



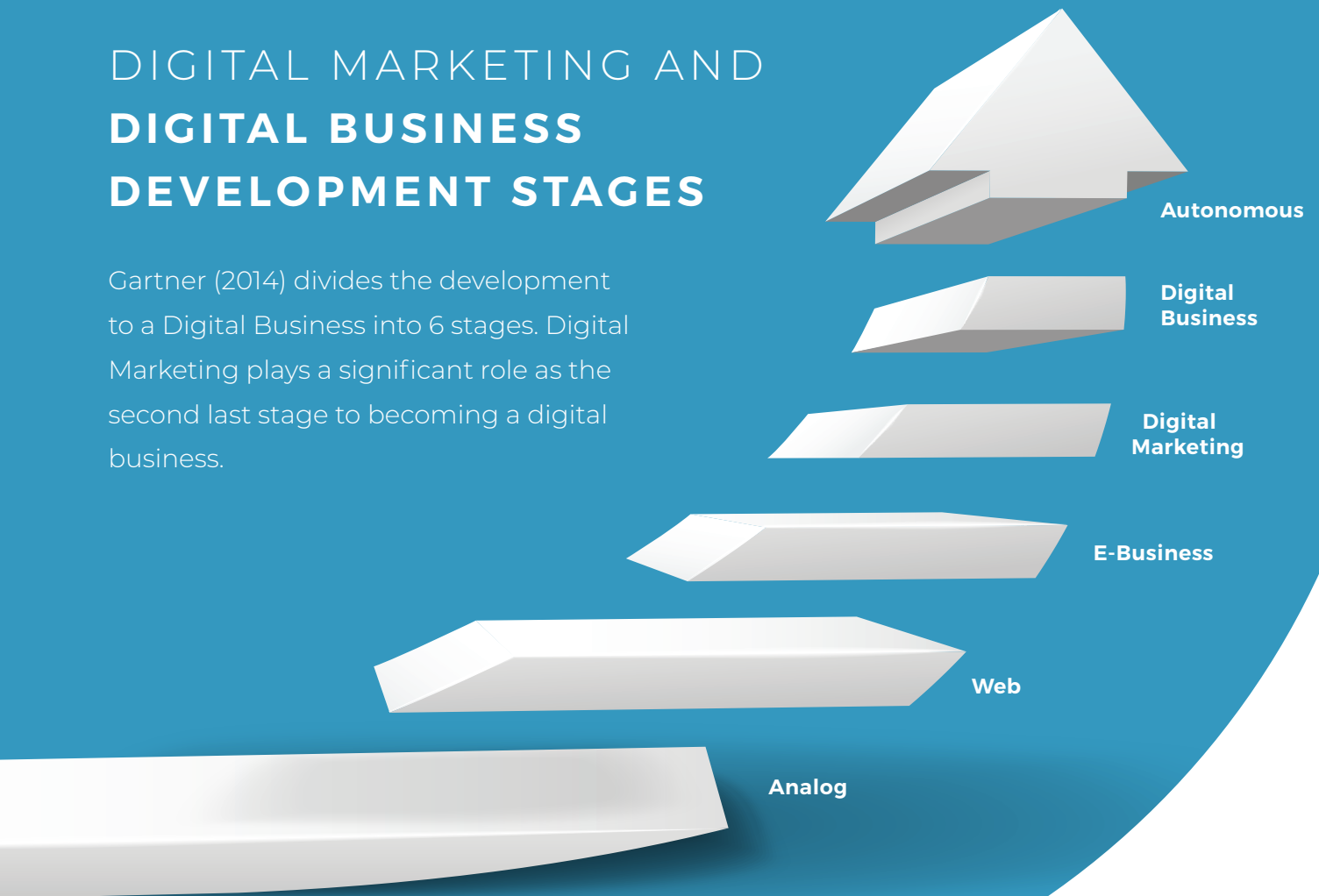
DIGITAL TRANSFORMATION & **DIFFERENT TYPES OF WEBSITES**

Digital Transformation is affecting all aspects of society today and often involves online activity on some form of a website. The complexity of websites can vary significantly depending on requirements. Not only that, businesses are all also at different stages of development to a Digital Business.



DIGITAL MARKETING AND DIGITAL BUSINESS DEVELOPMENT STAGES

Gartner (2014) divides the development to a Digital Business into 6 stages. Digital Marketing plays a significant role as the second last stage to becoming a digital business.



ANALOG

Analog business models pre-date web-based applications relying on physical markets only.



WEB

Web-based applications primarily use the possibility of communicating over the Internet but without further development of the business model.



