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| --- | --- | --- | --- |
| Testo di partenza  \*NON tradurre il testo evidenziato in giallo | Testo tradotto dal candidato | Spazio a disposizione del correttore | Penalità |
| Metaverse Marketing: Save Your Spot in the Future |  |  |  |
| (…) 8. Create 3D Models |  |  |  |
| 3D models are fundamental to create immersive content. |  |  |  |
| With the rise of VR, **3D models have become an essential tool for creating rich interactive experiences.**  As more industries adopt VR as a standard, there will be an increasing demand for 3D models that can be used to create these immersive environments. |  |  |  |
| There are many ways to adapt your company and brand to the metaverse.  And keep in mind that it is just a beginning; there will be more options to find your way in. |  |  |  |
| Major Metaverse Marketing Challenges |  |  |  |
| Finding the Right Metaverse Platform |  |  |  |
| As the metaverse is still quite new, there are some misperceptions, like the metaverse is a single place. On the contrary, it is actually **an ecosystem of immersive virtual worlds** competing for users, events, and play-to-win games. |  |  |  |
| You may have heard of Decentraland, Sandbox, and Roblox, for instance. So it is better to **do your research on demographics, land costs, growth opportunities, and monthly users** of different meta-worlds and go for the one that suits your business needs the best. |  |  |  |
| Discovering New Ways of Interaction |  |  |  |
| We are still in the era of regular billboards, print advertisements, and all other traditional marketing methods to interact with potential customers.  However, there is no doubt that **these means have to change if you will do metaverse marketing.** |  |  |  |
| It is not the easiest part since the logic and logistics of marketing in places like Decentraland and Sandbox differ dramatically from those in the physical world. |  |  |  |
| To cut a long story short, **users in the metaverse want their experience to be as authentic as possible.** |  |  |  |
| You can take examples of huge brands like Gucci, the pioneer in metaverse marketing. **In the metaverse, marketing entails creativity** and generally providing users and their avatars with something intriguing and unprecedented that they haven't seen before.  So no matter what industry you are in, you need to **level up your marketing efforts** to last in the metaverse. |  |  |  |
| Keeping Track of the Performance |  |  |  |
| In traditional marketing, there are many [**KPIs and metrics**](https://popupsmart.com/blog/ecommerce-kpis) to track to see how well your business is doing. However, it is safe to say that these KPIs and metrics may not be your assistants in the metaverse.  What should be kept track of in metaverse marketing is still vague, but there is one thing for sure: **engagement**.  Other than that, it has room to grow, and we have a road to walk to truly understand metaverse KPIs and metrics. |  |  |  |
| Temporariness Concerns |  |  |  |
| Whenever something new comes up looking pretty fantastic, there is this question concerning its stability. It is the same for the metaverse. |  |  |  |
| Although the hype is all about how the metaverse will change the way we live and do marketing now, people may get over it any hot minute. |  |  |  |
| So authorities believe that the **metaverse universe should be treated carefully**, and steps should be taken once at a time in terms of marketing. |  |  |  |
| Customer Worries |  |  |  |
| For the customer side, the biggest concern is data privacy in the metaverse. |  |  |  |
| According to [****Statista's worldwide research on the dangers of the metaverse in 2021****](https://www.statista.com/statistics/1288822/metaverse-dangers/), the biggest concern is the addiction to a simulated reality by 47%. It is followed by privacy issues (41%), and mental health issues (41%). |  |  |  |

Fonte <https://popupsmart.com/blog/metaverse-marketing#2createbrandawarenessusingnon>

Platea: partecipanti congresso sul marketing