THE METAVERSE INSIDER

A Content Marketing Guide To The Metaverse:

How to not become yet another whateververse company

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About this guide

Content marketing is like fishing. You possess the tools needed to begin, from a thriving fishing franchise sporting multiple vessels on the high seas or alone with a used fishing rod at the nearest pond. Whatever the scope, you need intel into knowing where your desired fish are, using the right bait to catch them, and even setting conditions to attract the fish to your area, like pre-bait, lights or coloured blinks. But where fishing can be meditative, delving into your first content strategy and its execution can be everything but. It is cliché, but this guide will help you to learn how to fish. Yet, doing so is an enormous task and cannot be fully covered in a whitepaper. That is why, by the end, we offer to hand you the fish while taking you on the fishing trips with us. So let us grab the ecological map, the gear, and the bait and head for the metaverse waters.

It is rare to see a technology that has garnered such extensive popularity as the metaverse while also being wildly misunderstood and misidentified. For example, after a brief research session, here are some definitions.

"**The Metaverse is best understood as 'a quasi-successor state to the mobile internet'. This is because the Metaverse will not fundamentally replace the internet, but instead build upon and iteratively transform it.**" - Metaverse expert, Matthew Ball[1]

"**[The metaverse is] a theoretical or emergent networked online space with digitally persistent environments that people inhabit, as avatars, for synchronous interactions and experiences, accessing the shared virtual space through virtual reality, augmented reality, game consoles, mobile devices, or conventional computers.**" - Dictionary.com[2]

"**The metaverse is a virtual world where humans, as avatars, interact with each other in a three-dimensional space that mimics reality.**" - Cambridge Dictionary[3]

For Mark Zuckerberg, the metaverse is a utopian future of inhabiting digital worlds working, socialising, and playing games.[4]

As is becoming apparent, a common definition is starting to form. However, the problem is that this conception of 'the metaverse' as an embodied internet is the promised future: not its current reality. Because right now, the metaverse is the **whateververse**; it encompasses technologies as different as web 3.0 to digital art to virtual reality to smartphone-based augmented reality.

The reason for the muddled digital waters is that we trotted up the Gartner Hype Cycle inflating the metaverse term together with its popularity.[5] Yet, it was the Facebook-to-Meta change that became the launching pad for its ascent. The metaverse became an Availability Cascade, reinforcing itself as more people commented on it and companies latched onto it.[6] Businesses caught the immersive bug and used the metaverse as a keyword vying for attention until it fizzled out. Now the metaverse is operating in its industry circles and enthusiasts, and that is where we find ourselves now.

This is why the metaverse is the **whateververse** - it is whatever it can be. It is an online game world where gamers develop user-generated content and hang out, and it is also when industries operating in hazardous conditions use smart glasses to beam an external expert in to provide remote support in a machine repair.

As such, a metaverse company can be incredibly general. But at whatever metaverse stage your business is on - this practical guide is for you. The main aim by the end is for your business to avoid becoming yet another metaverse company lost in the hype. Instead, we will support and uniquely position your business in the minds of your desired customers by using an effective and impactful content marketing strategy.

A word of caution before we begin. The topics covered could be their own whitepaper. We therefore can't stress this enough, if you need more context or insight, either contact us or find specialised guides in the areas you question. Yet, the steps and their numerical order are intentional. So leverage the insights you have gained into the next section.

Let's start with the basics for your business as we see it missing more times than not to the detriment of the final results.

1. Understanding the outside

Understanding the conditions outside your business' control before interacting, producing and releasing content for it is critical in avoiding certain risks that may be invisible but nonetheless present. The metaverse, in some circles, is a contentious topic with preconceived notions and spillover baggage from a certain social media company and cryptocurrencies. It is bandwagon(ed) with data ethics, privacy and an insurmountable laundry list of tangent topics like Deep Fakes, AI, XR, and so on.

