



LEASE-UP MARKETING:

A Tactical Guide to Promoting
Apartment Virtual Tours



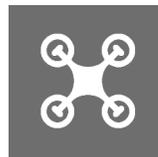
Table of Contents



3D Renderings



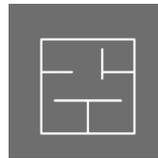
360° Tours



3D Animated Fly Through



Immersive Virtual Reality Tour



Still Image Matterport Walk-Through



Live-Action 360° VR Tour



Guided VR Tour



Lifestyle Video



The Lay of the Land

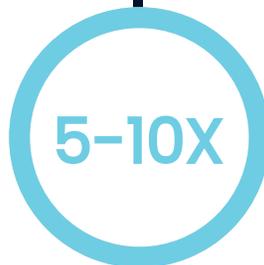
So, you gave up your constantly sought after email address to get this download -- but was it worth it? We've built this guide to discuss some of the most popular video marketing opportunities within a lease-up marketing strategy, and provide real-world tactical implementations from our clients.

You see, at Point In Time Studios, we're no noobs to the apartment marketing world. We've been in business for the **last 18 years** and **serviced major multifamily and student housing developers** (*Asset Living, MJW Investments, and Core Spaces just to name drop a few*).

If you downloaded this guide -- you know virtual tours work:



more views on listings with virtual tours



longer views on sites with virtual tours



of prospects prefer virtual tours to make a decision



Virtual touring options vary based on if your property is an **existing structure** or **under construction**. So, put on your favorite pair of blue blockers and see what video opportunities are at your disposal!

Properties Under Construction

At Point in Time Studios, we simply need your property elevations and interior design boards to create a virtual tour.



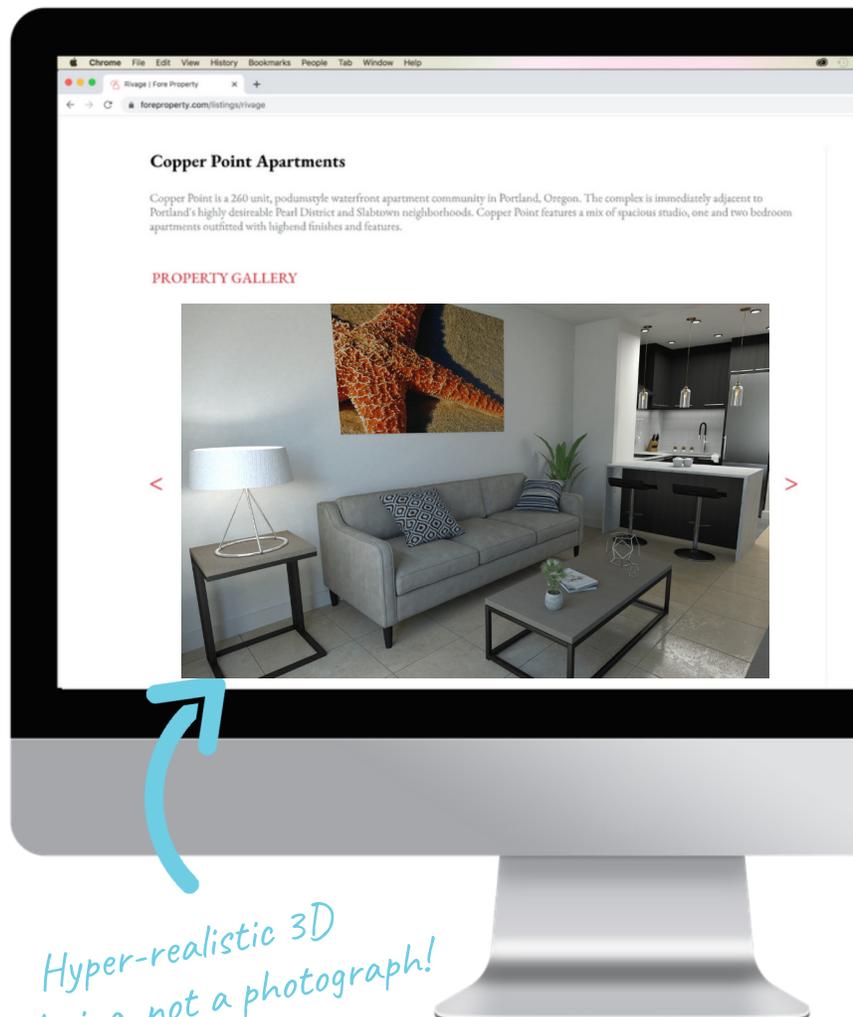
54% of prospects will not even look at a property unless it has virtual images.

