



ACT STUDIOS

MAKING THE MOST
OF YOUR



MatterportTM

3D VIRTUAL TOUR

OUR 7 TIPS TO GET MORE VALUE
FROM YOUR 3D VIRTUAL TOUR

WHO ARE WE?



Matterport was one of the main reasons we started ACT Studios back in 2015. We started with professional property photography and carefully grew our marketing capability. We remain a small, focused and expert team, passionate about helping holiday rental owners and agencies to best market their special accommodation businesses. We love providing inspirational imaging, beautiful bespoke websites and truly reflective content that makes a difference to our clients. Over time, we have established a good portfolio of valued clients and important partnerships as well as making some very good friends.

We have our own small team of niche professional property photographers in the UK and love learning and working closely with amazing photographers in various other locations. We enjoy working closely together, sharing knowledge and tips. We all strive to keep improving and delighting people with our work even more, every day. This is our important mission and journey.



NICE TO MEET YOU

My name is Emma Brown and I oversee all our clients' projects at ACT Studios. I have worked with the ACT Studios team since July 2020 and have loved my time here. I've had a keen interest in the holiday rental industry for a while now, emphasised by my time working for SuperControl, a UK based self-catering property management software (PMS) .

I'm in the process of starting my own holiday rental business. I live in south-west Scotland and aim to start a luxury glamping and cottage business in 2021 (or whenever I find the right piece of land!).

Despite my interest in all things holiday rental, marketing and photography my background is in law. I have a law degree, but decided not to practice it. After embarking on a couple of marketing internships during my time at university, it became clear to me that I should definitely pursue a career in this field!

I have worked with a variety of small businesses to help them with their marketing, with a special focus on social media.

OVERVIEW

If you are reading this guide, then you no doubt have a 3D virtual tour and want to get as much bang for your buck as possible. Or perhaps you are considering getting a 3D tour of your property?

This guide has been created to help clients grasp some of the real capabilities in a Matterport tour.

It is jam-packed with helpful tips pulled lovingly together for you.

This is not a definitive guide of everything you can do with Matterport, just the things we find really useful.



CONGRATULATIONS

So you have a new shiny 3D walk-through property tour and it looks amazing! Anyone can now explore all round the property, click on the floor plan views and dolls house. You probably also received a small piece of code to drop it onto a website too.

So you could happily stop there. However Matterport is a rich, digital asset, packed with features - with more being progressively added. It's a living and breathing piece of amazing content.

So what else can you do with it to excite the world about your properties?

Here are our top 7 tips...

1. TOUR START POINTS



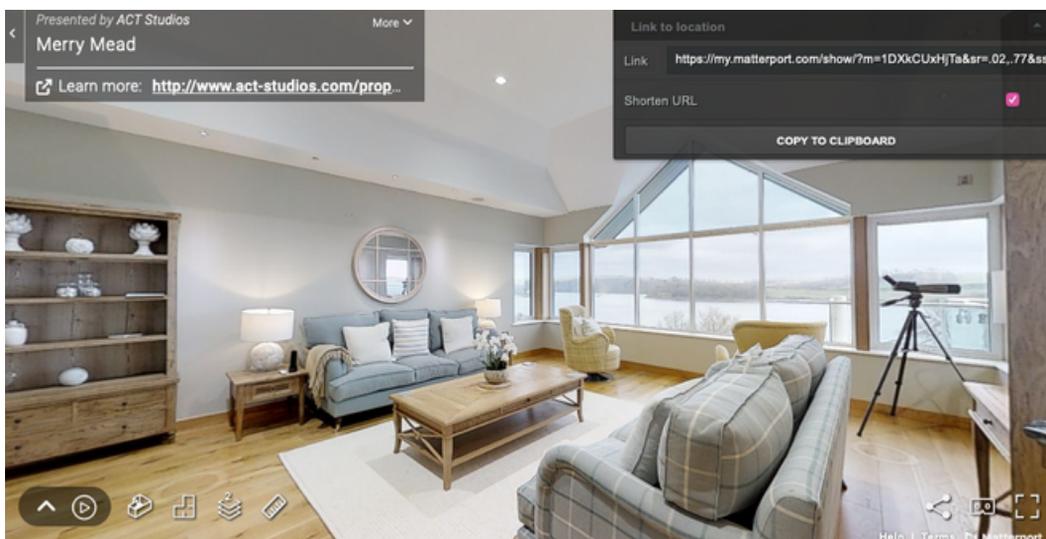
You can customise where you start your Matterport tour. You can even customise the same tour multiple times for many different web pages and uses.