E-BUSINESS

This development of the digital business model only starts to take place in the context of e-business. Opportunities that provide procurement and sales via the Internet are comprehensively exploited.



DIGITAL MARKETING

The step towards digital marketing is completed when the digitization runs through the entire marketing and a comprehensive online and offline customer experience is created where the user, who is going through in stationary retail while performing a price comparison with the smartphone or examining the availability of a product at the competitor.

In total, marketing assists the user regardless of whether it is mobile and/or on social networks. At the same time, consumers have a higher impact on the company and their brands because through social media they can communicate on an equal footing with the companies.

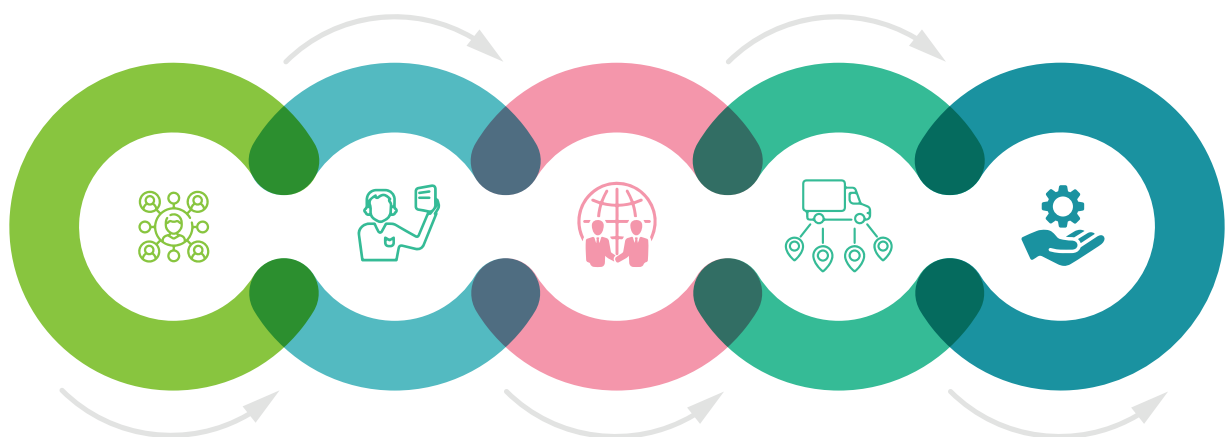


DIGITAL BUSINESS

The step towards digital business is completed when the digitization runs through the entire business model and does not remain focused on marketing alone. Here, a further convergence of people, things, and processes is happening.

The domain of digitization can be found here that, e.g., takes place in the penetration of the traditional value chain by a digital value chain. Only at this stage can the goal of a Digital Business Leadership be achieved.

DIGITAL VALUE CHAIN



Information Network to Suppliers

Information & Production Network to other Producers

Information Network to Sales Partners & Customers

Information Network to Logistics Service Providers

Information Network to own/other Service Providers

WHICH TYPE OF WEBSITE?

