



# LinkedIn Integration Guide

## Social Post

**Value Drivers:** *Event Bookings | Site Tours*

**Product Tiers:** *SalesHub Starter | SalesHub Pro*

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## Overview

Use LinkedIn to showcase your hotel as a premier meeting and event venue by sharing virtual tours directly in your social posts. Using **SalesHub Starter** or **Pro**, you can create a curated, segment-specific Experience link that brings your spaces to life visually and drives traffic back to your website, RFP form, or booking engine.

### Benefits:

- **Boost Social Engagement:** Leverage LinkedIn to share immersive virtual tours that spotlight your hotel as the ideal venue for meetings and conferences. Show off flexible meeting spaces, breakout rooms, and event-ready amenities to attract planners directly in their professional network.
  - **Highlight What Makes You Unique:** Bring your hotel's story to life by spotlighting specific spaces or seasonal offers in a dynamic, visual format that captures attention in the feed.
  - **Drive Traffic & Inquiries:** Posts featuring virtual tours increase click-through rates and direct potential guests or planners to your booking engine, RFP forms, or landing pages.
  - **Stay Top of Mind:** Frequent, visually rich content keeps your property relevant and visible to your audience—helping you stand out from competitors and remain part of the conversation.
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# Step-by-Step: Creating Your Link

## Step 1: Create the Experience

Use **SalesHub Pro** to:

- Create a multi-asset experience highlighting your featured segment:
  - Wedding/Social: Ballrooms, terraces, rooftop spaces
  - Seasonal: Holiday setups, poolside event layouts, featured packages
- Customize asset arrangements to match your narrative or key selling points
- Title the Experience ***Distribution - LinkedIn - Summer Savings (campaign title)***
- Open Experience settings to turn off the Digital Business Card, then lock the Experience
  - Your Property Info Card can remain enabled to provide context

Use **SalesHub Starter** to:

- Choose one immersive asset
  - Typically your most comprehensive 3D model of the connected meeting space

## Step 2: Copy Your Link(s)

For Experience Links:

- Click the **Share** icon on the Experience
- Click **Copy**

For Single Assets:

- Open the specific asset modal in your asset library
- Click the drop down arrow next to **Channel Distribution**
- Click the **Copy** button next to **Link**

## Step 3: Create a LinkedIn Post

- Create a post on your property's LinkedIn profile
- Upload a hero image
- Write a short, engaging caption that includes:
  - What you're highlighting (e.g., "Looking for the perfect venue for your next meeting?")
  - The value/offer
  - A call to action (e.g., "Explore Our Venue")
- Click **Post**



## Experience Settings Configuration

Apply these settings to your **SalesHub Pro** experiences in app:

Settings	Recommended Status
Menus	Hidden
Property Info Card	Enabled
Digital Business Card	Disabled

*\*Experience settings can be accessed by clicking the Settings Icon to the left of your experience title.*

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## Recommended Content Types

Content Type	Why It Works
Enhanced 3D Models	Let planners “walk through” the space virtually
360° Photos	Offer a highly realistic, detailed view of spaces and setups

These formats help planners visualize experiences clearly and confidently.

## Placement Best Practices

- Whenever possible, use a pop-up modal to keep the user on your website. This ensures a faster, smoother experience
  - Avoid opening new tabs or embedding the experience directly on the page, as these methods can slow down load times and disrupt the flow of engagement
  - Use consistent CTAs (“Take a Virtual Tour”) to indicate interactivity
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## Make Sure Your Virtual Tours Work Seamlessly

To ensure your platform content loads quickly and works smoothly on your website, we recommend sharing a quick list of approved web domains with your IT team. This helps make sure your virtual tours, booking links, and interactive experiences display the way they're intended—without being blocked or slowed down by network filters.

One key domain to include is <https://visitme.co>, which powers many of your tour links.

You can find the full list of recommended domains to allow [here](#).

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### Need Help?

If you're unsure which assets to include, or how to generate your experience link, contact your Customer Success Manager.