

360 Value Index

A quick guide to help your organization & teams self-assess the use of Threshold 360's platform and products.



Getting Started

Getting your Threshold Dashboard setup is one of the first things your team should accomplish. These are the top 5 ways to level up your Dashboard and get your team using your content right away.



Add your logo and organization details. In your Account Settings, you can [upload brand logos](#), add your website link, or adjust your organization's name.



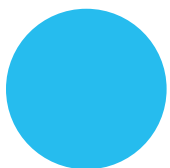
Invite additional team members. Give your [team members](#) access to the Dashboard and set their level of individual access.



Learn how to navigate. You can schedule a group demo of the Dashboard [here](#), or feel free to share [our online course](#) to take training at your own pace.



Enable integrations & reporting. If your team uses the [Simpleview CRM](#), toggle on this integration in your Organization Settings. You can also enable [monthly KPI reports](#) to send via email.



Connect platforms & follow T360. Login to your [Google account](#) for branded attributions on imagery published to Google (Pro subscription required). We also recommend following T360 on [Instagram](#) & [LinkedIn](#) so we can promote and share your content!

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Sales

Threshold Virtual Tours can be a game-changer for Sales teams trying to accurately showcase locations and spaces- but only if they are utilized! Get your Sales team up and running with your Threshold content by following these 5 actions.

- Add Virtual Tours to website listings.** Include tours on [individual pages](#) and any [Meetings pages](#) within your website.
- Link Share Pages.** Use Share Page links to add rich content to your [social media posts](#), bid proposals, or third party sites such as [SendSites](#), [DigiDeck](#), and [Cvent](#).
- Create Custom Share Pages.** Customize your Share Pages with specific spaces, [Hotspots](#), and [Calls to action](#). These are also a great tool to use with [group bookings](#) or [floorplan PDFs](#).
- Build Custom Maps.** Maps can be built for sales teams to showcase key venues, [hotels or lodging options](#), and important points of interest.
- Incorporate your content into your sales decks.** Place an embed code or link your tours or maps directly in your decks or any Meetings & Conventions pages on your website.






Marketing

The Threshold platform offers many tools to help market your locations and spaces effectively. Familiarize your Marketing team with the Dashboard by starting with these steps.

- Add Virtual Tours to website listings.** Use an embed code to add the Threshold Viewer to [individual listing pages](#) to showcase your locations.
- Use Share Pages on social media.** Use or create a custom Share Page to take social media users [directly inside your location](#).
- Build Custom Maps for blog posts & itineraries.** Create a quick [Custom Map](#) with all the key destinations mentioned in a blog post and easily embed it directly into the page.
- Use Hotspots to highlight accessibility.** Build in Hotspots to call out any important [accessibility features](#) present within a Virtual Tour space.
- Incorporate Virtual Tours into your emails.** Share Pages or Custom Maps can be hyperlinked directly into your emails or even added to your signature.

Operations & Services

Manage your facilities and offer comprehensive resources to visitors with your Threshold platform tools.

-  **Ensure capture of catering & back-of-house spaces.** [BOH tours](#) can be utilized and shared with event planners and staff for easy coordination.
-  **Embed Virtual Tours on conference & events web pages.** Give meeting planners a direct look at venue spaces for planning events and meetings.
-  **Customize Share Pages for floorplan PDFs.** Easily hyperlink individual spaces within a [floorplan document](#) using a Custom Share Page link.
-  **Add Hotspots to highlight key features within venue Tours.** [Hotspots](#) can communicate key details and bring attention to important features, like ramps, or signage.
-  **Build Custom Maps for site visits & virtual walkthroughs.** Give visitors a better view into a venue and surrounding neighborhood points of interest by highlighting them on a [Custom Map](#).






Sports

Showcasing sports facilities and venues doesn't have to be a headache. Get your events across the finish line by leveraging Threshold virtual content in your Sports team's workflow.

-  **Embed Tours in facility listings & layouts.** Take event planners directly into a facility with a [Virtual Tour](#) embedded directly onto a web page.
-  **Create Custom Share Pages with CTAs for tournament proposals.** Add valuable Call to actions to your Share Pages to link any important websites or information.
-  **Add Hotspots to venue Virtual Tours.** Call out any important features or accessibility components with a [Hotspot](#) placed strategically in your Virtual Tours.
-  **Integrate Tours with platforms such as [PlayEasy](#) & [HuddleUp](#).** Leverage your content wherever you market your facilities.
-  **Build Custom Maps for tournaments.** [Custom Maps](#) are a great way to provide more information for proposals, site visits, or tournament attendees.

Partner Benefits

Communicate value to your partners with the Threshold platform tools. Start with these actions to provide engaging content to your key partners.

-  **Track partner's capture progress.** Ensure your key partners are part of your capture plan and all important spaces are added to each location's shot list.
-  **Educate partners on Share Pages & Google uploads.** Make sure your partners understand the content and [how they can utilize it](#) in their own workflows.
-  **Ensure Virtual Tour content is refreshed every 2 years.** Content should be periodically refreshed and kept up to date in the event of any renovations or changes to the original spaces.
-  **Share quarterly analytics.** Empower your partners with the metrics their tours are receiving. We recommend a quarterly report to communicate progress.
-  **Leverage Threshold content for upgrade features or membership tiers.** Virtual Tours are a powerful resource that can be part of a special upgrade or membership tier.

Additional Resources & Support

Below are the resources we provide to help your team continue to find value in the Threshold platform. Beyond these, feel free to reach out to our team with any questions, ideas, or inspiration needed.



[Customer Resource Center](#)



[Coassemble Dashboard Training Course](#)



[Threshold 360 YouTube Channel](#)



Email us: Support@Threshold360.com