

# Publishing Guide

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



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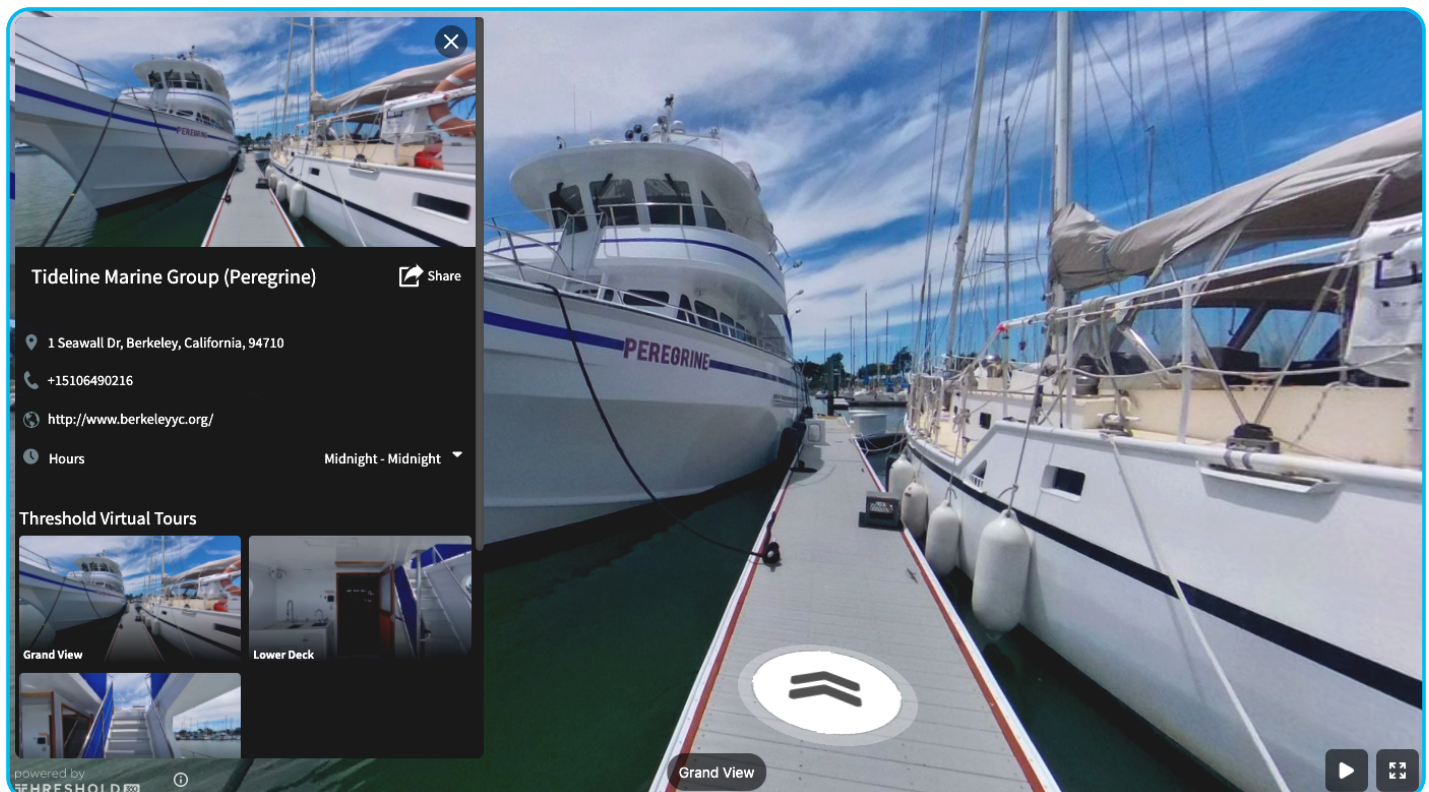
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# I. Introduction

Whether you're a Destination or an individual Location, marketing is likely a key aspect of your organization's time and effort. With your investment in **Threshold Virtual Tours™** and related content, your organization is already a step ahead of the game! Virtual and 360 content have proven to be a highly effective and engaging tool to have in your marketing repertoire. The goal of this Publishing Guide is to highlight the best practices for re-targeting your Threshold content into your current marketing and sales channels in order to boost your engagement, efficacy, and outreach.

## II. Virtual Content Types

- **Threshold Virtual Tours** : 360 Panoramic tours that allow visitors to both view and interact directly with a location. Virtual Tours are played with the Threshold Viewer, which can be embedded on web pages.
- **Share Pages** : Virtual Tour mini webpages that can be shared widely.
- **Custom Share Pages** : Unique Share Pages for specific locations, + Calls To Action (CTAs)
- **Collection Maps** : Interactive Threshold maps highlighting a set of Locations and Virtual Tours
- **Video Download** : An MP4 video created from a virtual tour

