

2nd National Conference on Marketing (Modern Approach)

دوهمین همایش ملی بازاریابی (رویکرد نوین)



عنوان سخنرانی:

Metaverse and artificial Intelligence: transforming The future of marketing



نام سخنران

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What is the Metaverse?

Immersive Virtual Worlds

The metaverse is a collective term for persistent, shared virtual environments that blend the physical and digital realms.

Virtual Reality and Augmented Reality

Technologies like VR and AR allow users to experience these virtual worlds in a more realistic and engaging way.

Decentralization and Blockchain

The metaverse is often built upon decentralized platforms, enabling users to own and trade virtual assets.





Economic Potential of the Metaverse



Virtual Economies

Digital goods and services marketplace.



Job Creation

New roles in virtual world development.



Investment Opportunities

Virtual real estate and digital assets.





Key Economic Opportunities in the Metaverse



Virtual Goods

Digital assets and NFTs.



Virtual Real Estate

Investing in digital land.



Live Events

Concerts, conferences, and exhibitions.



Education

Virtual classrooms and training simulations.





Adapting Traditional Marketing Strategies for the Metaverse

1 Content Marketing

Developing immersive and engaging content that resonates with the target audience, such as virtual tours, interactive experiences, and personalized narratives.

2 Social Media Marketing

Leveraging virtual social platforms to build brand awareness, connect with customers, and foster community engagement within the metaverse.

3 Influencer Marketing

Partnering with influential figures within the metaverse to reach a wider audience and promote brand messages through authentic and engaging content.



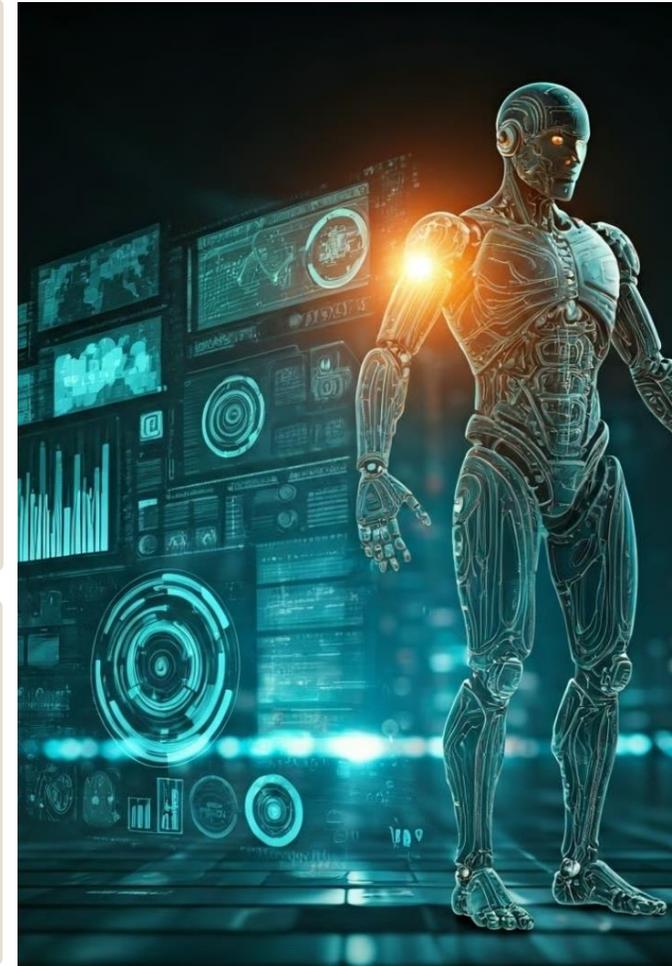


The Role of AI in the Metaverse

Personalized Experiences

Intelligent Agents

Content Generation





Immersive Experiences: Engaging Customers in the Virtual World

Virtual Events and Concerts

Brands can host immersive virtual events and concerts that offer unique experiences and engage a global audience.

Interactive Product Demonstrations

Users can interact with virtual product prototypes, exploring features and functionality in a virtual environment.

Virtual Brand Showrooms

Customers can browse and purchase products in virtual showrooms, experiencing them in a more engaging and interactive way.





Personalization and Targeted Advertising in the Metaverse

Data-Driven Targeting

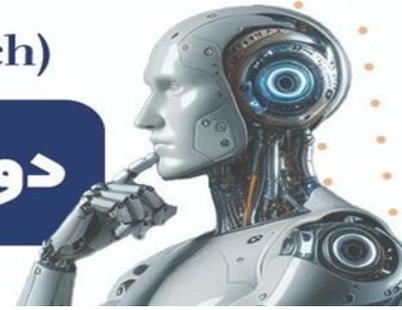
AI can analyze user data to identify interests and preferences, enabling highly targeted advertising within the metaverse.



Dynamic Content

AI can personalize the virtual environment and content based on user behavior, offering tailored experiences and recommendations.

