

Social Media and the Metaverse

Integrated advertising.

Integration is the most successful approach in advertising. This means that using one platform on its' own, such as outdoor, TV, radio, Facebook or Twitter will not get the same results as creating a campaign that can utilise multiple traditional and digital channels.

For an integrated campaign to achieve the greatest success, the trick is not to repeat the same approach and content for every media platform. For true integration you need to develop an overall concept that is adaptable and can be truly channel relevant.

Forbes is a New York based American magazine that reports primarily on business, communications, technology, science and law. It is an authority on everything business related and offers this advice to brands about adopting an effective social media strategy.

Procrastination or ignorance is not an option.

The longer you wait, the more you have to lose. A pause to highlight a particular subject or in response to a relevant discussion can be very detrimental to a brand, or miss an excellent opportunity to strengthen your presence.

Social media marketing, when done right, can lead to more customers, more traffic, and more conversions, and in whatever form they take, as long as you act quickly

Burger King tweet

‘On November 5, 2018, when controversial recording artist Kanye West tweeted that McDonalds was his favourite restaurant, Burger King UK quickly issued its three-word response: '**explains a lot**'. To date, the tweet has been shared more than 270,000 times and been 'liked' by a record-breaking 1.02m Twitter users.’

(thedrum.com)



Burger King

@BurgerKingUK



Explains a lot



ye @kanyewest

McDonald's is my favorite restaurant

9:51 AM · Nov 5, 2018



[Read the full conversation on Twitter](#)



892.4K



Reply



Copy link

[Read 5K replies](#)

Social media has developed a reputation by some, for being a passing marketing interest, and therefore, an optional unprofitable one. This notion is now dissipating. The statistics illustrate a different picture.



In terms of communication platforms, social media appeared very quickly. In 1979 *Usenet* was the first recorded network that enabled users to post to news groups. It wasn't until early 2000's that social media saw exponential growth, MySpace being the first to achieve over a million active users.

According to *Hubspot* data:

94% of marketers use social media for content distribution.

78% of companies have a team of one-to-three content specialists.

24% of marketers plan on increasing their investment in content marketing.

Video has become the most commonly used format in content marketing, overtaking blogs and infographics.

Promotional **videos** and brand **storytelling** are the most common video types created by marketers.

This demonstrates a huge potential for social media marketing to increase sales, but there is a lack of understanding on how to achieve those results. The following points are just some of the ways social media marketing can improve a brands performance.

Increased brand recognition.

Every opportunity you have to promote your brand and increase your visibility is an extremely valuable one. Your social media networks are essential channels for your brand's voice and content. This is important because it simultaneously makes your company or product easier and more accessible to new customers as well as existing customers.

Improved brand loyalty.

According to a report published by *Texas Tech University*, brands who engage on social media channels enjoy higher loyalty from their customers. *Convince&Convert* found that 53% of Americans who follow brands on social media are more loyal to those brands. Today, in a very competitive marketplace, brand loyalty is more important than single sales.

Access to new audiences.

Every post a brand makes on a social media platform is an opportunity for customers to convert (i.e. to consider or actually make a purchase or commitment). When a brand builds a following it simultaneously gains access to new customers, recent customers, and old customers, and social media allows a brand to interact with them all.

Brand awareness.

Every blog post, image, video, or comment you share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion or a sale. Not every interaction with your brand results in a conversion, but every positive interaction increases brand awareness.

Social is where brands become human.

Perhaps the most significant advantage of social media is its **humanisation** element; brands become more like people with personalities and 'voices' when they interact in social media channels. It is a platform where brands can act like people do, and this is important because people like doing business with other people; not with companies.

Higher brand authority.

Interacting with your customers regularly, is a show of good faith for other customers. When people wish to compliment or boast about a product or service, they turn to social media. And when they post your brand name, new audience members may also want to follow you for updates. The more people that are talking about you on social media, the more valuable and authoritative your brand will seem to new users. It also increases your SEO by having active social media channels.

Increased inbound traffic.

Without social media, your inbound website traffic is limited to people already familiar with your brand and individuals searching for keywords you may currently rank for. However, every social media profile you have is another path leading back to your site, and every piece of content you create on those profiles is another opportunity for a new visitor.

Decreased marketing costs.

According to *Hubspot*, 84% of marketers found as little as six hours of effort per week was enough to generate increased traffic to their websites.

Six hours is not a significant time investment for a channel as large as social media. Just one hour a day to develop and share your content can reap rewards. Even paid-for advertising through *Facebook* and *Twitter* is inexpensive compared with traditional forms of advertising.

Better search engine rankings.

SEO is the best way to capture relevant traffic from search engines. However the requirements for success are always changing. It's no longer enough to regularly update your blog, optimise tags and distribute links pointing back to your site.

Many search engines can calculate their rankings using social media presence as a significant factor. Therefore being active on social media can act as a signal to search engines that your brand is legitimate, credible, and trustworthy and therefore can help a brand appear higher up in search results.

Richer customer experiences.

Social media is a communication channel similar to email or phone calls, however everyone else can also potentially see it. So every customer interaction you have on social media is an opportunity to publicly demonstrate your customer service level and enrich your relationship with your customers.

If a customer complains about your product on *Twitter*, you can immediately address the comment, apologise publicly, and take action to make it right. Or, if a customer compliments you, you can thank them and recommend additional products.

At its very core it is a personal experience that lets customers know you care about them.

Improved customer insights.

Social media gives a brand a unique opportunity to gain valuable information about what their customers are interested in and how they behave via 'social listening' (social media measurement or analytics). For example, with the purchase of a social listening software solution, it is possible to identify market trends, consumer sentiment and brand health.

