

A Moment with Hovr

Introduction to Stories

Takeaways

Engage
more
Convert
more

➤ Learn about Stories

What *what stories are* and how you can incorporate it into *your site*

➤ Unique Features

Learn about the *unique features* of stories and how to customize content using Hovr

➤ Stories Demo

Learn *how to create* a story with a live demo

➤ Real World Examples

Examples of current Hovr client *stories* and specific use cases

➤ Stories Best Practices

Our tried and true methods for stories



Story Moment Type



What is a Story?

A Story is a type of content that transforms your images or videos into a visitor-led, multi-frame, interactive experience.

Why use a Story?

Guide viewers through a curated story by highlighting key images or videos, with the flexibility to add deeper context with additional text.

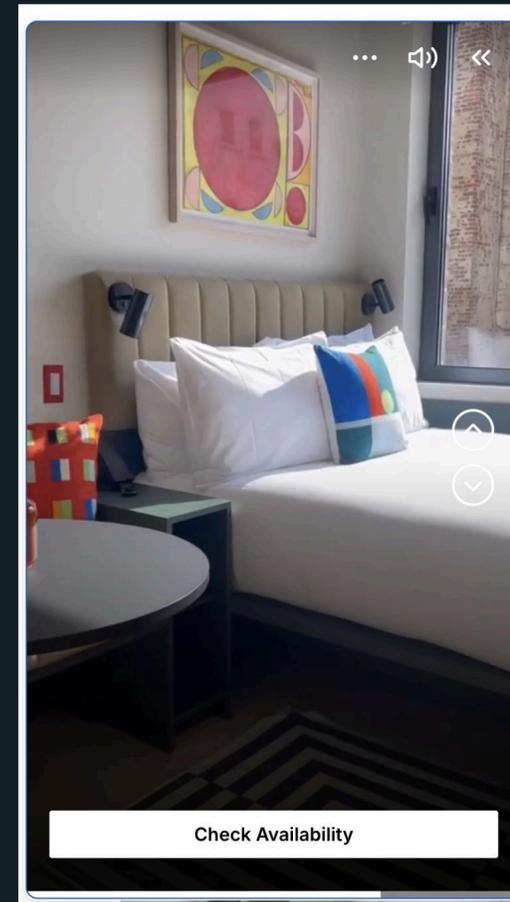
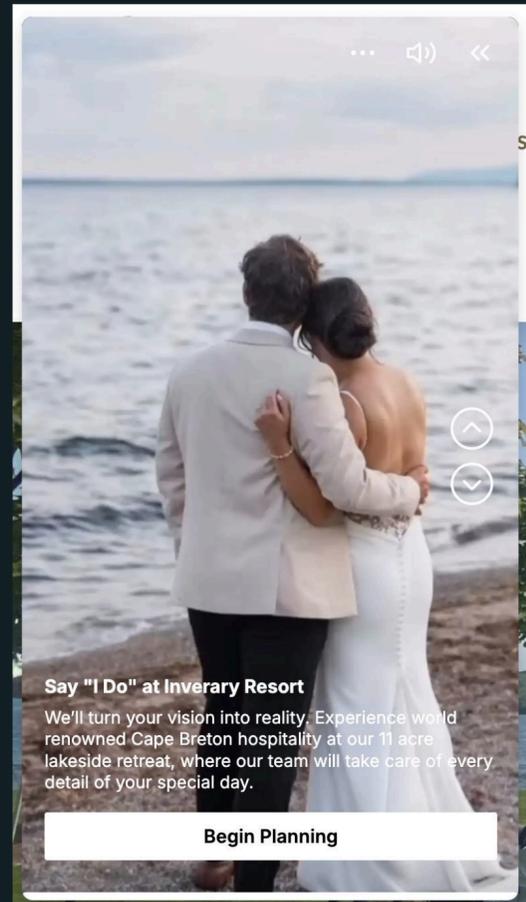


Supported Story Content

So many ways to use your *existing or new* content

Content

A story supports vertical uploaded videos and images



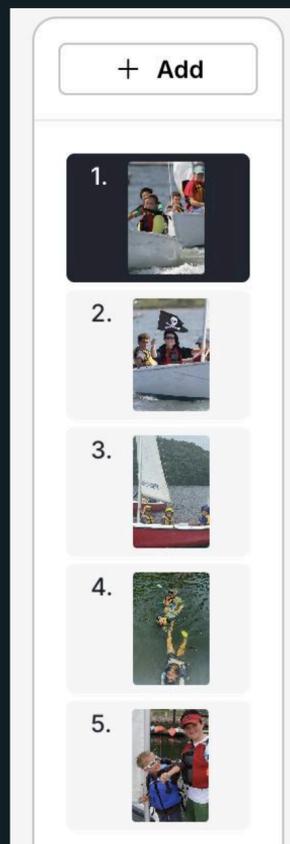
Story Key Features

So many ways to *bring your vision* to life

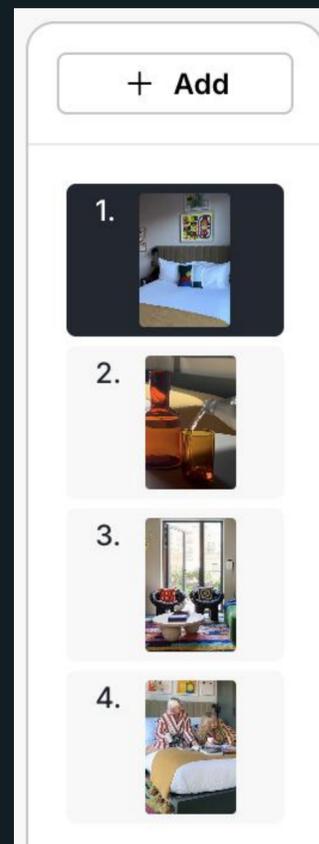
Multiple Pieces of Content

A story gives you the freedom to choose video content, images or use both simultaneously

