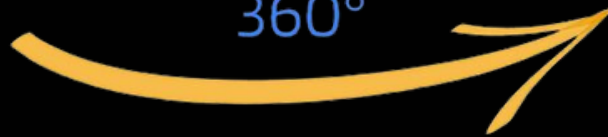


# MWVP

360°



V I R T U A L  
T O U R S

**INFORMATIONAL PACKET:**

**MOBIUS  
LIBRARIES**



Google Street View

**TRUSTED**

Agency

# WHY GET A VIRTUAL TOUR OF YOUR LIBRARY?



We understand the importance of engaging a neurodivergent community and promoting accessibility and inclusion. Our team is here to help. Our platform allows your patrons get to know your space, the programs you offer, and the services you provide in one comforting, accessible, and interactive experience. Our Google virtual tours are a beautiful and convenient way to showcase your space and increase online marketing.

# ABOUT US



## Commercial Panoramic Photography

MIDWEST PANO, LLC is a Google-certified agency with an exciting product platform. Our company provides an online platform to enhance a library's social and web-based media footprint. We use highly advanced technology and are a top provider in our field.



## How We Make A Difference

The virtual tours we create can be easily embedded directly into your website, shared on your social media, and more in order to showcase your library to current and potential consumers. Also, since the panoramic images making up your virtual tour are connected to Google, every time your tour is clicked through, it adds back into your Google Analytics.

### MIDWEST PANO HAS...

**PUBLISHED OVER 2,000 VIRTUAL TOURS**

**RECEIVED OVER 31 MILLION VIEWS**

**EXPANDED TO 5 STATES AND CONTINUES TO GROW**



# OUR TEAM

REVOLUTIONIZING 360 PHOTOGRAPHY

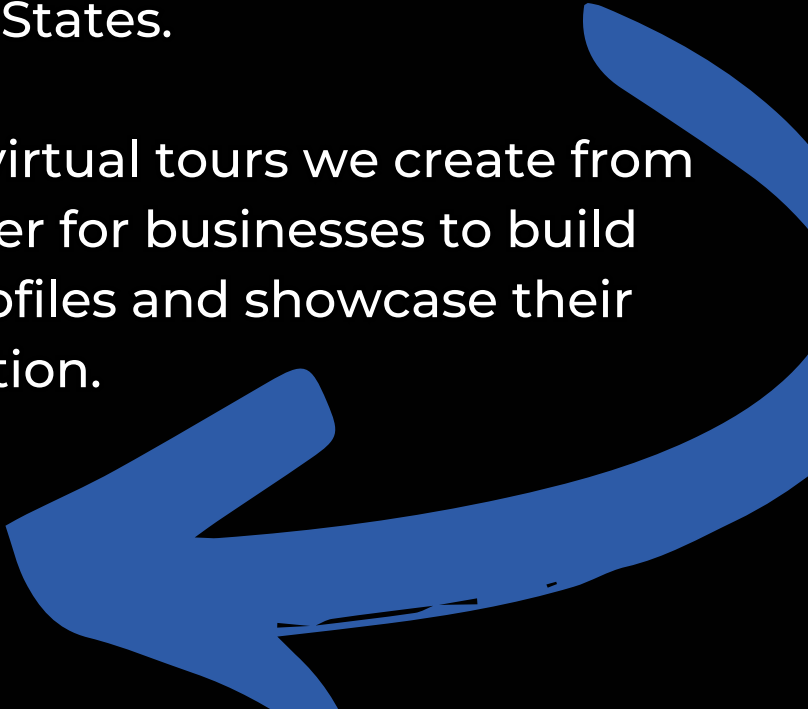
Headquartered in Story City, Iowa, our team at Midwest Pano is small but mighty!

Our photographers are Google-certified, experienced, and award-winning.

Our team is knowledgeable and always happy to help.

Our owner, Vince Sabatino, has been creating virtual tours for over 14 years for over 50 industries across the United States.

We pride ourselves on the virtual tours we create from panoramic images in order for businesses to build their Google Business profiles and showcase their location.







