

## Toolkit - Resources for trainers

# Digital Marketing Skills for the metaverse as a social entrepreneur

### Objectives and how to use it

- Engage differently with your customers and clients and offer them digital services such as digital marketing or online, virtual training related to digital marketing.

One example is the Metaverse where businesses engage virtually with people and avatars and sell services and products.

### Description

Digital marketing is gaining ground and social entrepreneurs, as all entrepreneurs, need to upgrade their skills and competences in the marketing area to embrace the digital transformation and the Industry 4.0 technological revolution.

The actual skills required for this are Immersive Marketing Techniques which allow the use of virtual and augmented reality to offer a different and more immersive user experience.

The social entrepreneur will need to be able to use tools and platforms that create 3D experiences in the metaverse and where users are actually expecting 3D dimensional experiences.

### Resources / Material required

Project based learning suggestion for trainers:

Step 1: Find out what the metaverse is. What does it mean and how to access it.

Step 2: Based on your social enterprise and your services and products offered, identify and evaluate what type of services you can sell and how.

Step 3: Search online for videos on how to create AR and VR content using specific software.

Step 4: Evaluate from a business perspective, how the metaverse can be of benefit to you.