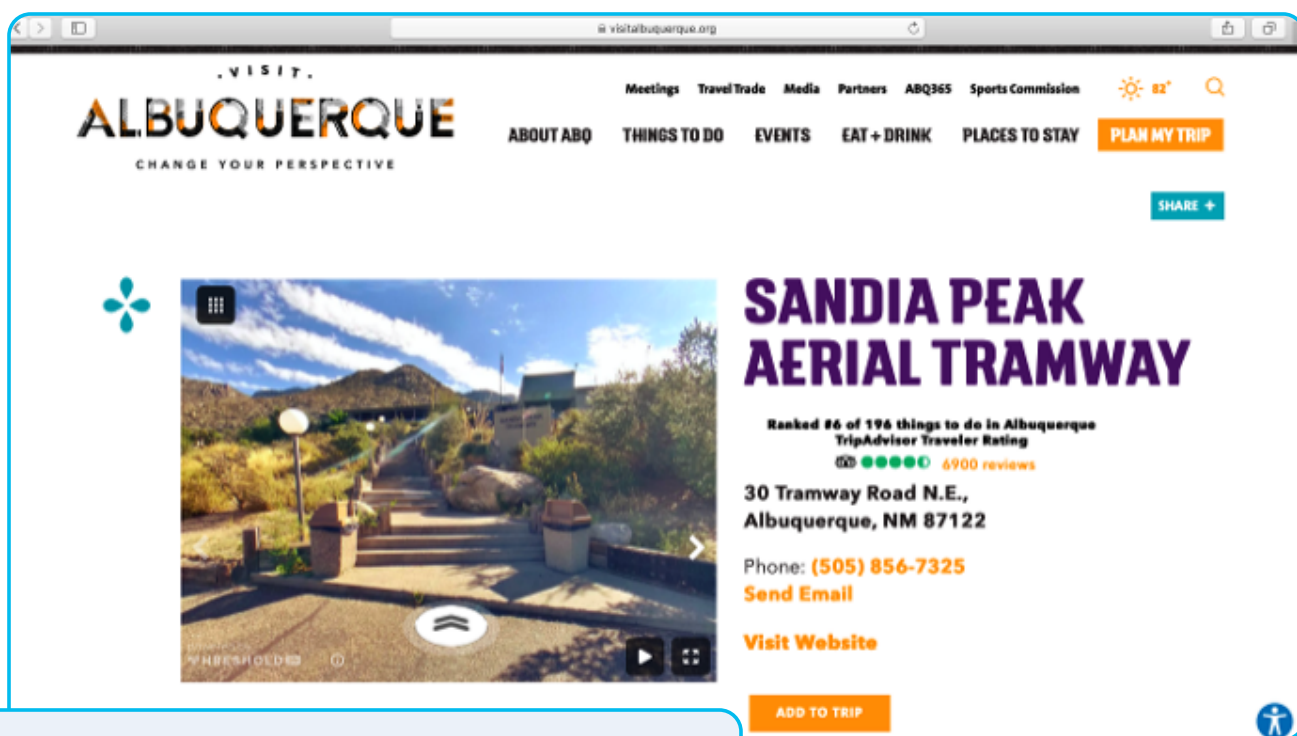


### III. Owned Channels

#### Website

The Threshold Platform allows you to embed your Virtual Tours and Collection Maps directly on your organization's website via the Threshold Viewer. Richer and more engaging content builds confidence when booking travel or accommodations, so leveraging it within your website can make a meaningful difference in overall web visits and engagement.

Our **Implementation Guide** specifically focuses on your website and offers inspiration alongside our best practices. Check it out for details specific to your website intergration!



*Visit Albuquerque embedded their Threshold Virtual Tours within their website's partner listing pages, highlighting the amazing locations within their destination, and driving increased engagement and on site conversion.*



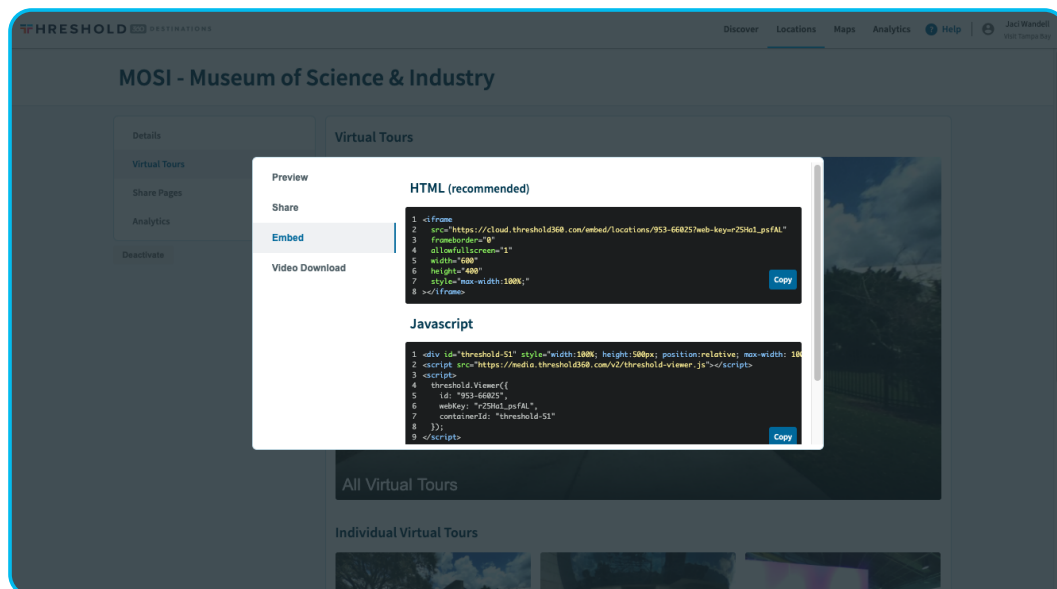
## III. Owned Channels (cont.)

### Apps

For organizations that communicate with their consumers via a proprietary application, integrating virtual content can dramatically improve visual context about Locations, and improve both engagement and app usage time. The Threshold Viewer allows for quick and easy embedding within your organization's app, and enables virtual tour and map functionality across a wide range of devices.