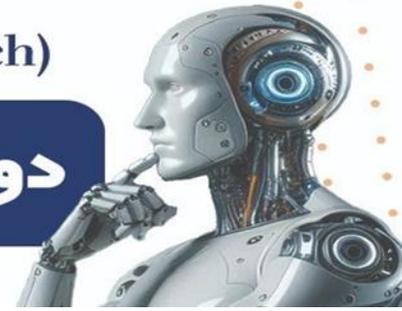




Data Analytics and Insights for Metaverse Marketing

- 1 User behavior
- 2 Trends in virtual world consumption
- 3 Engagement metrics
- 4 Virtual asset performance
- 5 In-world advertising effectiveness
- 6 Customer feedback and sentiment





Challenges and Considerations for Metaverse Marketing



Security and Privacy

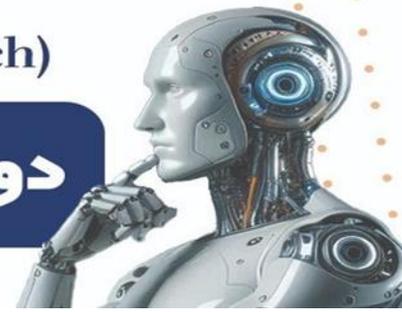


Accessibility and Inclusivity



Regulation and Ethical Considerations





Successful Metaverse Marketing Examples



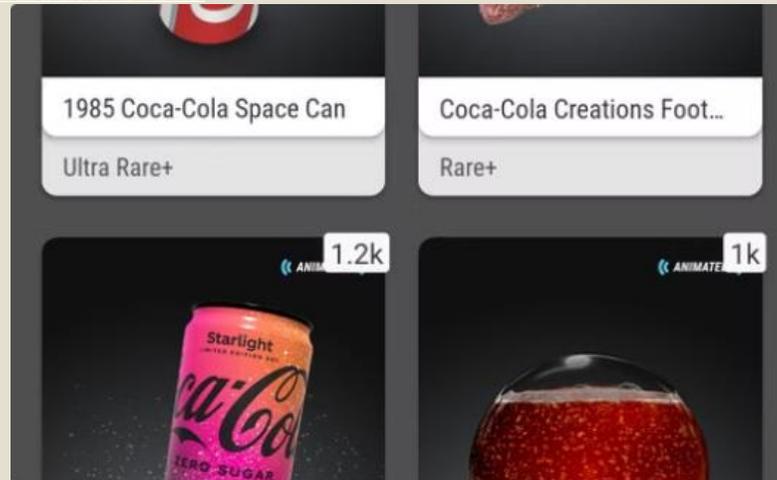
Gucci Garden

Virtual fashion exhibition
in Roblox.



Travis Scott Concert

Virtual concert
in Fortnite.



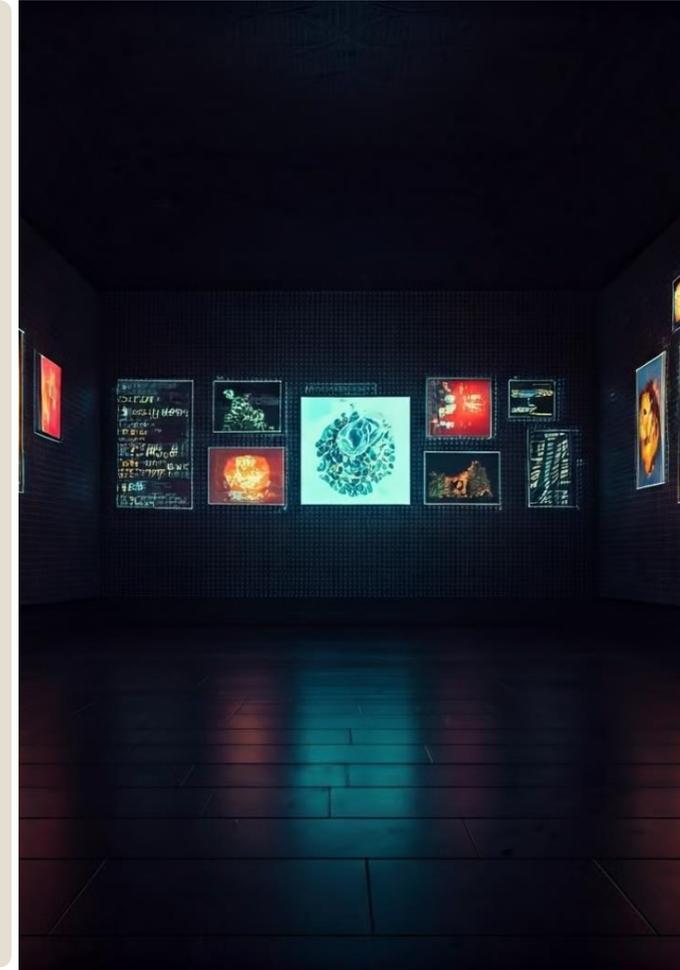
Coca-Cola NFTs

Limited edition digital collectibles.



Virtual Goods and NFTs

- 1 Digital Fashion**
Avatar clothing and accessories.
- 2 Collectibles**
Limited edition virtual items.
- 3 In-Game Assets**
Weapons, skins, and power-ups.
- 4 Virtual Art**
Digital paintings and sculptures.





The Future of Metaverse Marketing: Trends and Predictions



Increased VR/AR Adoption

As VR and AR technologies become more accessible and affordable, the metaverse will become more immersive and widely adopted, leading to greater opportunities for marketers.



Decentralization and Interoperability

The metaverse will likely move towards a more decentralized and interoperable ecosystem, allowing users to seamlessly move between different virtual worlds with their digital assets.





The Future of Metaverse Marketing: Trends and Predictions



AI-Powered Experiences

AI will continue to play a crucial role in enhancing metaverse experiences, powering personalized interactions, immersive content creation, and data-driven marketing strategies.



Growth of Virtual Commerce

The metaverse will become a major hub for virtual commerce, with brands offering a wide range of products and services, from digital collectibles to virtual real estate.