- National Association of Realtors

3D Renderings

At Point in Time we specialize in 3D architectural renderings. The most common place our clients utilize their hyper-realistic 3D renderings are on their website.

But websites aren't the only place to use these images -- **check out two of our clients' favorite channels for sharing their 3D renderings!**



Hyper-realistic 3D rendering, not a photograph!



Use Cases for 3D renderings



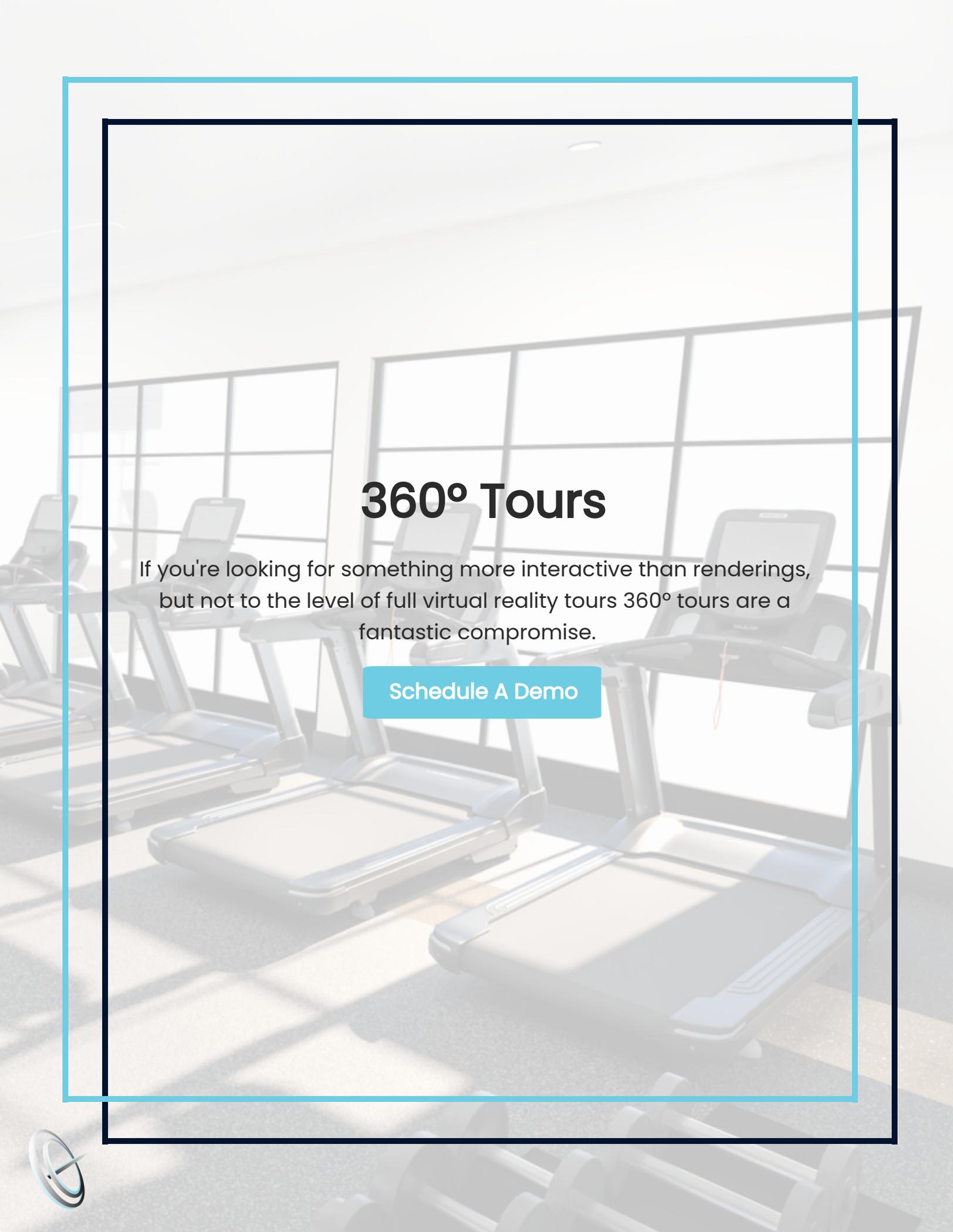
Google My Business

When people search your property on Google, it's likely a Google My Business listing will pop up. Google says, listings with photos receive **42% more requests for driving directions** and **35% more click-throughs** to their website.

Property Brochures

We've also seen clients stretch their 3D renderings beyond just the "under construction" phase. For many, these images are hyper realistic and often find a second home in property catalogs and leasing office brochures.



A row of treadmills in a gym with large windows. The treadmills are arranged in a line, and the windows are large and multi-paned, letting in bright light. The scene is slightly faded to make the text stand out.

360° Tours

If you're looking for something more interactive than renderings, but not to the level of full virtual reality tours 360° tours are a fantastic compromise.

