



10 KEY FACTORS FOR SUCCESS IN METAVERSE MARKETING

CONDUCTING REAL BUSINESS
IN A VIRTUAL WORLD

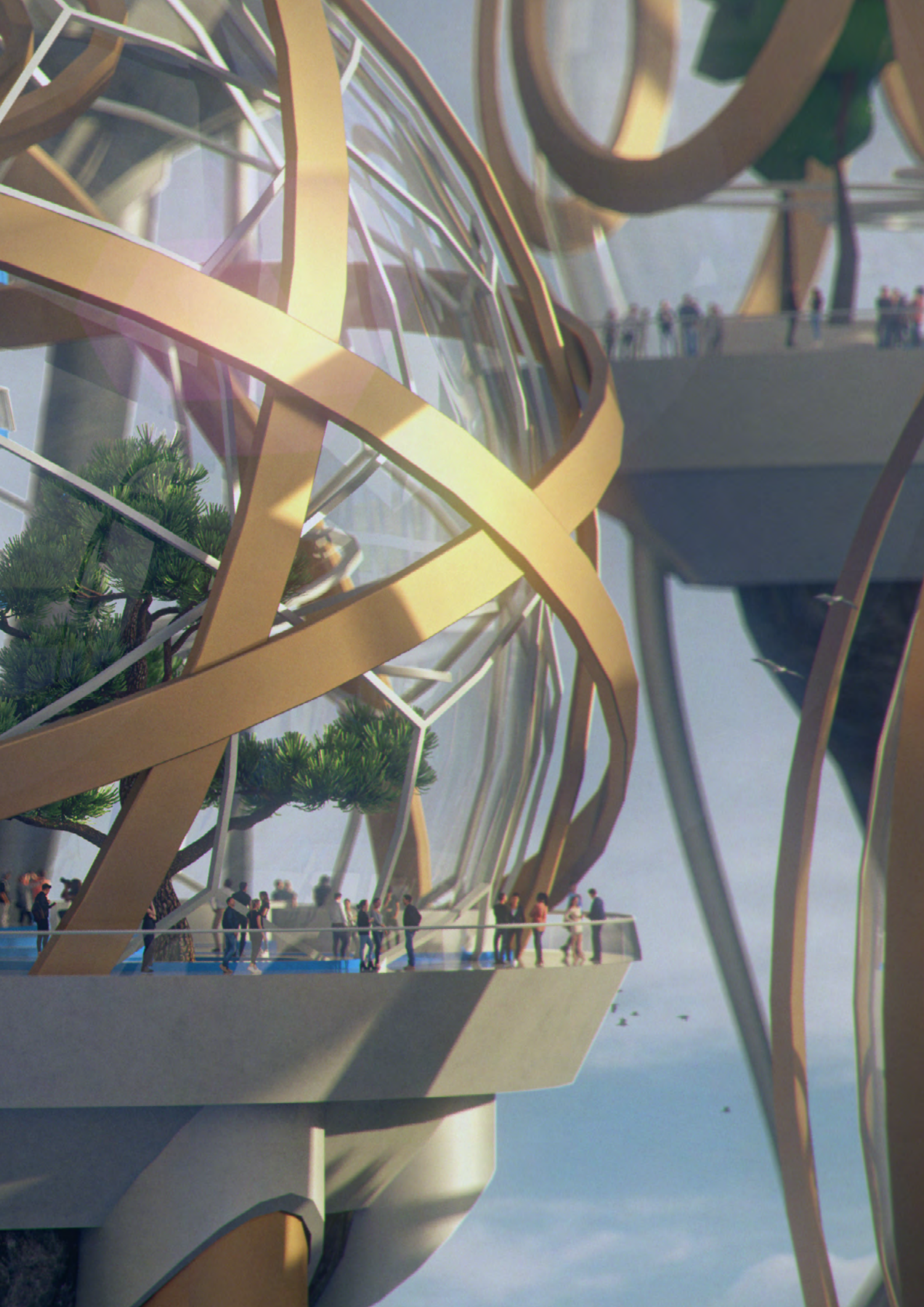


TABLE OF CONTENTS

Exec Summary	4
Who should read this whitepaper? Keylearnings	5
Introduction: defining the metaverse: unleashing business creativity	7
Metaverse marketing: the 10 key success factors	
1. Understand the metaverse as “Web 3D”	9
2. Accessibility is the key	10
3. Keep your content up-to-date	11
4. Showcase your products with pride	12
5. Interact with customers through avatars	13
6. Elevate artists and presenters in status	14
7. Create communities around their goals and interests	15
8. Make meaningful use of NFTs	16
9. Make use of resulting data to track and analyze behavior	17
10. And don't limit yourself – look for use cases all along the customer journey!	18
Conclusion: The metaverse is part of your marketing future – so create, populate, and keep it fresh	19

EXEC SUMMARY

The metaverse is here – whether you're ready or not. A 3D world you can explore, interact with, and take decisions and actions that affect events. But this evolution of the web goes far beyond the videogame it sometimes sounds like.