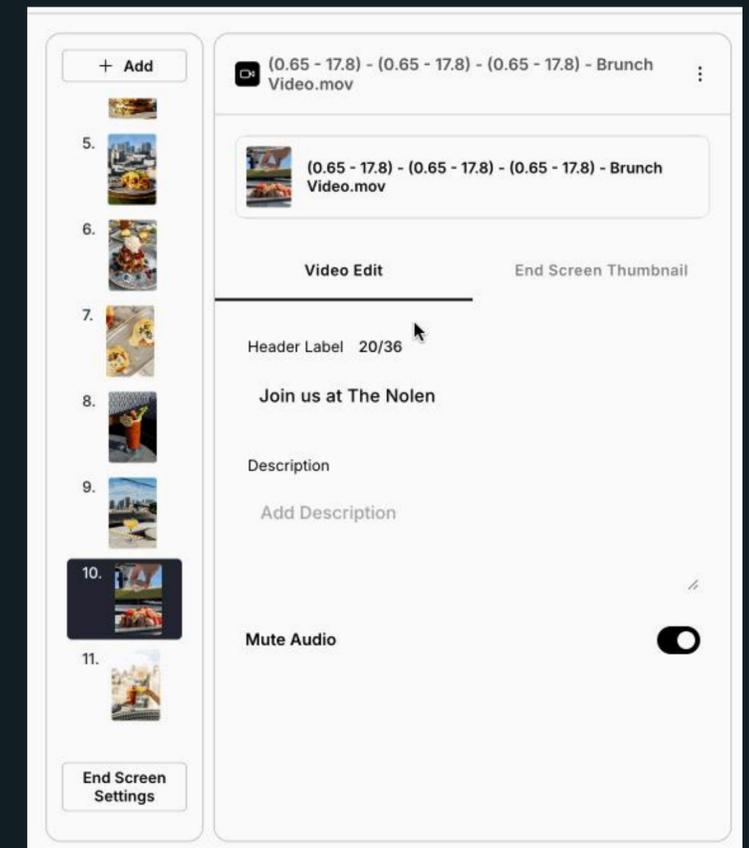
Images



Videos



Images
+
Video

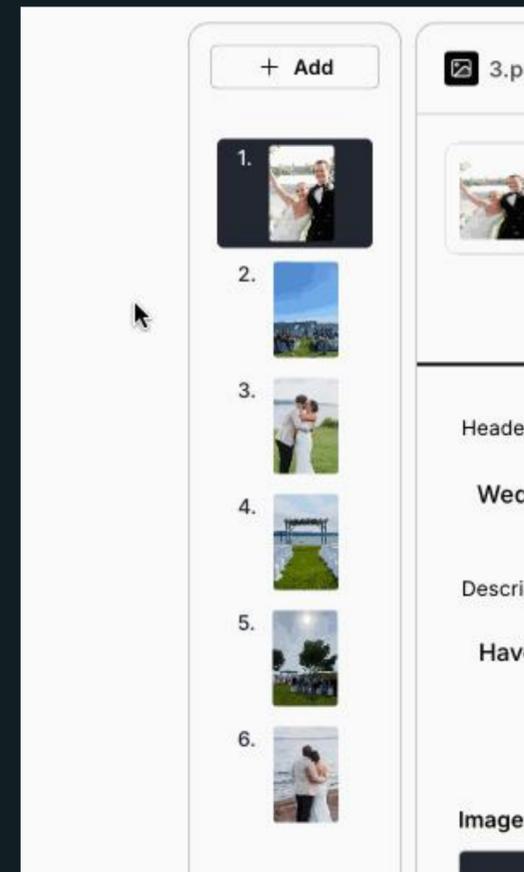
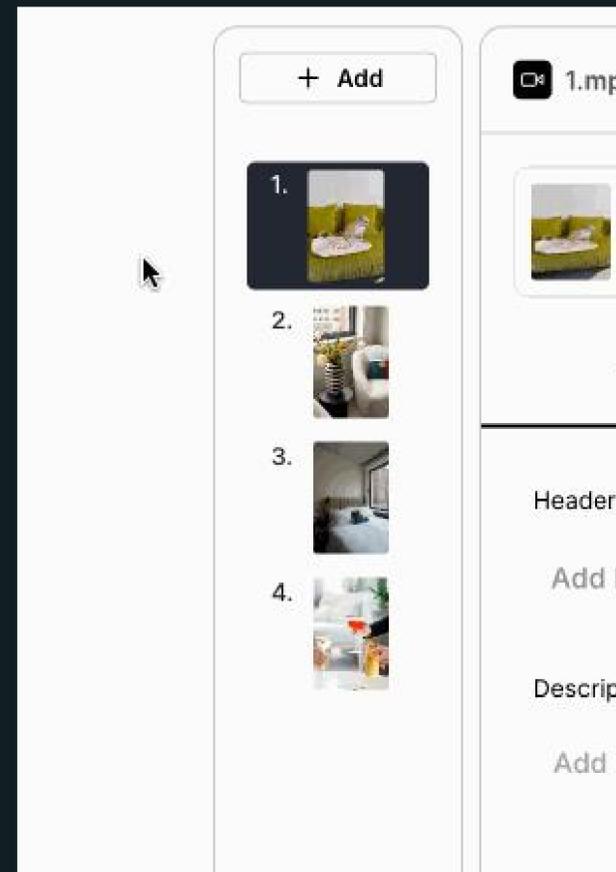


Story Key Features

So many ways to *customize* in the style editor

Reorder Content

The order content is selected is how it will appear in the story editor, drag and drop to reorder the content to your preference

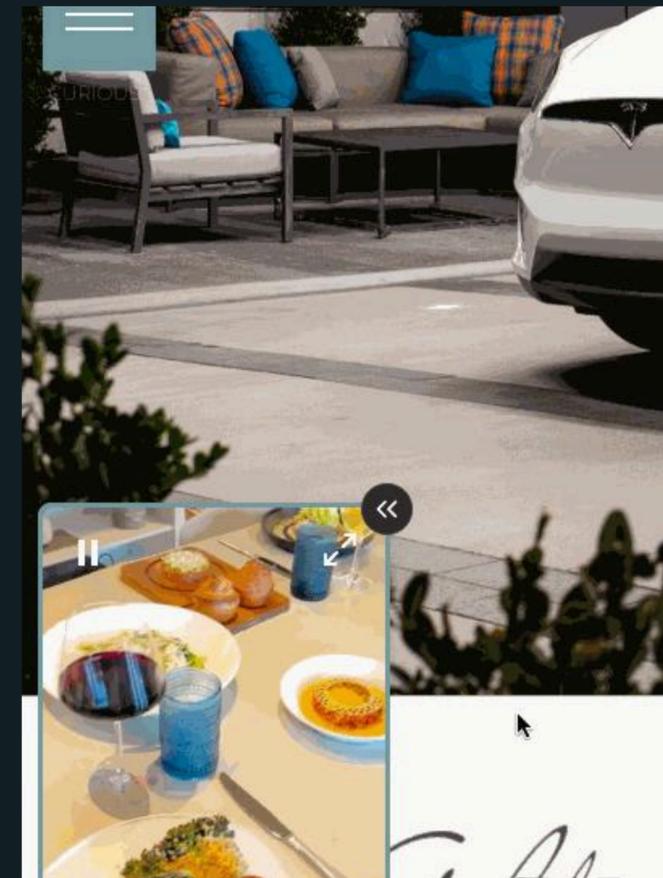
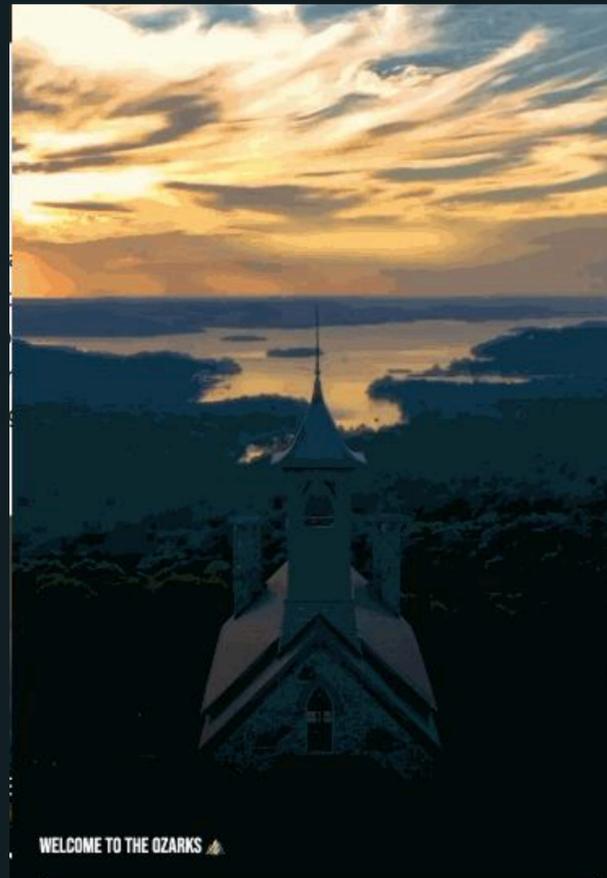


