



YOUVISIT VIRTUAL TOURS

YouVisit Enhancements to Help Your Institution Keep Pace with ‘Gen P’

Today's Speakers



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Unlock Every Recruitment Advantage with Enroll360

Enroll360 Solutions to Succeed at Every Stage of the Funnel

Our solutions deliver results, powered by an unrivaled recruitment ecosystem.



Enroll360 Products to Elevate Student and Family Engagement

Audience Generation
Foster awareness, influence, and applications with the leading **college exploration platforms**.

Cappex Intersect

Greenlight Match Global Match

Digital Experience
Engage Gen Z in **interactive virtual platforms** that tell your brand story and build affinity.

YouVisit Virtual Tours Wisr Virtual Communities

Digital and Web Strategy
Optimize your website and digital strategy to engage and convert prospective students.

.edu Content Strategy SEO

Transfer Recruitment
Facilitate the transfer process and boost enrollment through best-in-class technology and marketing.

Transfer Portal Transfer Marketing

What we know about Gen P:

Their college search behaviors have changed as a result of the pandemic

1.

Timing of student search behaviors is shifting.

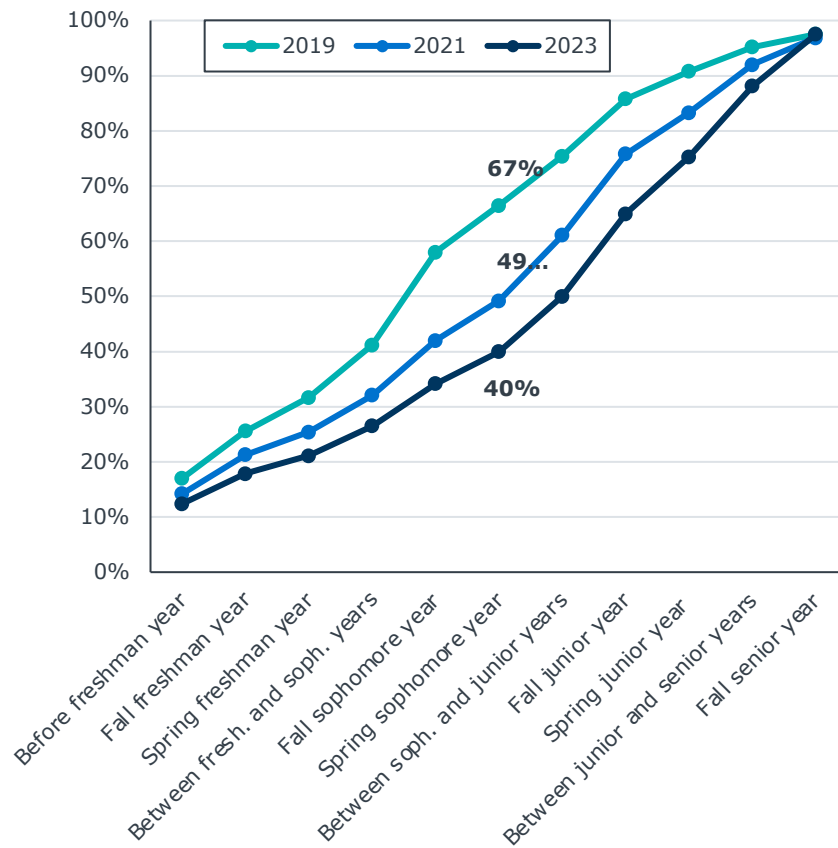
2.

Students have high standards for **digital experiences**.

Key Student Search Steps Are Occurring Later

“When did you first start researching colleges?”

Cumulative Percentage of Students Who Had Started Researching by Time Period¹



Outbound Marketing Is Increasingly Important

YouVisit Impact on Email Marketing



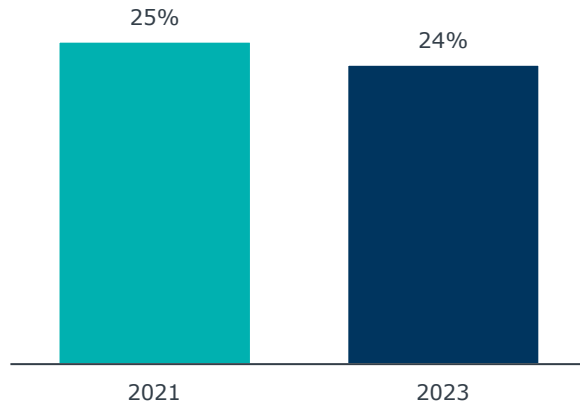
21%

Increase in inquiry rate when partners included a YouVisit Virtual Tour in their email campaigns compared to those who did not²

Students Seek Engaging Ways to Research Schools Independently

Students About as Likely to Use Virtual Tours in 2023 as in 2021

Percentage of Students Naming Virtual Tours as a Top Source¹



Virtual Tours Need to Go Beyond Buildings and Maps

YouVisit Impact on Engagement



8:41 mins

Average time spent per visit²

55+

Average interactions per visit²

The YouVisit Virtual Tour...

