



[www.BlueLaVaMedia.Com](http://www.BlueLaVaMedia.Com)

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# BlueLaVaMedia Business InfoPack



Today's consumers are more demanding than ever before. Businesses are in need of more exposure for their storefronts and looking for the next best way to capture and maintain the interest of online shoppers.

80% of all purchasing research now begins on the Internet. Internet viewers no longer spend time on websites that don't allow them to visually preview product first.

BlueLaVaMedia has the staff, experience, and technological expertise to help you stay ahead and look your best in today's market. Our POWERFUL MARKETING TOOLS revealed within this Information Pack will put your business in front of more customers than ever before and keep those shoppers returning to your site for new and exciting content.

**Visit Our**



*Research, Understand, and Decide.*

[www.Virtual-Tour-Company-Blog.com](http://www.Virtual-Tour-Company-Blog.com)

# What We Do

We live in a world where style changes constantly. Fresh images and interactive media are in demand. Now more than ever the time a business has to impress upon an online visitor and keep them on a website is far less than ever before. Professionals must be aware of these changes and possess the flexibility and imagination to stay ahead of the trends.

BlueLaVa Interactive media is a MUST. The central goal of online marketing is to engage the end user. This means getting your customer or potential client involved with your company, your product, and even your staff. We will help you leverage the depth and interactivity of the Web to create a memorable relationship with the customer that will keep them coming back again and again. And, when we're done, they will send you more referrals faster than you ever thought possible!

**The challenge with online marketing is to attract shoppers, keep them on your site and keep them coming back!**



[www.BlueLaVaMedia.com](http://www.BlueLaVaMedia.com) is a locally owned Northern Michigan virtual tour company with team members Jason LaVanture and Jim Blue. **Jason LaVanture** is the founder and Vice President of [www.realtourvision.com](http://www.realtourvision.com), the # 1 ranking virtual tour company and virtual tour software provider in the World. Jason brings nearly nine years of internet savvy and expertise to the table. With Real Tour Vision servicing over sixty thousand real estate agents worldwide and over 1500 virtual tour providers in his network, he knows what services and functionality are needed on a local or national level.

**Jim Blue** has nearly 35 years of professional photography experience. He has designed and taught independent photo classes in both silver-halide and digital imaging for over 20 years. Jim was the former owner of Blue Photo Co Inc, a retail camera store and photo-finishing lab. Jim was responsible for managing employees, sales strategies, developing ad campaigns, marketing and distributing advertising to many types of media outlets.

Together LaVanture and Blue's talents come together to create **Northern Michigan's premiere virtual tour company** and property marketing firm. We WILL make you look your best online!



# *Why Use Interactive Media?*

**The use of interactive media on your company's website offer many advantages!**

## **1. Convenience**

Imagine having your doors open 24/7 to the world by way of your interactive virtual tour on the Internet.

## **2. Cost Effective**

You will be surprised at how cost effective our virtual tour services are. Having a professionally photographed, powerful marketing tool on your website that keeps visitors coming back is priceless. Not to mention that we give you your original photographs for future marketing and print use!

## **3. Details & Perspective**

Interactive media offers the perfect synchronization between close detail and a wide 360 degree perspective. Both are creatively brought together to win the consumers eye and make a lasting first impression.

## **4. Motivate Potential Clients**

The Internet is a portal and an opportunity for you to market to the broadest audience possible. Utilizing our virtual tour technology will bring more unique visitors to your site, increase your number of returning visitors and best of all; it will get people talking about you when they are offline. Motivating your potential clients with an interactive virtual tour experience works!

## **5. Great First Impressions**

Have bad weather, nearby construction, or other unforeseen circumstances that may hinder potential customers from an ideal first impression? A BlueLaVaMedia interactive solution automatically eliminates that possibility. Online shoppers can always direct their browser to your interactive virtual tour and view the benefits of what your company has to offer, in its best light!