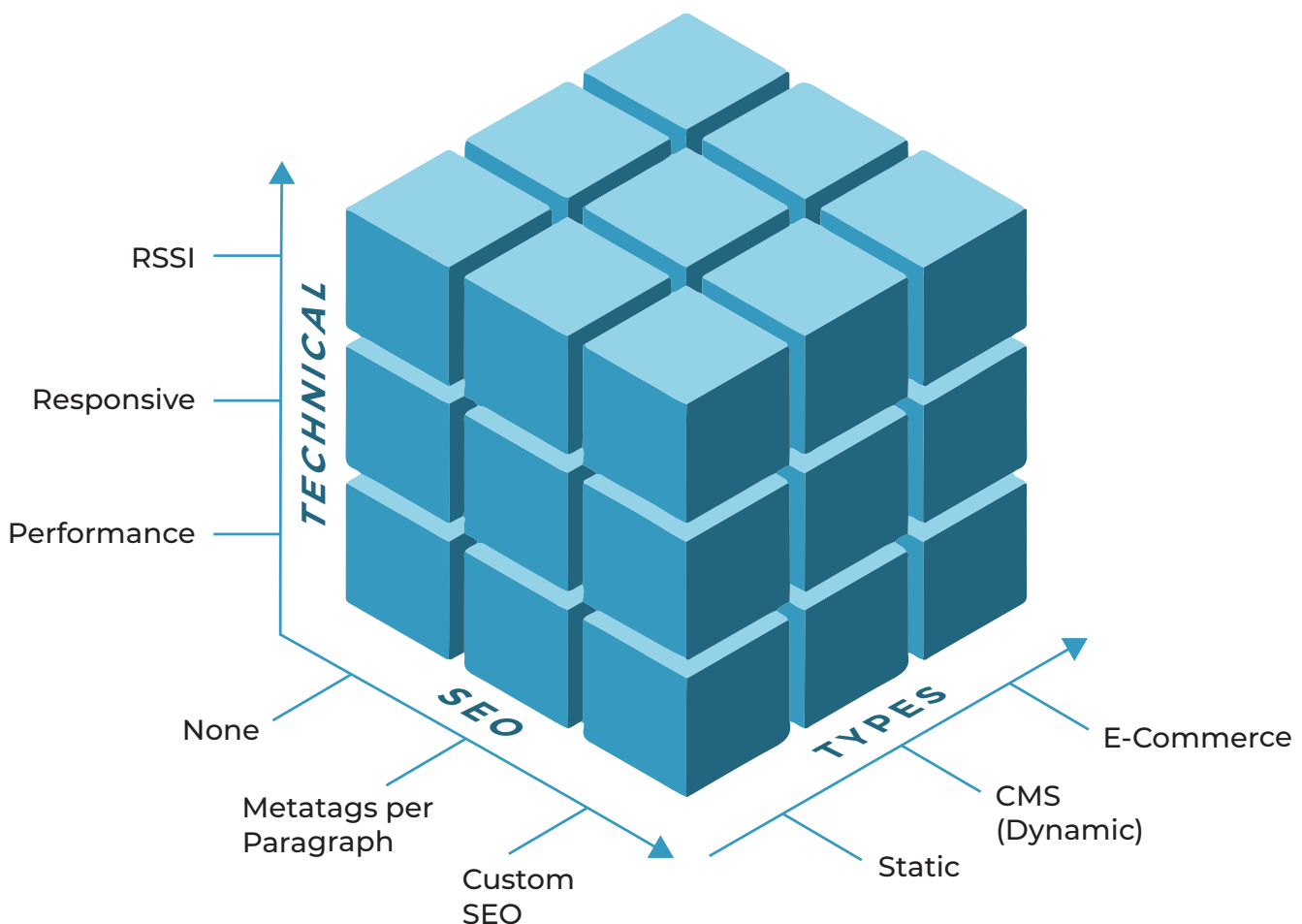


While websites form only one of the digital assets in a digital marketing infrastructure which would include social media platforms, email, mobile apps, ordering and booking systems, they do form an essential element of the digital infrastructure.

The question that arises, what do you want from your website? Should it be something simple, or advanced? Depending on where a business is on the development stages, a specific strategy may be crafted.

In a virtual world, this becomes the Digital Twin of the real-world business, but without the physical constraints.

Websites can range from static landing pages, or dynamic with a CMS (an editable Content Management System) to full blown ecommerce sites. SEO (Search Engine Optimization) can go from non-existent to highly optimized. Technically websites can be very slow and unsecured, to highly responsive pages on different platforms and automated with RSSI feeds.



WHAT ABOUT **MARKETING** IN THE **METAVVERSE?**

And just when you think you are finished, there is more to come. Welcome to the Metaverse.

WHAT IS **METAVVERSE?**

Futuristically speaking, the metaverse is a hypothetical iteration of the Internet as a single, universal and immersive virtual world that is facilitated by the use of virtual reality and augmented reality headsets.

In general terms, a metaverse is a network of 3D virtual worlds focused on social connection.



IS THE **METAVVERSE** HERE TO STAY?

According to **McKinsey** :

“The metaverse will significantly impact our commercial and personal lives.”

KEY STATISTICS

- Private investment in 2021 metaverse-related companies reportedly raised upward of \$10 billion, more than double that of the previous year.
- In 2022 over \$120b investment has flowed into the metaverse so far
- 79% of consumers active on the metaverse have made a purchase
- >15% of corporate revenue is expected to come from the metaverse in the next 5 years according to 25% of senior executives
- In 2021 alone, internet searches for the term increased by 7,200 percent.

KEY EVENTS

- ▶ **Facebook** rebranded itself as Meta and declared its ambition to “help bring the metaverse to life.”
- ▶ **Microsoft** said that it intended provided “building blocks for the metaverse.”
- ▶ **Epic Games** raised \$3 billion for its metaverse projects and announced a partnership with LEGO to build a metaverse for kids.

With its potential to generate up to **\$5 trillion** in value **by 2030**, the **metaverse** is too big for companies to ignore.

MARKETING AND THE METAVERSE

The metaverse already gives companies ample opportunities for brand building and marketing. Levels of innovation and consumer adoption will accelerate. Brand experiences that tie in with real-world experiences or parallel what your brand already does in real life can help you connect with consumers.



The metaverse is expected to have a big role to play in digital marketing.