Exceeds Student Expectations

YOU | VISIT

Drives Action

13K+

Average visitors per virtual tour in 2022¹

9.8M +

Total YouVisit Virtual Tour visits in 2022¹



15.4%

Average inquiry-to-deposit rate²

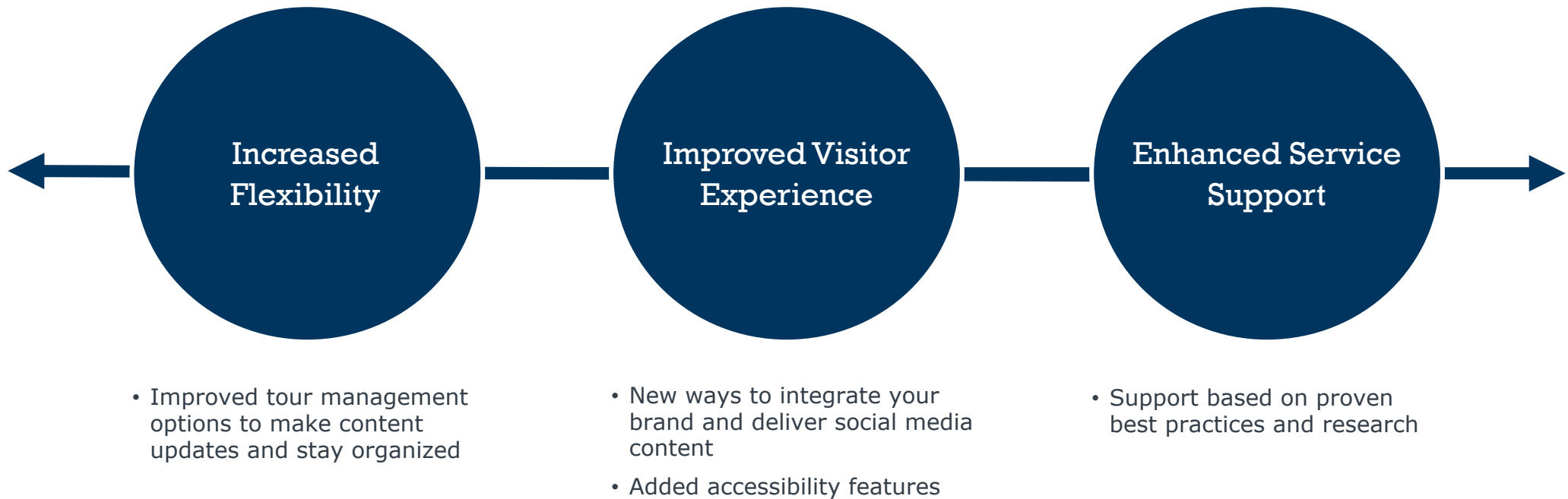
3.9X

Higher campus visit rate²

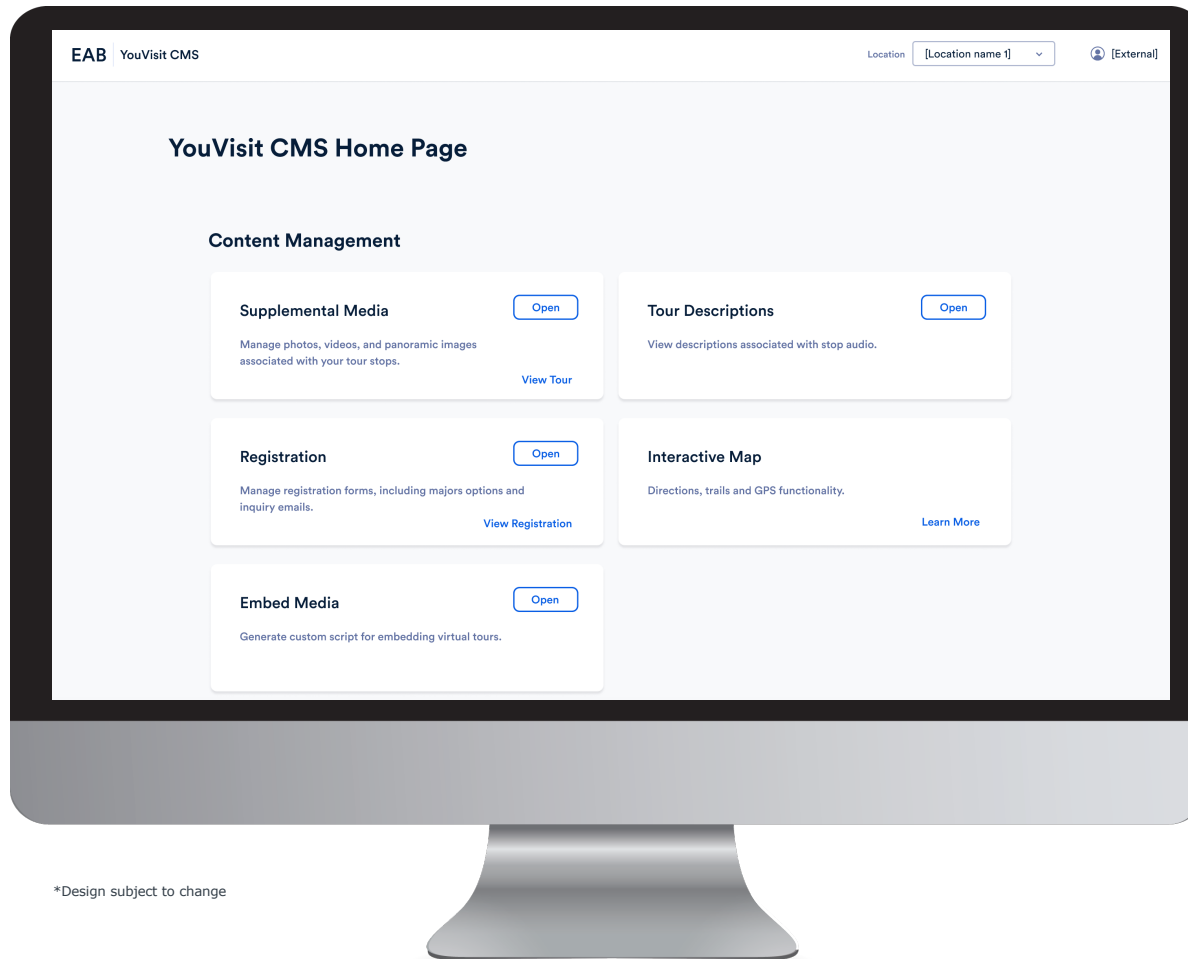
But how do we continue to stay one step ahead and continue to evolve to meet Gen P's expectations?

Ongoing Innovations to Help Your Institution Keep Up with Gen P

YouVisit Enhancements to Improve the Impact of Your Virtual Tour



Introducing an Improved Content Management System (CMS)

