

Rental Virtual Tours  
360 Interactive Virtual Tours  
Virtual Tour Distribution  
Elevated Photography  
Single Property Sites  
Virtual Tour Discs  
Professional Audio  
3D Floor Plans  
Night Shots  
and more!

BlueLaVaMedia is a Northern Michigan virtual tour company that gives you the kind of personal attention you crave but also has the big business capabilities you will need to remain competitive. More customers are turning to us daily who seek to have the edge that they need in today's market.

Let our property marketing tools and Interactive 360 Virtual Tours put your business in front of more customers than ever before.

Making the decision to choose BlueLaVaMedia to drive your marketing or enhance your website is making an intelligent business decision. With over 9 years of Internet savvy and over 35 years of professional photography expertise, our customers receive only the very best.



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# Creative Curb Appeal





# Terrific Traffic Jams

Increase bookings without breaking the bank.

With a little creativity and some help from your online property marketers, you can increase your bookings and accelerate your online traffic fifty-fold. 360 virtual tours are the ultimate marketing tool for generating traffic to your rental properties. Studies show that an increasing amount of vacationers are making the decision on which home to rent based on their ability to "tour" the property first. Our interactive virtual tour technology allows the prospect to conveniently experience your rental 24/7 in its best light. By providing the consumer with this experience your customers will book with confidence and enjoy a vacation stay that will meet or surpass their expectations. If a picture says a thousand words, a virtual tour of your property tells the entire story!



## Additional Services:

- Evening & Night Shots
- Elevated Photography
- Single Property Websites
- Professional Voicing
- Printable Photography
- Remote Tour Hosting
- Virtual Tour Discs
- 2d & 3D Floor Plans

## Key Statistics

The most requested page on a rental property's site is almost always the virtual tour when placed on home page.

In cyberspace, a site with a virtual tour and interactive media will receive 38% more views than that is lacking media.

80% of consumers search for information online. That means at least 60% of your marketing dollars should be spent optimizing your company online.

Property management companies report that Internet marketing is quickly becoming their number one source of traffic and bookings.

65% of all travel bookings are researched online.

Three in four online travelers say a virtual tour would be "very useful" in helping them select a vacation rental that matches their preferences and expectations.

Internet marketing has the lowest cost per booking of any form of advertising.



## VIRTUAL TOUR FEATURES:

- 360 interactive panoramic images
- Custom hot spots for navigation
- Custom branded virtual tour window
- Contact information
- Slide show feature enabled
- Download tour enabled for offline viewing
- Email tour enabled for online sharing
- Google map and satellite view enabled
- Weekly virtual tour traffic reports
- Posting of virtual tour to your web site
- One year of virtual tour hosting
- FREE Image editing and enhancements
- FREE Unlimited text updates on tour
- FREE CD with high-res images for print
- FREE virtual tour music enabled

## Visualize the benefits

- Give consumers a more complete and more engaging visual experience than with static photographs
- Make your property and website stand out with an enhanced end user interactive virtual tour presence
- Increase consumers' confidence in your property and their motivation to book
- Keep visitors on your site longer and increase frequency
- Generate more leads and increase look-to-book conversion rates – the proof is in our weekly hit reports
- Save time for both you and your prospects
- Boost customer satisfaction by allowing potential renters to see what they are getting before arrival