For example, you can have the tour start in the kitchen on your homepage and have it start in the bedroom on a different page - handy, right!?

To generate a link that starts the tour at ANY desired point in the property:

1. open the tour
2. navigate to any desired start point
3. press Ctrl and U
4. copy the link and use it!

This is what you see when you click Ctrl+U

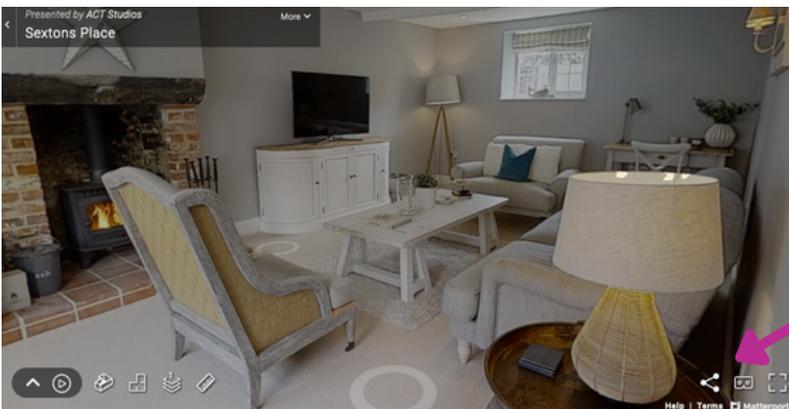


2. SOCIAL MEDIA



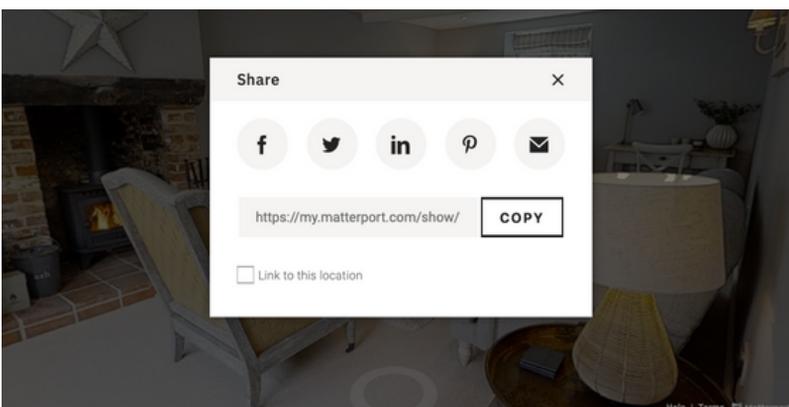
Matterport 3D virtual tours are a fantastic tool to help sell your property. Why not make the most of your investment by sharing it on social media?

You can share the link/video to social media easily. Look at the pictures below to learn how:



Step 1

Click the share button



Step 2

Either copy the link or click the relevant button

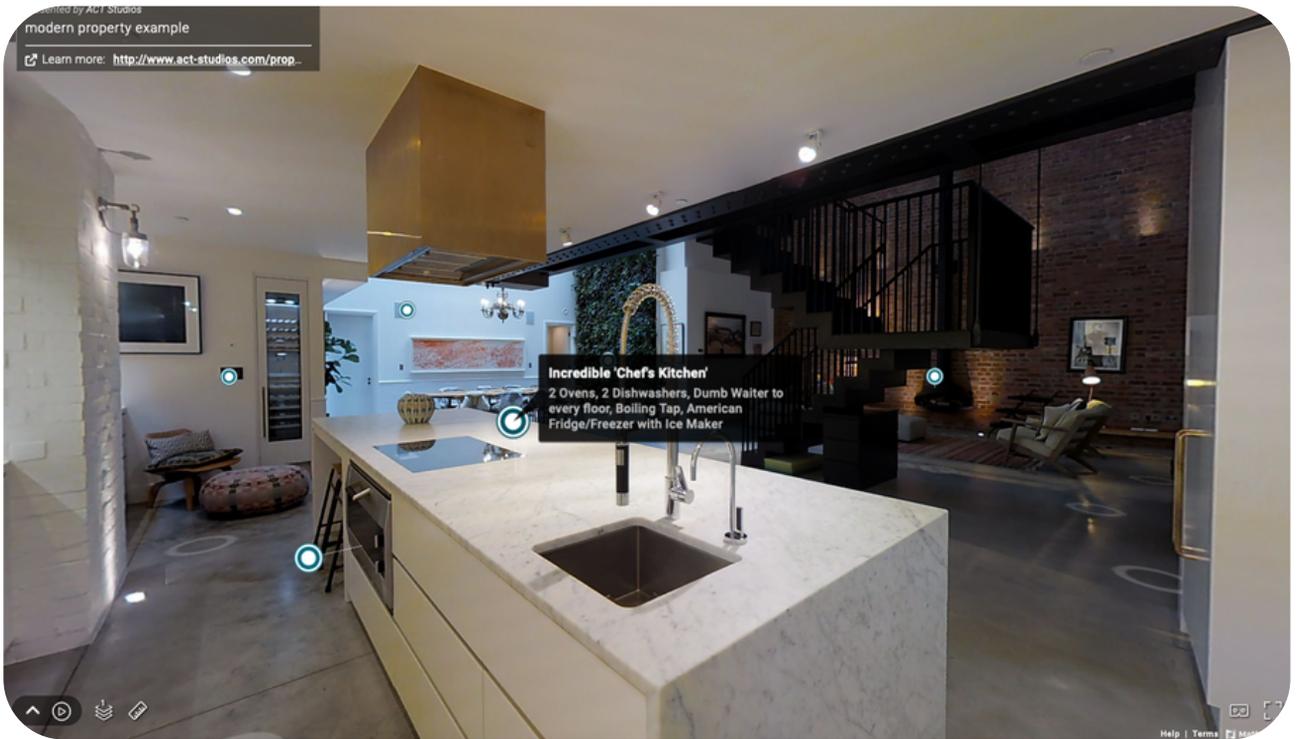
3. EMBEDDING CONTENT



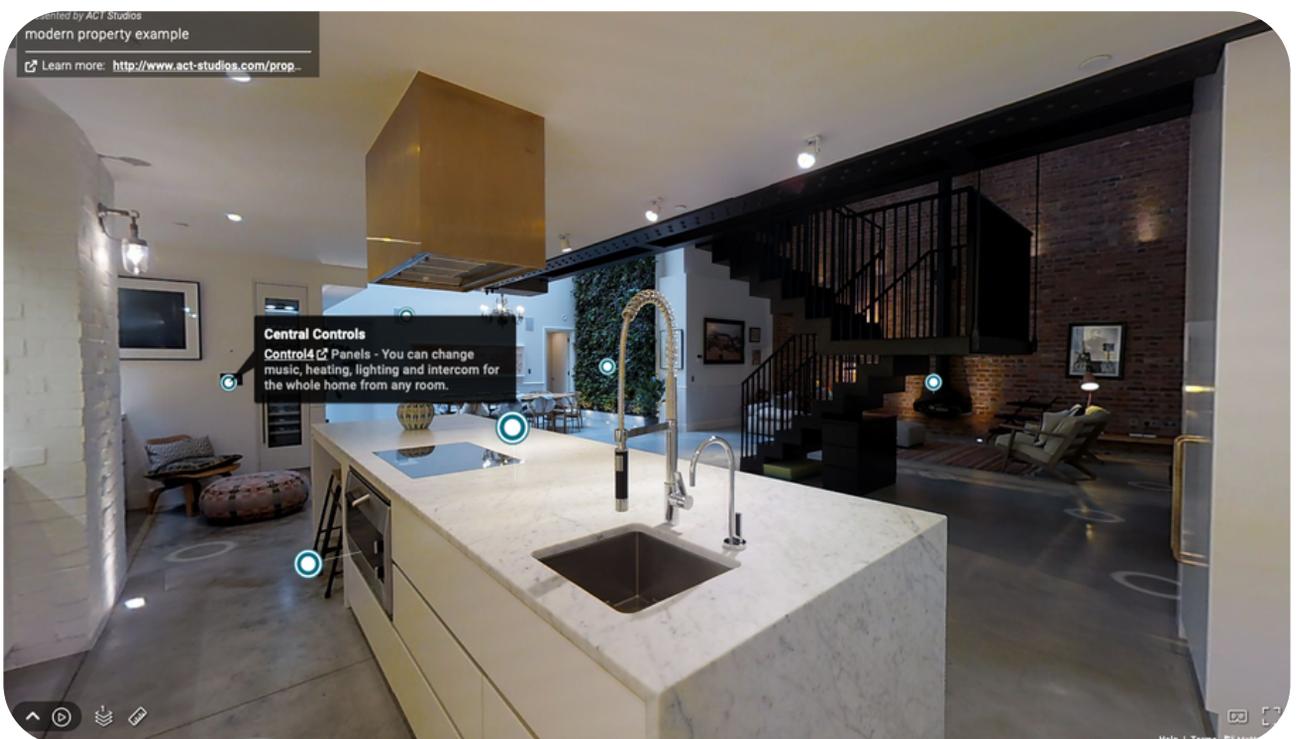
You can embed text, images and even video into your tour. Highlight key messages to your guests and potential guests.

Check out the next page for examples of how this can look.

Ask your tour provider to do this for you.



YOU CAN ADD SIMPLE TEXT AND URLS. THEN VIEWERS SIMPLY CLICK ON THE COLOURED CIRCLES.



TEXT IS A GREAT WAY TO HIGHLIGHT KEY FEATURES AT THE PROPERTY.



YOU CAN EMBED VIDEOS,
PHOTOS AND AUDIO TOO.



IT'S A GOOD WAY TO POINT
OUT SAFETY FEATURES.

3. TWEAKING THE URL LINK



This may sound really complex but honestly it isn't.

When you receive your tour you will get a URL link to click to see it. For example :