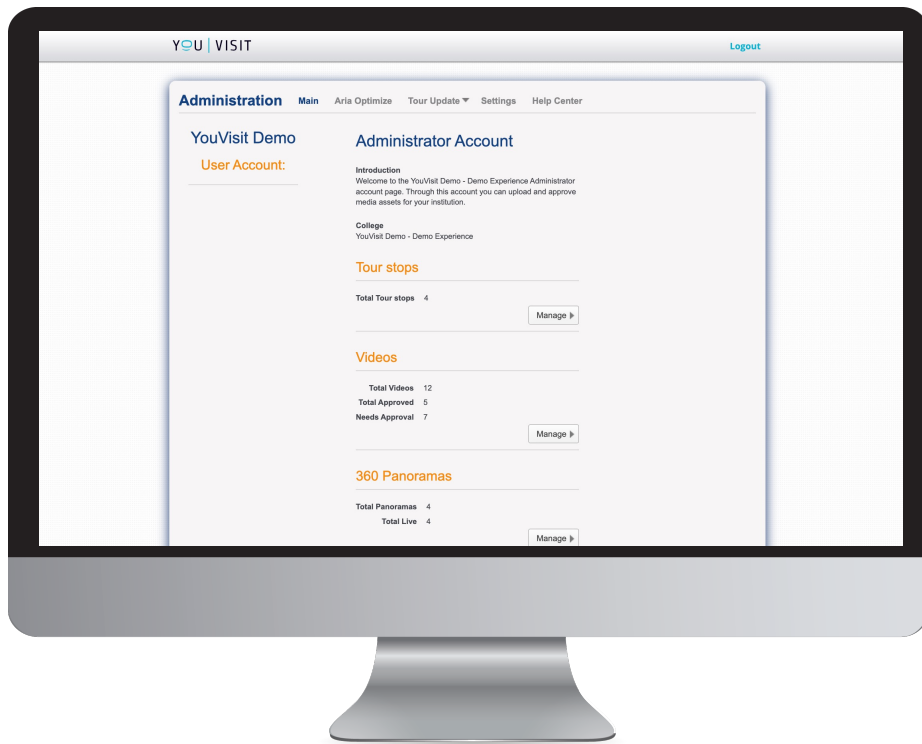


*Design subject to change

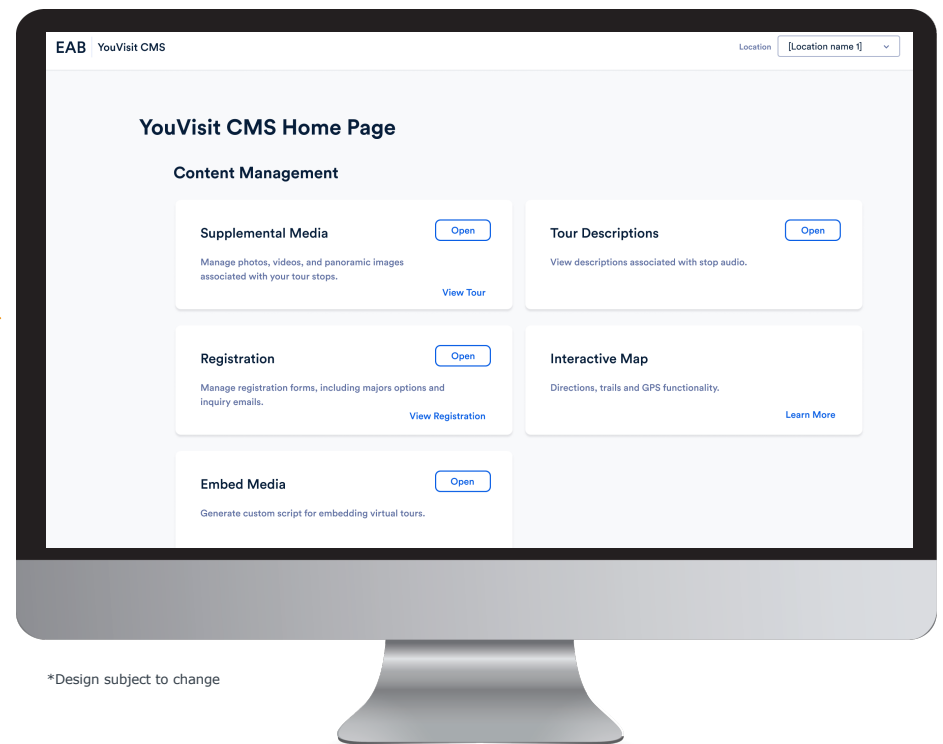
Cleaner Navigation

An Intuitive Home Page Helps You Get Where You Need to Go

Today



Upcoming



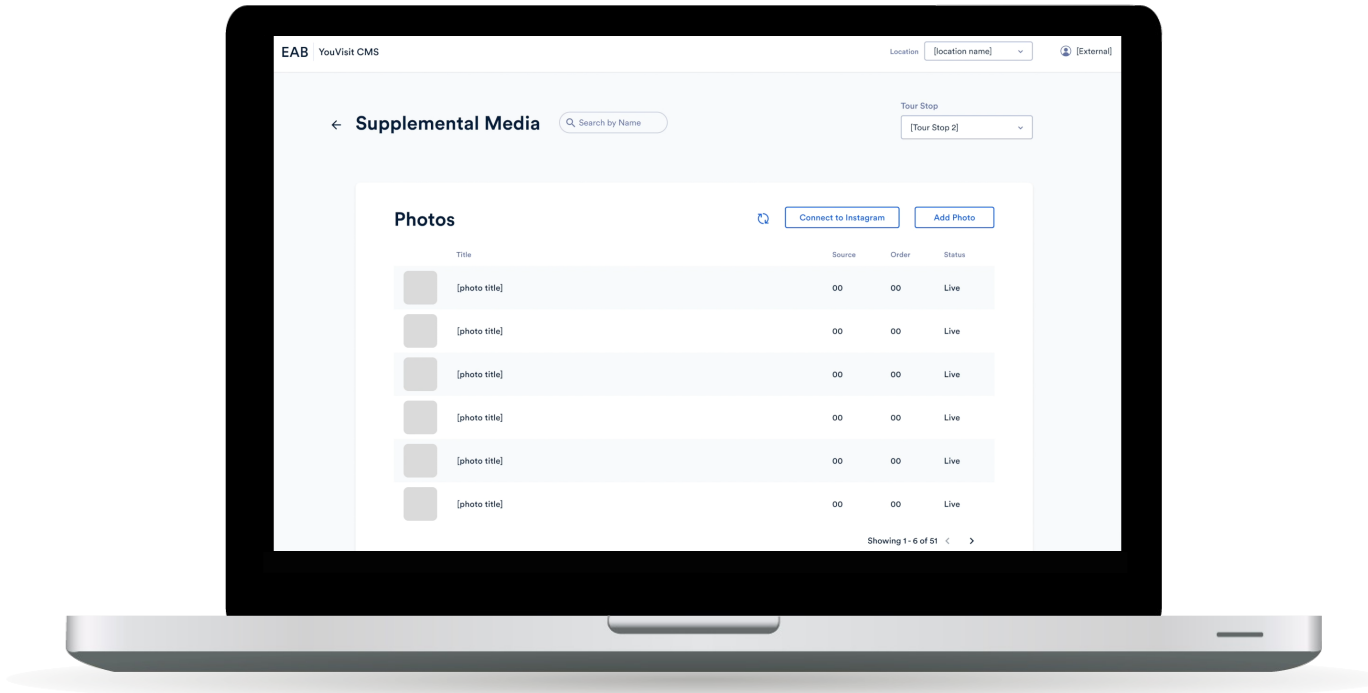
Better understand the updates you can make via the CMS



Reduce barriers to access the resources you need

Reduced Steps to Act

Consolidated Portals Reduce the Number of Steps Needed to Make Updates



NEW Functionality



Add photos, videos, and Instagram content to your supplemental media all from one place