It's not simply a representation of a virtual world; it's an enhancement of the real one. A place where sellers and buyers can interact, consumers can learn about your products and services, and relationships can be nurtured and sustained.

"Hiro is approaching the street. It is the Broadway, the Champ-Élysées of the Metaverse. It is the brilliantly lit boulevard that can be seen, miniaturized and backward, reflected in the lenses of his goggles. It does not really exist. But right now, millions of people are walking up and down it."

In 1992's "Snow Crash", Sci-fi author Neal Stephenson called his version of a visual virtual reality connecting people and businesses the Metaverse, capital M. Forward-looking and strangely accurate. Today's metaverse – small m – enables the same detailed experiences ... yet needs no gloves or goggles. And has the potential to connect and interact far more deeply.

In a recent talk , rooom CEO Hans Elstner shared his views for success in the metaverse as it goes from technological curiosity to true business platform – opening up a vast and diverse new sector of the economy on its way. It turns out that as with any new technology, a few key factors can make the difference between one-trick-wonder and sustained ongoing returns. This whitepaper summarizes the 10 factors Elstner believes matter to marketers moving into this new world.

WHO SHOULD READ THIS WHITEPAPER?

The metaverse is a marketing opportunity – but it's more than marketing. So this paper should be on the reading lists of CEOs and CFOs seeking profitable advantage, CIOs want to learn the benefits of these new technologies, and senior Sales and Marketing and executives looking for an information-rich introduction to the metaverse's potential.



KEY LEARNINGS

The metaverse isn't a technological fad, or even a single technology. It's a set of enablers that broaden and deepen relationships with more immersive experiences, synthesizing traditional channels into a full-spectrum sensory space – the basis for a whole new way of interacting with customers.



INTRODUCTION: DEFINING THE METAVERSE:

UNLEASHING BUSINESS CREATIVITY

In a nutshell: The metaverse is not a channel or a medium, but a place that connects and merges with the real world. That's important. Because until recently, virtual spaces – whether the 3D environment of a videogame, or the information overlay of Augmented Reality – were neither persistent nor connected. They were fictional backdrops, designed for one purpose. And they went away when the user switched off.

The metaverse changes that. It's a persistent space: somewhere you can visit and interact with again and again, with the results of your interaction still there. It's also connected: spaces exist alongside other spaces, with easy transitions between them so data and value can be shared. Finally – and most importantly – it's based on standards, just like the web. And just as standards like http and HTML let the web explode into today's all-embracing information, entertainment, and commerce network, metaverse standards let people and companies create their own virtual spaces – "3D web pages" – and add them to the total, for a consistent and contextual experience that enhances and augments the real world.

This is why we at room we believe the metaverse isn't an application, but a platform, just like the web. A way for marketers to add to their real-world brands by creating virtual environments where people can meet. Because wherever there's a place for people to meet, there's a space for doing business. But like all new technologies, success means paying attention to some fundamental factors.

Let's see what those factors are.

METaverse MARKETING: THE 10 KEY SUCCESS FACTORS

1

UNDERSTAND THE METaverse AS “WEB 3D”

We live in a 3D world. It's how we experience life, take our actions, achieve our goals. But on the web, 3D is an add-on, often gimmicky and limited in scope. In the metaverse, 3D is native. Which makes it natural and intuitive.



The vision of rooom is to make 3D content creation accessible to the largest audience as possible in a low-threshold way. A Metaverse CMS offers the ability to create engaging digital experiences yourself – no app, no download, no headset.

Natalie Weigelt
Head of Marketing | rooom

But the metaverse isn't a game; a game happens in its own distinct world. And the metaverse is a shared, consensual experience. With user-friendly methods to create spaces, populate them with content, and join them seamlessly to the persistent virtual reality, just as bedroom hobbyists coded their first web pages in the 90s. Thirty years later, Web 3D is ready to start its own growth curve.

