

***Sharing Professional Viewpoint:
Future Vision of Digital Marketing for Metaverse***

Catthaleeya Rerkpichai
Lecturer of Faculty Creative Digital Marketing
Bansomdet Chaopraya Rajabhat University (BSRU)Thailand
Email: Catthaleeya.Re@bsru.ac.th

1. Introduction

In the past, the industrial revolution brought about change in technology for mass production. At present, the pandemic Covid-19 has caused even more rapid change in technological disruption of the new world of technology. As technology advances, human behaviors tend to lag behind because people in general once accustomed to their mundane pattern of life are not willing to step outside their comfort zone. Despite their unwillingness, the Covid-19 pandemic has quickly prompted a crucial link between the physical world and the virtual one of the Metaverse. This is an important point that makes various business brands turn to shift their marketing strategy to the full online platform for the organization to survive. Consumers are also trying to adjust themselves to use marketing services through the online channels. These include all kinds of services, ranging from food ordering online to all other business activities and operations to survive through challenges of fierce competition.

2. Future Vision of Digital Marketing for Metaverse

As known, the life cycle of a product varies to respond to consumers' needs. Entering another world online like Metaverse which blends the real environment into the virtual space, consumers seen as avatars can do activities in the virtual world as they may prefer. When online with VR (Virtual Reality) and AR (Augmented Reality) technology, consumers can talk to people around the world without spatial borders or time limits. Time in the Metaverse features the same as in the real world. From a marketing point of view, it is a completely new business opportunity that has gone beyond the physical world. Business owners are able to invest in trading business in digital assets known as blockchains; payment of goods can be done through a digital currency called Bitcoin or cryptocurrency. Willing or not, Thailand and many other countries, sooner or later, need to accept cryptocurrencies for trade in the virtual world. As a business entrepreneur, everyone can create digital contents to do business and design various activities with creativity. The possibilities of Metaverse Marketing lie in a great opportunity for business owners to contact and offer products to consumers directly, without having to go through an intermediary and they can do media advertising at a high speed to reach target customers. The business operators can build a brand image for their products with service information, shared news, and product knowledge on a large scale. Since Metaverse uses blockchain technology to make data transparent and neutral available to people who are interested. A good opportunity to generate new income is obvious, like income from creating advertising media, building a company building or a storefront, expanding business, and earning from extended agencies.

When it comes to consulting, negotiating and doing business on Metaverse, entrepreneurs can buy or rent 'land' in the Metaverse. In this regard, planning for Metaverse marketing strategies has become a challenge for community members of the virtual world to

invest in developing their strategies, whether it could be for Sandbox, Decentral and Meta (formerly Facebook). Currently, those businesses that have stepped into the Metaverse are NIKE, partnered with Roblox to create NIKELAND, Microsoft enabling Microsoft Azure developers to create a digital world that parallels with the real-time world, and virtual environments to be replicated. Google has recently launched Project Starline to make meetings virtual. This is in line with research from ARK Invest, an active ETF asset management firm, that by 2025 the global gaming market will have a revenue up to 16% while the AR & VR market will grow 59% from 2020 (ARK Investment Management LLC, 2020).

Kim (2021) stated that the common attributes of the Metaverse appear to be the continuity (or persistence) of identity and objects, a shared environment, the use of avatars (or embodied selves), synchronization, being three-dimensional or virtual, interoperability, and a user experience that is interactive, immersive, and social. The Metaverse serves as an interoperated persistent network of shared virtual environments where people can interact synchronously through their avatars with other agents and objects. This is a broad and evolving definition which can shift as the Metaverse continues to be built and used, for the Metaverse is constantly evolving with service providers and other businesses to expand their marketing channels. Of course, a career that will support these things falls on those who can create 3D Virtual World technology through Mobile & Web Platform, Digital & Virtual Commerce, Chatbot, and Interactive & Retail Innovation. In line with Wunderman Thompson, there are key elements that characterize the Metaverse in that such a virtual world has no end. In this scenario, the future vision of digital marketing for Metaverse will rest upon real-time responses to business actions in the virtual world with data stored on the Blockchain that no one owns. It is an important system that makes information transparent and neutral in a space that allows people or 'creators' to interact with others via their contents. These people in their avatar integrate the real world with the limitless virtual sphere via AR technology.

3. Recommendations

It is possible that the Metaverse could support the interpersonal and family relationships. Since such relationships in the real world tend to weaken in the course of time, the Metaverse could have a great potential in restoring positive relations among people. Another point of concern from the author is about marketing ethics in marketing activities in the Metaverse. Business people and consumers need to be well aware and well prepared for possible shortcomings and negative effects of the virtual world on their lives, and learn to keep a good balance in 'existence' between the two worlds for their physical and mental well-being.

4. The Author

The author Cattleya Rerkpichai, D.I.Ed., is a full-time lecturer in the Business Administration Program, the Faculty of Creative Digital Marketing at Bansomdet Chaopraya Rajabhat University (BSRU), Bangkok, Thailand. Her research interest is in the areas of Product Innovations and Digital Marketing.

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