

**THRESHOLD** 360

# The 360 Value Funnel

Drive your marketing towards  
success with this easy guide.



**Increase Brand  
Awareness**



**Generate  
Leads & Sales**



**Leverage  
Targeting**

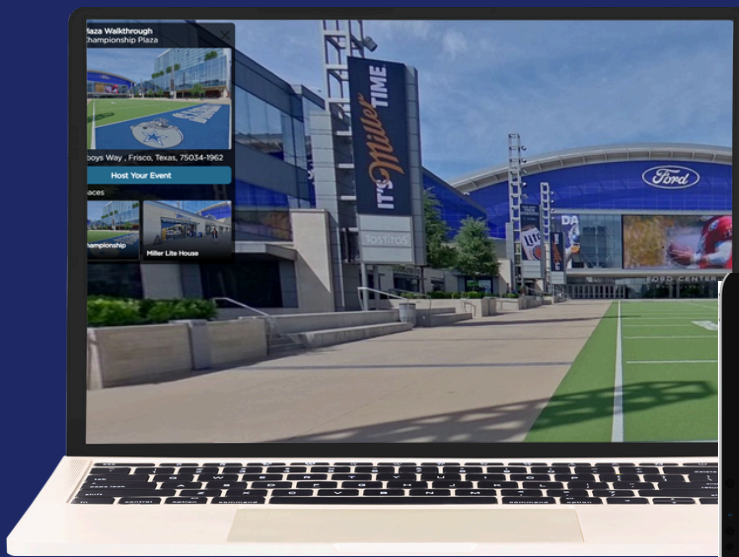


**Get  
Creative**

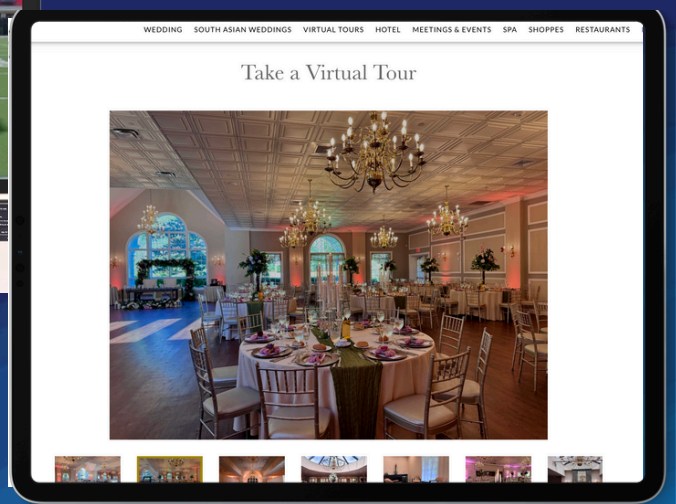
**Success!**

# Increase Brand Awareness

Stand out from the crowd by promoting your brand and business whenever & wherever you can.



One of the easiest tools in your Dashboard to promote your business: Your Virtual Tour Share Pages.



Share Pages can be used to add rich content to your website, social media posts, bid proposals, sales presentations, email signatures, third party sites, and more.

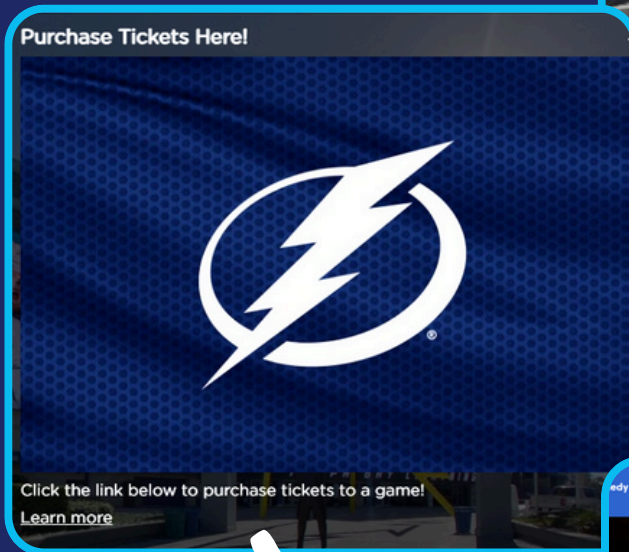
## Key Features

-  Easily shareable- Make your brand visible to more people.
-  Customizable- Pick specific spaces of your tour to showcase.
-  Self-funneling- Implement CTAs to direct viewers to important websites or more information.