**Making you look your best is what we do best!**

- **The daily cost for print advertising varies from \$66-\$150 per day and has a shelf life averaging around 30 days. Print advertising has a limited market penetration based on your distribution and does not allow the consumer to interact or engage with the advertisement. While the cost of a virtual tour costs about 27 CENTS per day. With a shelf life of 365 days and WORLDWIDE penetration the cost to interact with your client is MUCH less.**
- **In cyberspace, a site with a virtual tour and interactive media will receive 38% more views than a competitor's site that is lacking media.**
- **80% of consumers search for information online and say images are imperative when making a decision. That means at least 60% of your marketing dollars should be spent optimizing your company online.**
- **On a typical day, more than six million people are taking virtual tours in cyberspace.**
- **As of August 2006, over half of American adult internet users (61%) have taken virtual tours of another location online.**
- **96.2% of travelers use the Internet as a source of information when planning a trip**

# The Interactive Virtual Tour Solution

While virtual tours features will vary from one company to the next, the BlueLaVaMedia virtual is designed to appeal the broadest audience possible while offering the most bells and whistles. Whether you decide to let us host your virtual tour on our secure server facility or you host the virtual tour on yours, you will find that our technology is far superior to any other and is always on the cutting edge of virtual tour technology.

Our virtual tours contain a wide variety of feature sets, offer flexibility, customization of your branding and are competitively price. Each BlueLaVaMedia virtual tour features the following:

- Crisp and glossy images, not warped or fish-eyed
- Tours that run on every system without a plug-in
- Still images, partial panoramas and full 360 views
- Customizable Hot-Spots with text descriptions to navigate throughout the tour
- Custom branding with company banner, photo and logo
- Offline tour distribution via CD
- Online tour distribution via email button
- Weekly virtual tour traffic reports
- Google mapping on virtual tour to local your business
- Slide show feature enabled to showcase still images
- Four easy ways to navigate including our self guided tour
- Detailed text descriptions on every scene
- Royalty free music and voice-overs
- High Resolution Images for print usage



**Business Exposure Engine:** It is well known in marketing that the more eyes on your business the better off you are and the faster word will spread about your offering. Let our weekly hit reports prove the kind of traffic your business website and virtual tour will get when we add you to the nation's most frequented sites including YouTube. We even go so far as to make sure your tour appears at the top of the search engine results page!

**Premium Tour Audio:** Guide your potential buyers or customers from one scene to the next with our audio solution. You may choose to cut your own virtual tour audio or let one of our many professional voices do this for you.

**Tour Discs:** Give your clients something they will remember you by with a package of our tour discs. We will burn your virtual tour onto a **business card sized** CD and create a custom label for you. You can even hand these out as a high tech business card!

# ***FREE Blogging, SEO, and Social Networking Training***



## ***FREE Blogging, SEO, & Social Networking Training:***

Learn from the Guru himself Jason LaVanture on the latest HOT topics such as Social Networking, Blogging, Social Bookmarking, and Link Building. Is your Twitter Tweeting? Are people digging your Diggs? Are you building solid back links to your website site? Jason LaVanture Internet marketer and founder of [www.RealTourVision.com](http://www.RealTourVision.com) the World's #1 ranking virtual tour company on the Internet is here to tell you how you can do the same for your business.

Do you remember when you did not need an email account to conduct business...back when you could keep up without a website? Times are quickly changing and once again you need to do the same. As a customer of BlueLaVaMedia we will give you access to our free Blogging and search engine optimization course. Are you ready for Social Ignition? [Read More](#)



# Virtual Tour Samples



Don't have a website? No Problem. With a BlueLaVaMedia Single Business website we register a domain name for your business and redirect URL straight to your interactive virtual tour! A great inexpensive first website!

**(www.YourBusinessName.com)**

Use your new website and interactive virtual tour address in all of your print advertising.

It's really that easy! Simply place your order online and we will manage the rest!

# The Hosting Solution

The best part about BlueLaVaMedia interactive virtual tours is not the incredible look and feel of our virtual tours; it is the flexibility in which we can deliver the content to you. You can choose to have your tours hosted on our secure server and data facility in Dallas, TX or you can opt to host the virtual tours on your own servers. Our data facility has had 100% UP TIME for the last 7 years and has a mirror backup system here in Michigan!

Should you decide to let us host your tour we will deliver for you the entire tour window and you will have full access to all of our features today as well as the features that are to come. Hosting your own virtual tour is what we call our remote hosting option and we will deliver just our basic tour shown below which has the viewer and scene navigation. This virtual tour can be private labeled and will never expire. Virtual tours hosted by BlueLaVaMedia will require renewal annually.