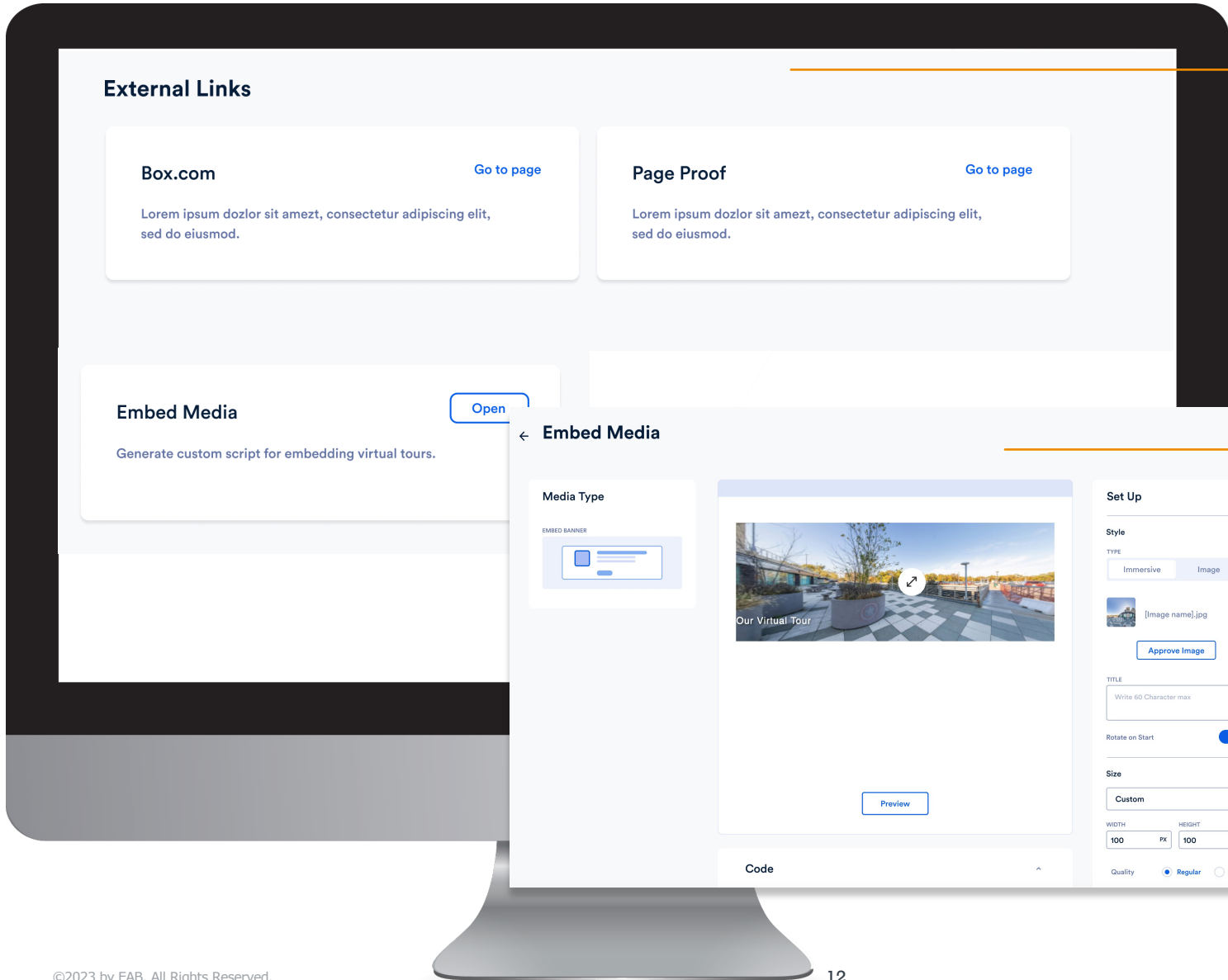
Make more efficient tour guide text edits by downloading the descriptions to a .csv file to apply changes



Streamline your approval process by previewing changes/updates to supplemental media, the registration form, & inquiry emails

Centralized Resources

Access the Resources You Need at Any Time



NEW!

Access external storage folders

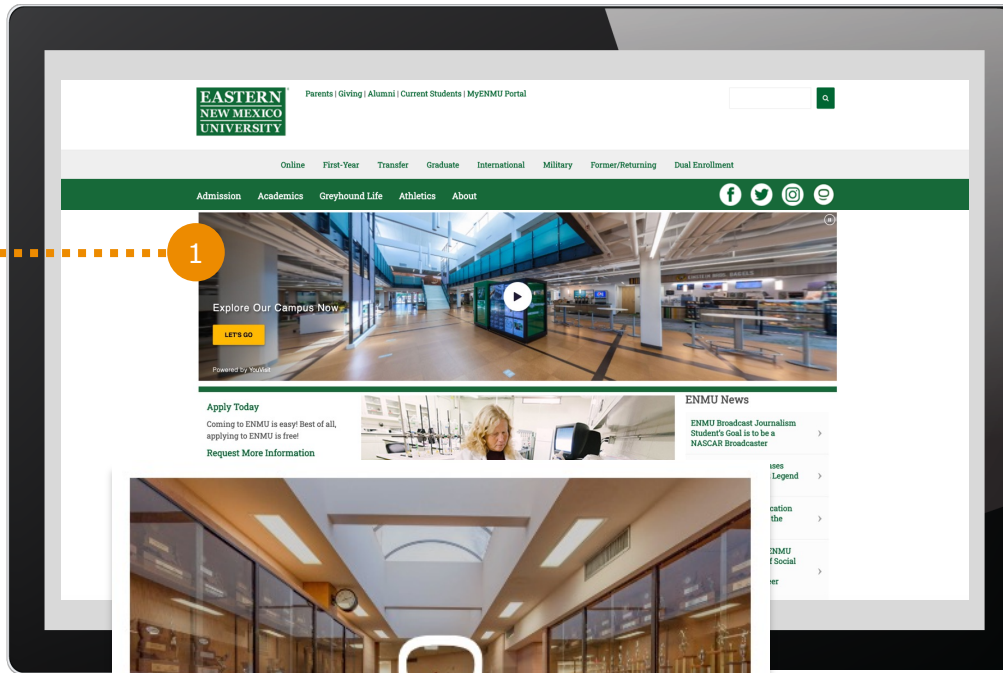
NEW!

Modify and pull embed codes for Immersive Banner, Profile Image, *and* by specific Destinations

Three Ways to Feature In Four Primary Locations

1

Immersive Banner



1

Home Page

2

Navigation Bar

3

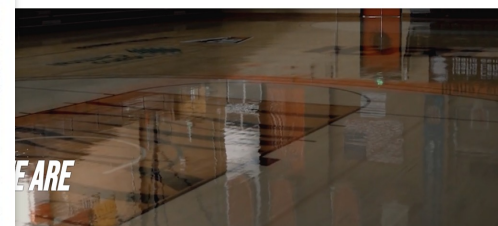
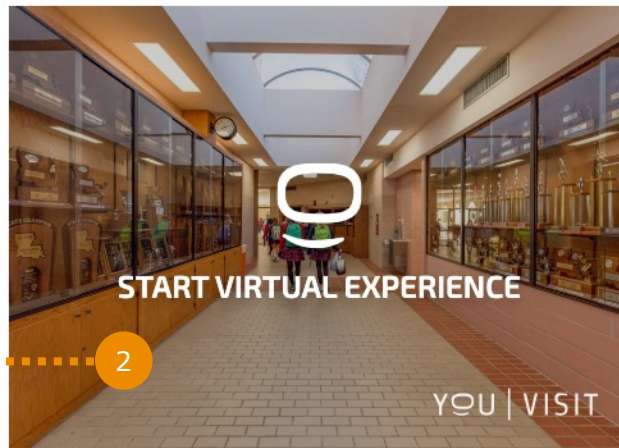
Admission/Visit Pages

4

Destination Landing Pages

2

Profile Image



3

Hyperlink

3


Virtual Tour of Campus

Take a look at campus from wherever you are


VIRTUAL TOUR



Virtual Tour Placement and Promotion for Gen P

 **50%** of students don't start their search until fall of junior year, and **75%** would like schools to send information via email

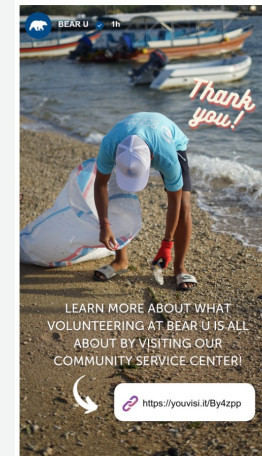
Takeaway: Reach out early to build affinity and encourage students and families to attend events sooner.

