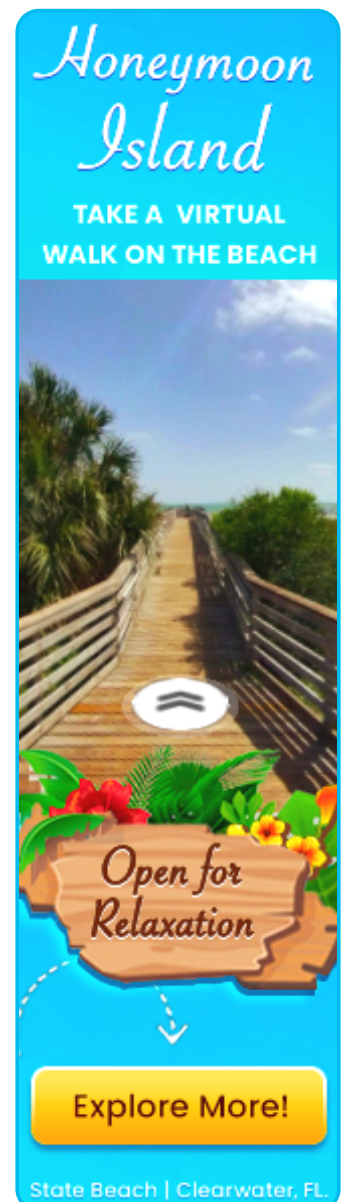
IV. Appendix

<u>Social Media Platform Support</u>

Threshold Virtual Tours and Custom Maps can be easily integrated into social media platforms. For Platforms that support direct links - such as Facebook and LInked-In, users can post Virtual Tours directly from the Publishing Tab, or simply copy+paste Threshold or Custom Map links into a postable field in their social media account and publish. Viewers will be able to click on the link and open a full-screen Threshold Link or Custom Map.

Here is a current table of link and video support for major platforms:

	Platform	Orientation	Threshold Link Support	Custom Map Support	MP4 Video Support
1	Facebook	Personal/Business Social Networking & Media Sharing			
2	LinkedIn	Business-Oriented Social Networking			
3	Twitter	Microblogging			
4	Instagram	Personal/Business Social Networking & Media Sharing			
5	Pinterest	Media Sharing & Microblogging			
6	TikTok	Short-form Video Sharing	(not supported)	(not supported)	

Questions or assistance needed?
Please email us at **support@threshold360.com**