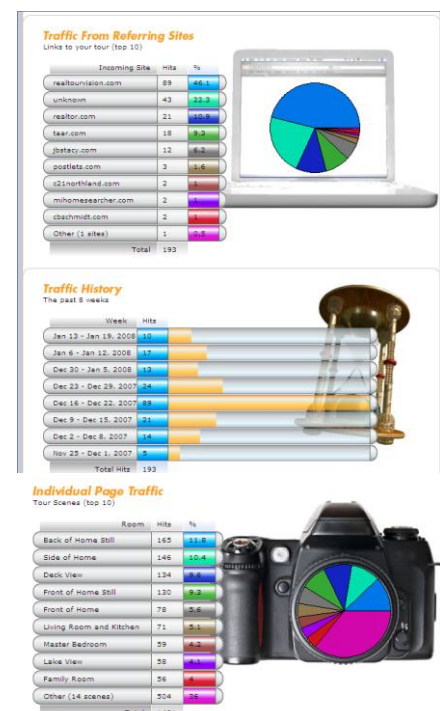
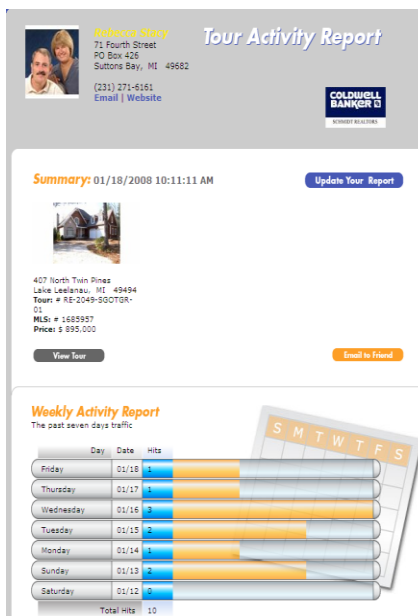


As a business owner with a web presence, it is very important to be able to track what marketing efforts are delivering the best results. With your BlueLaVaMedia weekly traffic report you can now do that easier than ever before. Our new traffic reporting system will show you what websites views and leads are coming. Our reports will also indicate which scenes inside of your virtual tour are being viewed the most!

Traffic reports will function on virtual tours that are hosted on our server facility only.

These weekly hit reports will keep everyone involved up to date and able to monitor where marketing dollars and efforts pay off the most.

Once again, it is our dedication to keep our technology at the cutting edge of virtual tour technology. The virtual tour you order from us today is still making you look your best tomorrow!



# Social Networking: Built In



33% of all buyers are now using social networking sites with  
19% using them at least a few times per week.



## One-Click Submit To:

- Digg
- Delicious
- Facebook
- FriendFeed
- Furl
- MySpace
- BackFlip
- LinkedIn
- Reddit
- StumbleUpon
- Technorati
- Twitter
- Mixx
- Bebo



It's no secret that social networking is quickly becoming the norm in internet marketing. That is why our virtual tours have social networking built right into the virtual tour viewer. With a click of the mouse, viewers can add your virtual tour to their favorite social networks.

*Imagine your virtual tour becoming a viral marketing tool virtually overnight*

This amazing property marketing tool helps you stay competitive in an aggressive market and you will also quickly see how this tool also helps your site in the search engine rankings.

## SOCIAL NETWORKING MADE SIMPLE!

In just one click, your virtual tour can be submitted to popular social bookmarking and networking sites such as: Digg, Delicious, Furl, Facebook, FriendFeed, MySpace, BackFlip, LinkedIn, Reddit, Twitter, StumbleUpon, Technorati, Mixx and Bebo. Now you, your customers, and their friends can bookmark your virtual tours on these sites!!

Start social bookmarking your tours today by clicking on the "Share Tour" tab on any of your virtual tours.

Call or visit us online today to learn more about our property marketing solutions!

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Email: [Info@BlueLaVaMedia.com](mailto:Info@BlueLaVaMedia.com) | Website: [www.BlueLaVaMedia.com](http://www.BlueLaVaMedia.com)

# *Get Started Today!*

Making the decision to choose BlueLaVaMedia to drive your marketing, or enhance your website is making an intelligent business decision. We encourage you to research the industry and feel free to contact us at any time if you have questions on how we compare to other technologies. With over 9 years of Internet savvy and over 35 years of professional photography expertise our customers get the very best.



It's time to let BlueLaVaMedia start working for you! Contact us today.

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