It is critical that you are prepared before deciding what to make and how it reflects on your business' desired identity. You wouldn't open a sand parlour in Sahara or an ice cream stand in Antarctica. Likewise, you would not market your business through a Manchester United sponsor if your customers are Liverpool fans.

The good news is numerous frameworks exist to help guide and keep the guardrails on when attempting to understand what is outside your business' control but nonetheless affecting you. For this guide, we will use the tried-and-true PESTLE analysis.

Helpful tip: Analysis paralysis is a common trap many fall into as numerous subtopics within these larger areas can be dedicated to a life of research and post-doctorates. Never do this and narrow in. Assess what is relevant to your business its slice of the metaverse.

Simply, PESTLE is an acronym for:

- **P**olitical

- **E**conomic

- **S**ocio-cultural

- **T**echnological

- **L**egal

- **E**nvironmental

The process is to aggregate research and distil actionable insights from each letter on pertinent topics related to the metaverse, your business, where you operate, and where you position yourself.

Here are some areas which will be of interest.

Political:
- Likely changes in policies affecting the metaverse and conduct within.
- Foreseeable governmental actions against (taxes, tariffs, restrictions) or support (investment grants, tax exemptions, consortiums, regional or global alliances) for the metaverse and metaverse enterprises in which you operate.

Economic:
- Find relevant metaverse industry forecasts in general and for each web 2.0, web 3.0 metaverses, and the immersive industry.
- Disposable income and factors affecting it such as inflation levels and unemployment, relate this with how cost-intensive what you offer to your customers.

Socio-cultural:
- What is the dominant cultural view of your target groups or clients' consumers? (Look into ethical values such as privacy, tech savviness, establishment or anti-establishment)
- What makes your target groups or clients' consumers gravitate toward one metaverse over the other - one brand over another?
- Look into consumer behaviour reports related to the metaverse.

Technological:
- Which direct and tangent technologies are impacting the metaverse right now? (Deep Fakes, AI, Cryptocurrencies, NFTs, XR hardware and innovations within, such as Face Tracking). Also, how should you adapt or complement these?

- How is the technical infrastructure likely to change? 3D Engines, 5G, decentralised or centralised metaverses, synchronous or asynchronous, traditional vs XR, and so on.

Legal:

- Research laws or guidelines affecting or likely to affect the metaverse (antitrust, GDPR, privacy and data security, information certification).

- Look into past, current and upcoming court cases influencing metaverse conduct and business operations.

Environmental:

- Mirroring socio-cultural and its rising importance: what is your ESG - Environmental, Social, and Governmental stand and impact? Use this as part of your identity.

Rounding out the factors outside your business' control is to develop a content and identity map of your direct and indirect competitors, potential and current partners, and tangent suppliers in your industry.

For this, define them, what they do right, what they do wrong, their level of thought leadership, and a general assessment of low, medium, high, and very high for their impact on you. All this will help you design your content and brand identity later. Here is a practical table you can use as a template.

	Name	Website	What they do well	What they don't do well	Level of Domain Authority/ Thought-Leadership	Rank (Low, Medium, High, Very High)
Direct competitors	Company A	www.companya.com	Visual identity	Content variety	Low, but growing	Medium
	Company B	www.companyb.com	Videos and podcasts	Publishing, written content	Respected in video and podcast	High
	Company C	www.companyc.com	Partner content	Unfocused identity	Medium within their immediate sector	Low
Indirect competitors	Company A					
	Company B					
	Company C					
Existing partners	Company A					
	Company B					
	Company C					
Prospective partners	Company A					
	Company B					
	Company C					
Other relevant suppliers	Company A					
	Company B					
	Company C					

Template 1: Content & Identity Map

If this sounds overwhelming, then that is because it is. Think Tanks, ministries, consultancies, and agencies gruel over these topics every day under the banner of market intelligence and geopolitical strategy. Unfortunately, it is the wild west when it comes to solid, quality intel on the metaverse industry and its related sectors such as immersive tech and web3.