Story Key Features

So many ways to *customize* in the style editor

Header & Description

You can choose to add header text and a description for each piece of content



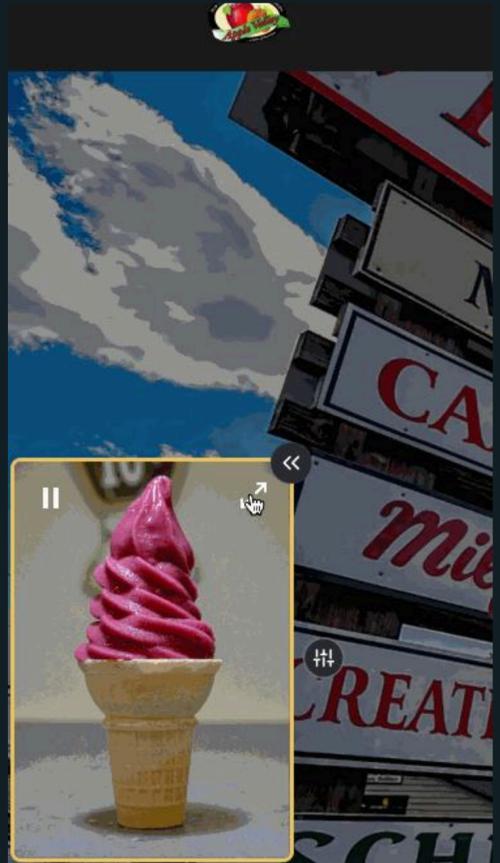
Story Key Features

So many ways to *customize* in the style editor

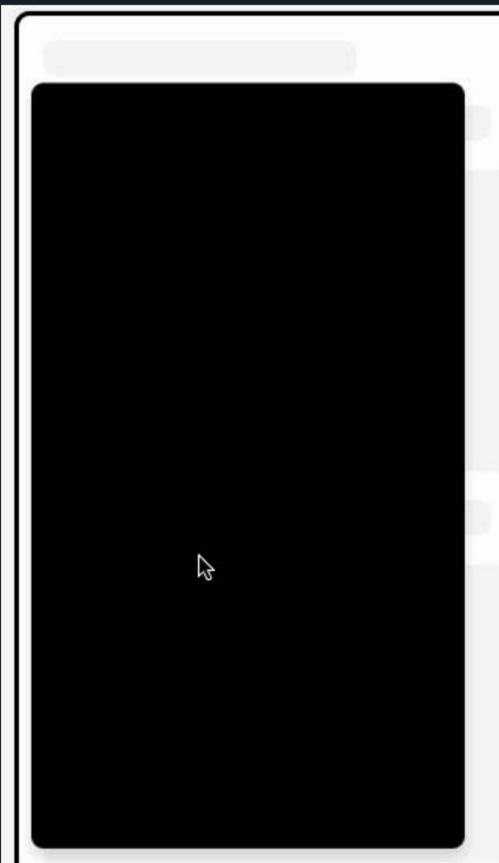
Animation

You can choose how your video is presented to visitors. Choose from none, image pan or image zoom

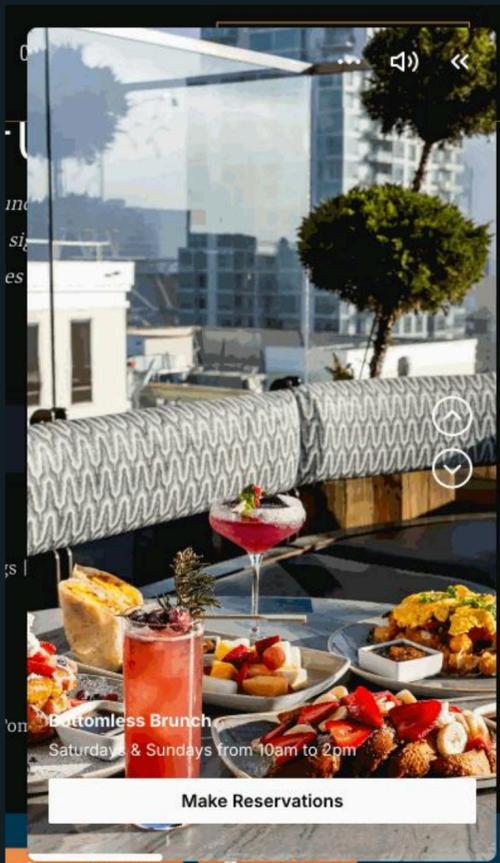
None



Pan



Zoom

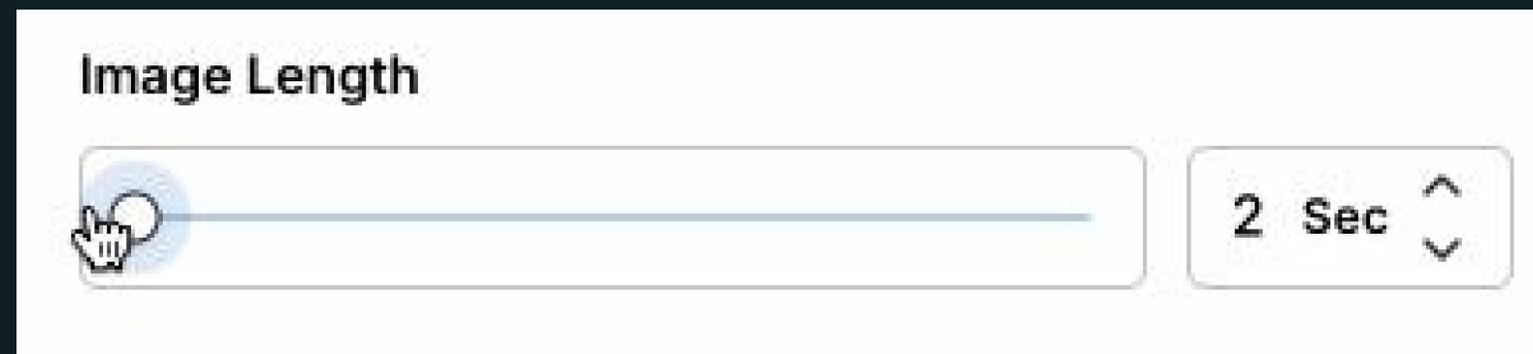


Story Key Features

So many ways to *customize* in the style editor

Image Length

You can choose the length of each piece of image content

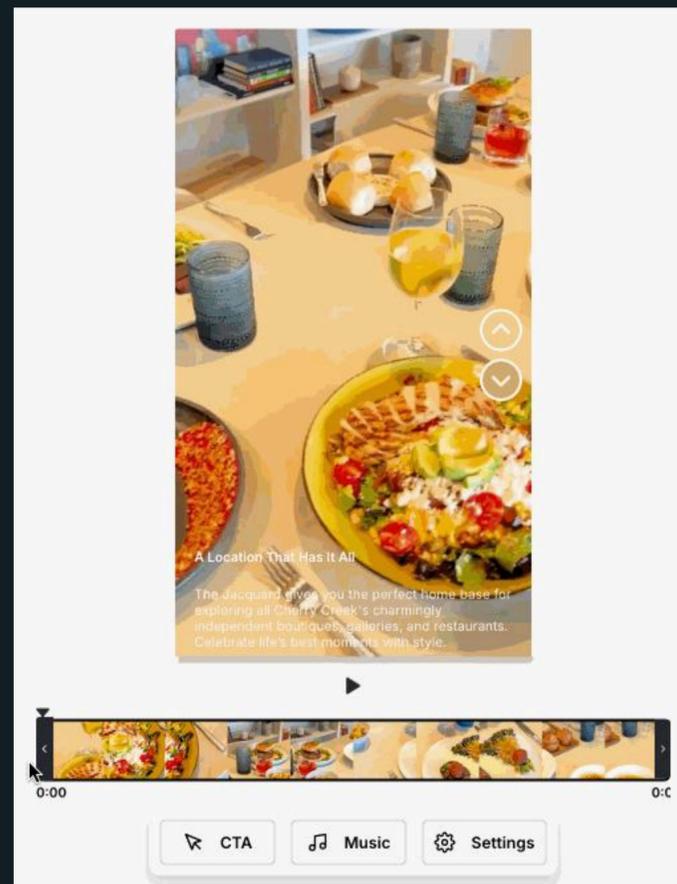


Story Key Features

So many ways to *customize* in the style editor

Ability to Trim Video

You can choose to use the video content that is trimmed in your content library or you have the option to trim each video in the editor