 **24%** of students named a virtual tour as a top source of information

Takeaway: Offer virtual and hybrid options to provide families with a less costly, more flexible way to learn more about your campus.

Virtual Tour Strategies

- 1 Include your virtual tour in emails to students and parents (including in your email signature)
- 2 Drive to specific tour scenes from email and social media marketing



- 3 Enable self-serve exploration by placing your tour prominently on your .edu and third-party sites
- 4 Leverage the tour during scheduled guided virtual visit sessions (mute options available)

Source: EAB's 2023 Student Communications Preferences Survey.

Streamlined Processes to Help Keep Your Tour Up to Date

Minor Updates

Quick to implement updates supported by our team

Examples of Minor Updates

- Add or change Interactive Elements (Hotspots, Positional Media, text)
 - Update CTA links
 - Update map marker locations
 - Edit text of Audio Guide
 - Remove Supplemental Media
-

VS.

Major Updates

Structural updates that require consultation

Examples of Major Updates

- Change tour destination landing images*
 - Change tour destination order
 - Edit Audio Guide files
 - Customize Standard or Interactive Map
 - Re-record Audio Guide**
-

**Up to 4 destinations*

***Audio guide can be re-recorded once per year*

Gen P Trends to Consider When Thinking About Content Updates

↑ 12%

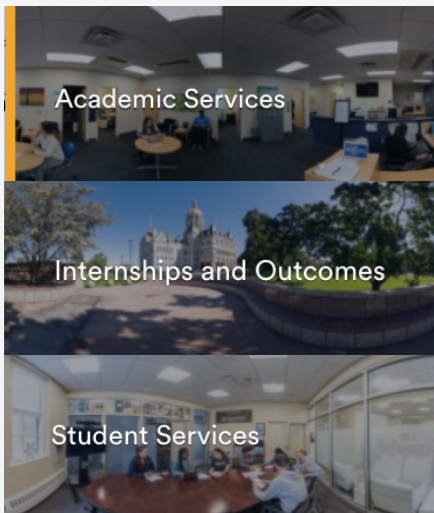
Increase in students reporting college isn't worth the cost since 2019

↑ 8%

Increase in students feeling "not mentally ready" as their reason for opting out of college since 2019

Virtual Tour Strategies

Dedicate a Destination (or two!) to academic and mental health support and career options and outcomes

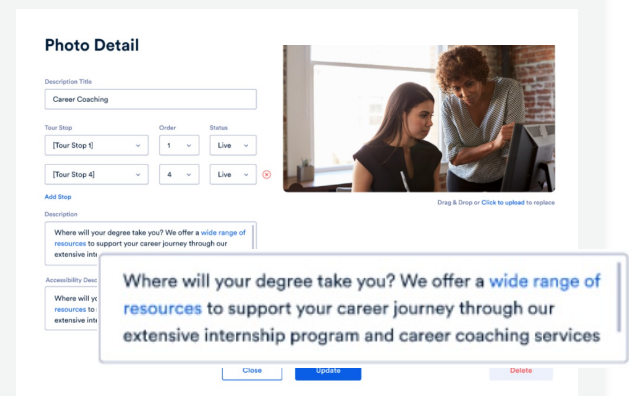


Include student and alumni voices to share real stories on support resources and career opportunities

“ My professors along with the Career Development Center, helped me get my internships. Over 90% of USA undergrad students have landed internships fieldwork, clinical rotations, and on-campus jobs in their field of interest. ”