Because of this, the Metaverse Insider provide a deep metaverse intelligence platform specifically designed for you to understand the factors outside your business' control. Metaverse Insider uses this to provide actionable insights to clients. So if you struggle to aggregate solid insights, this can help you.
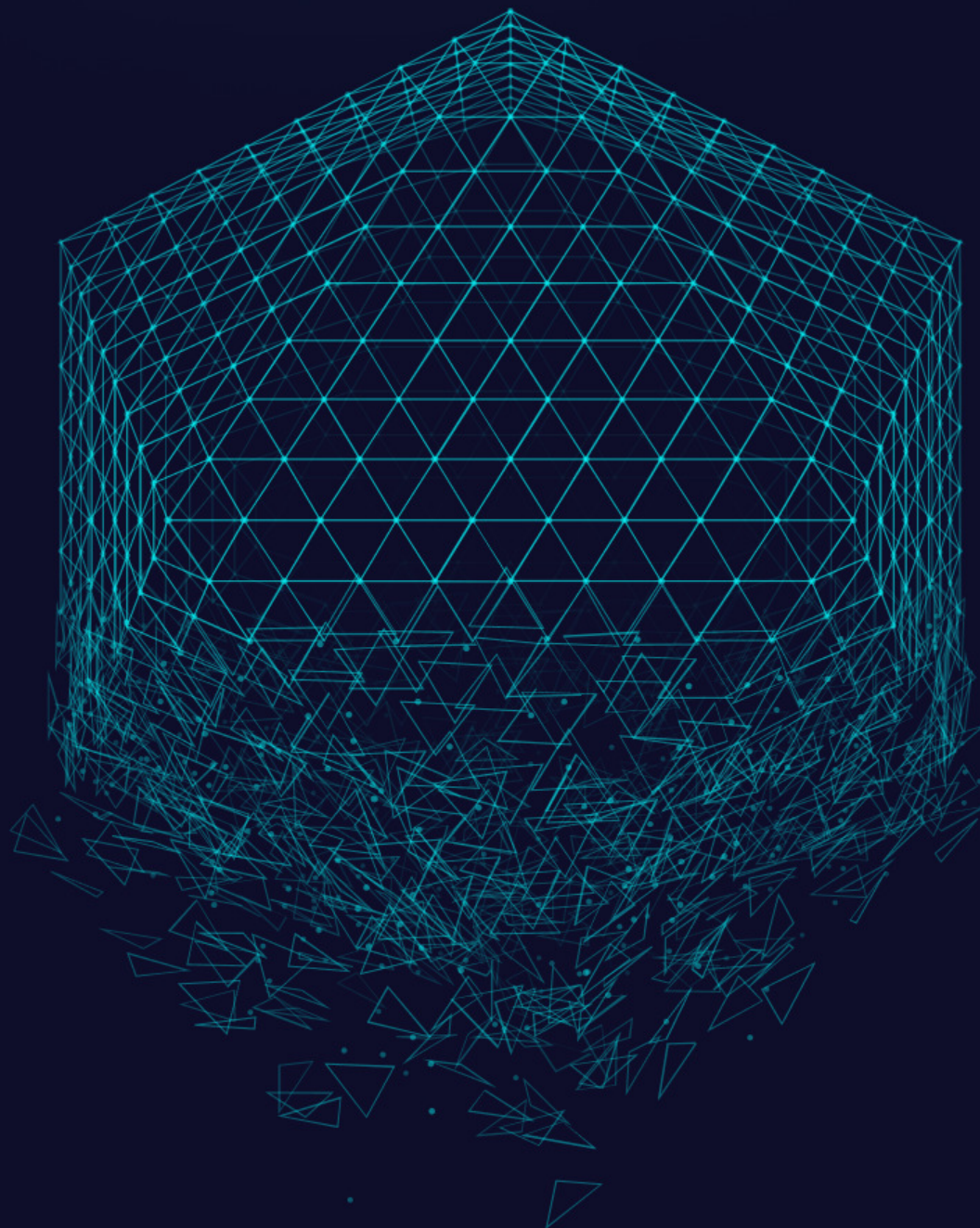
2. Understanding the inside

Before we begin with the practical aspects of content mapping and strategy development, we must match your company's general vision and marketing strategy with your content.