#### **To embed a Virtual Tour :**

1. In your Dashboard, navigate to the Locations tab and search for the Location you wish to embed.
2. Open the Location and select the tab for 'Virtual Tours.' Decide if you want to embed all spaces or a single space within a Location and select the appropriate thumbnail.
3. A preview box will appear. Select "Embed" to view the HTML and JS codes. Copy one set of codes and paste that into your app's content management system.



#### **To embed a Collection Map :**

1. Build a custom Collection Map in your Dashboard. Give it a title, add some locations, and customize to your heart's content.
2. Once you're ready to embed your map, select the <>Embed button in the top right corner of the Map Builder.
3. Copy the code that appears and paste into your app's content management system.

### III. Owned Channels (cont.)

#### 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 Virtual Tour or a Collection map within your blog posts. Highlight a single space, utilize a custom Share Page with a unique Call to Action, or share a curated set of Locations that help tell the story.

#### **To embed a Virtual Tour :**

1. Navigate to the Locations tab and search for the Location you wish to embed.
2. Open the Location and select the tab for 'Virtual Tours.' Decide if you want to embed all spaces or a single space and select the appropriate thumbnail.
3. A preview box will appear. Select "Embed" to view the HTML and JavaScript codes.
4. Copy one set of codes and paste that into your blog post.

The screenshot shows the Travel Dubuque website with a navigation bar (EXPLORE, STAY, TASTE, EVENTS, PLAN) and a red 'ADD IT' button. The main heading is '7 Places to Eat and Drink Along The Mississippi River' with the subtext 'Unwind riverside with these tasty locations.' Below the heading is a large blue image of a river. Overlaid on the right is a 'Collection Map' showing a map of Dubuque, Iowa, with several location pins. A callout box points to the map with the text: 'Travel Dubuque utilized a Collection Map to include Virtual Tours in a blog post, giving readers a closer look at the locations featured within.' The map overlay includes a grid of four location thumbnails: 'Dubuque Marina & Yardarm' (Walking Tour Stop), 'Catfish Charlie's' (Food & Dining), 'Tony Roma's at Grand Harbor...' (Food & Dining), and 'Stone Cliff Winery' (Food & Dining). The map also shows a 'Categories' dropdown and a 'Mapbox © OpenStreetMap' attribution.

#### **To embed a Collection Map :**

1. Build a custom Collection Map in your Dashboard. Give it a title, add some locations, and customize to your heart's content.
2. Once you're ready to embed your map, select the <>Embed button in the top right corner of the Map Builder.
3. Copy the code that appears and paste into your blog post.

### III. Owned Channels (cont.)

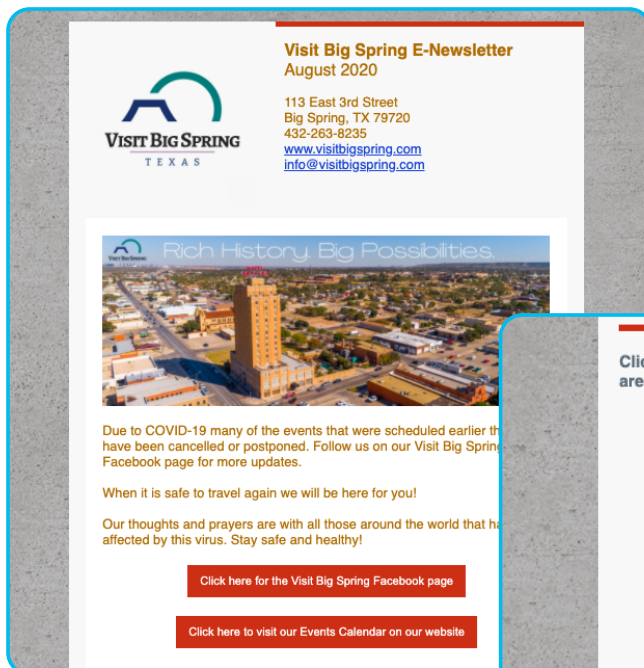
#### Email

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

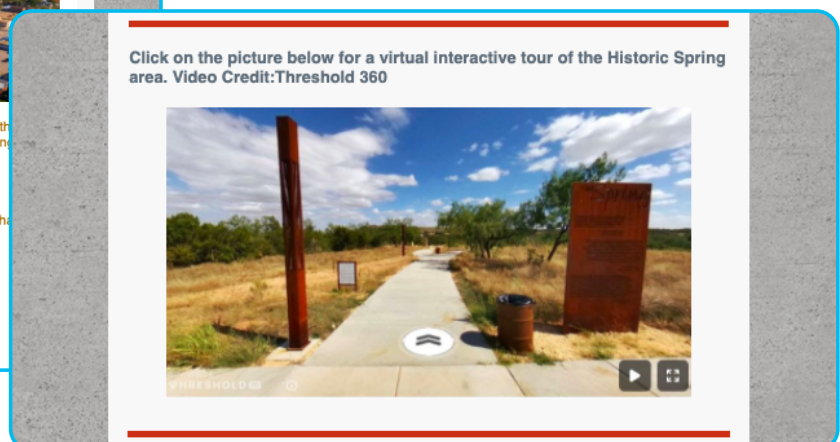
#### **To Share a Virtual Tour via Email :**

1. In your Dashboard, navigate to the Locations tab and search for the Location you wish to share.
2. Open the Location and select the tab for 'Virtual Tours.'
3. Decide if you want to share all spaces or a single space within a Location and select the appropriate thumbnail. A preview box will appear.
4. Select 'Share,' and then choose the Email icon. This will open up a new tab with the email provider you have preselected within your computer's settings.
5. Add some copy if you wish, and then send your email.

