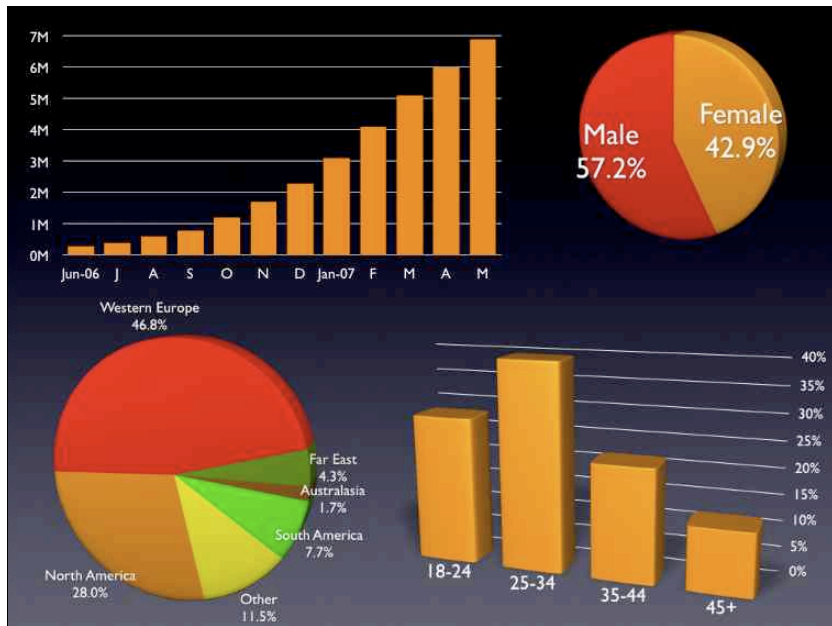


Seven Point plan for marketing in Second Life

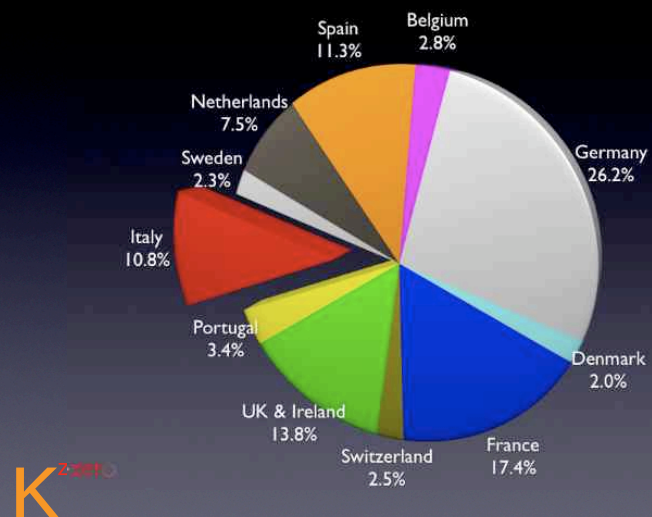
Nic Mitham
K Zero Ltd



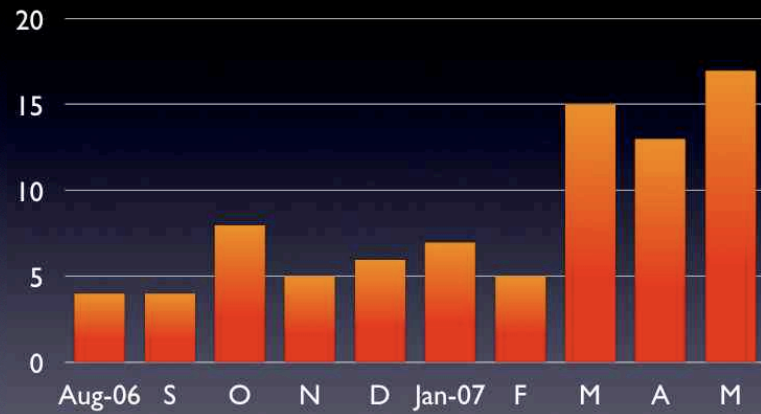
Metrics



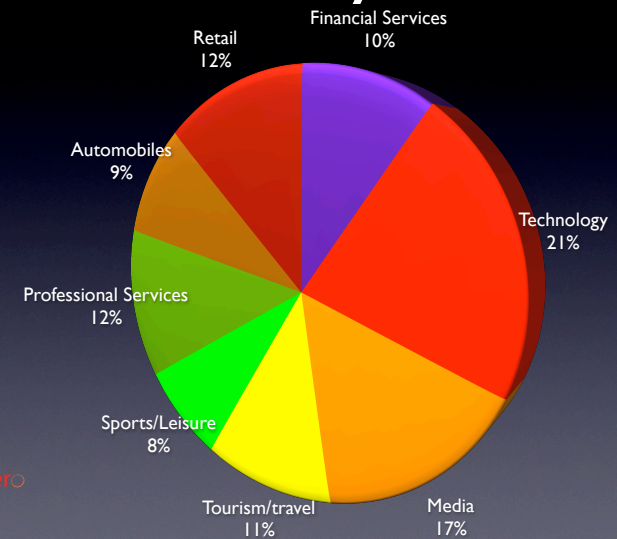
Residents: Western Europe



Brands by month



Brands by sector



Have a plan



Point One

Because this is
just another
marketing channel



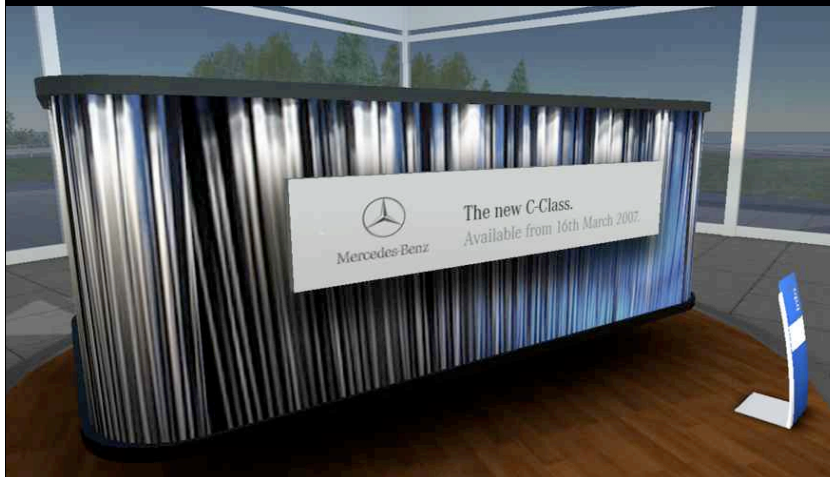
Point One

Have a plan

- What do you want to achieve?
- When do you want to do it?
- How will you manage it internally?
- What are your competitors doing?

Point One

Have a plan



*Keep the builders
at bay*



Point Two

Design comes last, not first



Point Two

Keep the builders at bay

- Projects should be strategically delivered
- Buildings/layouts/areas should facilitate the strategy
- Design is an output, not an input

Point Two

Integrate



Point Three

Think about all your marketing channels



Point Two

Integrate

- Look to create synergy with other marketing projects
- Use existing marketing materials
- Pull visitors from outside in
- Push visitors from inside out



Point Two

Integrate



Integrate



*Giving is better
than receiving*



Point Four

Engage with the residents



Point Four

Giving is better than receiving

- Get people
 - seeing/using your product / service
 - experiencing your brand
- Word of mouth advertising
- Zero on-going cost of sale
- You receive metrics



Point Four

Giving is better than receiving



Giving is better than receiving



Keep the seats warm



Point Five

Commit to your virtual presence



Point Five

Keep the seats warm

- If you build a virtual office, make personnel available to be in it
- Manage peoples expectations
- Give named in-world contacts
- Or, create a venue that does not require on-going support



Point Five

Keep the seats warm



Keep the seats warm



A BMW representative will be at your disposal inworld weekdays from 9:00 AM to 10:30 AM PDT.

Stoke the fire



Point Six

Once you have entered, you need to exist



Point Six

Stoke the fire

- Run regular events
- Deliver in-world presentations/ seminars
- Run competitions
- Involve the residents



Point Six

Stoke the fire



Promote and cross-promote



Point Seven