[Schedule A Demo](#)



Use Cases

for 360° tours

Local Listings

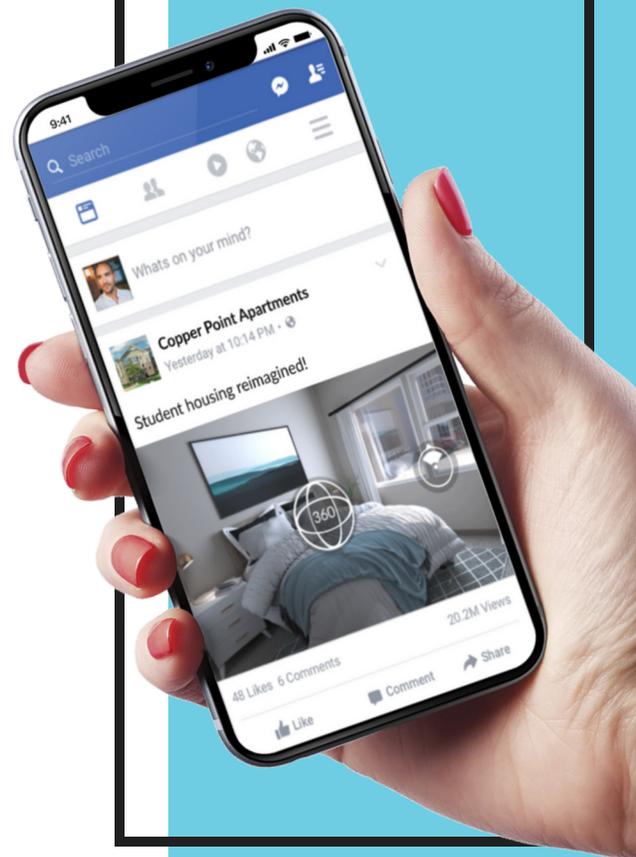
Not to bring up Google My Business again, but -- It's a pretty easy component of your lease-up marketing strategy and **Google favors 360° scenes over still images with a 2:1 preference!**

(Thanks for that awesome stat LP360!)



Facebook & YouTube

360° photos and videos can also take your social game to the next level! Both Facebook and YouTube support 360° videos. With feeds being inundated, 360° video can break up the monotony! Facebook provided [these useful tips](#) for creating viral-worthy 360° videos -- all of which we can help make possible here at Point in Time Studios.





3D Animated Fly Through

Once 3D renderings have been generated, we can take them a step further and develop an entire 3D rendered world where we use a virtual camera to fly through the property and showcase rooms and amenities.

[Schedule A Demo](#)



Use Cases

for 3D animated fly throughs



Leasing Office Display

Of course this video would have traction on numerous digital properties, but what are prospects supposed to do when they enter a leasing office and all of your agents are busy with other potential residents? You can loop a 3D fly through on an office TV and highlight your property while they wait for an agent.



