

THE FOCAL POINT



VIRTUAL TOURS.
A MARKETING
DREAM COME
TRUE.

HAPPY MONDAY!

Cool off from the hot summer sun with some cool virtual tour **tips & tricks**.



FEATURED TOURS

Be sure to follow us on Facebook and LinkedIn where we post weekly **Friday Features!** We're super excited about this opportunity to showcase some of the amazing locations and dedicated businesses we've worked with!

This month, we're excited to feature **Grandscape** in The Colony, Texas, and the **Ottumwa Family YMCA** in Ottumwa, Iowa!



TIPS FOR TOURS

Our goal is to help you make your virtual tour easily one of your greatest marketing tools. Our hosting platform has tons of cool features that are free to use!

TIP #1

Did you know you can start a videocall directly from the tour?



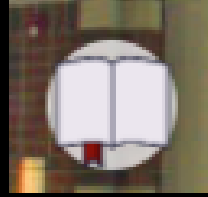
Videocall

This is a great tool for colleges, event centers, real estate, and much more! With the videocall tool, you're able to foster private, real-time interaction and collaboration.



TIP #2

Did you know you can now add an animated icon as a hotspot?



How?

1. In the Editor, access the 'Hotspot Content' settings of the hotspot that you want to add an animated icon.
2. Scroll down and flip the 'Icon' switch on.
3. Use the drop-down to make the icon type 'Image'.
4. Click on the image upload box to bring up your Asset Manager on the left-hand side.
5. At the top of the Asset Manager, click on the drop-down that automatically selected 'Images', and select 'Global Assets'.
6. Open the 'Lordicon.Com Free' drop-down and explore the large variety of animated icons you can add!
7. Have fun!

Contact millie@midwestpano.com for help/more information!

WHAT DO YOU THINK?

We love hearing from you! Let us know what it was like working with us and how you're enjoying your virtual tour!

Here's what Cara Bailey, Web Developer at YMCA of Greater San Antonio, had to say:



[Midwest Pano] also understands the Y is a non-profit and really works with you to provide you the most bang for your buck with your budget.

*In addition, all of [Midwest Pano]'s work is **impeccable** and [their] customer service is **top notch**. [They] really [go] out of [their] way to make sure you are satisfied and if you do have any questions or concerns, [they are] more than happy to jump on a call with you. Needless to say, **we highly recommend [them]!***



Let us know your thoughts!



WHAT'S UP AROUND THE OFFICE?



We're expanding! This month, we welcomed three new members to our team! Follow us on our socials to get to know them next month :)

Our new website is live! Go check it out for an updated look at Midwest Pano. We'll be adding many new features within the coming months.

Also, be sure to give our new TikTok account a follow for some fun content next month where you'll get an inside look at our office life!



STAY TUNED!



We hope you enjoyed this month's newsletter!

Be sure to follow us on Facebook, LinkedIn, and TikTok to stay up to date with the latest and greatest from Midwest Pano! You can find our profiles below. Stay tuned for next month's newsletter for more virtual tour tips and tricks!



WANT TO LEARN MORE?



Get professional insights to take your business to the next level with a FREE virtual tour **one-on-one demo** from our sales team.