This means if you haven't yet, you must answer these four questions:

- Where do you see your company in 3 to 5 years?

- Who are your paying customers? (What do they care about? What are their needs and wants? What connects with them at a fundamental level?)

- Who influences and are the decision-makers for your customers? (What do they care about?)

- What is the main value you bring to your customers? (How is your value unique from your direct and indirect competitors?)

Helpful tip: Create personas and a storyboard of a normal day in their life based on everything you have gathered up until now. Personas are fictional people representing your customers to a tee. Putting a name, age, face, personality, goals, values, and lifestyle into a resume-like structure orients your content marketing towards singular and easily understandable fictional people. A fish is in the worst position to judge the existence of water: you are not speaking to yourself, colleagues or your partner - you are speaking to your personas. Note, if your customers are enterprises, define your persons as the decision-makers and leads in those enterprises. Use the below as a template.

Persona Template

Key Attribute

Charlie, 31

Add adjectives to describe this persona

Short Description

Add a general description to bring this persona to life

Goals

Goal A for your persona to interact/buy from what you offer

Goal B for your persona to interact/buy from what you offer

Goal C for your persona to interact/buy from what you offer

Values & Lifestyle

Value A: what the persona cares most about related to the metaverse

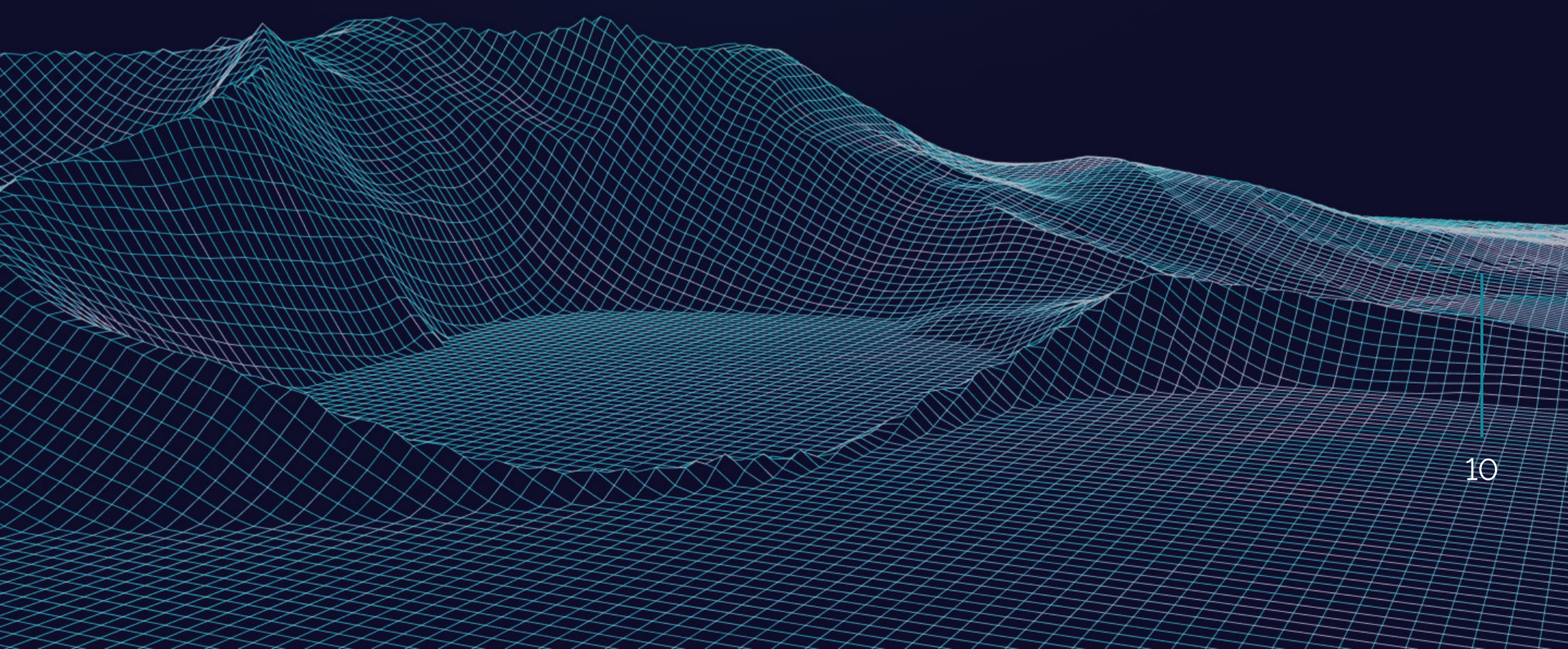Value B: what the persona cares somewhat about related to the metaverse