# WHAT MAKES A MIDWEST PANO TOUR UNIQUE?

1. Google-Certified Photography
2. Personalized backend platform caters to your marketing needs
3. Real-time analytics report & traffic-tracker
4. Hotspots to feature your business (free to add images & videos, links, HTML, and more!)
5. Panoramic images that publish to your Google Business Profile
6. Embed code for website, link for social media, emails, and more!

# THE PROCESS IS PROVEN

Adding a virtual tour can help improve your Google Business Profile. Yes, seriously!

Virtual tours give potential residents a 360-degree view of your library, giving them a better idea of what to expect before visiting in person. This can increase your online visibility and attract more residents. As a business owner, it's essential to keep your Google Business Profile up to date and complete, and adding a virtual tour is a great way to do just that.

1. 62% of visitors prefer listings with photos of store interiors. (Google Business Views)
2. Virtual Tours are used by more than 50% of all adult Internet users on a regular basis when performing Internet research. With strongly rising tendency. ("Clickz Stats" Study 2006)
3. Businesses that offer virtual tours enjoy increased bookings and look-to-book conversion ratios by 16% to 67%. The more engaging the media, having a voice-over, adding background music, animation, or video, the higher the conversion rate. (TIG Global)



[Google Business Views](#)



[Panoramics.net](#)



[Ipsos MediaCT Case Study](#)

## OUR STATS ARE

SERIOUSLY

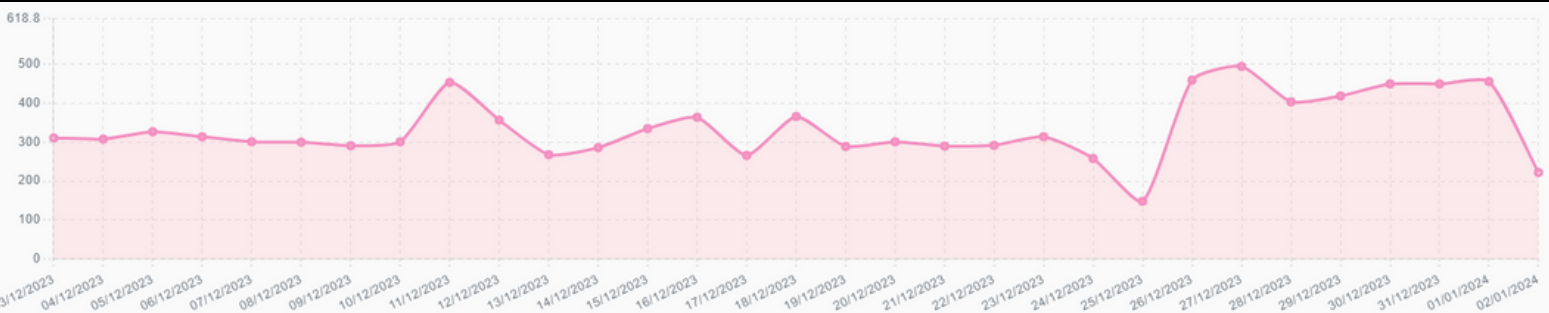
## IMPRESSIVE!

Total Visitors  
**10,333** ↑ 3.45%

Total Unique Visitors  
**4,591** ↑ 10.34%

Menu Clicks  
Total  
**949** ↓ 3.45%

Navigation Clicks  
Total  
**3203** ↓ 13.33%



# TESTIMONIAL



We are a small library in rural Wisconsin, and I thought this was a good way for people to just get a look inside the library to see what we're about. I was **WRONG!** This is an **EXCELLENT WAY** for people to see your spaces!

In fact, I will be adding more views because it is that cool! The program you use to set waypoints and markers, etc. is very intuitive -so intuitive that even an old guy like me can do it!

Money well spent, and I can't imagine not having this awesome tool on our website now!

Outstanding product, sales, service instruction! If you are on the edge about having this done - just do it!



**-Patterson Memorial Library**

Wild Rose, WI

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360°



V I R T U A L  
T O U R S

**Thanks for checking us out!**

**Members of MOBIUS are eligible for discounted prices. Book a time to meet with us using our website to learn more!**

**We look forward to getting to know your library.**



Google Street View

**TRUSTED**

Agency