# Generate Leads & Sales

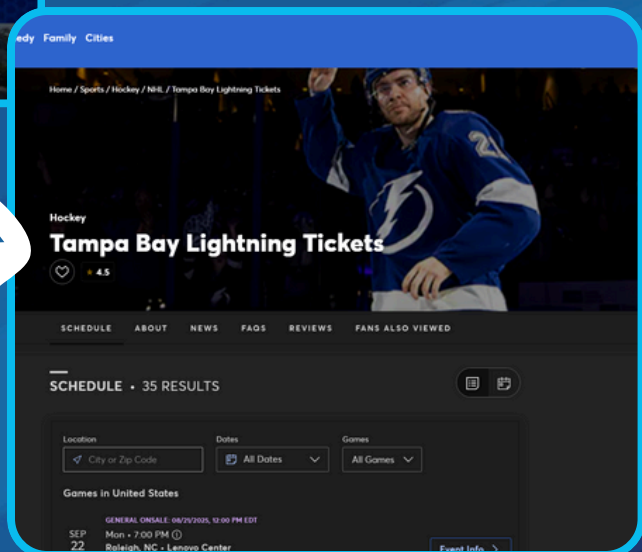
Create a no-touch sales-strategy using simple tools that can facilitate leads & sales around the clock.

Configure Hotspots within your tour to garner leads & sales as viewers explore your location.



A well-placed Hotspot within the tour allows the viewer to be taken directly to the ticketing website.

Hotspots enable a viewer to engage with your location and allow you to qualify leads.

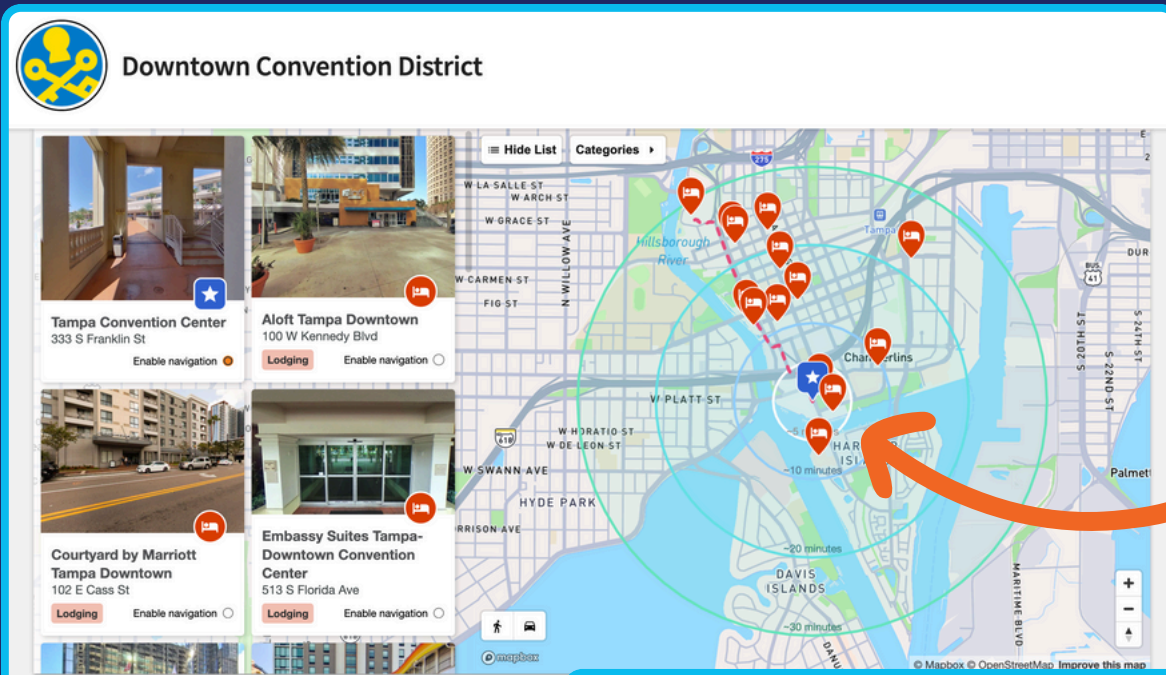


The utility of Hotspots is endless! Combine your existing content, including photos and videos, with a Hotspot for a powerful tool.