*You may also share a Virtual Tour by copying and pasting the Share Page URL found in the same "Share" section.*



*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 a recent newsletter.*



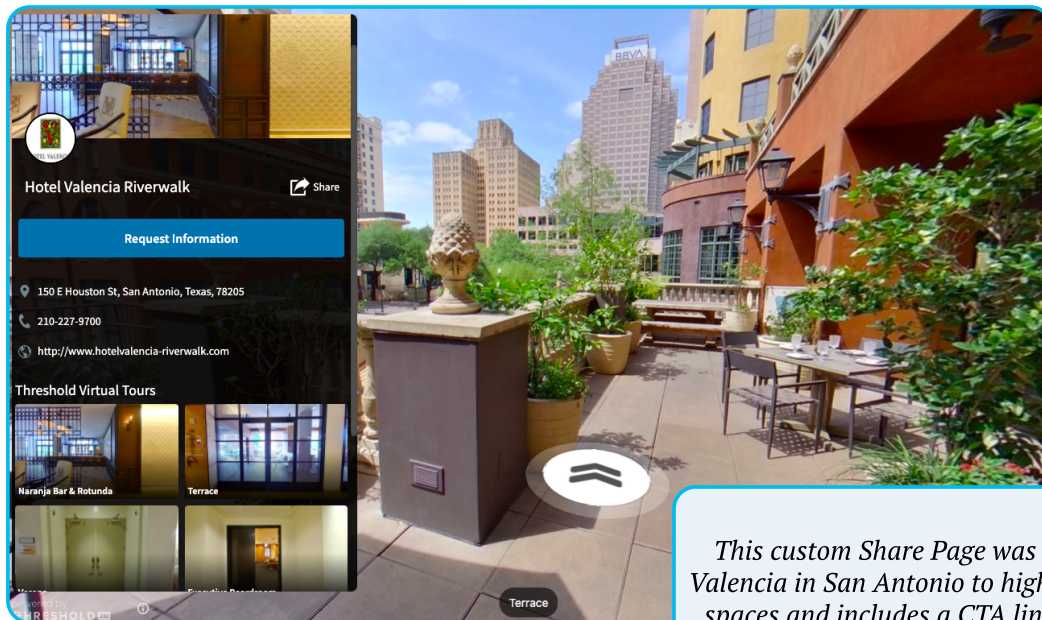
### III. Owned Channels (cont.)

#### Email (cont.)

For specific groups or prospects, you could also consider creating some quick custom Share Pages that highlight key spaces within a larger Location. These can also be outfitted with a CTA that can link to your webpages.

##### **To Share a Custom Share Page :**

1. In your Dashboard, navigate to the Locations tab and search for the Location you wish to share.
2. Open the Location and select the tab for 'Share Pages.'
3. Select the blue button for "Add Custom Share Page."
4. A new window will appear for you to customize the URL, name, and set a CTA.
5. Select which tours you want to include by clicking on all the appropriate thumbnails.
6. Select Save, and then select Share on the left. Select the Email icon to open up your email app, or simply copy the URL and paste into your email.



*This custom Share Page was created for Hotel Valencia in San Antonio to highlight their meeting spaces and includes a CTA link to their website.*

##### **To Share a Collection Map :**

1. In the Maps tab, build a custom Collection Map. Give it a title, add some locations, and customize to your heart's content.
2. Once you're ready to share, select the "Share" button in the top right corner of the Map Builder.
3. Customize the Headline & Description as well as include Contact Info for the Map.
4. Copy the URL link by selecting the "Copy Link" and paste into email.



## III. Owned Channels (cont.)

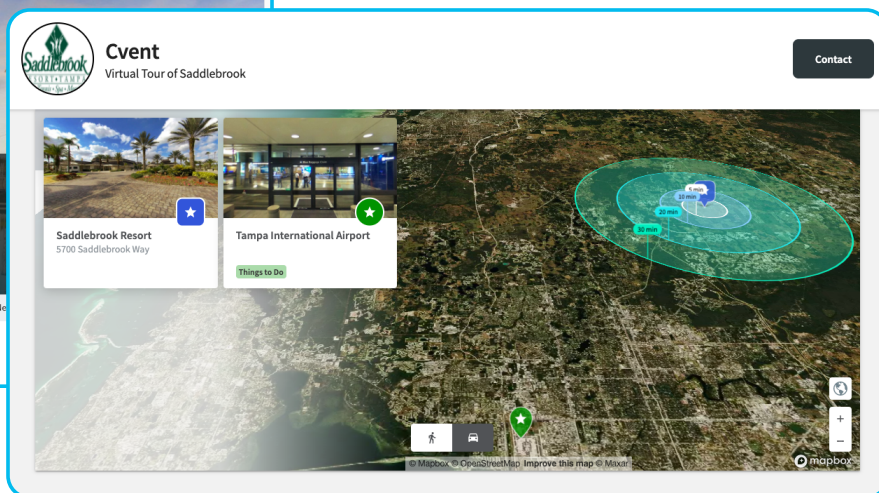
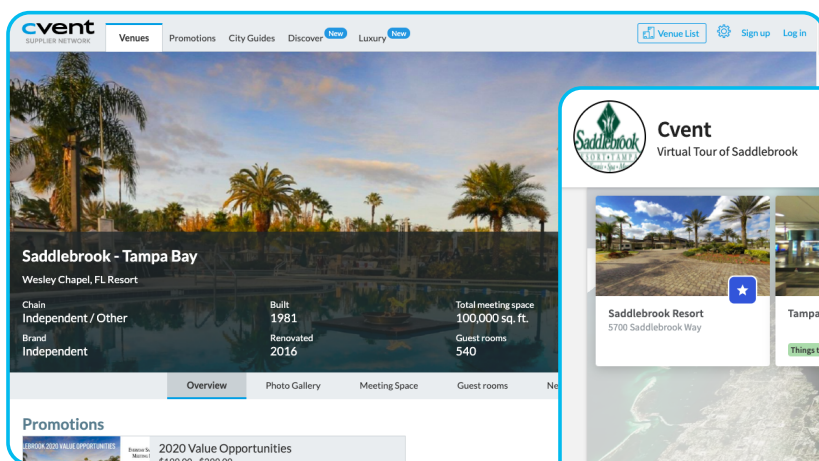
### Profiles & About Us