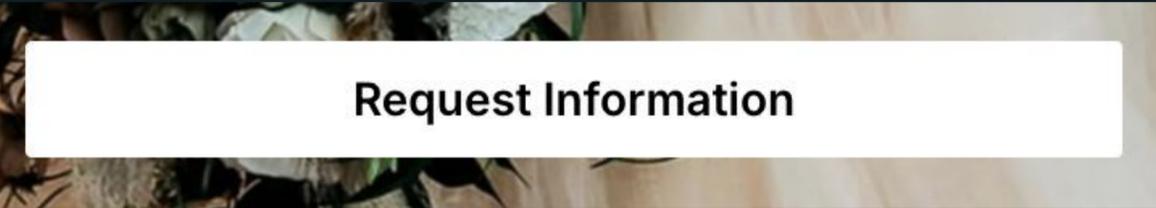


Story Key Features

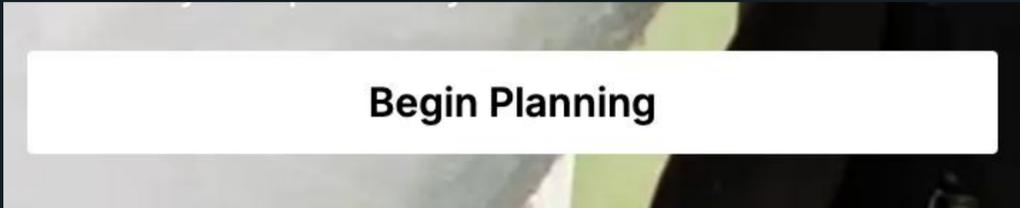
So many ways to *customize* in the style editor

CTA

Choose a high impact singular CTA to be used across the entire story experience



Request Information



Begin Planning



View Menu

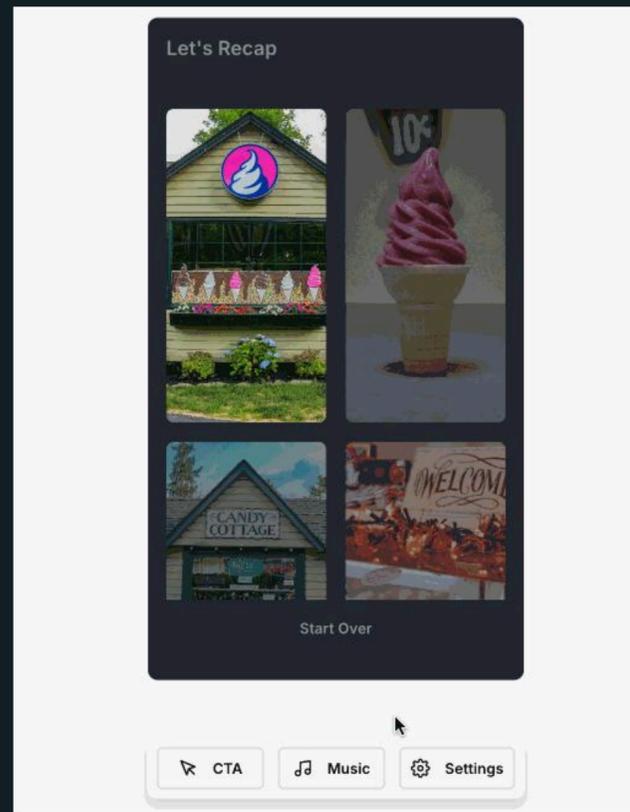


Story Key Features

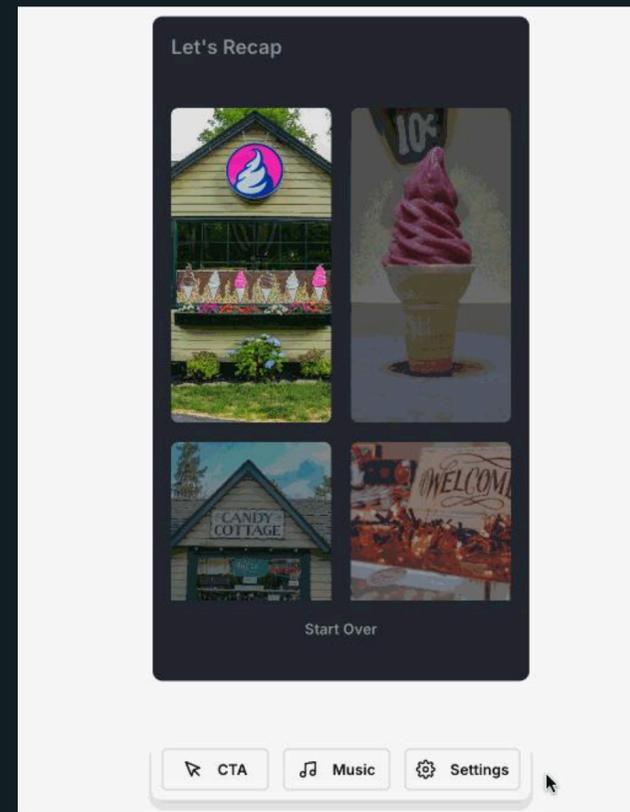
So many ways to *customize* in the style editor

Additional Features

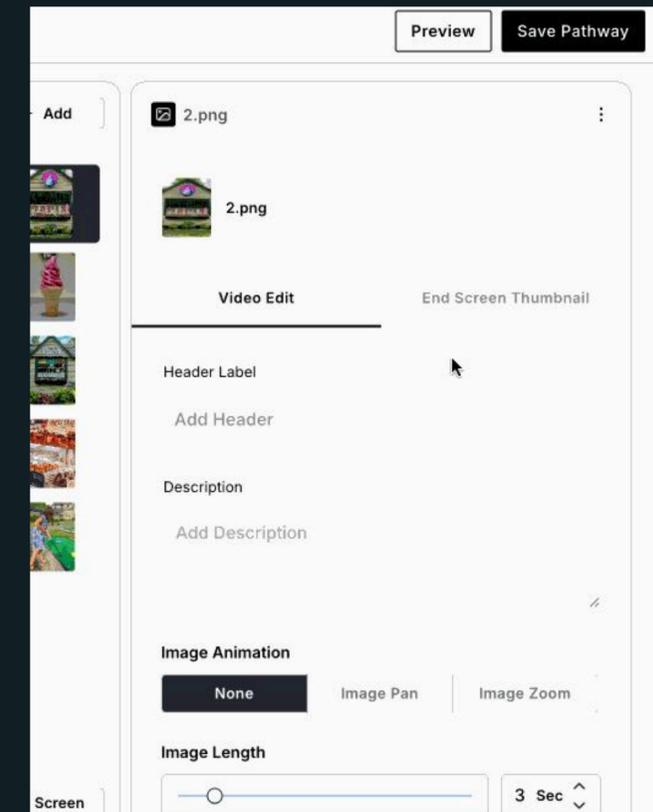
Add royalty free audio, add arrow controls, and update the end screen thumbnail and caption for each piece of content



