

Metaverse Case Study

The GRI Marketing Group was hired by **The Metaverse Spectrum** in the Spring of 2022 to help launch and market their new brand and also to drive registrations to the first business conference to take place in the metaverse - **The Metaverse Spectrum Business Conference & Expo**.

On October 25, 2022, while other more established brands were having competing metaverse events, The Metaverse Spectrum Business Conference & Expo successfully became the first B2B conference to take place entirely in the metaverse.

Attendance exceeded expectations! And since, our client has proposals out for 2023 metaverse business events.

Hundreds of registrants attended a packed day of educational tracks, product showcases, platform tours, and keynotes from leading thought leaders in the industry. Attendees gained a solid understanding of how the metaverse can change the way they do business - from engaging with customers, lead gen, training & education, improving operational efficiencies to ecommerce opportunities.

It took many partners to put the conference & expo together, but it all began with GRI.

Website Development

First, we developed **The Metaverse Spectrum** site to showcase the suite of metaverse services offered by our client - platforms, creative services, hardware and gear, advertising and marketing, and ecommerce. Articles featured on the site include many topics on metaverse business use cases, trends, providers, technology, and more.

A second site was developed for **The Metaverse Spectrum Business Conference & Expo** to highlight the agenda with details on educational tracks and sessions, speakers, and registration.

List Acquisition

GRI utilized several different targeted approaches to obtain the right prospects for the metaverse event and started the process in late Spring and continued up to a few weeks before the event to keep the registrants coming in.

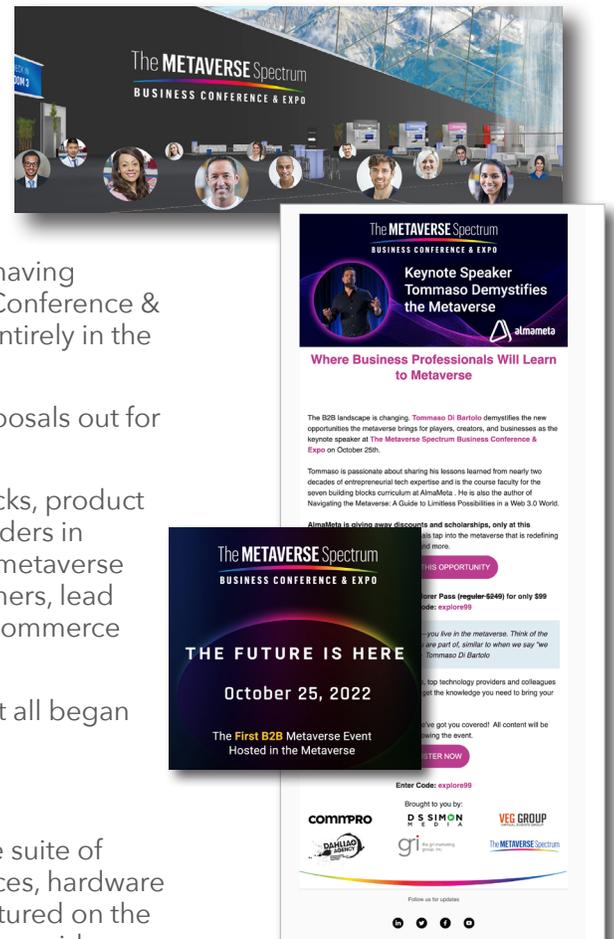
Content

Several technical and marketing focused writers drove interest and traffic to the sites with informative articles on entering the metaverse landscape and creating brand experiences.

Digital Marketing

Weekly emails, newsletters, and digital ads started in mid-July. Messaging at first was more general to get the word out. As time got closer the messaging was about keynotes, influencers, and sessions.

Stay tuned for our next event!



ABOUT GRI

GRI is a growth agency that helps organizations improve their return on investment in acquiring, retaining, and cross-selling customers. Visit us online or call 203.261.3337 x 111

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