<https://my.matterport.com/show/?m=Z8v2QSJk28r>

Matterport gives many options of adjusting how the tour starts.

Our little tip is to add "&q^s=1" onto the end of every tour link you use. This will simply load the tour much faster, providing a better user experience.

So now you just reference the tour as:

<https://my.matterport.com/show/?m=Z8v2QSJk28r&q^s=1>

Also use this method for the link inside any website embed iframe code.

4. FLOOR PLANS



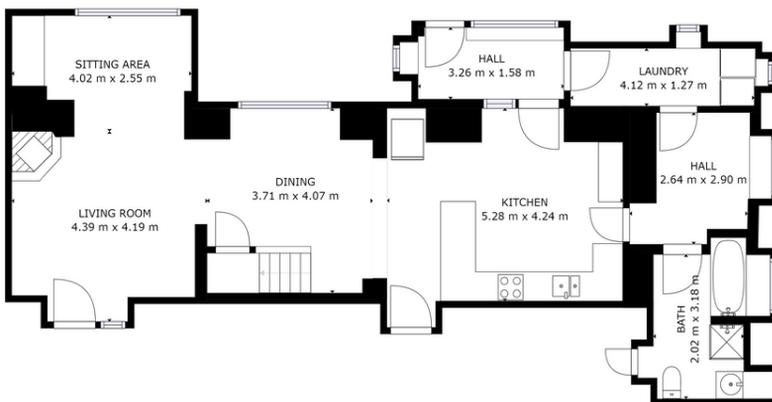
With Matterport you can see floor plan views of your property with great ease. There are two ways you can achieve this:

1. Every tour comes with photographic & interactive floor plans. You can screenshot this.
2. Matterport can generate a standard 2D plan for you (for a small fee)

FLOOR PLANS ARE COOL!