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

#### - Common Business Accounts

- Social Media such as Facebook
- Event listings sites such as Cvent

*Saddlebrook Resort in Tampa, FL has made their Cvent profile stand out by including a Collection Map of their Location in relation to the local airport.*



#### To Share a Virtual Tour:

1. Navigate to the Locations tab and search for the Location you wish to use. Open the Location and select the tab for 'Virtual Tours.'
2. Decide if you want to include all spaces or a single space within a Location and select the appropriate thumbnail. A preview box will appear.
3. Select 'Share,' and then choose 'Copy Link' to copy the Share Page URL.
4. Add this link to your Profile or About Us section.

#### To Share a Collection Map :

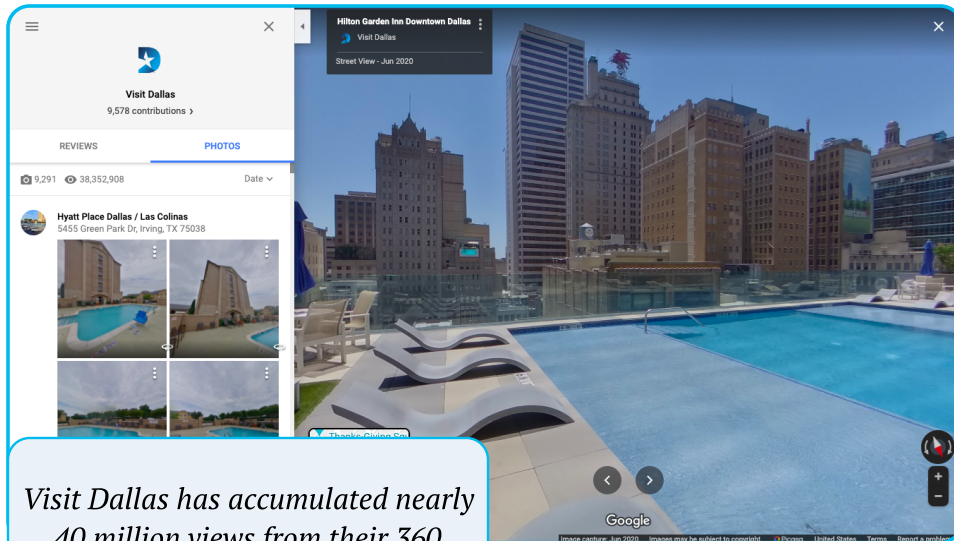
1. In the Maps tab, build a custom Collection Map. Give it a title, add some locations, and customize to your heart's content.
2. Once you're ready to share, select the "Share" button in the top right corner of the Map Builder.
3. Customize the Headline & Description as well as include Contact Info for your map.
4. Copy the URL link by selecting "Copy Link" and add this link to your Profile or About Us section.



### III. Owned Channels (cont.)

#### 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 can be automatically uploaded to Google and you can connect your Google Business account in order to receive attribution and capture those impressions.



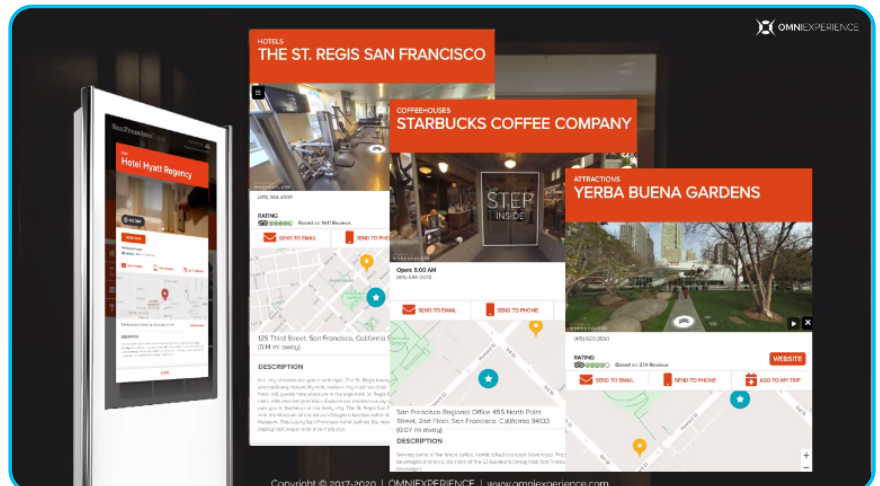
#### **To connect your Google account:**

1. Visit your User Settings by clicking on your name in the top right corner of the Dashboard.
2. Select the tab for 'Connected Apps.'
3. If you have opted for a Branded Upload, click the blue button '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, or providing unique insight into the choice of a dinner restaurant. 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.