Add Audio



Add Arrow Controls



Update End Thumbnail

Client Spotlight

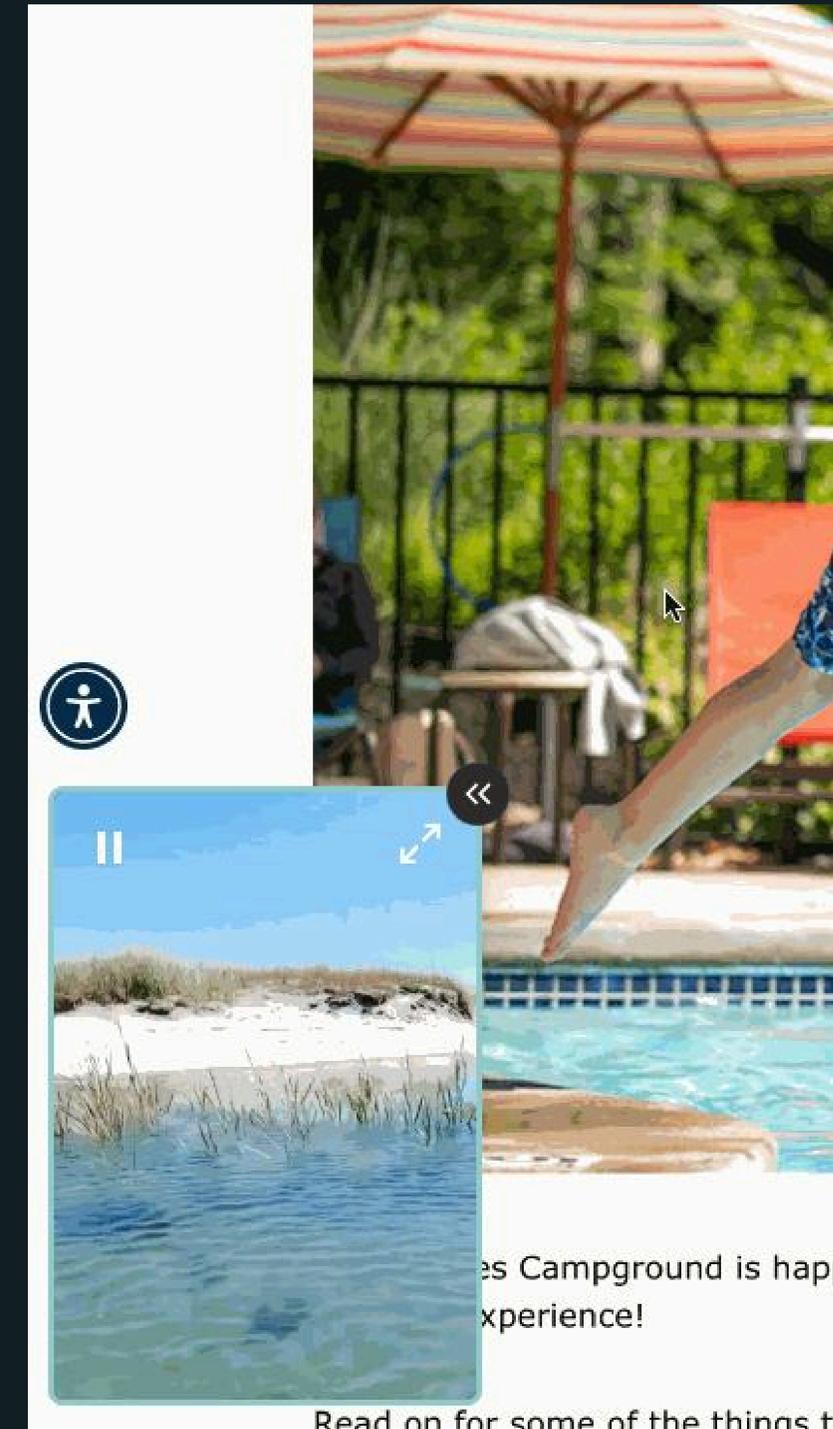
Sandy Pines

Overview

- Five pieces of video content
- Multiple Subjects: overview with specific highlights of their campground
- Header text on each piece of content

How Sandy Pines Utilizes Stories

Each piece of content guides guests through a curated journey, offering a glimpse into experiences aligned with each specific header