Dollhouse floor plan

This is free with your tour. Open your tour and click the circled icon (see pic on right). You can easily screenshot them too.



Matterport floor plan

Standard floor plans can be generated directly from a tour for an extra fee. Speak to your tour provider for more information.

FLOOR 1

GROSS INTERNAL AREA
FLOOR 1: 97 m², FLOOR 2: 32 m²
EXCLUDED AREAS: REDUCED HEADROOM BELOW 1.9M: 14 m²
TOTAL: 115 m²
SIZES AND DIMENSIONS ARE APPROXIMATE, ACTUAL MAY VARY.

 Matterport

5. AD-HOC MEASUREMENTS

Matterport has updated the tours to enable users to interactively measure anywhere within the rooms they are viewing.

This is handy for a couple of reasons:

1. Guests can check if the space is big enough (eg for wheelchair access or maybe to fit a travel-cot etc)
2. Owners can quickly measure the dimensions of any viewable area of a room. This includes measuring the beds, windows etc

Lets show you a nice example.



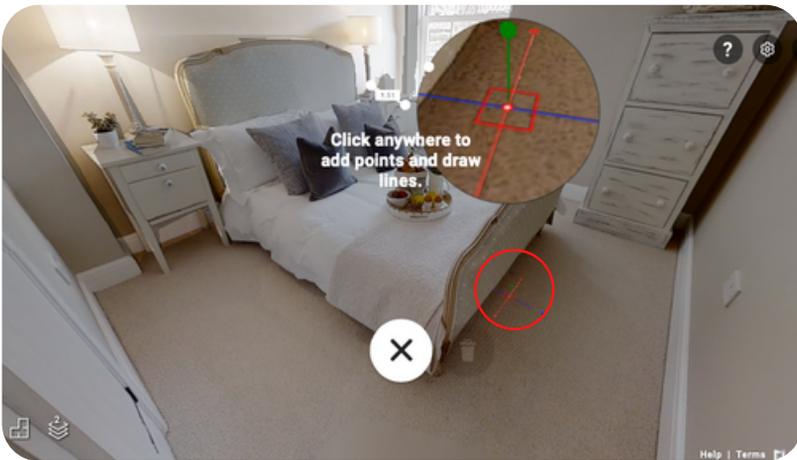
STEP ONE

CLICK THE RULER ICON ON THE BOTTOM LEFT OF YOUR TOUR



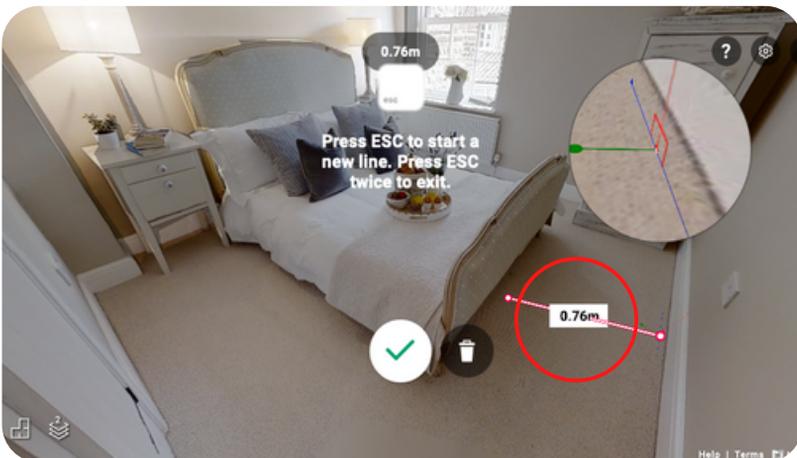
STEP TWO

CLICK THE PLUS SIGN AT THE BOTTOM OF THE PAGE



STEP THREE

CHOOSE WHAT YOU WANT TO MEASURE AND CLICK ONE SIDE



STEP FOUR

CLICK THE OPPOSITE SIDE OF THE ITEM YOU WANT TO MEASURE. ONCE COMPLETED YOU WILL SEE THE MEASUREMENT.