Describe your personas general lifestyle

Storyboard & Pain Points

Describe the moments in the persona's day they are open to consume content

Describe the persona's pain points and when they occur. Then what you can do to aid them.

[Download Persona Template Here](#)

What is your voice?

With what you have researched and pondered into existence until this point, it is time to develop your main message that will set the tone and direction for your content.

Most companies today proclaiming themselves to be someone part of the metaverse latch themselves onto the buzzword with immediate, although fleeting, fame. To be honest, the reason why we spent pages of this whitepaper dedicated to establishing the core of your business before you develop your unique voice is because of this very reason: to avoid 'just being another metaverse company' with an online game that has winnable NFTs.

The metaverse is a diffuse topic and is widely misunderstood. So don't use the metaverse by itself but integrate with it. Design your message on how you create value for your customer and why you do it: what you do comes last. In this way, you also avoid being a receiver and repeater of the same message - the chef rather than the cook. You completed your due diligence in steps one and two so you can find your unique voice that resonates with your personas.

Helpful tip: In finding your unique voice, avoid using technical jargon and verbosity. Depending on your personas, use simple and minimalistic language. Most audiences (unless they specifically are technical experts) don't have the time or energy to understand complex topics or abbreviations, so don't fall into that trap: you can portray expertise without being misunderstood.

To help you further, here are three examples of strong messages:[7]

- **Dove** reimagined itself on the identity of "believing in yourself" and built a sensitive and humanised tone of voice that is both mild and confident, connected with a relaxing skin-tone visual palette and larger company strategy.

- **Apple** is notoriously known for its minimalistic and industrial approach to its message of innovation, user-friendliness and perfectionism. In particular, notice its visual style of simplicity and bold lines connecting with this identity.

- **Red Bull** rebranded itself to a more primal, raw and 'the satisfaction of the thrill' as their identity. They connected this with a found-footage visual aesthetic from the surging popularity of the GoPro, producing its outlandish stunts as raw and believable to great viral effects.

The end goal is to develop a tone of voice, visual style and undeniable message unique to you and how, why, and what you do. So when encountered by your customers or leads, they instantly recognise it as you.

VARJO is the benchmark

Varjo (c) is the virtuoso of the XR industry. Technical innovation runs consistently throughout Varjo's content strategy and identity. Not only is the Finnish XR manufacturer consistent with its distinct and recognisable visual style of heightened tonal contrast and a nordic-cool colour palette it also has a minimalistic futurism and sleek robotic sensibility as seen in its models' body language and clothing style. Their 'innovation in all things' touches on its tone of voice which is technical without being confusing, further matching with their personas of enterprise clients and cutting-edge XR products.