- Kiosk Integration: 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](mailto:info@threshold360.com).



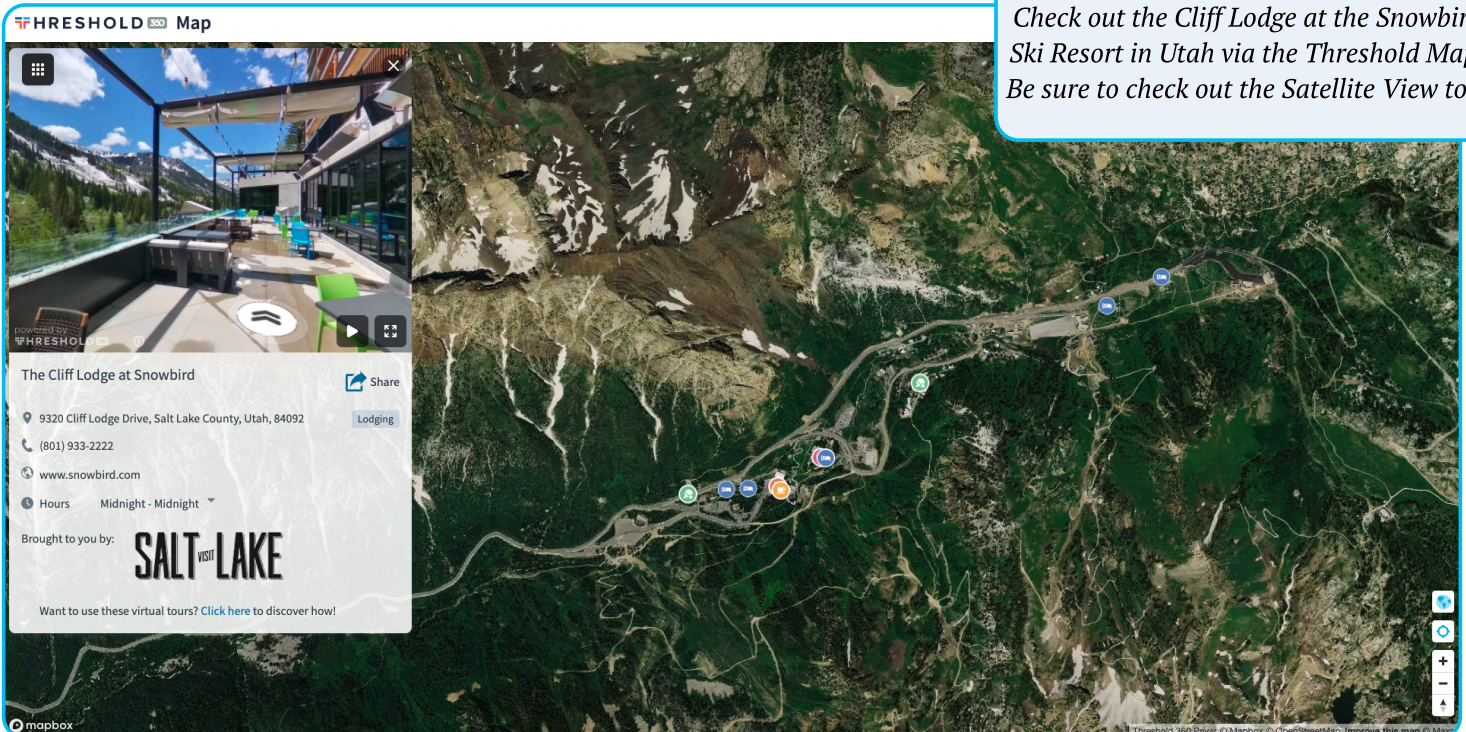
### III. Owned Channels (cont.)

#### **Threshold Map™**

The Threshold Map is a powerful new product that allows both consumers and meeting planners to explore and share 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 send virtual tours to their networks. Use the Threshold Map to share Virtual Tours of popular restaurants or hotel options, explore a new city or destination, and to quickly get visitors to step inside unique Locations from anywhere. Check out a rooftop pool in Miami, or jump into a luxurious spa at a ski resort in Utah. 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. In the Threshold Map, search for the Location you wish to share.
2. If that Location has a Virtual Tour, the map will zoom in on the Location selected and pull up the virtual tours available.
3. Select the 'Share 'button to the right of the Location's name.
4. Choose how you wish to share that Location by selecting the Email or Social Media icons, or simply press 'Copy' to copy the URL and paste it wherever you wish.