6. VIRTUAL REALITY



The future is now. Matterport cleverly marketed the phrase "Be There" and many property owners believe that having the tours on websites and mobile is already amazing enough. But with Virtual Reality (VR) potential guests can *really* "Be There".

The glasses icon on your tour gives viewers the ability to use a VR headset to view your property. You might be wondering how this can help you get more bookings?

1. Use this as a modern marketing tool. Most people either have, or know someone that has a VR headset. So you can use this as a free and fun way to engage potential guests on social media or through email marketing.
2. VR is a super-engaging way to connect with people at events and conferences.

VIRTUAL REALITY



Just click on the glasses icon (circled above) on your tour, then follow the instructions to learn more.



7. CREATING VIDEOS

We are sometimes asked how to make videos for YouTube from 3D tours. The tours are interactive. They aren't actually the same media as a video.

However :

1. Just press play on the highlight reel. This can be set to automatically start.
2. You can get tiny 'teaser' videos lasting just 3 or 4 seconds. These are pre-made videos made by Matterport. that are nice and easy to share.
3. You can record your screen whilst taking the tour and make a customised video.
4. Specialist companies like Mattervids will make and edit the video on your behalf - check them out.

You can screen-record with/without a voiceover. You will need to download software for both. With voiceover we recommend Vidyard - it's free and easy to use. Without voiceover we'd suggest Filmora.

Web design & content to

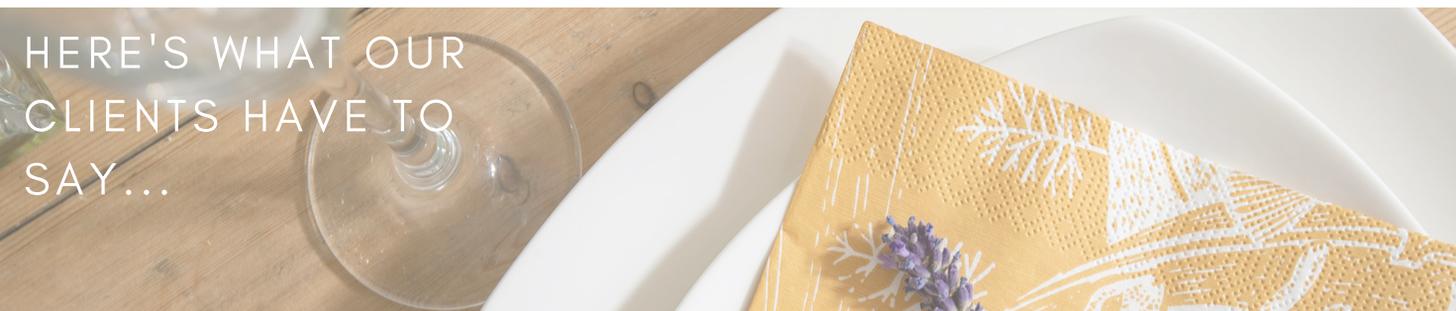
ACT
Studios

REINVIGORATE

holiday rental marketing

Giving property businesses the special identity they dream of

- We understand the challenges, properties, business model and guests
- We carefully collaborate with photographers
- Our experts design, write, build, integrate and deliver websites with love
- We bring all the required elements together beautifully
- You relax as we re-launch your business



HERE'S WHAT OUR
CLIENTS HAVE TO
SAY...

"From the very start they listened to my ideas and the team at ACT Studios went on to create a website which far exceeded my hopes and expectations. Every member of the team has such an in-depth knowledge of their subject matter and they were always on hand to provide guidance and advice in the most patient and kind manner, which made for a very enjoyable experience."

ILONKA, OWNER OF SEXTONS PLACE