Client Spotlight

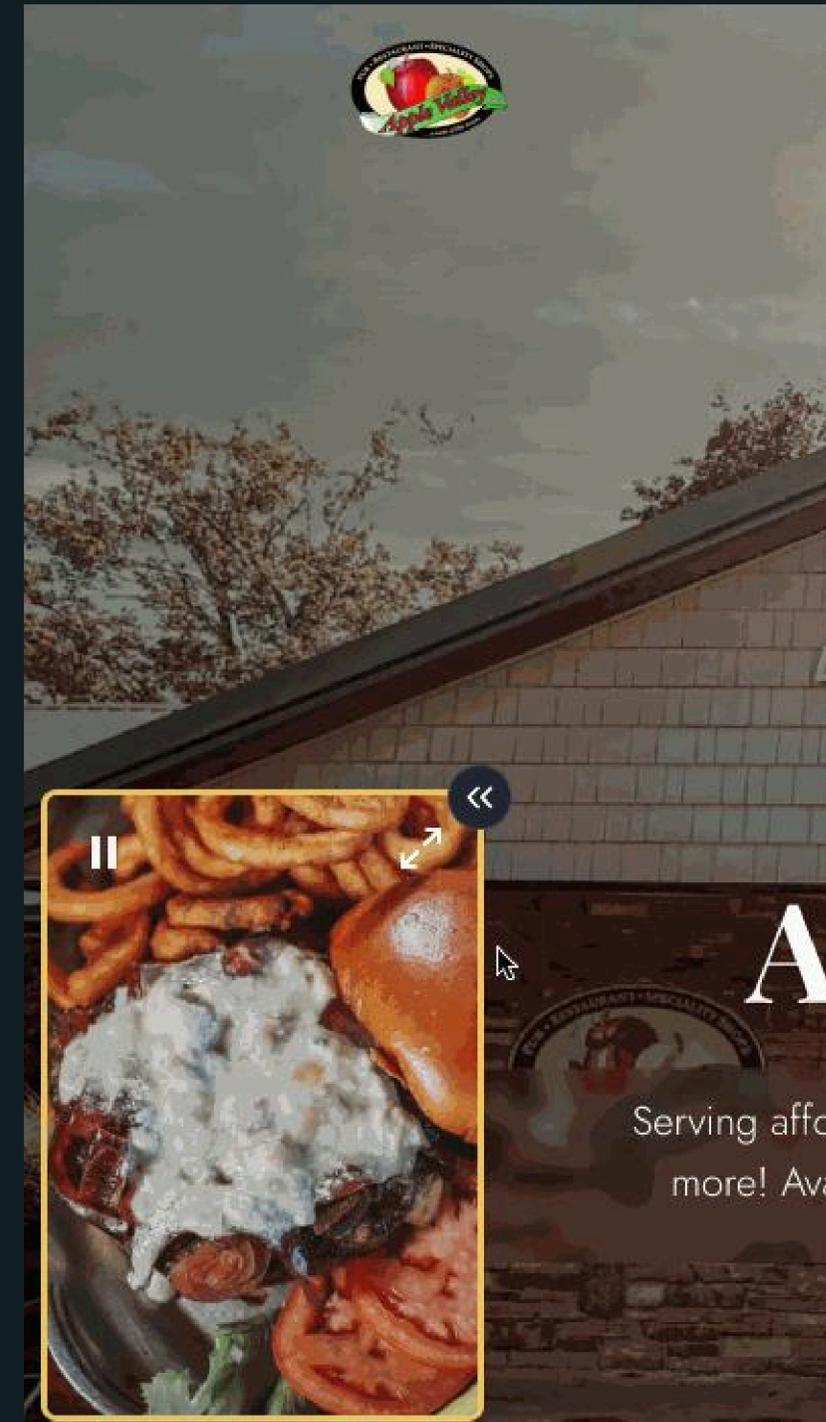
Apple Valley Restaurant

Overview

- Eight images
- One main subject: Food and beverages
- Same header and description text on each piece of content

How Apple Valley Restaurant Utilizes Stories

To showcase their food and beverage offerings when dedicated video content is not yet available



Client Spotlight

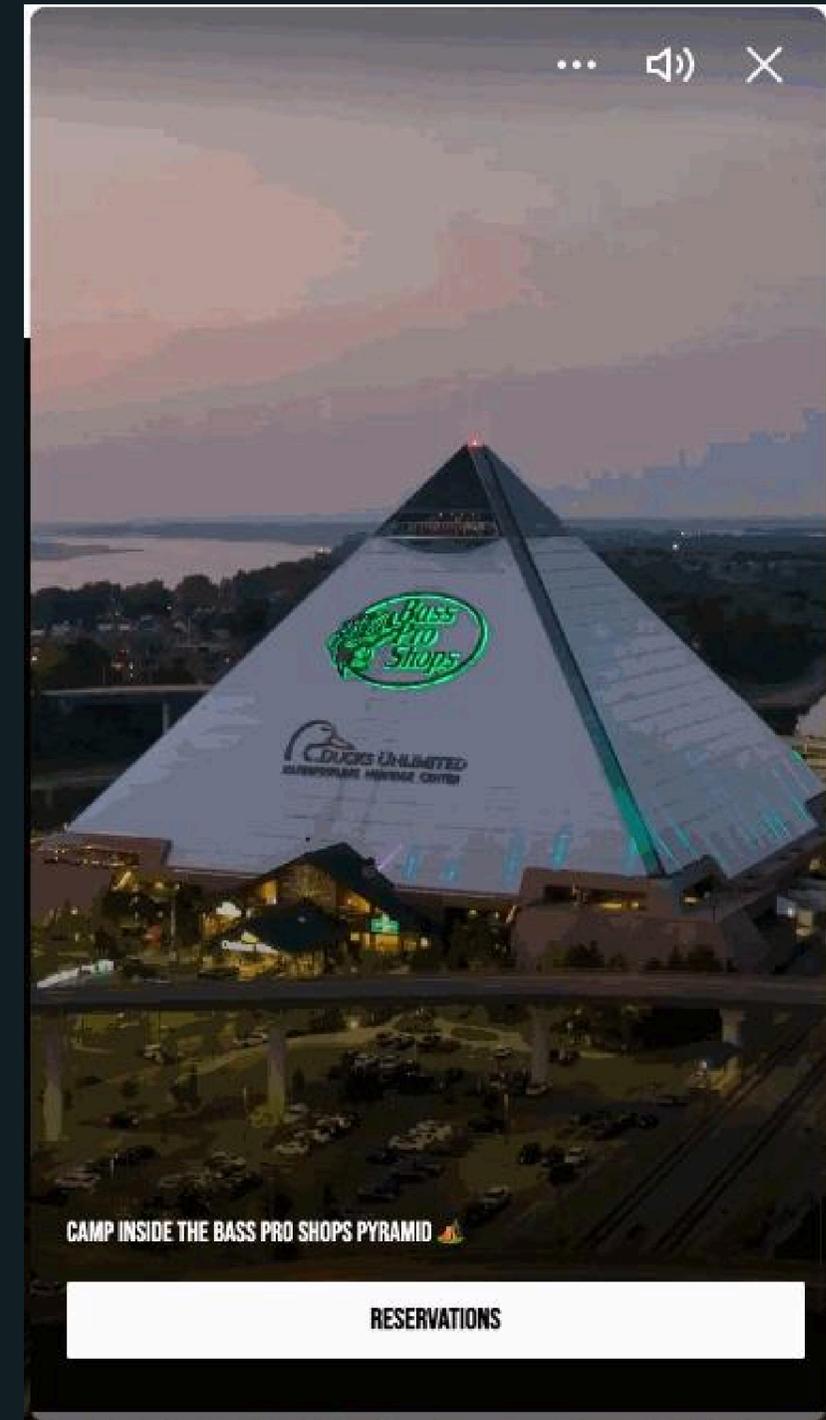
Big Cypress Lodge

Overview

- Eight pieces of video content
- Multiple subjects: illustrate the entire experience
- Header text on each piece of content

How Big Cypress Utilizes Stories

Each video clip highlights a distinct aspect of the property, including the check-in desk, rooms, the Bass Pro Shops pyramid and more



