

Course : Virtual marketing: creating new business opportunities

Practical course - 2d - 14h - Ref. VKG

Price : 1500 CHF E.T.

The introduction of virtual elements into marketing is more than just a fad fueled by technological advances. It's a real strategy that offers tangible business opportunities. This training course will help you understand the main perspectives.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the implications of virtualization for marketers
- ✓ Identify the insights and drivers you need to promote your offers
- ✓ Understand the specific features to be taken into account and the risks to be minimized
- ✓ Identify the customer journey on which to position yourself

Intended audience

Marketing managers, communications managers, innovation managers.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

A wealth of knowledge, concrete examples, exchanges of best practices and exercises.

Course schedule

PARTICIPANTS

Marketing managers,
communications managers,
innovation managers.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Understanding the virtual world

- The definition of the virtual in the world of marketing: physical non-existence, digital existence, hybridization...
- The insights of unreality: split personalities, aspirations to the ideal, reintroduction of freedoms...
- Fan personas: shifters, digi-sapiens, Generation Z...
- Underlying technologies: VR, AI, augmented reality 3D filters...

Group discussion

Identify the causes of these trends.

2 Identifying marketing opportunities

- Virtual universes and their characteristics: metavers, showrooms, settings, virtual events...
- Variations on virtual art: digital art, 3D fashion, virtual make-up...
- The facets of digital identity: aesthetic and sensory avatars, cyborgs, social add-ons (stickers, filters...).
- Embodiments of digital technologies: crypto-currencies, social, personal and community tokens, crypto-objects...
- Marketing benefits: multiplication of possibilities, transcending genres, embellishment, loyalty-building, buzz...
- The risks: disaffection with real life, reduced consumption of [[apparent]] resources, speculation...
- Key success factors: brand congruence, response to insights, quality of experience.

Hands-on work

Search for concrete examples and identify their strengths and weaknesses.

3 Understanding marketing methods

- For production: artists, designers, software...
- For technologies: blockchain, crypto-currencies, NFT, VR headsets, augmented reality, bodytracking...
- For media coverage: placements "product" in films, video games...
- For marketing: platforms for augmented reality, virtual object sales or NFT...
- Understand the impact of the virtual world on your organization.

Hands-on work

Creativity exercises to capture potential in your own world. Design thinking to build different uses. Prototyping and testing.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.