!

We live in 3D; we think in 3D; we are 3D. The metaverse will make the web 3D too, by augmenting and interweaving the online experience with 3D content. 3D is the future.

2

ACCESSIBILITY IS THE KEY

The core feature of the metaverse isn't "3D" – it's 3D accessibility. Because the act of visiting it shouldn't take extra effort or special hardware. Yes, most people imagine a VR headset is the principal way to experience the metaverse – but most people don't own them, nor do most gamers wear them. So room doesn't require them.

”

The metaverse is already all around us, connecting as many different people, businesses and areas of life as possible.

Hans Elstner
CEO | room

It's perfectly possible to experience a 3D environment from other form factors in use today: the phone, the tablet, the TV. So that's our second critical factor for meta-success: be accessible. Make your metaverse content work with the same devices your customers use to browse your website. (Including the browser itself.)



The metaverse isn't an add-on or app – it's a seamless part of your day, no special hardware or devices needed.



3

KEEP YOUR CONTENT UP-TO-DATE

Content isn't just king; it's queen, emperor, and global overlord. Which is why metaverse success means treating your virtual property as a living space, with fresh content and experiences regularly. Hence this key factor: use a Content Management System (CMS) to store and manage your creations, letting you stock your space with ease.

If you sell physical products like furniture or tools, it's likely you already have the source files to fill your 3D CMS – because the engineering drawings from CAD/CAM software can be imported straight into the virtual space, in full detail. And even if not, you can build 3D source data from 2D photographs! Which means your virtual space isn't limited to simple geometric shapes – it can house realistically sized and measured models of your products, based on their real-world qualities.



The web isn't static – and nor is the metaverse. A CMS lets you upload, arrange, change, and refresh everything in your virtual world.

4

SHOWCASE YOUR PRODUCTS WITH PRIDE

"Being in the metaverse" is not a goal. "Selling your products and services" is a goal. So a fourth CSF of the metaverse is to make the customer journey as enjoyable and engaging as possible. A virtual showroom is one of the most useful metaverse venues for you – and among the simplest to start with, as one manufacturer of children's bicycles found.

3D visualizations probably reduce returns, drive sales, and increase customer satisfaction. Be-

cause they've "used" your product before they buy it. A 3D representation isn't a picture. It's a model, with realistic proportions, sizing, and material qualities like shininess and color. While a virtual showroom, of course, has no limit on the number of customers who can visit.

Your products are your business – and the metaverse offers infinite square footage to show them off.

”

The customer should place his desired model next to his child to get an idea how big the model is in reality and if it could fit.

Lars Sill

Webshop Administrator | PUKY



Products people can walk around and explore from all angles are far more engaging than flat images. The metaverse makes them real.



5

INTERACT WITH CUSTOMERS THROUGH AVATARS

A customer's avatar doesn't have to be human – but as the metaverse develops, it's likely many people will want their virtual 3D representation to resemble them, much as they use profile photos today. And of course, an accurate-sized avatar is exceptionally useful if you're selling products designed for human contours, like bicycles or furniture.

Another benefit is that you can leave additional information (like brochures) close by in the virtual space – which when clicked burst into life as a PDF. That's the metaverse: not carved off from the real world (and the current web), but merged with it.

The driver here: it allows visitors to interact. To see how your product or service fits into their life, from simple questions like whether they've got enough space for a sofa to major decisions about large purchases like a home. Interacting via avatars gives those people a sense of the real-world qualities of each object, and lets them visit again whenever they want.



The best content is two-way – not just on show, but interactive and personalized. An avatar provides the channel for interactivity.



6

ELEVATE ARTISTS AND PRESENTERS IN STATUS

In the metaverse, the laws of physics aren't fixed: they're guided by your imagination. Need to focus attention on a presenter on stage? Redefine the term "stage presence" by making their avatar BIGGER in proportion to the audience. Or bring audiences closer, give them different viewing angles. "Elevating" a key part of the experience lets you make the virtual space feel more real and useful than the real world.

And that performer's avatar isn't a cartoon. Artists and speakers can appear as who they are, photo-realistic with natural movement thanks to 3D motion capture. In this virtual world, you can give a real performance. And even better, everyone can see the performer, larger than life.



The metaverse isn't a recreation of the real world – it's a place where you define a new reality. Play with size, perspective, and viewpoints to focus minds on your content.