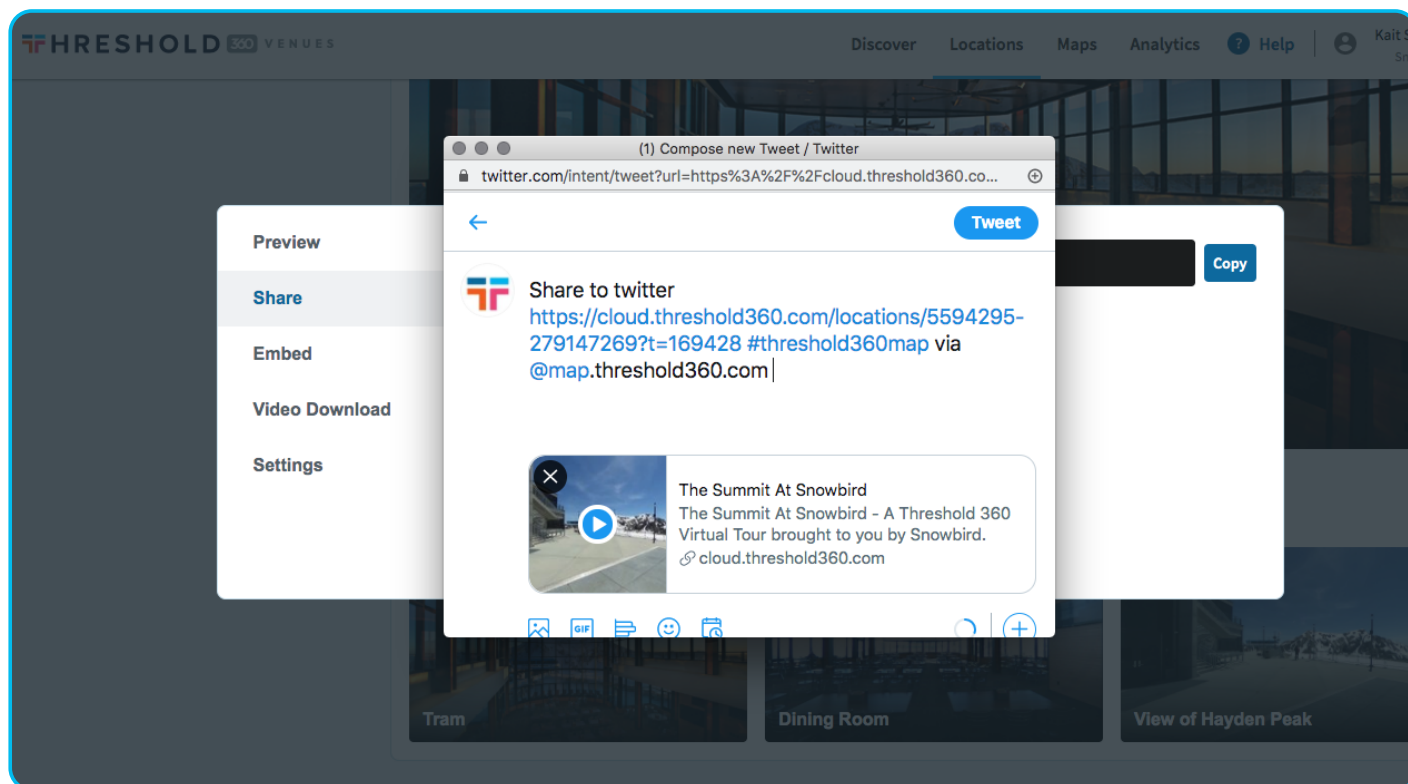
### III. Owned Channels (cont.)

#### 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. The Threshold Platform supports Virtual Tour and Collection Map distribution on a wide variety of social platforms – including Facebook, Twitter, LinkedIn, and more.

**Facebook, Twitter & LinkedIn :** *Share your Virtual Tours directly from the Threshold Platform.*

1. In your Dashboard, navigate to the Locations tab, and search for the Location.
2. Open the Location and select the tab for 'Virtual Tours.'
3. Decide if you want to share All spaces or a single space within a Location and select the appropriate thumbnail. A preview box will appear.
4. Select 'Share,' and then choose a social media icon. This will open up a new tab within the platform you selected.
5. Add some copy if you wish, and then publish your post.

