

Case study 15 - 360-degree experience

Using: SeekBeak, Be More Colorful, social media

Buffalo River Pumpkin Patch

The Buffalo River Pumpkin Patch is an agritourism experience located in Glyndon, Minnesota, USA. It is a family owned and operated business that provides couples and families from around the region an opportunity to enjoy fall themed activities including carriage rides, walks through haunted (and not-so-haunted) forests, play harvest-themed games, and of course purchase fall decorations and pumpkins for Halloween celebrations.

The Buffalo River Pumpkin Patch had a perception problem with many people thinking a pumpkin patch experience is simply another place to go buy a pumpkin. They needed a way to make people understand that their location is worth a 25-minute drive from the nearest large metropolitan area.

Working with SeekBeak and Be More Colorful, a 360° virtual tour was developed to help showcase all of the additional family and couples' activities that are in store for visitors. This experience is linked from their website and was accompanied with a social media strategy active during the fall season to promote the Pumpkin Patch and all it has to offer.

Timeline:

From photoshoots to final edits, this experience was produced in approximately 3 weeks, a tight turnaround for this type of project, but necessary due to the seasonal nature of the business.

Cost:

Projects of this size are typically in around \$3000 USD to \$5000 USD with 20% of those fees in reoccurring (annual) hosting and maintenance of the experience (marketing strategy development, updating links, assisting with online promotions, making routine edits, etc).

Advice:

If you have a group of people who are truly passionate about your location, work with them to serve as your brand advocates to help promote your virtual tour experience!

The Buffalo River Pumpkin Patch saw great results from their social media campaigns with their 360° virtual tour links being the most commonly shared posts with "brand ambassadors" organically sharing and promoting the experience.

In year 1, the virtual tour experience was the commonly cited marketing initiative for people who came to visit (and gate admissions were up 30%).

Website: <http://buffaloriverpumpkinpatch.com/>

Virtual tour: <https://tours.bemorecolorful.com/v/4e0jDgXYzr9>