Leverage all your marketing channels



Point Seven

Promote and cross-promote

- Advertise in-world
- Create cross-channel campaigns
- Encourage referred and new visitors




Point Seven

Promote and cross-promote

Microsoft
Visual Studio

The Visual Studio Island Challenge

CLICK to begin the adventure.



Microsoft
Visual Studio

FREE
blimp rides.

Microsoft
Visual Studio

The Visual Studio Island Challenge

SEE it.
SOLVE it.

K²etO

Promote and cross-promote

LACOSTE

Casting
Second Life


Become a model
in a second life

The jury has selected
the 6 Lacoste Second Life
models!

They will soon take part
in a photo session for Second Life
and their photos will be shown on the site.

See the 6 winners.

THE 6 WINNERS
Discover them!



Browse the gallery
of winners!
See the 6 winners

Introduce the site
to your friends.
Click here

SPRING/SUMMER 2007 COLLECTION MENU

LACOSTE CORPORATE MENU

NEWS	BOUTIQUE	CHAMPIONS	CORPORATE	CONTACT	HOME
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			Download	Contact	
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			Legal notice		

CHANGE LANGUAGE LACOSTE WORLDWIDE MUSIC OFF

K²etO

Promote and cross-promote

SMOKIN' ACES
SECOND LIFE® ASSASSIN

Win your share of £\$1,000,000 by becoming
Second Life's ultimate hired assassin. The
mayhem begins in Second Life® on
Friday, January 17th.

Play the Game in SL

Visit the Movie Site



THIS SITE IS NOT OWNED OR OPERATED BY SECOND LIFE® OR LINDEN LAB®

about s.a.s.i.a.
Smokin' Aces: Second Life® Assassin

Beginning January 12th, players can join
Smokin' Aces: Second Life® Assassin by
visiting the Nomad Hotel in Second Life® to
pick up game instructions, a hit list, and
weaponry. Think you can smoke Buddy
"Aces" Israel? First, you gotta rub out the
competition!

Instructions for Gameplay

1. Download and install Second Life
2. After downloading Second Life, go to the
"Smokin' Aces: Second Life Assassin" head-
quarters at the Nomad Hotel to sign up for
the game, get instructions, a hit list, and a
recharge your weapon.

Need to recharge your Second Life Assassin?
Want to pick up a new weapon or two?
Check out these Smokin' Aces Recharge
Stations, located throughout Second Life.

GIBSON	SERAPHINE	CHARTREUSE
DIRTY	SHEEP ISLAND	NBC
	ALUA	

K²etO