Relevant content creation.

Many social platforms allow the monitoring of user comments to see what people think about any given brand. It is also possible to see which types of content generate the most interest. This gives brands the opportunity to produce similar content to keep the conversation going with their followers.

**Social media and the way we interact online
is set to change exponentially ...**

... introducing the Metaverse

Web2 meets Web3

Tom Holt, lead technology strategist at Unrvld, observes:

Existing social media platforms operate on Web2, which emphasises the sharing of user generated content.

Many view the metaverse and associated web3 technologies (blockchain, decentralized computation, cryptocurrencies and NFTs) as the birth of a new internet.

It represents a new frontier where augmented reality (AR), virtual reality (VR), mixed reality (MR), gaming, social and commerce collide to create experiences that blur the line between the real and digital worlds.

Web3 in simple terms

Web3 is not clearly defined yet. However, the main principle is that it will be decentralized – rather than controlled by governments and corporations, as is the case with today's internet. This is connected to the concept of the “metaverse.”

Prepare

The metaverse represents a huge opportunity for your business, even if this is not yet fully appreciated.

Now is a good time for brands to set an ethical stance as a business and strategize behaviour in virtual worlds. What will be our personality and how will we act?

Metaverse experiences will become increasingly immersive and influential, changing how consumers view the real world. In terms of the future, our children will be engaging in these experiences, so think about the world that is going to be created and consider how responsibility can be embedded within a brands integrity.

Research now and get upstream

Learn about the technologies and educate yourself on the fundamentals of the metaverse. These are already being built by gaming companies, social media giants, big tech companies and start-ups.

‘A complex array of metaverse elements already exist: always-on virtual world platforms such as *Decentraland*, *Topia* and *Meta*; AR, VR and MR technologies enabling highly immersive and enriched experiences; hardware peripherals including headsets, glasses, gloves and sensory suits (over time the metaverse will activate all our senses, not just sight and sound); and other technologies such as cryptocurrencies and NFTs that many hope will power metaverse economies.’

Where can a brand fit?

How can a brand or product participate in this space to offer a better customer experience, goods and services? In reality the metaverse is no different to any other digital channel.

‘How can metaverse technologies entertain your target audience in new ways to create a positive association with your brand? Consider how the new tools at your disposal (VR, AR and AI) can help you to better showcase your products, deliver a better experience and build customer loyalty.’

Experiment

Try it out.

Many platforms have tools to build your own avatar and explore virtual worlds and offer rich development kits to support brand projects.



Welcome to **DECENTRALAND**

Some examples ...

Digital Fashion MA at University for the Creative Arts

‘Our ground-breaking MA Digital Fashion course, taught by an award-winning team of researchers, industry practitioners and academics, will take creative fashion thinkers and designers into a new and exciting digital world.

This one-year, full-time course is the only one of its kind and has been designed specifically to meet the requirements of a growing number of major brands – from Gucci and Louis Vuitton to major high street players – who are moving into the virtual market, where fashion is instant, eye-catching, sustainable and entirely digital.’

<https://www.uca.ac.uk/study/courses/ma-digital-fashion/>

Miller Lite

‘Due to issues regarding sponsorship of the Super Bowl TV broadcast, *Molson Coors (Miller Lite)* worked with DDB to create an innovative Super Bowl ‘hack’ that would steal some attention away from the big screen during the game of games for their brand Miller Lite.

Working with the metaverse project *Decentraland*, DDB created a virtual bar for Miller Lite aficionados to watch their Super Bowl ad whilst enjoying a virtual beer - and maybe a physical one - with friends, from the comfort of their own homes. ...

‘Attendees could earn limited-edition cosmetic items for their *Decentraland* avatar, with *Miller Lite* branding - all of which sold out within minutes, leading to some being resold for \$250k or more. Unlike a regular Super Bowl TV spot, which usually lasts from 30 seconds to one minute, the bar’s visitors spent an average of 20 minutes within the ad - socialising with other avatars, earning premium wearables and watching the *Miller Lite* Super Bowl spot.

DDB San Francisco’s executive creative director Ben Wolan decided to implement this emergent Web3 technology to disrupt Super Bowl advertising and create a campaign in the metaverse which can be seen to introduce the beginning of the next online evolution.’

Meta Lite

MILLER LITE PRESENTS:
THE FIRST BIG GAME AD
IN THE METAVERSE 2/13
BAR OPEN 2/7

BAR

MEANT FOR 21+



VICE Media opens Metaverse Headquarters

‘Virtue Worldwide, the *VICE* owned creative agency has created an office inside the metaverse for *VICE Media Group* (VMG). The virtual building will be open to multiple VMG businesses including *Virtue* and *VICE* and act as a permanent residence for the group in *Decentraland*. The initiative was created by Virtue Futures.

In mid-2021 the Virtue Futures team launched Coca-Cola’s first NFT marking one of the first meaningful examples of how brands and agencies can use the technology.’

(newdigitalage.co)



Built in *Decentraland's* open digital world platform, the space will serve as the agency's virtual innovation lab where teams can experiment with NFTs, DAOs and Web 3.0, applying insights directly for brands eager to make an impact.'

(newdigitalage.co)



STUDIO TASK:

How could your integrated campaign be developed in the Metaverse?

Spend 30 minutes researching the Metaverse, and then think of a concept that would allow your project to transfer into the Metaverse.

For example, could you build something, create an event, sell digital versions of your product, provide giveaways or open a virtual store?