

Checklist: How VR is Used in Marketing

1. Product Demonstrations

- Enable consumers to interact with products in a 3D virtual environment.
- Provide VR "test drives" for products like cars or appliances.

2. Virtual Storefronts

- Design immersive online shopping experiences.
- Allow consumers to browse, select, and purchase goods in a simulated store.

3. Experiential Campaigns

- Transport consumers to unique locations via VR (e.g., a factory tour or a beach scene).
- Highlight product benefits through immersive storytelling.

4. Event Participation

- Host virtual meetings, trade shows, or promotional events.
- Allow global audiences to attend events without physical travel.

5. Training Simulations

- Use VR for internal staff training programs.
- Create virtual scenarios for learning about products and customer service skills.

This checklist ensures a structured approach to leveraging VR in marketing strategies.