## Leverage Targeting

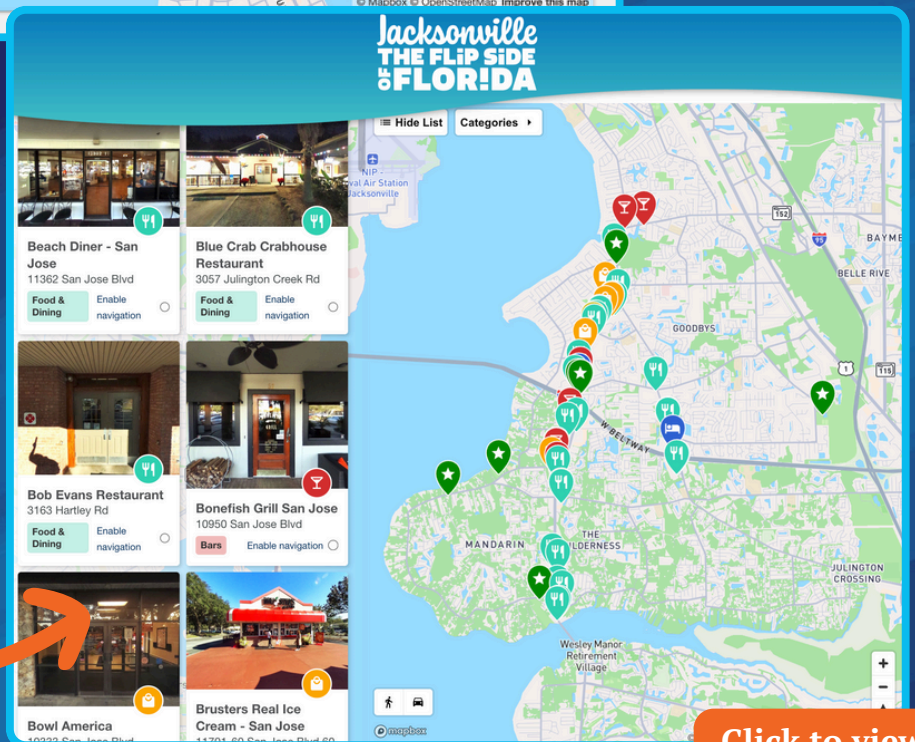
Use Custom Maps to target specific locations, neighborhoods, or regions for meeting planners, events, and visitors.



Use a specific location as your anchor point, then incorporate points of interest or essential destinations, such as hotels.

[Click to view](#)

Create an interactive itinerary that showcases all the businesses in a specific region or neighborhood, making it easy for visitors to explore. Highlight what makes your destination the place to be.



[Click to view](#)



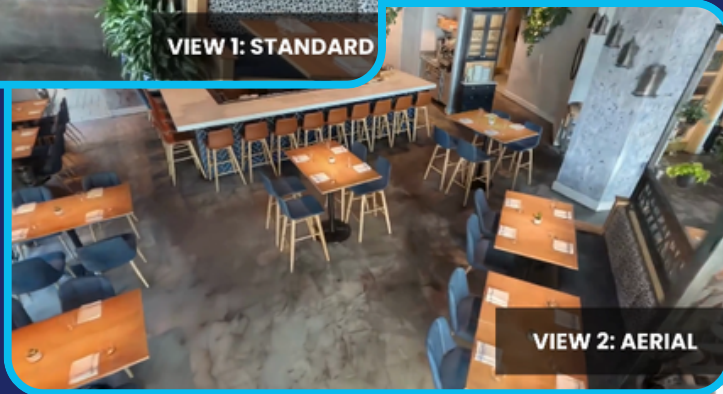
Custom, easy to edit, and simple to share or embed on your website, in PDFs or proposals, or via third-party sites.



**THRESHOLD 360**

**Get Creative** 

Take advantage of innovative marketing products and new tools for inspiration.



**AETHER**  
by **THRESHOLD 360**

Grab your viewer's attention with Aether! Aether is AI generated content meant to give you endless ways to showcase your space.

## Key Features



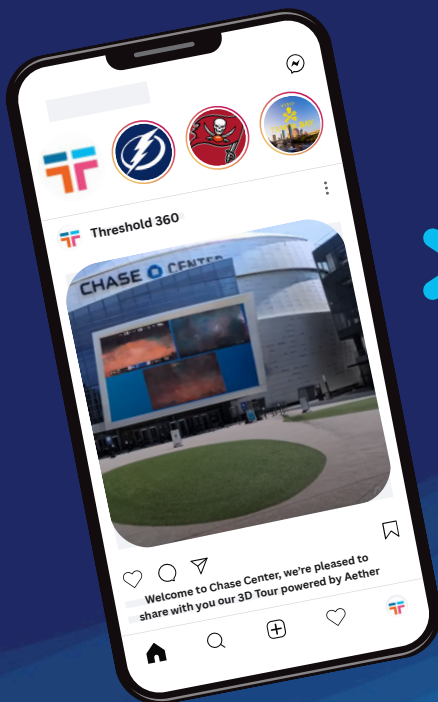
One capture gives you the ability to customize different views and angles.



Create unique content for your social and marketing channels.



Easy to share and embed on your sites and platforms.



# Education with 360 Labs

Education is the key to elevation! Learn how to use your tools and more with our ongoing video series.



Watch now on  YouTube

Explore the videos below by selecting a topic that interests you.



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