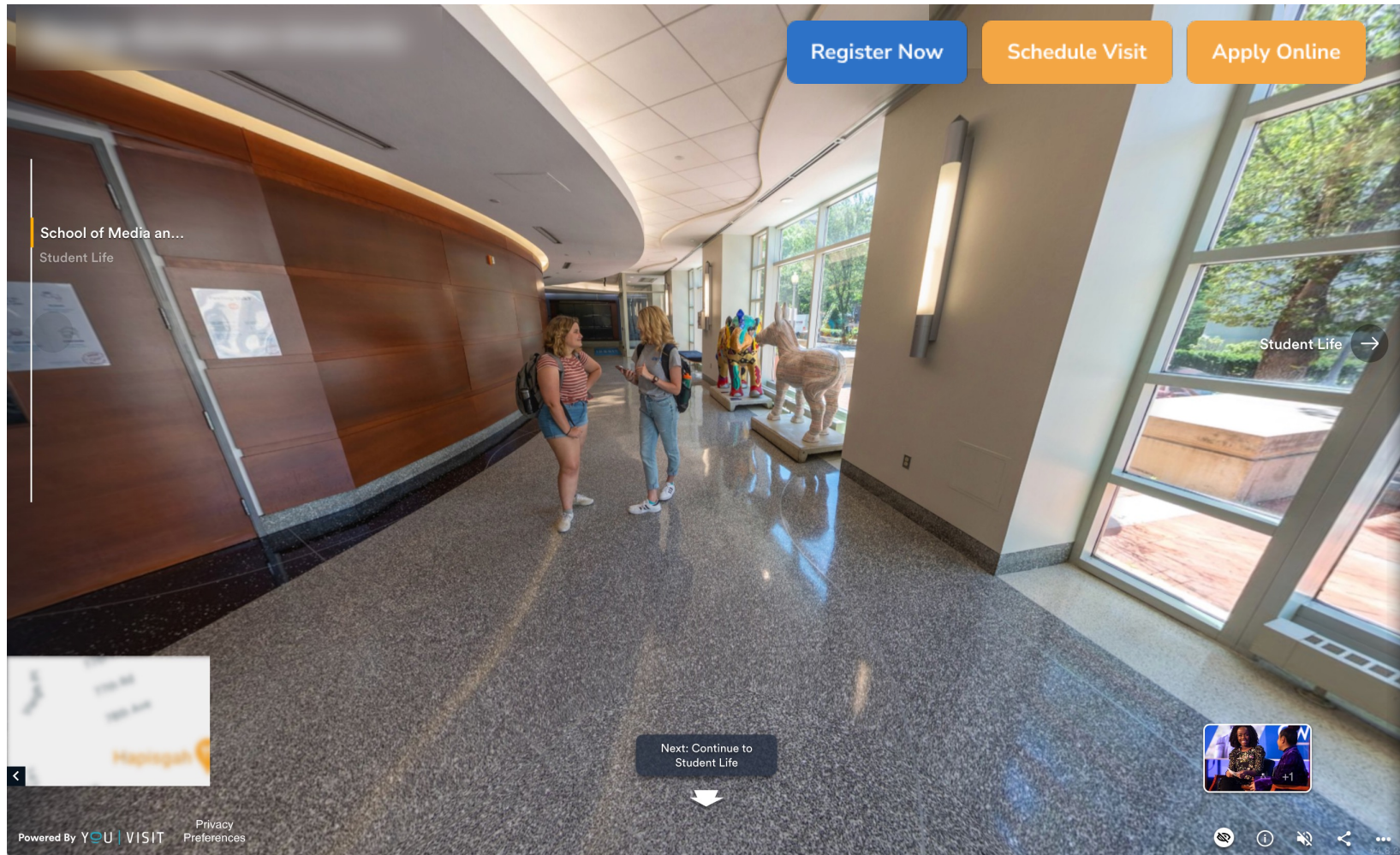


Link directly to supporting resources from Text and Photo Hotspots and in Supplemental Media

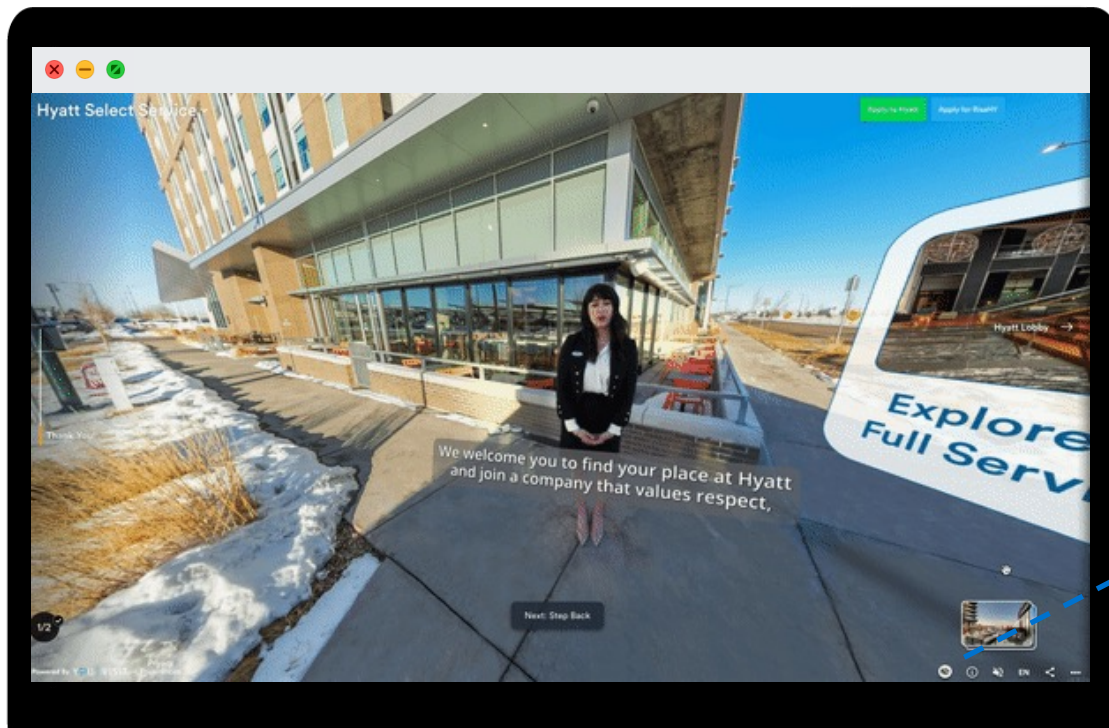


A New Way to Integrate Your Brand into Your Virtual Tour

Introducing Customizable Call-to-Action Button Colors



Offering a More Inclusive Experience



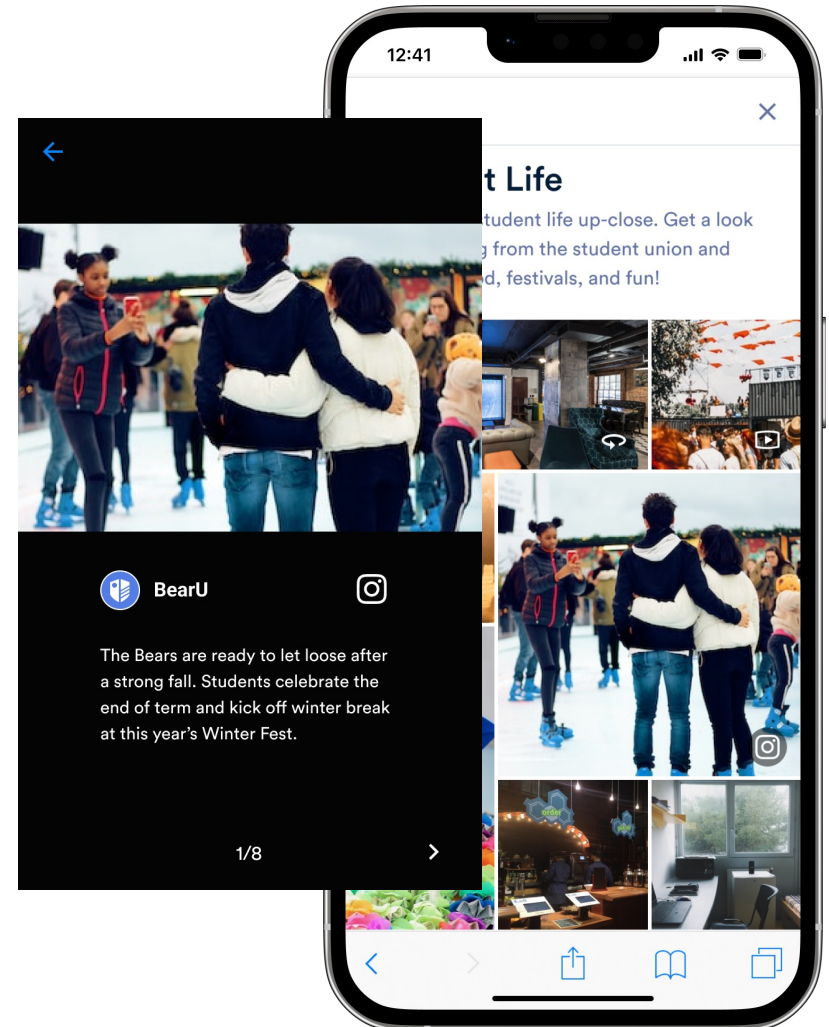
1. Captions now available in Action Zones