While it is cost-intensive to produce content of this calibre, a narrowed-in approach that is ruthlessly consistent in its delivery with solid colour science to produce a unique look to you and a focus on specific content types with broad impact and low costs is available for any business, metaverse or otherwise.

Source: Varjo[8]
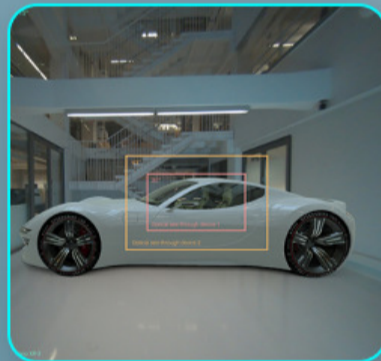
3. Narrow your goals and build deliberately

As you will discover in step 5, content development and inbound marketing hold an exorbitant amount of opportunities with different levels of expertise, time commitment and costs.

Because of this, budget your longer-termed content strategy with Objectives & Key Results (OKRs) and Key Performance Indicators (KPIs) for the year, and assess on a quarterly or bi-quarterly basis how much time and resources you can allocate to your content strategy and brand identity. The crucial point is to be consistent in your publishing and the content you produce. Remember, you can always build up your content calendar and map over time: slow and steady always wins the race.

In summary, keep in mind:

- Thought-leading content: quality over quantity

- Build credibility and legitimacy

- Consistency in style and visual identity

- Assess expected vs desired vs measured reach

- Continually adapt budget vs cost vs impact

- Always match your content with your personas - tailor your messaging!

Helpful tip: In the beginning, beware of content types' cost-to-impact ratio. Content by itself is like a miniature product you release. It requires its own ideation, creation, and publishing, so take your time and create quality.

4. You have three approaches

Now you are ready to decide between how you approach your marketing strategy. Conveniently, you have three options:

	Traditional Agency	Make	Metaverse Specialist
Option	General Media & PR Agency	In-House	Metaverse Content Specialist
Cons	Lack of sector expertise, limited control, communication discrepancies	Cost intensive, time-consuming, requires new talent, limited scale and reach, requires change management and transformation	Sometimes limited external media reach, hyper-focused, requires collaboration and communication
Pros	Standardised quality, sometimes cost-efficient, established media network	High amount of control, cross-departmental synergies, intellectual property and insight generation	High expertise and relevant insight, specific content deliverables, medium costs, a good amount of control, can be fast and efficient, possible partner synergies, strong pre-established metaverse network

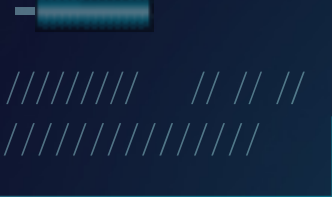**Download Your Three Approaches Template Here**
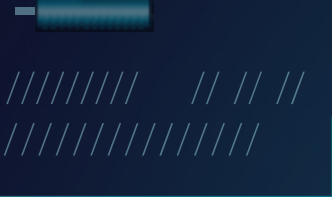
Summarizing the table and how you should go about choosing comes down to a couple of factors and the interplay between them.

- **Budget:** If you are limited on available liquidity or capital, go with either "Traditional Agency" or "Metaverse Specialist".

- **Risk:** If you are risk-averse and have limited room for failure, go with "Metaverse Specialist".

- **Talent:** If you are limited in expertise related to content development and inbound marketing, go with "Metaverse Specialist". However, if you are willing to hire or have the talent available for content marketing, go with "Make".