Immersive Virtual Reality

A virtual reality tour is by far one of the most modern and immersive ways to showcase your property. Listings with VR tours generate **46% more sales** than still images alone -- and here at Point in Time Studios, we've seen our clients **double their lease-ups** over a four week period with VR tours.

[Schedule A Demo](#)



Use Cases

for immersive virtual tours

In-Office Tours

With a simple pair of goggles, you can easily give your residents a tour of the property without ever leaving the leasing office. At Point in Time Studios, we like to **include games** for your prospects to try out and experience your amenities.



At-Home Viewing

These tours can easily be hosted on your website, meaning you can simply include the link on your business card and future residents can view the tour on their own time. One of our favorite uses of this model was a client who wanted to highlight various interior options available. We **built in numerous counter and cabinet finishes** into the tour that prospects could swap out to see what looked best.



Existing Properties

If your multifamily and student housing development is already built out, you have many options to improve your lease-up marketing strategy. We can send a Point in Time Studios crew directly to your property to collect its best angle.



Buyers are 60% more likely to email and 95% more likely to call an agent after viewing a Matterport 3D showcase.

- Matterport

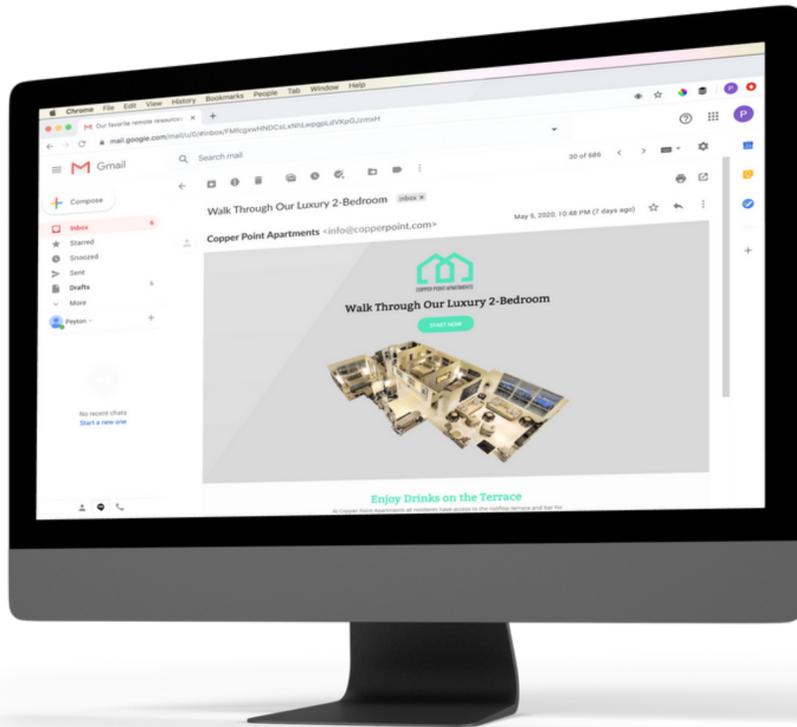
Still Image Matterport Walk-Through

Point in Time Studio teams use the latest Matterport camera to capture every inch of your property. We then upload the walk-through to an easily embeddable player that you can include directly on your website.



Use Cases

for Matterport walk-throughs



Email Marketing

We know that choosing where you live can be a longer term decision process. For multifamily and student housing marketers this means you're likely engaging in a lot of follow-up. While the walk-through is likely to help convert prospects on your site, it is also a fantastic asset to share in a follow up email from your leasing agent.

Buyers are 60% more likely to email and 95% more likely to call an agent after viewing a Matterport 3D showcase.

- Matterport





Live-Action 360° VR Tour

One of our specialties at Point in Time Studios is taking VR tours to the next level. We can generate a virtual tour where actual residents (or actors) can be seen using amenities, taking part in property events, and enjoying their apartments.