7

CREATE COMMUNITIES AROUND THEIR GOALS AND INTERESTS



A virtual space lets you build communities united by interests and sustain them over time. Visit a showroom; watch a video; converse with a salesperson. Read a PDF, collect together information sources. And – in many cases – experience the product itself in its ideal environment. City dwellers can see their new 4x4 in the depths of a forest; rock climbers can see how their lightweight tent sizes up next to their backpack. Hands-on experiences – but with your brand as the star.

That's the metaphor that works for metaverse marketers – the excitement and possibilities of the outdoor mall or trade show, to be experienced but also enjoyed. Your own little Las Vegas, open 24/7/365.



Dynamic content and broad interaction opportunities let marketers build sustainable metaverse communities that become part of the brand experience for all.

8

MAKE MEANINGFUL USE OF NFTS

NFT, or Non Fungible Tokens – works of art with value perceived through originality, rarity, or just plain oddness – have had some bad press. But the metaverse is not NFT. And nor are NFTs best symbolized by underemployed primates or non-energetic felines.

In meta terms, NFTs are like everything else in this virtual universe: an application you can choose to use if it fits your goals. And they can add value to the real-world products and services your customer buys, too.

Unique paint jobs for vehicles? Customers can buy the NFT and secure it as their own unique design in the real world. Customizations, limited-run products, fresh colors and patterns? All these can be offered as NFTs. The broader potential here is in letting customers create, consume, and even sell their own NFTs based on your brand and products ... with value spilling over into the real world.

What does NFT mean?

NFT is the abbreviation for Non-Fungible Token. A token is a digitized asset that can be exchangeable or non-exchangeable (non-fungible), i.e. unique. Uniqueness can be ensured using blockchain by storing data such as seller, buyer or transaction amount in successive blocks in a decentralized manner (like links in a chain). An NFT stored on the blockchain cannot be copied and thus always remains unique and valuable. In theory, any asset can become an NFT: drawings, digital artworks, videos, and even real possessions.



In the metaverse, NFTs take on fresh meaning: “existing” as tangible objects in the virtual space as well as tokens of value in the real world. Use them.



9

MAKE USE OF RESULTING DATA TO TRACK AND ANALYZE BEHAVIOR

Supermarkets, stadiums, and shopping malls have tracked customer behavior for decades. But it involves big infrastructure, expensive sensors, and, expert help to integrate the data. (It's a lot of work to decide whether your candy display should be three feet further to the left.)

Those costs reduce dramatically in the metaverse. Because statistics like patterns of movement around your showroom, what customers focus on first, how they consume sales material and what goals they achieve flow naturally from the space itself, conceptually no different to server logs for a website. It's all there – so savvy metaverse marketers can gain advantage by tracking it and mining it for insights.



The richer possibility space of the metaverse allows greater freedom and creativity when tracking what customers do – leading to deeper understanding.



10

AND DON'T LIMIT YOURSELF – LOOK FOR USE CASES ALL ALONG THE CUSTOMER JOURNEY!



So to our final factor: don't think of the metaverse as a point-of-sale channel. There are far more opportunities along the pathway that led to that sale, going all the way back to their first interaction with your brand.

Key to this is how the customer journey itself has changed. It's barely even a mappable journey any more. A cold suspect may see you on the web, phone, or real life; he/she may seek advice from YouTube, Influencers, your own website, friends and family and other users. And the touchpoints where you can nudge that progress along are many and varied: devices, channels, communities. So make your virtual world answer as many scenarios as you can think of.

With the flexible IT solution from rooom AG, content can be easily added and adapted to different markets and target groups. We always focus on the goal of making the brand and the product more experienceable. There are no limits.

