

Appily Tours

How Missouri State University Enhanced Its Virtual Tour Experience to Boost Inquiries

Challenge

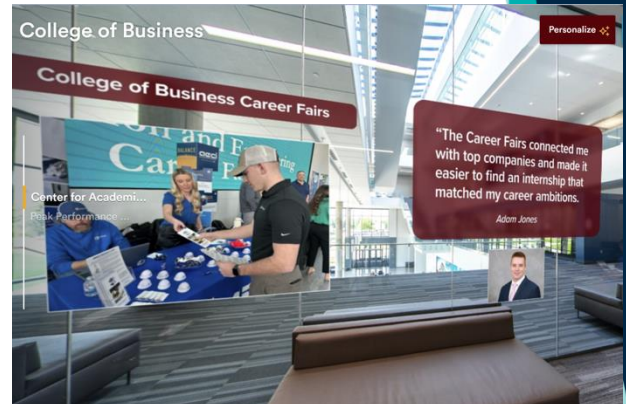
As more prospective students delay in-person visits and rely on digital tools to search for colleges, Missouri State University recognized the urgent need to keep its virtual tour experiences relevant and engaging.

Specialty Tour Enhancements

In early 2024, Missouri State revitalized their **College of Business Virtual Tour** with thoughtfully curated stops and refreshed imagery. These improvements aligned with a broader marketing initiative that encompassed both digital advertising and print promotions. The upgrades highlighted the university's commitment to innovation through the introduction of several exciting new stops:

- McDonald Entrepreneurship Lab
- Merchandising and Fashion Design Lab
- Linda Bailey Interior Design Studio
- Judy and Mike Breeding Accounting Analytic Lab

These enhancements drove measurable impact within one year. The College of Business tour experienced a **12.7% increase in inquiries** and a **16.1% higher inquiry rate**, indicating improved visitor-to-lead conversion.



Interactive motion graphics and embedded videos bring key locations to life, helping students better understand program options and facility features.



Impact Highlights

As of Fall 2024

9:1

Virtual Tour ROI for EC2024 alone

6%

of 2024 enrollments originated as Virtual Tour inquiries

Immersive Elements Enhance Virtual Tour Experience

Missouri State University

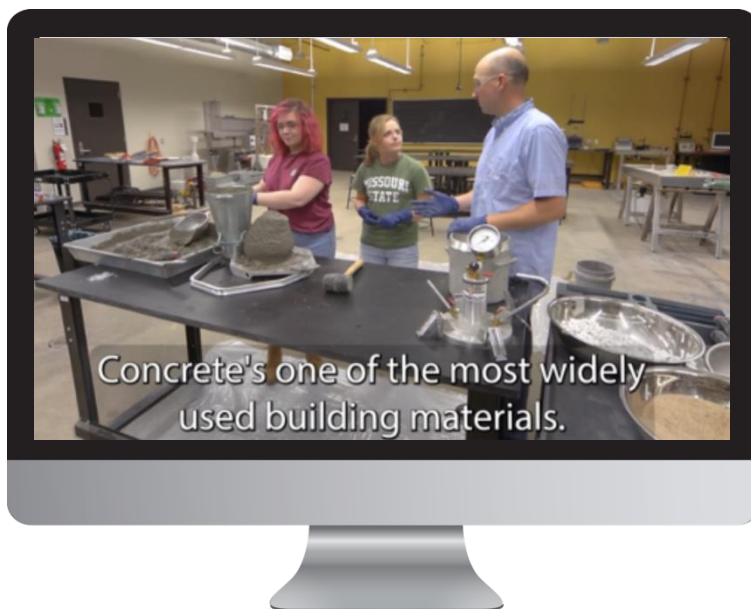
Main Tour Enhancements

At the same time, the admissions team improved their **Main Virtual Tour** to provide a more immersive experience for all visitors. They added new content, improved their photo captions, and introduced an interactive inquiry form to boost engagement.

Other key updates to the main tour included:

- Expanded Content: Immersive stops that showcase cutting-edge facilities, paired with interactive media galleries.
- Improved User Experience: Clearer audio guides, embedded videos, and informative text callouts that enrich visitor interaction.
- Visual and Functional Enhancements: Brighter CTA button colors and captions in action zones that increase clarity and accessibility.
- Technical Fixes: Repaired broken video links and optimized Google Maps locations to streamline navigation.

These changes resulted in notable year-over-year gains, including a **9.7% increase in inquiries** and a **17.6% higher inquiry rate**.



SEE THE TOUR

LEARN MORE

Live demos from professors give students a firsthand look at classroom environments and foster a more personal connection.

