



How to market **iGUIDE** services





How photographers can market iGUIDE Camera System services

As a photographer, you know how important it is to stay at the top of your game in a competitive industry. One way to stand out from the crowd and attract more clients is by offering unique services that set you apart from the competition. One such service is using the iGUIDE camera system. In this article, we will explore different strategies on how you can effectively market your iGUIDE camera system services to potential clients.

WHY CHOOSE THE iGUIDE CAMERA SYSTEM?

Before we dive into marketing strategies, let's briefly talk about why the iGUIDE camera system is an excellent tool for photographers. The iGUIDE camera system allows you to capture immersive 3D virtual tours of properties, providing potential buyers or clients with a realistic and interactive experience. With its advanced technology, **the iGUIDE system offers accurate floor plans, measurements and various other features** that make it a valuable asset for real estate agents, property managers and other professionals in the industry.



SHOWCASING YOUR EXPERTISE WITH iGUIDE

When marketing your iGUIDE camera system services, it's crucial to showcase your expertise and highlight the unique benefits that come with using this advanced technology. Here are some effective strategies to consider:



Optimizing your website with iGUIDE

Another crucial aspect of marketing iGUIDE services is optimizing your website to showcase the benefits of this technology. Create a dedicated page where potential clients can learn about the features and advantages of the iGUIDE camera system. Include compelling visuals, informative videos and client testimonials to build credibility and demonstrate the effectiveness of your services.



Utilize social media platforms

Leverage the power of social media to promote your iGUIDE camera system services. Create eye-catching posts on platforms like Instagram and Facebook, highlighting the unique features and benefits of the technology. Engage with your audience by sharing tips, success stories and behind-the-scenes footage to build credibility and trust.



Collaborate with real estate agents

Form partnerships with real estate agents in your area and offer them exclusive deals or discounts for using your iGUIDE camera system services. By working together, you can both benefit from each other's networks and attract more clients. Additionally, ask for testimonials or case studies from satisfied clients to showcase your successful collaborations.



Attend trade shows and networking events

Participate in trade shows and networking events specifically tailored to the real estate industry. Set up a booth or table where you can showcase examples of your work using the iGUIDE camera system. Engage with attendees, provide them with informative materials and collect their contact information for follow-up.



Offer additional services

Consider bundling your iGUIDE camera system services with other complementary offerings. For example, you could provide professional photo editing, virtual staging or drone photography services alongside the immersive 3D virtual tours. This allows you to cater to a wider range of client needs and increases the value and appeal of your services.

Marketing your iGUIDE camera system services requires a strategic approach that highlights the unique benefits and showcases your expertise. By creating compelling content, leveraging SEO, collaborating with real estate agents, attending trade shows, utilizing social media and offering additional services, you can effectively market your iGUIDE camera system services and attract more clients in the competitive world of real estate photography.



**Ready to elevate your real estate photography business?
Book a free virtual demo today!**

About us

Founded in 2013, in Kitchener, Ontario, Canada, Planitar Inc. is the maker of iGUIDE, a proprietary camera and software platform for capturing and delivering immersive 3D virtual walkthroughs and extensive property data.

Why iGUIDE

iGUIDE is the most efficient system to map interior spaces and features accurate floor plans, measurements and reliable property square footage. By integrating floor plans and visual data, iGUIDE provides an intuitive and practical way to digitally navigate and explore built environments.



Contact us



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