[Schedule A Demo](#)

Use Cases

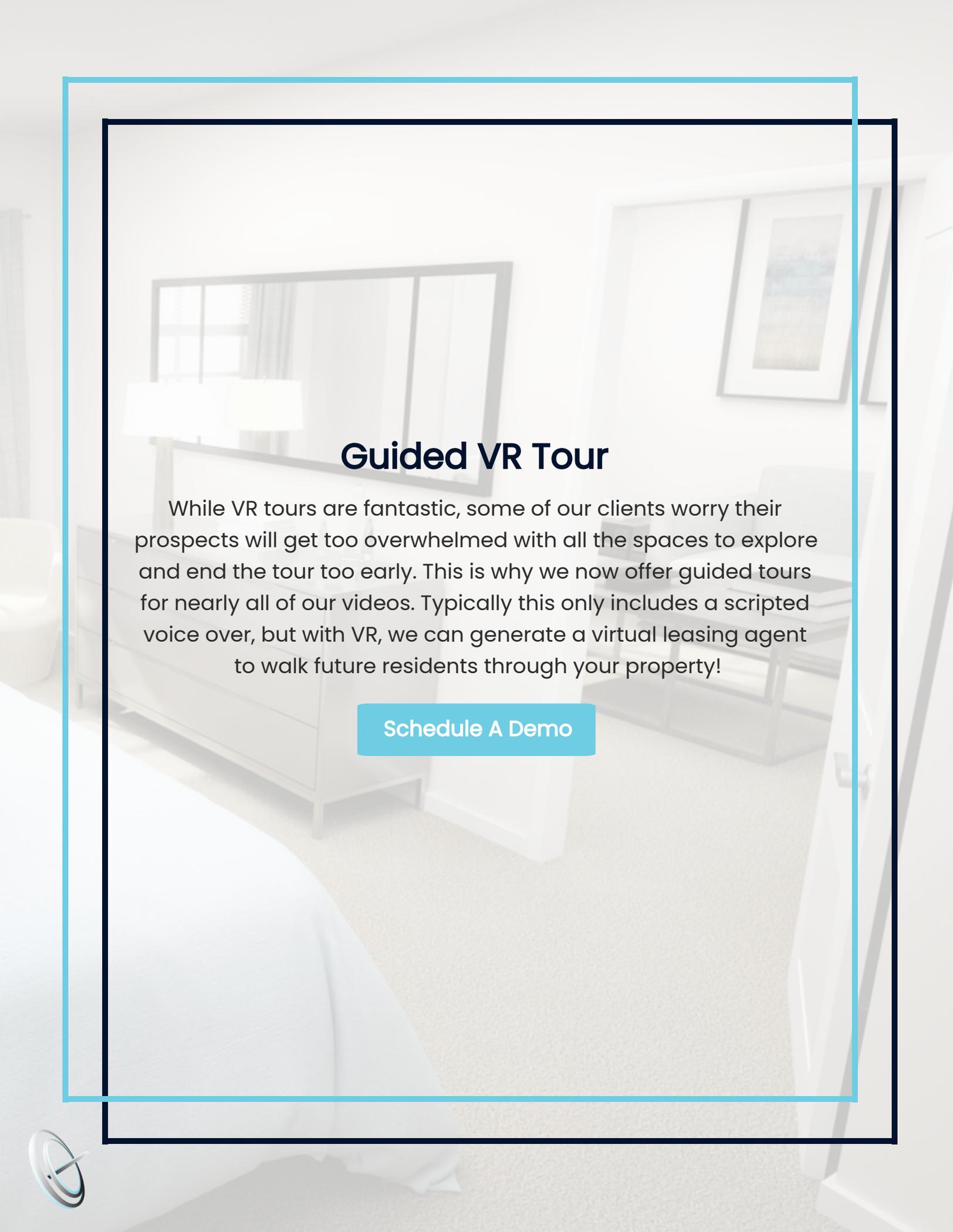
for live-action virtual tours



Live Events

We know that in-person events and student tours are the cornerstone of many lease-up marketing strategies. With a live-action 360° tour, you can be the talk of the expo as future residents walk through your property with a pair of goggles, just as they would at the actual location.