2. Universal ADA Button



Integrate Instagram Content into Your Virtual Tour

Amplify Your Supplemental Media by Including Instagram Content

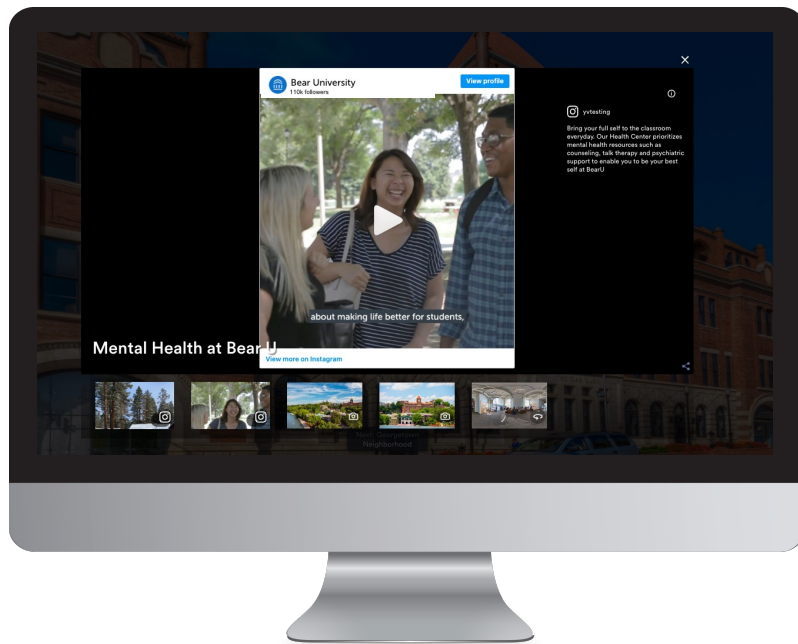


Connect multiple Instagram accounts from across your institution to your tour

Two New Ways to Get More out of YouVisit's Instagram Integration

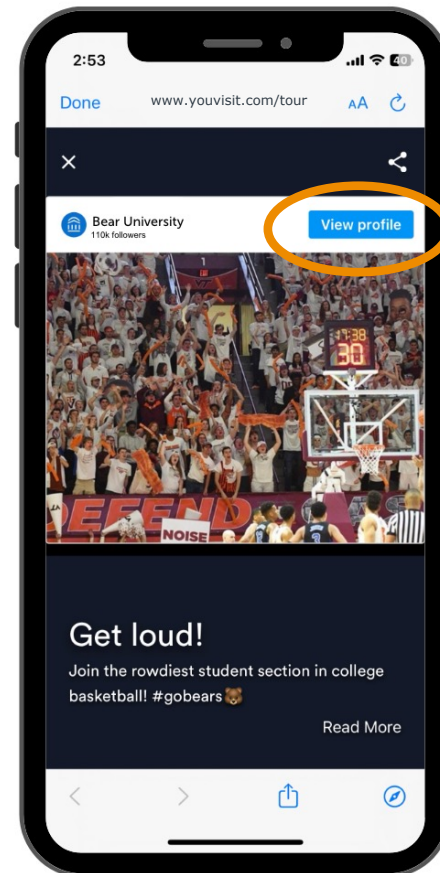
Add Video Posts

Include Instagram video posts in your Supplemental Media to further engagement with your tour.



Link to Your Profile

Allow visitors to click into your Instagram profile to encourage further exploration.

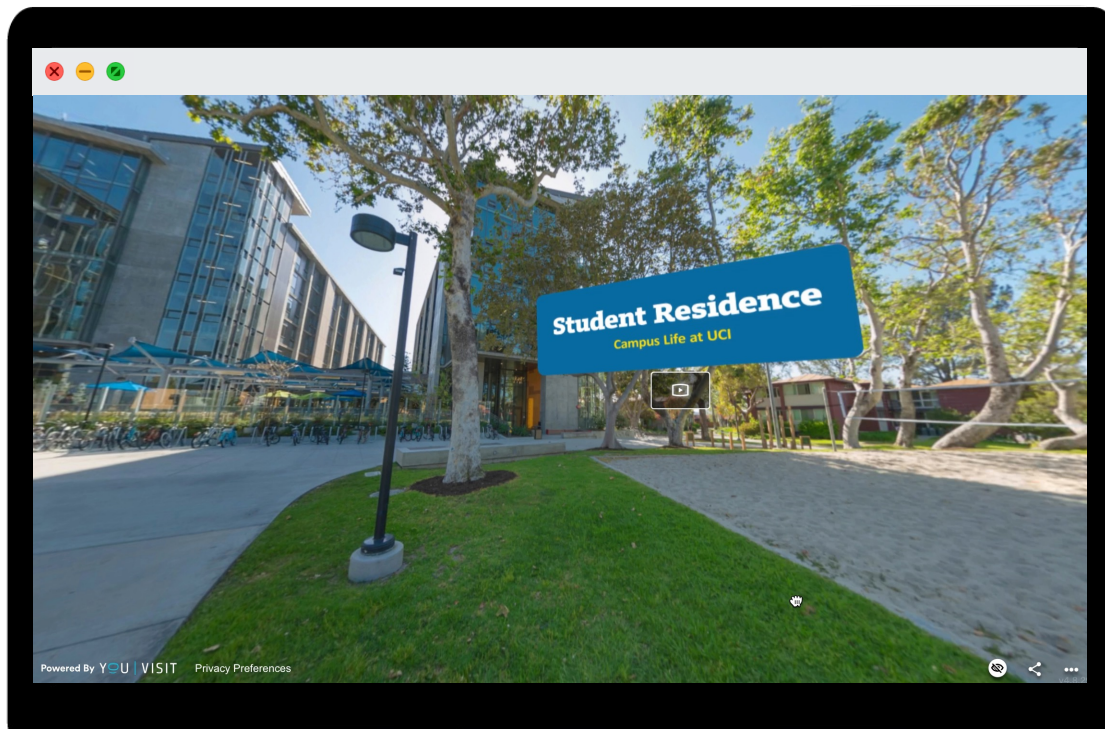


Optimizing Tour Engagement

Tell a Deeper Story with Attention-Grabbing Immersive Motion Graphics (IMGs)



Special Promotion!



**BUY ONE
GET ONE**

Buy one IMG package and get one free
(includes 4 IMG's)

See an example [here!](#)

Enhanced Service Support

Creative Consultations

Work with your Partner Success Manager to schedule a review of your virtual tour and receive a tailored consultation with our Creative team. The review includes content update suggestions to improve your tour and align to your brand and enrollment goals.


Award-winning Creative Team:

YouVisit Studios



Ongoing Strategic Support

Next Office Hours: September 12, at 1 p.m. ET



YouVisit Virtual Tour Office Hours

Description Welcome to EAB's YouVisit Virtual Tour Office Hours, a dedicated time to meet with YouVisit Virtual Tour experts and discuss your unique needs, receive guidance on best practices, and come learn something new!

Our regularly scheduled 60 minute meeting will take place every second Tuesday of the month at 1PM ET / 10AM PT. All you need to do is register at a date that works for you below to let us know you'll be there!