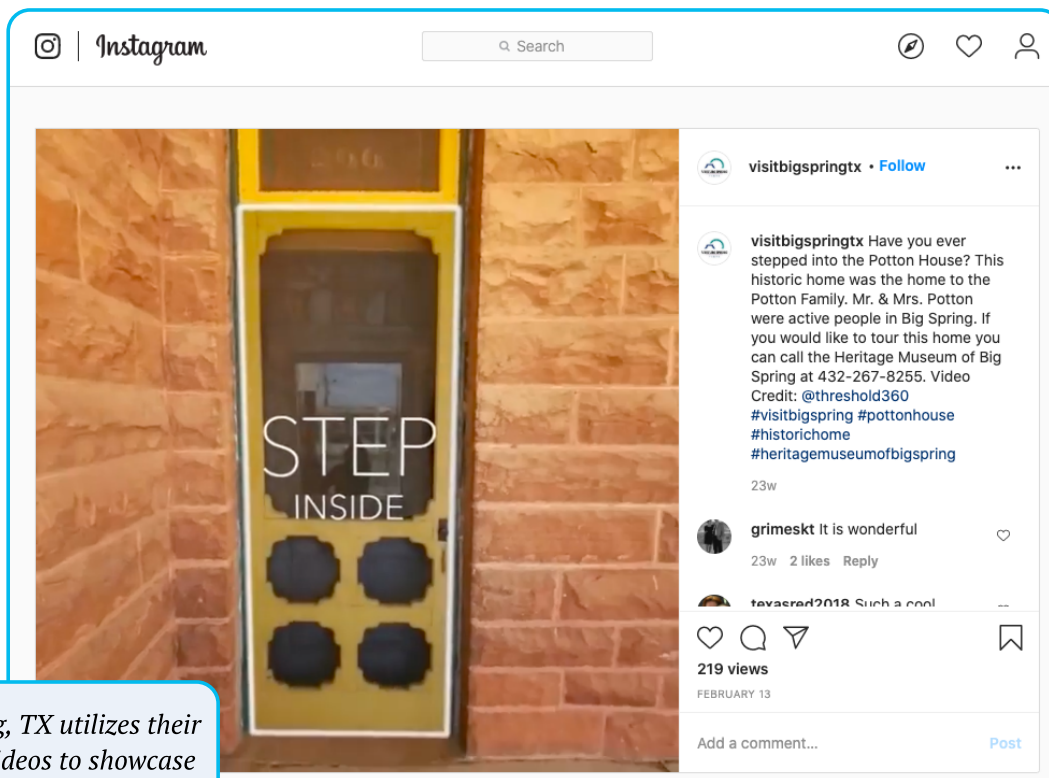


### III. Owned Channels (cont.)

#### Social Media (cont.)

**To Share on Instagram :** *Virtual tour videos (MP4s) are best for Instagram posts.*

1. Navigate to the Location you wish to share within your Dashboard 's Location tab and select the 'Virtual Tours' tab.
2. Select the thumbnail for the space you want to share.
3. Once the preview appears, select 'Video Download.'
4. A MP4 video will immediately download to your computer.
5. From here, you can send the video file to your phone, open the Instagram app and upload your MP4 within a new post.



Visit Big Spring, TX utilizes their Virtual Tour videos to showcase their partners on Instagram

★ Tag @Threshold360 on Facebook, Twitter, LinkedIn or Instagram when you post! We'll be sure to return the love.❤

## IV. Earned Channels

### **Social Shares & Mentions**

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.

### **Guests & Reposts**

Like Social Shares and Mentions, Guests and Reposts are 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 Location and your Virtual content into their channels, furthering your marketing outreach and reaching more potential visitors who can also repost and share.

### **Press, Media & Reviews**

Include Threshold Share Page and Collection Map links 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. Utilize Custom Share Page links to further increase this engagement by including CTA's and compelling language.

#### **To Share a Custom Share Page :**

1. In your Dashboard, navigate to the Locations tab and search for the Location you wish to share.
2. Open the Location and select the tab for 'Share Pages.'
3. Select the blue button for "Add Custom Share Page."
4. A new window will appear for you to customize the URL, name, and set a CTA link.
5. Select which tours you want to include by clicking on the appropriate thumbnails.
6. Select Save, and then select 'Share' on the left. Select the Email icon to open up your email app, or simply copy the URL and paste into your email.



## V. Paid Channels

Threshold content can be used across a wide range of paid channels, using the same embed codes and Share links used for Paid and Earned channels. Depending on the channel used, such as Banner Advertising, a specific configuration of the Threshold Viewer embed code may be needed.

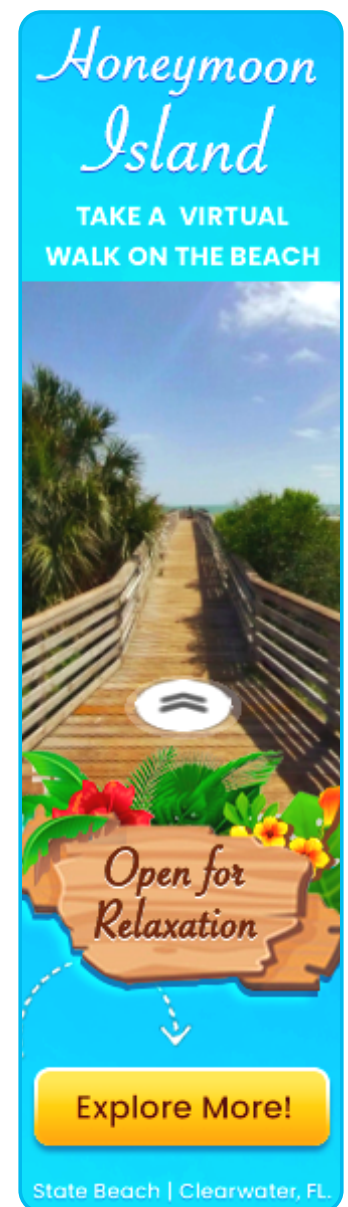
### **Advertorials**

Standard 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 others. Select virtual tours can be included using standard JavaScript embed code available in the Threshold platform.

### **Banner Ads**

Threshold Virtual Tours can also be used in standard IAB banner ads, using a special functionality built into the Threshold Pro package. Banner ads can be configured around any Location's Virtual Tours, allowing for the same interactivity as an embedded Viewer.

For further information on using your virtual tours as part of your advertising campaign, get in touch with Customer Success or email [info@threshold360.com](mailto:info@threshold360.com).



## IV. Appendix

### **Social Media Platform Support**

Threshold Virtual Tours and Collection Maps can be easily integrated into social media platforms. For Platforms that support direct links – such as Facebook and Linked-In, users can simply copy/paste any standard Share Page link into a postable field in their account, and post the link. Viewers will be able to click on the link and open a full-screen Share Page Virtual Tour or Collection Map.

For platforms that don't currently support direct links – such as Instagram – standard video files (MP4s) can be exported from the Threshold Platform (from the Locations Tab), and uploaded directly to the social media platform, which will play them back dynamically as part of the user feed.

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

	Platform	Orientation	Share Page Support	Collection 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	TikTok	Short-form Video Sharing			