Guided VR Tour

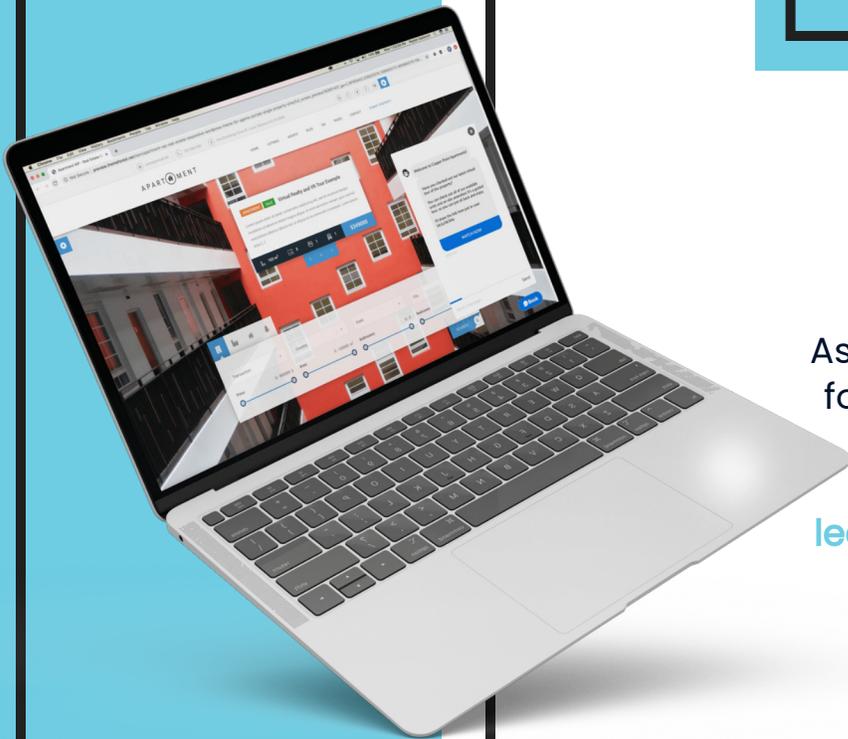
While VR tours are fantastic, some of our clients worry their prospects will get too overwhelmed with all the spaces to explore and end the tour too early. This is why we now offer guided tours for nearly all of our videos. Typically this only includes a scripted voice over, but with VR, we can generate a virtual leasing agent to walk future residents through your property!

[Schedule A Demo](#)