Date & Time Please choose only one meeting to attend.

Jun 13, 2023 01:00 PM

Time shows in [Eastern Time \(US and Canada\)](#)

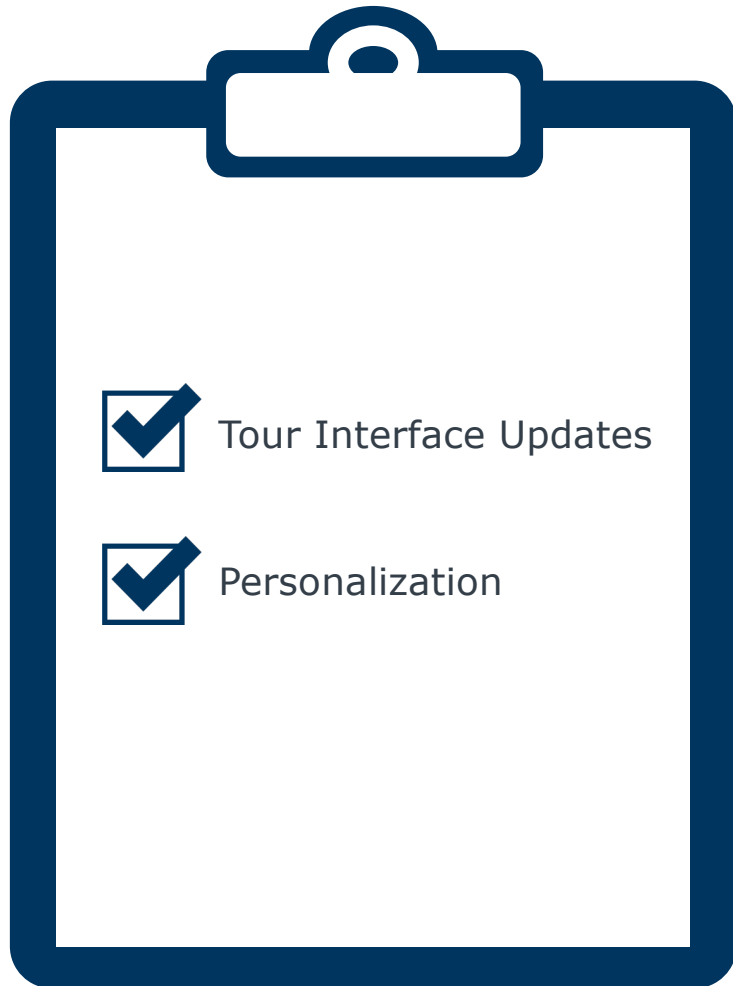
[Register Here](#)

Ongoing Innovations to Help Your Institution Keep Up with Gen P

YouVisit Enhancements to Improve the Impact of Your Virtual Tour



Upcoming Product Roadmap



Upcoming plans to improve your virtual tour experience:



Create intuitive self-directed experiences where a student finds joy in discovery



Deliver the right content to the right person and make them feel seen

Interface Updates to Reduce Noise and Improve Navigation

Modifications to the Look and Feel of Your Tour

Example 1



Updating placement of audio guide controls for improved user experience

Example 2



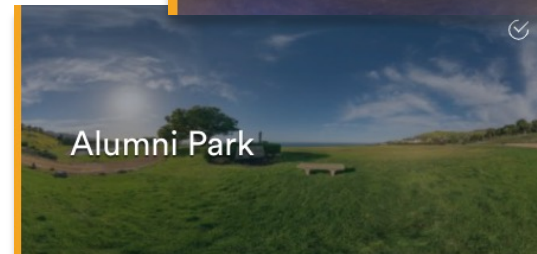
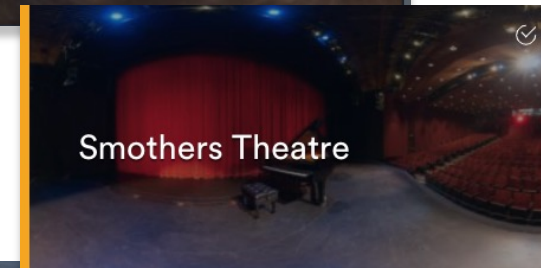
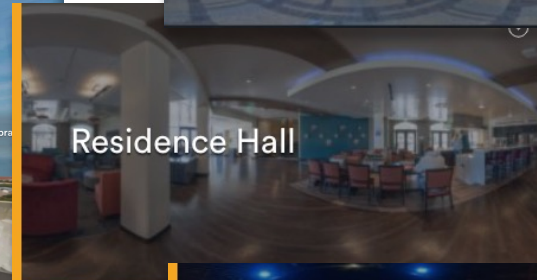
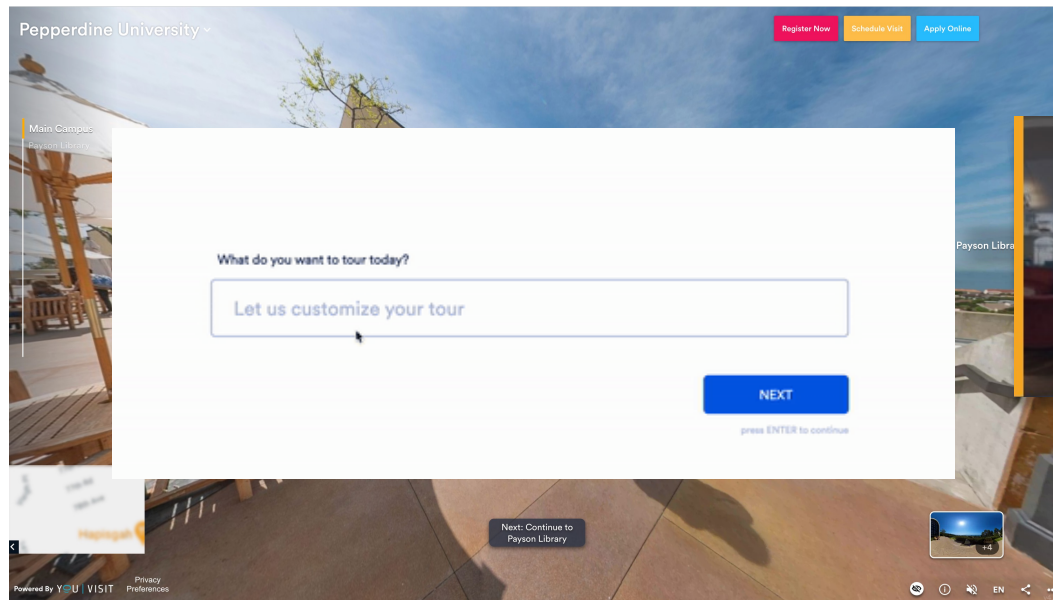
Introducing more intuitive navigation via updated arrows and progress bars

Example 3



Coupling the destination pick list and descriptions with map

Personalization Capabilities That Leverage AI



Thank you!