

THRESHOLD 360

For Marketing

Virtual Tours can play an exciting role in your marketing repertoire, and provide a more engaging and informative media type than text, still images, or video alone. Consider following these steps to incorporate Threshold Virtual Tours into your campaigns and marketing actions to further boost your brand's reach and visibility throughout any channels you may utilize.

Setup

1. Schedule & capture your Location(s)
2. Login to your [Dashboard](#) or create an account
3. [Upload your Brand Logos](#)
4. [Connect Google Business Account \(*if Enterprise\)](#)
5. [Connect Additional Platforms](#)
 - a. Twitter, Facebook, LinkedIn

Create

1. Navigate to the [Locations Tab](#) and click into your desired Location
2. Make edits to Location Details, add Tour Details, reorder or rename virtual tours as needed
3. Create a Custom Threshold Link (*if Pro or Enterprise)
4. [Build a Custom Map](#)

Publish

1. Navigate to your [Publishing Tab](#) and click into desired Location(s)
 - a. Confirm virtual tours are active on Google
 - b. Select from Twitter, Facebook, or LinkedIn to create a post and publish virtual tours to your social media channels
2. Create an Email Campaign for a Targeted Audience
3. Utilize your Threshold Link or a Custom Map within your Sales & Marketing tools
 - a. Implement within an Event Itinerary
 - b. Include in your Sales Decks (ex. *Sendsites*)
 - c. Customize for your RFP Responses



For more ideas and support: helpcenter.threshold360.com/publishing