Client Spotlight

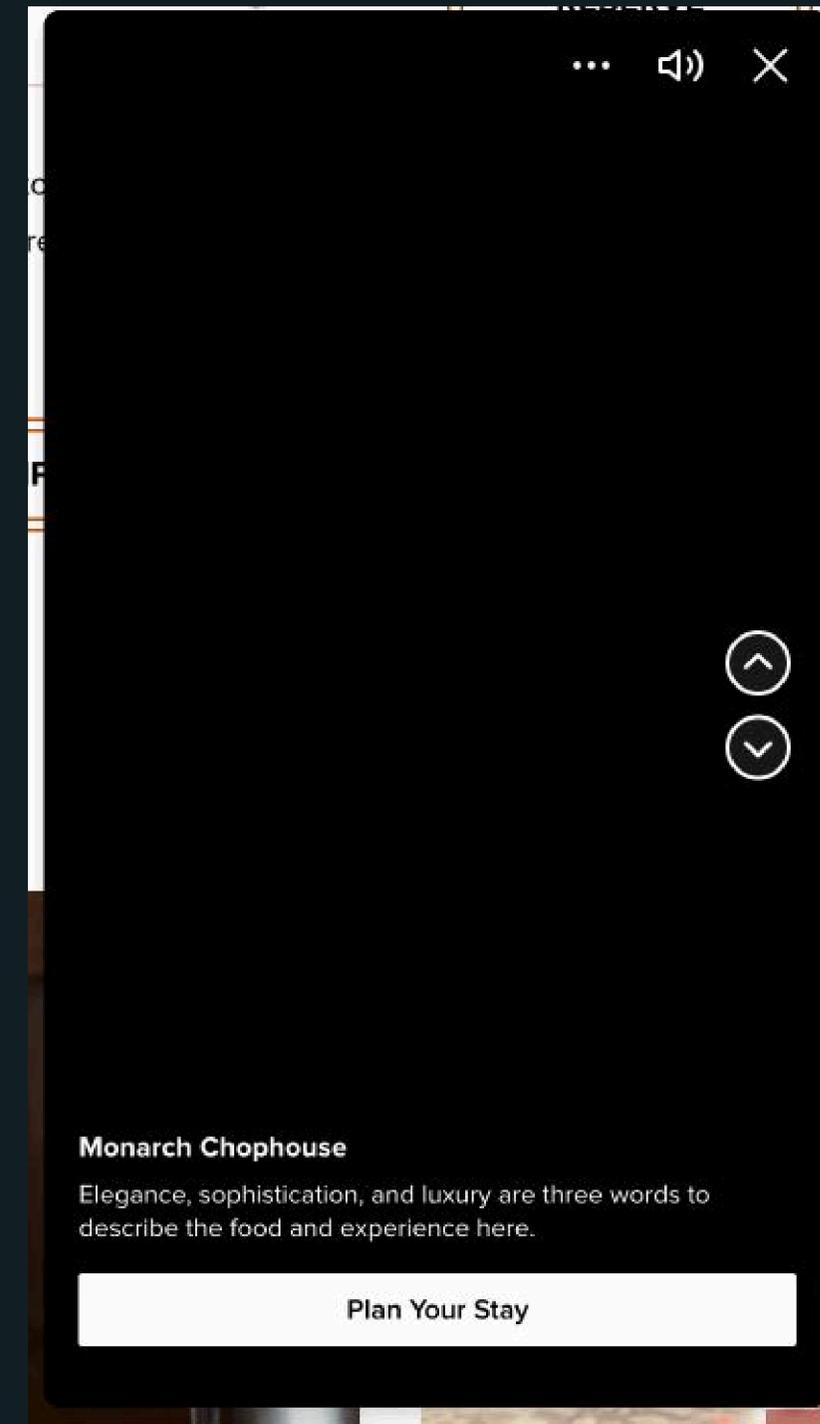
Monarch Casino Resort & Spa

Overview

- Five pieces of video content
- One main subject: on-site dining options
- Header and description text on each piece of content

How Monarch Casino Resort & Spa Utilizes Stories

They present curated video clips with tailored headers and descriptions, offering guests a deeper look at their entire dining experience



Client Spotlight

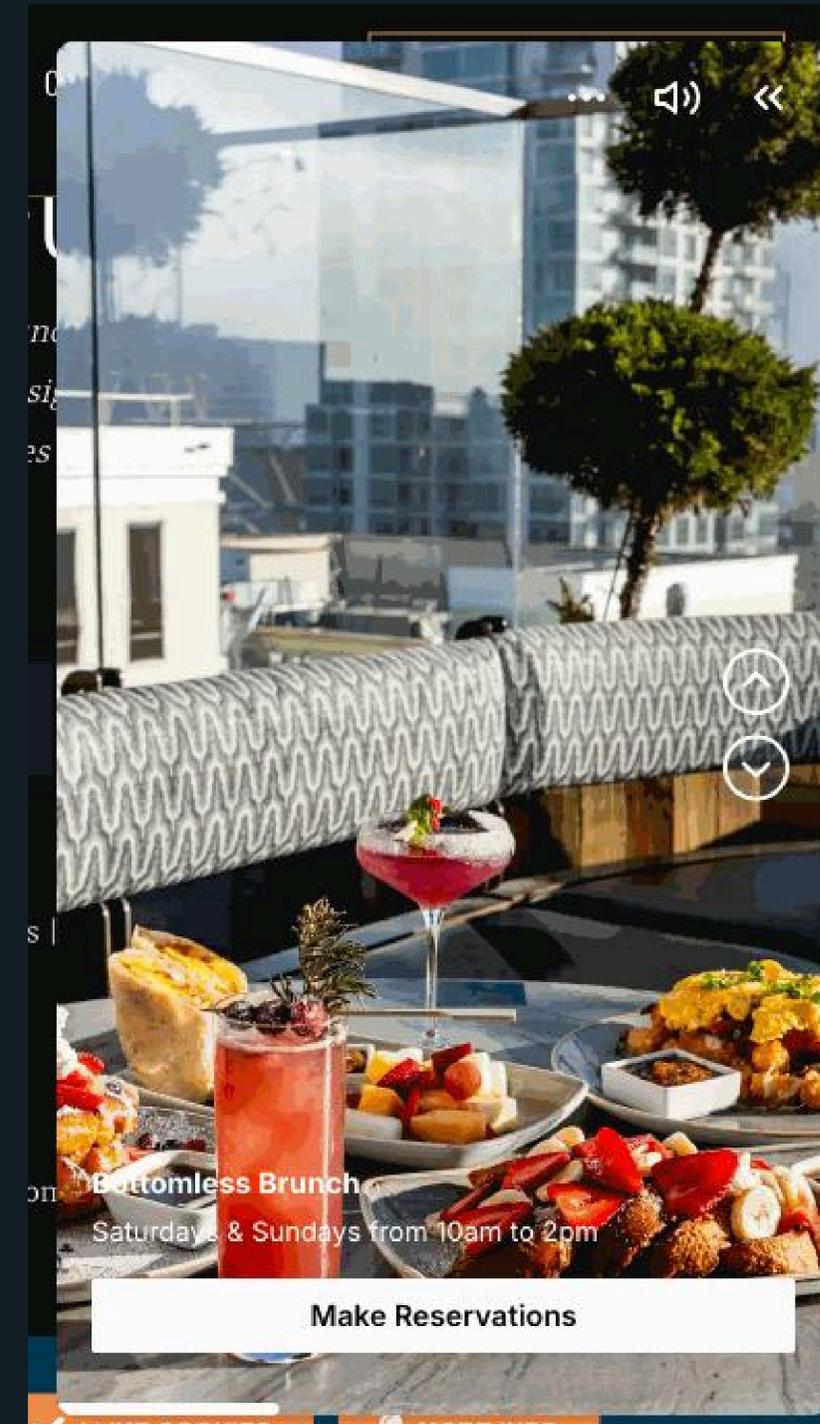
The Nolen

Overview

- Both image and video content
- One main subject: rooftop dining
- Header text on each piece of content to describe individual brunch content