5. All your options

	Content Type	Level of Expertise	Cost	Time Commitment	Reach	Impact
Written	Short Blogs	Medium	Low	1-3 days	Low/Medium	Medium
	Long Articles	High	Medium	3-5 days	Very High	Medium
	Short Use Cases	Medium	Low	1-3 days	Medium	Medium
	Long Case Studies	Medium	Medium	3-5 days	Very High	Medium
	Interviews	Medium	Low	3-4 weeks	Low/Medium	Medium
	Partner Content	Medium	Medium	1 month	Very High	Medium
PR	News on the wire	High	Low	1 day	High	Medium
	Self-published news	Low	Low	1 day	Low	Medium
Downloadables	Reports/Whitepapers	High	High	2 weeks	Medium/High	Medium
	Infographics	Medium	Medium	1-2 weeks	Medium	Medium
	SlideShare	Medium	Medium	1-2 weeks	Medium	Medium
Socials	Organic Social Media	Low	Low	1 day	High	Medium
Performance Marketing	Paid Socials, CPC, Adwords	High	High	1-2 weeks (For A/B Testing)	Very High	Medium
Email Marketing	Newsletters	Medium	Low	1-2 weeks	Medium	Medium
	Email Promotions	Low	Low	3-5 days	High	Medium
Events	Meetups	Medium	High	1-3 months	Low/Medium	Medium
	Workshops	High	High	1-3 months	Low/Medium	Medium
	Keynotes	Medium	High	1-3 months	Medium	Medium
Multimedia	Webinars	Very High	Very High	1-3 months	High	Medium
	Videos (YT/Vimeo)	Very High	Very High	1-3 months	Very High	Medium
	Podcast	High	Medium	1-4 weeks	Medium	Medium
Endorsements	Influencers	Low	High	2-4 weeks	Very High	Medium
	Sponsorships	Low	High	1-3 months	High	Medium
Printed Media	Phamlets, Lookbooks, Guides	High	Medium	2-4 weeks	Low	Medium
	Content Intranet	High	Medium	1-3 days	-	-
	Database	Very High	High	2-6 months	-	-
	Internal News & Updates	Low	Low	1 day	-	-
	Workshops	Low	Medium	1 month	-	-
	Internal Reports	Medium	Medium	1 week	-	-
	Business Development Material	Medium	High	1-2 weeks	-	-

Inbound Marketing (rows: Written through Printed Media)
Internal Content (rows: Content Intranet through Business Development Material)

Download All Your Options Table Here

As you can see, you are swimming with content options in a sea you are unfamiliar with. And when that wasn't enough, an effective and impactful content strategy utilises as many of these content types as possible, planned tightly while complementary to each other. Effectively, you must create a content ecosystem by interlinking each of your content types, creating synergistic effects between them.

This is a daunting task and is why a Head of Content is employed to oversee everything involving content marketing.

Or, you can use a shortcut and partner with a metaverse-focused content marketing agency.
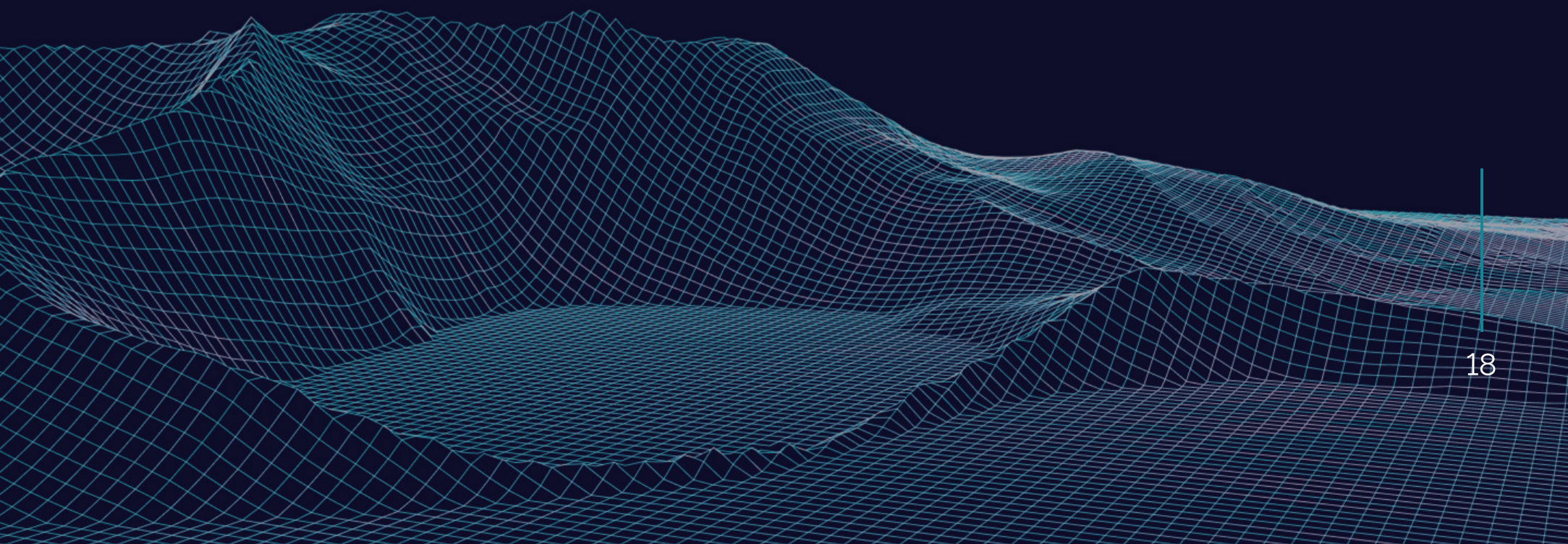
Metaverse Insider can help you