Nicole von Bergen
Head of Marketing & Academy
Ottobock Mobility Solutions GmbH

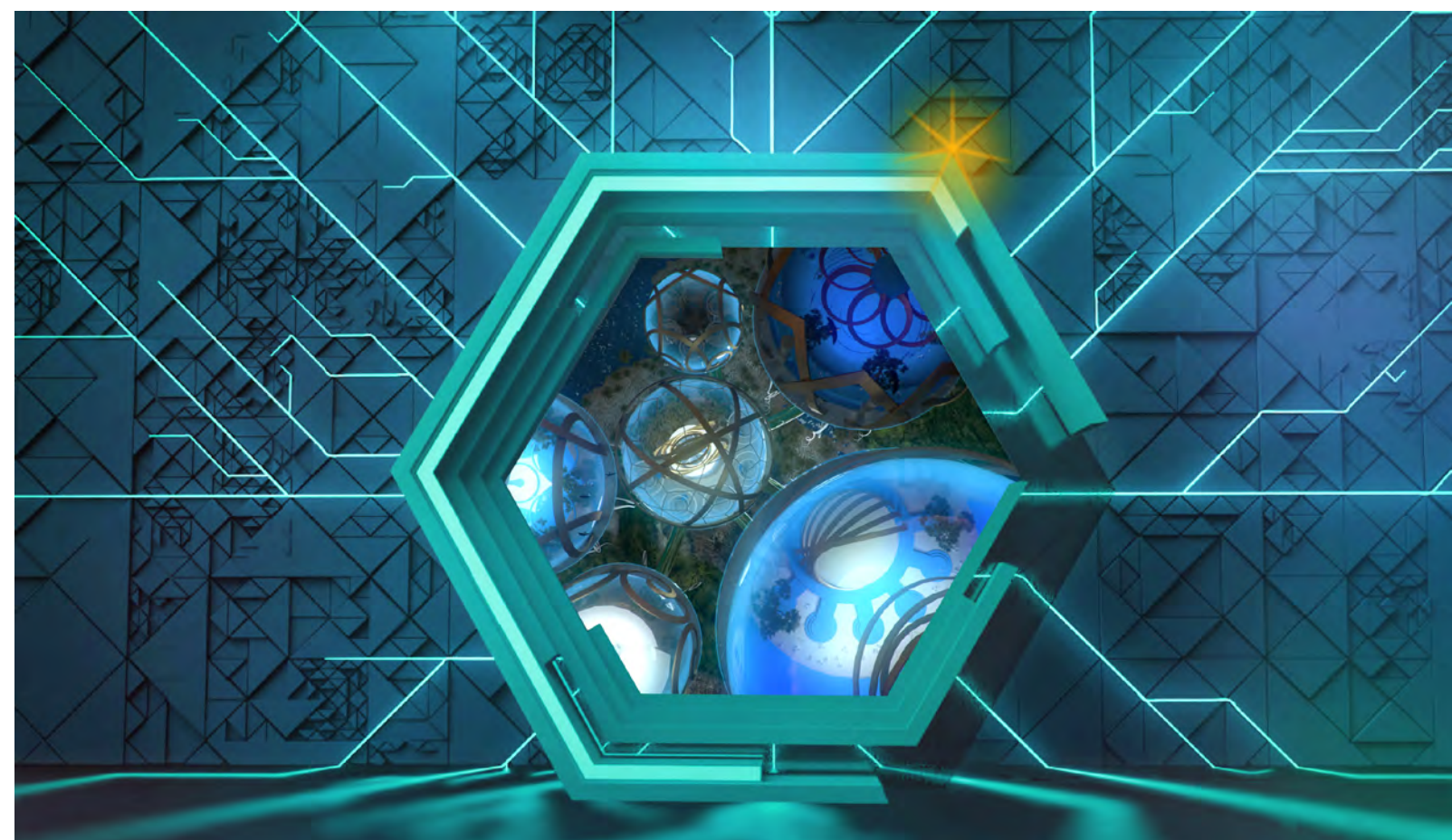


The metaverse isn't business-as-usual marketing. The entire customer journey offers opportunities for relationship-building – including points where you'd never normally make contact.

Product images? That's a start. Product datasheets? Put them alongside. Video presentations and podcasts? Make them accessible from within the metaverse – not just at your website. The point here: you don't control your customer's journey from cold suspect to confirmed buyer. They do. So be there to help at every waypoint.

CONCLUSION: THE METAVERSE IS PART OF YOUR MARKETING FUTURE

SO CREATE, POPULATE, AND KEEP IT FRESH



Some would call the metaverse a revolution.

Which isn't quite right. It's better thought of as a natural evolution. Building on the same beliefs about standards, communities, and creativity that led to the text-based internet of the 1990s becoming the dynamic marketplace of applications and creativity it is today.

The vision is that the metaverse will be the web's next phase: the same variety of information, entertainment, applications, and services today

experienced through a flat screen, but taken up a dimension. A world offering education, excitement, commerce, and community, in a persistent format that customers treat as part of their daily life as naturally as they visit the local store. They'll expect it to be there.

And they'll expect you to be there, too. To explore the potential of the metaverse for your business, **let rooom help.**



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