Use Cases

for guided VR tours

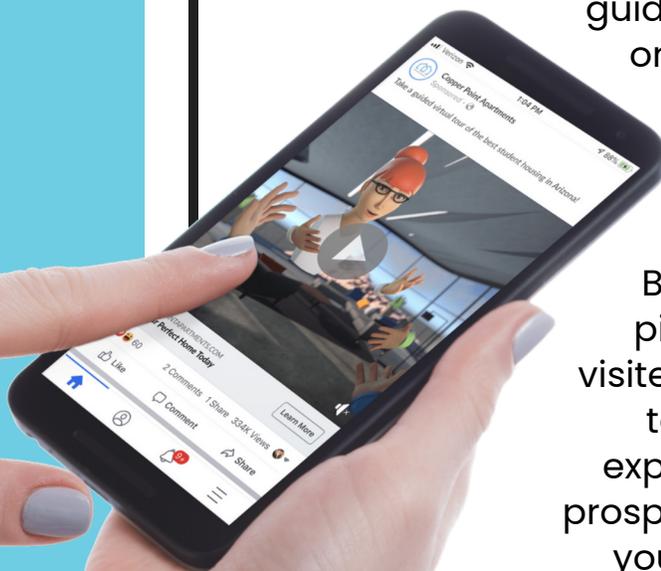


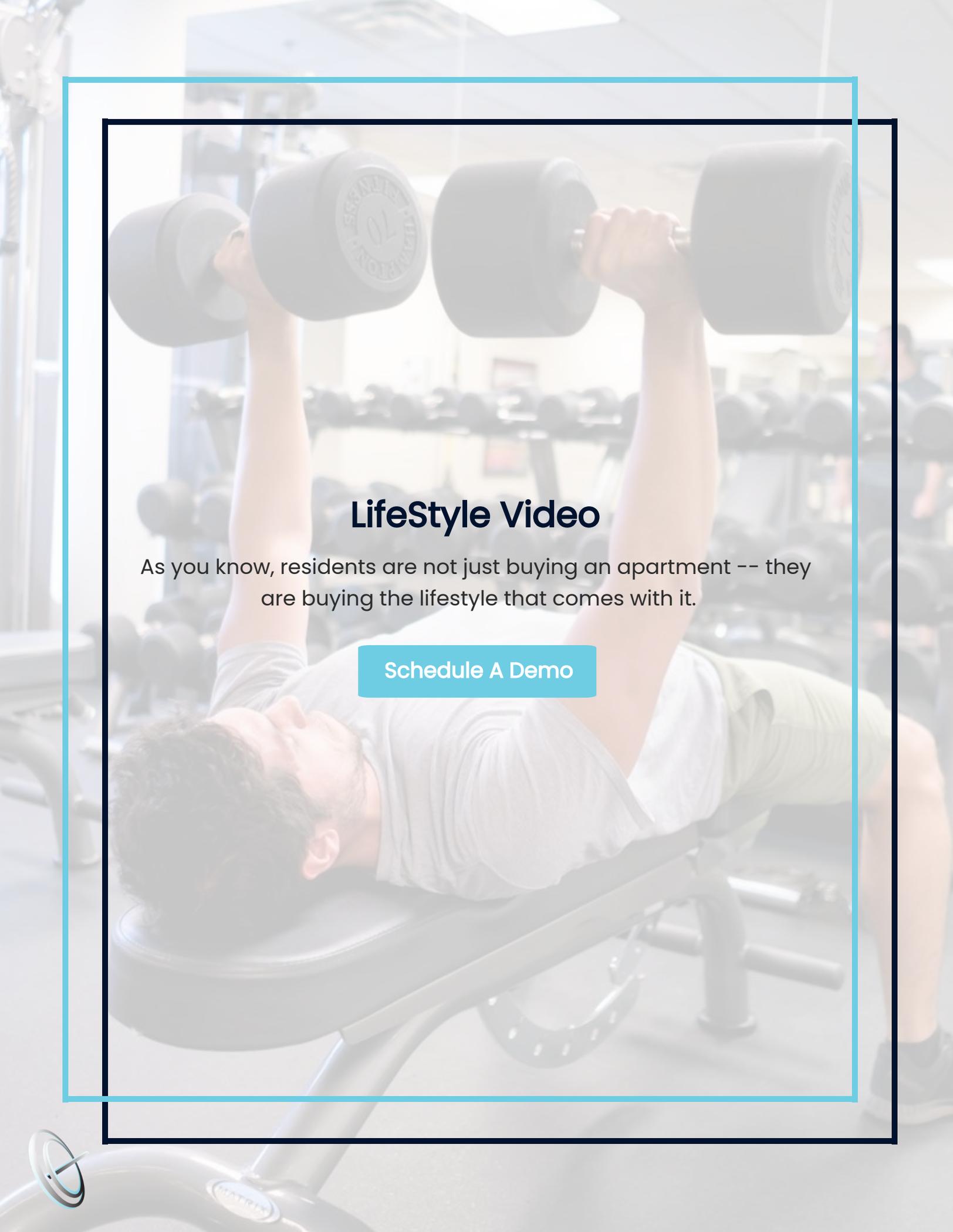
Chatbots & SMS

As properties utilize onsite chatbots or follow up SMS campaigns, guided VR tours are also very successful. Chatbots alone typically **improve leads by 20%**, but with a walk through tour from the comfort of their own home, those numbers increase!

Retargeting Ads

Our clients have a lot of uses for the guided VR tour, but retargeting ads on social media and Google are one of their favorites! They've seen **ad response boosted by 400%** with retargeting ads compared to typical ads. By implementing the platforms' pixels, you can target users who visited your properties site with this tour. Not only is it a memorable experience, but it can help qualify prospects who may be interested in your property, but aren't ready to speak to a leasing agent.



A man in a light grey t-shirt and khaki shorts is lying on a black exercise bench in a gym, performing a dumbbell bench press. He is holding two large, black dumbbells with both hands, lifting them above his head. The gym background is filled with various pieces of equipment, including rows of dumbbells on a rack and other exercise machines. The scene is brightly lit, and the overall atmosphere is one of active fitness.

