Ultimate Checklist

10 Tools to Effectively Showcase Your Data Center Online

About Concept3D

Concept3D is an interactive storytelling tool with a decade of experience.

With a focus on virtual engagement, we've been designing, mapping, and immersing users since 2006.

Our design services and recruitment software is trusted by over 400 universities, data centers, and enterprise accounts across the nation.

About This Checklist

Use this as a way to grade how well you are showcasing your data center online.

Each tool listed can boost leads and conversions.

Keep in mind not every datacenter needs every item listed. Contact us to see if what you are missing is detrimental.

Responsive Website

Your website is the most used tool for research, but how does it look on mobile? Having a responsive website is imperative to your prospects' research with 51% of all web traffic being mobile.

Marketing Automation

Automation is vital. It takes 6-8 timely and well thought out touches to generate a viable sales lead. A CRM with automation functions and logic will be necessary to scale your marketing.

Targeted Content

Be clear on who your buyers are and how you solve their problems. Case studies show how your data center succeeds with similar buyers. Always have CTA's and next steps on content.

Differentiators

Buyers make decisions on how you differ from the crowd. Every data center offers space and power, what makes you different? How are you sharing that online? How are you proving it?
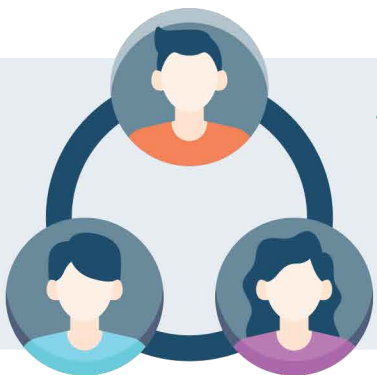
Host Webinars

Webinars build credibility and attract potential leads. The key is to have an educational webinar and only mention your product. Between 5% and 20% of webinar attendees turn into buyers.

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Message Alignment

90% of sales and marketing professionals have several disconnects across strategy, process, content and culture. An aligned sales and marketing team makes the difference between a deal won and lost.

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Interactive Map

Your future clients want to know the locations of your datacenters. How are you showing clients connectivity, redundancy, and power relative to the location of your centers?

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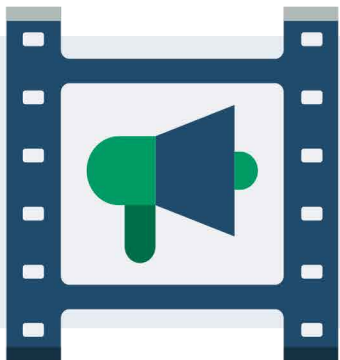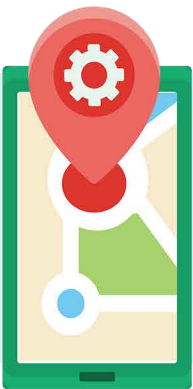
Videos of Facilities

94% of people watch explainer videos to understand a business better, but you have to keep it under a minute long. Use this time to highlight what makes you unique and cut out the rest.

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Virtual Site Visit

Physical site visits are still the gold standard, but it has a high barrier of entry. A virtual site visit can convert into a physical one and inform the stakeholders that can't make it.

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Virtual Tour

360º Panos
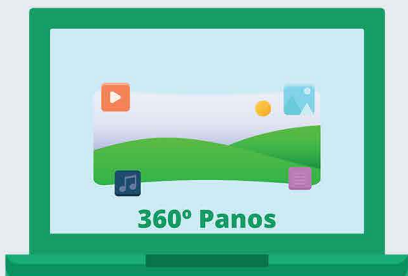
Interactive 360º Tours are the gold standard for virtual site visits. Interactive media is 32% more memorable and has a 9x higher impact on purchase intent. Click here for an example.

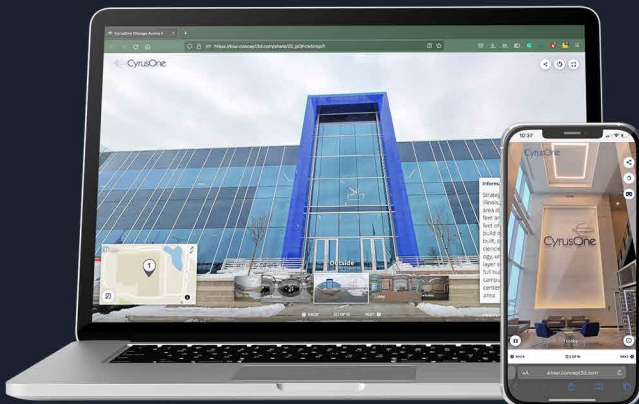# Ready to take your online presence to the next level?

Check out how other datacenters have leveraged our software, or schedule a call with our team to see if our solution is a good fit.
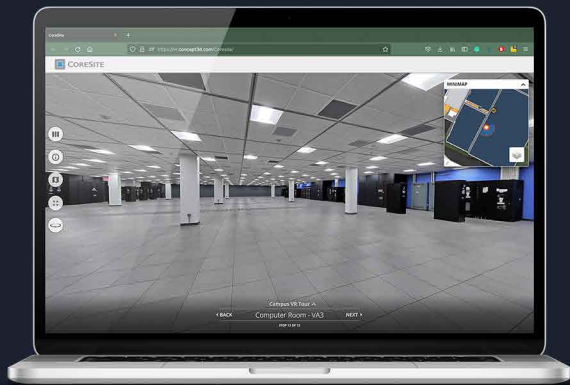
CoreSite Comes to Life Online with Immersive Virtual Tour

CoreSite uses our software to highlight their facilities and immerse viewers into their story.

Read about CoreSite

Bring Your Data Center to Life Online

Speak with someone on our team to see how we can bring your data center to life online.

Connect with us