How The Nolen Utilizes Stories

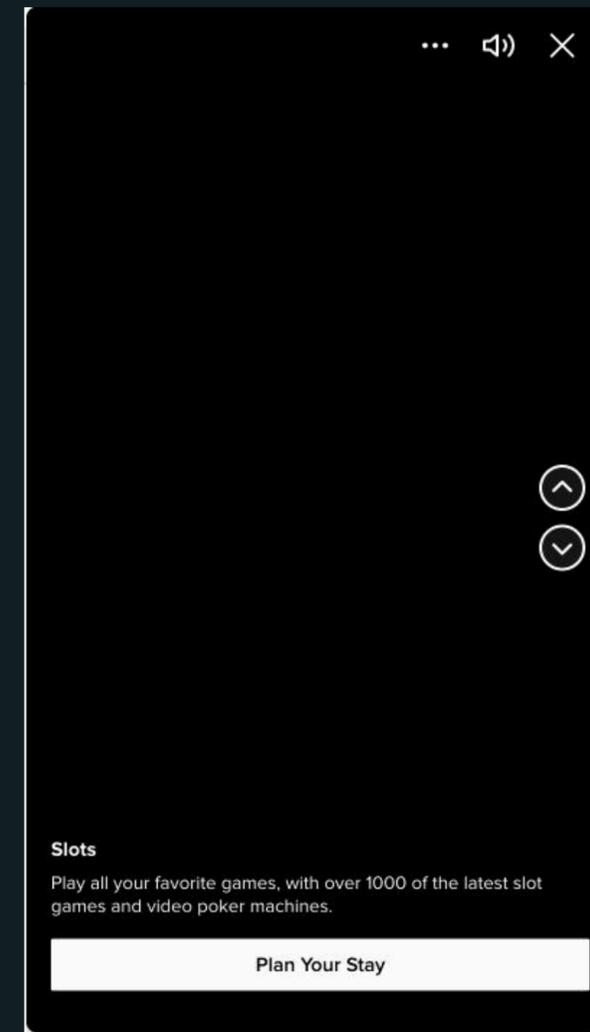
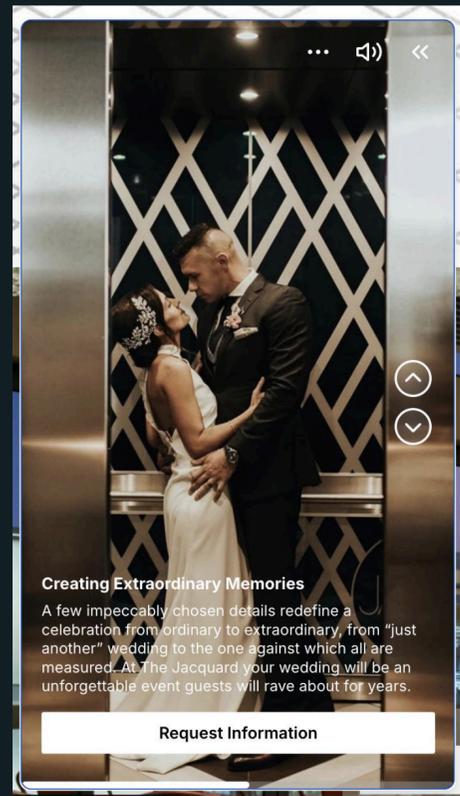
Short-form video content paired with strategic messaging brings the rooftop dining experience to life, giving guests a more immersive and engaging preview



Story Best Practices

Use Vertical Content

Stories work with vertical images and videos

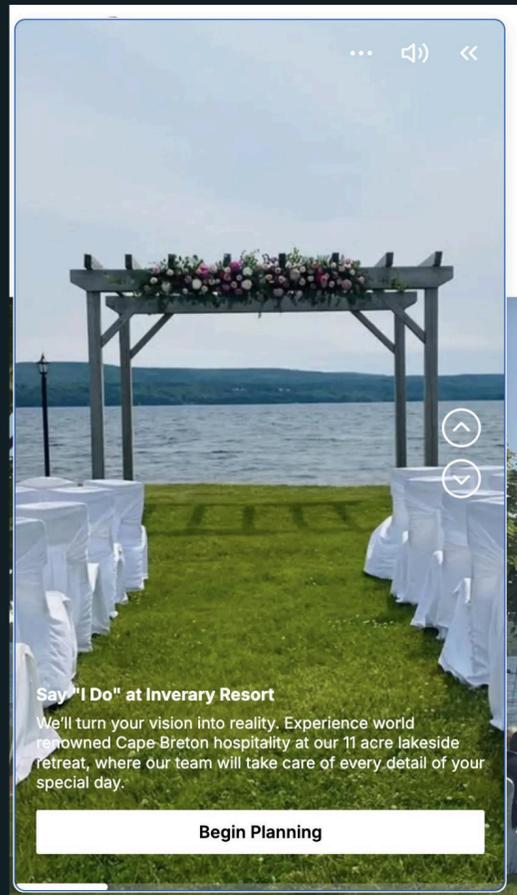


Keep It Focused

Stick to 4–6 slides to keep attention high and avoid overwhelming viewers



Story Best Practices



Lead with Strong Visuals

Choose high-quality, engaging images or videos that visually represent key moments of your hotel experience

Use Descriptive Text Strategically

Add concise, informative copy that enhances the visual content and gives context without distracting

Table Games

All levels of players are welcome, you'll find plenty of gaming options to keep you entertained.

Highlimit

Includes a high limit video poker bar and over 50 of the best slot machines.

Sportsbook Lounge

State-of-the-art wagering technology ensures you won't miss a moment of your favorite sports!



Story Best Practices

Include a Persistent CTA

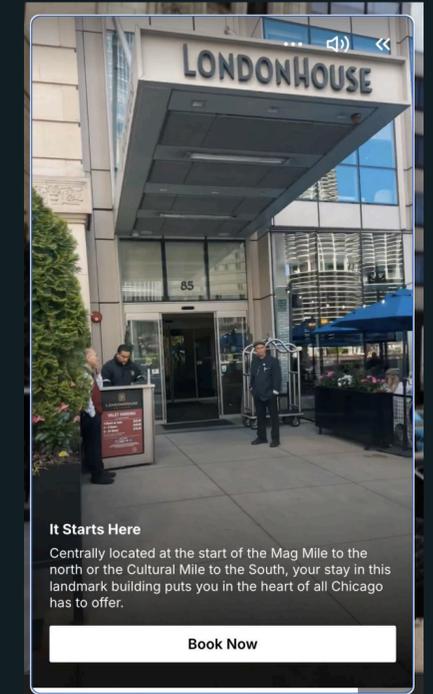
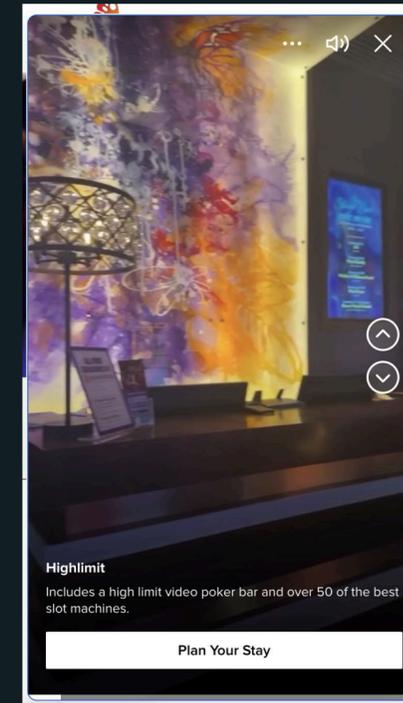
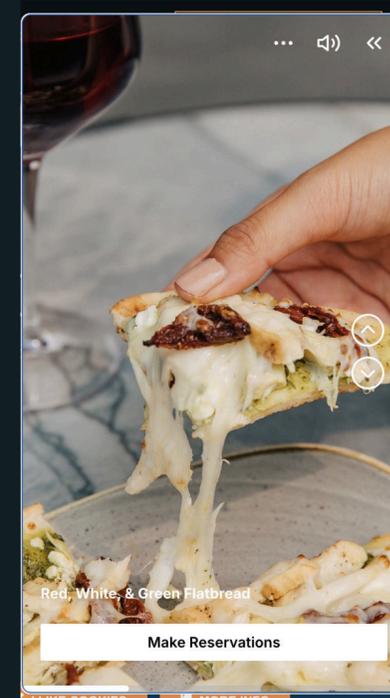
Drive action with a single, clear call-to-action throughout the experience

Plan Your Stay

Begin Planning

Request Information

View Menu



Highlight What Converts

Use stories to feature top-performing or conversion-driving content



Tips to Launch Your First Story Today

- Pick One Story You Already Tell Guests
- Gather Existing Content You Already Love
- Sketch a Quick Slide Outline
- Write Friendly, On-Brand Captions
- Add One Clear CTA That Feels Natural
- Preview, Publish and Test



Thank you!

We appreciate you joining us. If you have additional thoughts or questions please reach out. We'd love to hear from you!

We will be sending out the webinar recording and survey shortly.