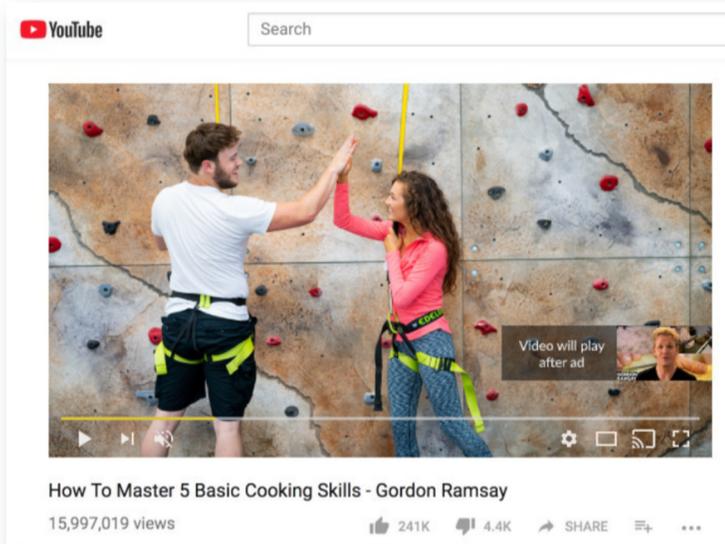
Lifestyle Video

As you know, residents are not just buying an apartment -- they are buying the lifestyle that comes with it.

[Schedule A Demo](#)

Use Cases

for lifestyle videos

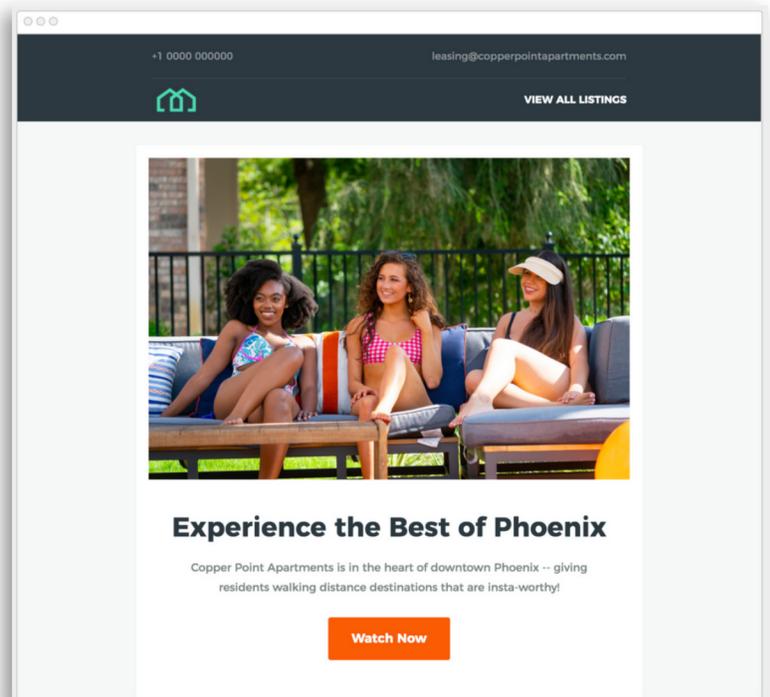


YouTube Pre-Roll Ads

Both to capture attention or convince prospects to come back to your site, we've seen our clients use lifestyle videos very successfully as YouTube pre-roll ads. We ensure that all of our clients receive social ready cuts of their content so it's as plug and play of a process as you can get.

Email Marketing

Another opportunity for the videos is with nurture email campaigns. Once a prospect has seen your property, your leasing agents can send them a follow up email showcasing what's around the property. From restaurants and public transit, to your onsite pool and high end fitness center.



Now What?

So now that you've got some lease-up marketing video strategies in your back pocket, how do you put them to work? You're going to need some amazing videos and photos to go along with these strategies. Our team is here to help you create the perfect solution and lease up your property quicker. On average, our clients report doubling their typical leasing numbers over four weeks with these video solutions.

[Get A Quote](#)

