

# Virtual is the New Reality

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4K    virtual tour

Insightful|3D   
Go far with VR

## Showcase Your Educational Facility to Parents and Students Anywhere!

It can be difficult for parents and guardians to experience and tour your school's classrooms, labs, cafe, et cetera, without actually visiting. With Virtual Tour, you can "take" your facility and showcase your school's amenities to parents and their wards anywhere they are in the world, 24/7.

Today's parents and guardians want to make decision faster while still having access to as much information as possible. With many options on the table, the first brand to make lasting impression and provide the needed information in the most compelling way always have the edge.

By providing parent and guardians with a Virtual Tour or Virtual Reality of your educational facility, you've upped your marketing and even enables your sales and support team to generate more interests, faster.

Give prospective students and their parents the tool to virtually tour your facility from anywhere as if they were there! This is a great marketing tool.



360° virtual tour

## Stand Out from the Competition

Differentiate your educational center by empowering parents and their wards to virtually tour your facility and its amenities from anywhere in the world. Drastically increase lead generation of prospecting parents and students by meeting them wherever they are located with your initial sales pitch in the form of a virtual tour.

Empower your sales and customer service with the most compelling tool to upsell your facility, showcase its amenities and locational advantages to prospective students. Reduce the need for a repetitive and elaborate repetition of your center's unique selling points; VR helps you present your space and highlights your uniqueness with the space in the most compelling way!

By providing immersive virtual tour of your center on your website, social media, WhatsApp status, etc., you "immerse" the visitor with a much captivating experience than normal photo galleries or video. And with highlights in the tour like audio, popup videos, etc., you guide and control the narrative as if you were there guiding the guests all along!

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## Top 5 Benefits of Creating Virtual Tour of Your School's Facility

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As an educational center, you need a way to upsell your school to prospective parents and guardians. While in-person tours can be persuasive and effective, these are only beneficial if individuals can afford to be physically present at your facility. There may be prospective students (or their parents) that look up your educational center online, so take advantage of this opportunity by allowing them to virtually visit you!

### 1. Increased Familiarity with Your Facility

By allowing prospective parents/students to visually check out your school or university, they will become familiar with it. This is important, especially for online enquirers who may currently live out of the area and perhaps are looking for school in your locality. For universities or educational facilities that specialize in teaching specific skills/careers, students who are too far away to take a physical tour may be thinking of applying!



## 2. Make Lasting First Impression

It's common for the websites of educational centers to display photos of their buildings and to relay details about the education they provide.

However, not all schools offer actual virtual or interactive tours. By doing this, your facility can stand out among the other schools people come across in online search results. A virtual tour makes your educational center come alive and gives website visitors and online enquirers a realistic idea of the layout of your facilities and what they can expect.

## 3. Upsell Your Uniqueness Easily

Throughout an online virtual tour, you can display the areas of your school that make it special. Even if there are other schools in the area that offer similar educational classes or courses, there are no doubt things about yours that are superior and different; virtual tour can help you highlights these uniqueness.

Your virtual tour can include voice-over, brochure, video and even links or form to fill so as to capture the visitor's details.



#### 4. A More Engaging Media

Virtual tour provides a more immersive experience than any other media. Using a VR headset takes the experience to whole new level!

Website visitors who view your school's virtual tour are more likely to be engaged than if you were to only display a photo gallery. It allows them to see the school grounds/buildings/campus, and they can better picture themselves there. This may very well be the most interesting feature of your website for potential students or their parents!

#### 5. Interactive Experiences

Using a virtual tour on your website will help your school come across as professional. It will indicate that you are welcoming of new students, but also that you are serious about the education you offer. Virtual tours are perceived as high-quality, which is how you want your school portrayed as well.

Insightful3D can integrate rich media with annotations to your virtual tour, like adding voice-over, pop up videos, fees, testimonials, YouTube video, PDF brochure, links to websites, WhatsApp call-to-action button and much more.



## How Do We Start?

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Our professional photographers take a full scan of your space. Depending on the size of the facility, this can range from a three-hours task to full two-days of work.

Thereafter, our 3D programmers/artists converts the scans to a stunning 4K 360° virtual walkthroughs viewable on PCs, laptops, tablets, mobile phone or VR headsets.

The created virtual tour is made available online and can be embedded on your website or any other website. The virtual tour can also be integrated with Google Street View, so your business can be highlighted on Google Search & Maps, increasing the ability to draw in customers.

Our 360° virtual tour is the ideal and modern way for your hospitality business to showcase your facility and its amenities.



## Pricing & Deliverables

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Insightful3D Virtual Tour prices starts from ₦70k for a standard-sized three bedroom facility (or 3,000 sq. ft) room (We have discounted price for larger space) and each tour comes with the following:

- 3D Virtual Tour (URL Link + HTML embed Code)
- Pack Photos + 360 Photos + Video Teaser
- Guided Walkthroughs
- VR Headset Adaptation
- Cloud Storage for 12 Months
- Google Integration (Street View, Google Maps) - extra ₦15k
- Adding additional information (Text, Photo, Video, Document, PDF or URL) using tags. ₦500/tag
- Virtual Tour on video for YouTube, Vimeo and social media (10% of Tour Package)
- Six Months Free Support and Update
- Hosting for additional year \$72/year







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## Insightful3D Technologies

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