As you went through your three options in step four, the best of all worlds is the "Metaverse Specialist" option for many metaverse companies. You connect with established expertise and deep know-how into developing effective content strategies and calendars. Similarly, you are on the same metaverse page, making collaboration and communication straightforward. While it is significantly less costly than doing everything in-house.

So with Metaverse Insider's experience in delivering full-suite marketing campaigns for clients ranging from The Economist seeking to quickly develop strong relationships in the metaverse industry to position enterprises like DeepSquare and Immerse through content on the global metaverse stage.

Metaverse Insider utilises extensive partnerships, like Hackernoon and BlockLeaders, to widen the reach and impact of your content marketing campaigns. Designing and developing custom and cost-effective marketing campaigns through a process of discovery, proposal, and execution.

This means Metaverse Insider takes the necessary time to understand what is outside your control and who your business is. Tailor these insights into a proposal aligned with your goals. Executing it with a continually iterated 360-degree content strategy based on:

- Press releases
    - News on the wire
    - Company news
- Social media and performance marketing
- On-page and Off-page SEO
    - Blogs
    - Articles

- Content intranet
  - Sales material
  - Workshops
- Email marketing
  - Promos
  - Newsletters
  - Follow-ups
- Custom content
  - White papers
  - Videography
  - Infographics
  - Webinars
  - Course Certificates
- Surveys and market intelligence

And much more.

So whether you need short blog posts combined with longer articles, leading to excellent conversion and establishing you as a thought leader. Or a visually distinct and expertly executed video strategy. Even internal reports to improve your departments' insight on the metaverse, later transforming these into external downloadables such as whitepapers and infographics.

In all instances and more, Metaverse Insider has experience in delivering impactful digital marketing campaigns with testimonials to back them up.

As our clients said:

"**The Metaverse Insider was a fantastic asset and partner to the Economist Metaverse Summit**" - The Economist

"**The Metaverse Insider helped us to market our business in the most effective way possible despite market woes. Their marketing prowess perfectly positioned us for our roadmap.**" - Maja Kehic Marketing Manager at DeepSquare

"**The Metaverse Insider is fantastic partner and brilliant place to learn about companies in the metaverse space and publish your own metaverse related content**" - Limarc Ambalina VP of Editorial at Hackernoon

You can contact our Commercial Director, Luke Preskey, at **luke@metaverseinsider.tech** or **+44 (0) 7452 842 471** if you have questions, suggestions, or are unsure about where to begin.

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