

mixed reality rooms

LAND AND EXPAND WITH IMMERSIVE MARKETING



By

MIXED REALITY ROOMS

WHAT IS 'LAND AND EXPAND'?

'Land and expand' is a sales strategy used to grow account value over time by penetrating organizations with small initial deals and expanding into other departments, upselling more seats, products and services.

Mixed Reality Rooms is a browser-based platform that embodies 'land and expand' strategies and enables marketers to deploy more effective campaigns with the touch of a few buttons.

HOW DOES MIXED REALITY HELP GROW ACCOUNT REVENUE?

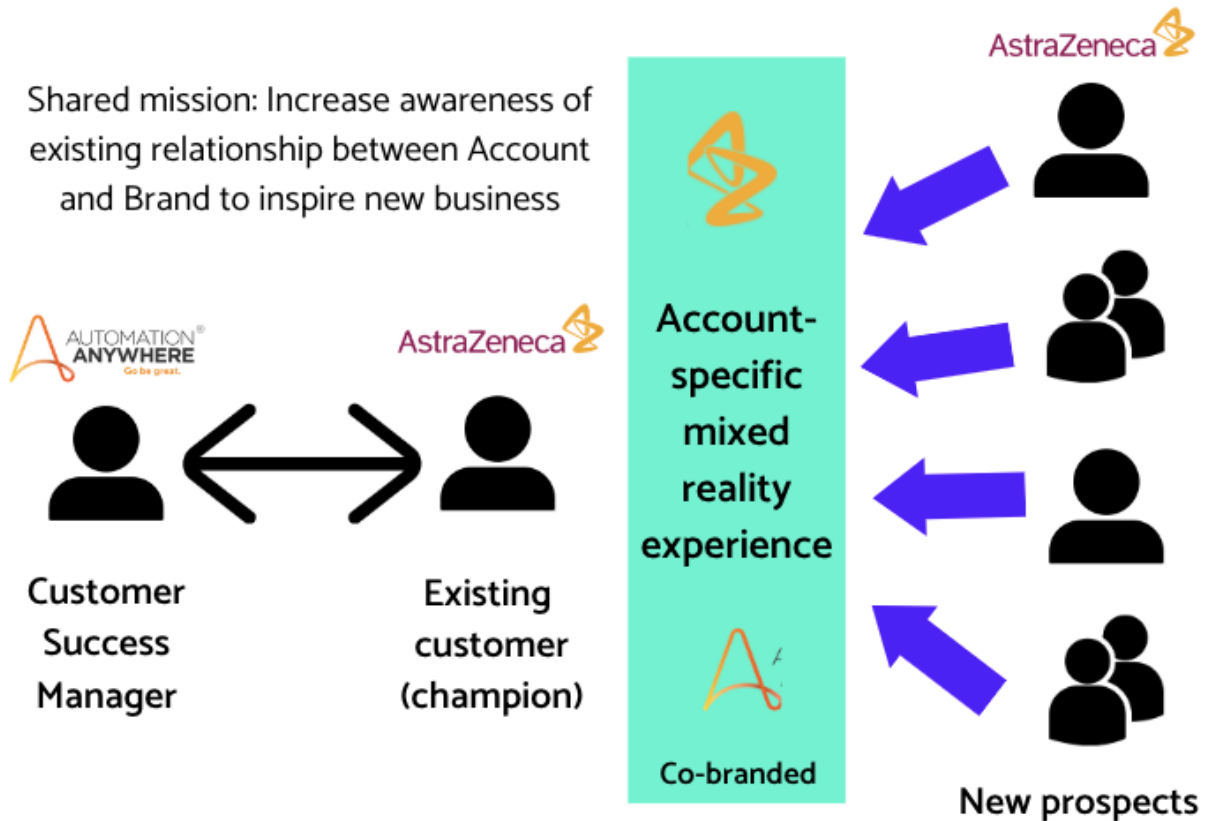
Mixed Reality Rooms can be used to execute land and expand strategies more quickly and effectively compared to alternatives such as, corporate gifting, webinars and hosting in-person workshops. It does this by combining gamified content delivery, immersive first-person perspective, and fun social interaction.

It all starts by turning your champions and strategic partners into digital innovators and helping them overcome the communication challenges associated with existing strategies; where companies begin to lose control over their word-of-mouth referrals (see image 1).

IMAGE 1

Raise awareness with other departments/stakeholders/prospects

Example: Automation Anywhere pitching AstraZeneca



WHEN EXECUTING ON LAND AND EXPAND STRATEGIES IT IS IMPORTANT TO EXPLORE THREE QUESTIONS:

1. What information, event or experience do our champions need, to engage us with other departments?
2. How can we understand and determine where the other prospects/departments are in the buying cycle? I.e. How aware are they of their problem we solve?
3. How can we effectively start direct conversations with new stakeholders and departments?

QUESTION 1

What information, event or experience do our champions need, to engage us with other departments?

OLD SOLUTIONS:

- Decks/one-pagers are rarely read and do little to encourage next steps.
- Group calls leave the majority of people sitting idle.
- Webinars don't offer opportunities for like-minded attendees to interact and provide social validation.
- In-person events are expensive, time consuming, and in a post-covid world, people are less willing to travel.

MIXED REALITY ROOMS SOLUTION:

- **Excite attendees before they even meet you.** By co-creating an immersive 3D Mixed Reality experience with your champions and strategic partners you can showcase your successes to genuinely engaged audiences.
- **Super simple and accessible.** Stakeholders are able to join from anywhere in the world in just three clicks.
- **Allow attendees to socialize and lead their own experiences.** Rather than forcing attendees to watch your content in long one-sided presentations; fuel attendee curiosity and encourage them to stay longer with an (optional) gamified quest.

QUESTION 2

How can we understand and determine where the other prospects /departments are in the buying cycle? Ie. How aware are they of their problem we solve?

OLD SOLUTIONS:

- Decks rely on subjective feedback from your champion.
- Webinars are very much a one-way channel of communication and in front of a whole group, it's hard to engage one-on-one beyond brief acknowledgements. It is also practically impossible to have simultaneous conversations at the same time. Furthermore, attendees may feel like they're there to be sold to due to a lack of autonomy, therefore may be more reserved and withhold information.

MIXED REALITY ROOMS SOLUTION:

- **Capture quantitative and qualitative feedback directly from prospects.** Qualify prospects with the incorporation of quiz questions. Drive demand through informal interactive teachings about the benefits of your products and offerings.
- **Enable sales reps to divide and conquer groups of prospects.** Leveraging spatial audio, multiple conversations can take place at the same time, maximizing your ability to work the room, initiate relationships, and understand your audience.

QUESTION 3

How can we effectively start direct conversations with new stakeholders and departments?

OLD SOLUTIONS:

- Email intros can work but you are often entering a conversation with a defensive prospect knowing they are going to get sold too.
- Sending gifts without context could be seen as a bribe as they haven't "earned" it. Think about when you get given a flier in the street, the offer could be great but they usually get put in the trash.

MIXED REALITY ROOMS SOLUTION:

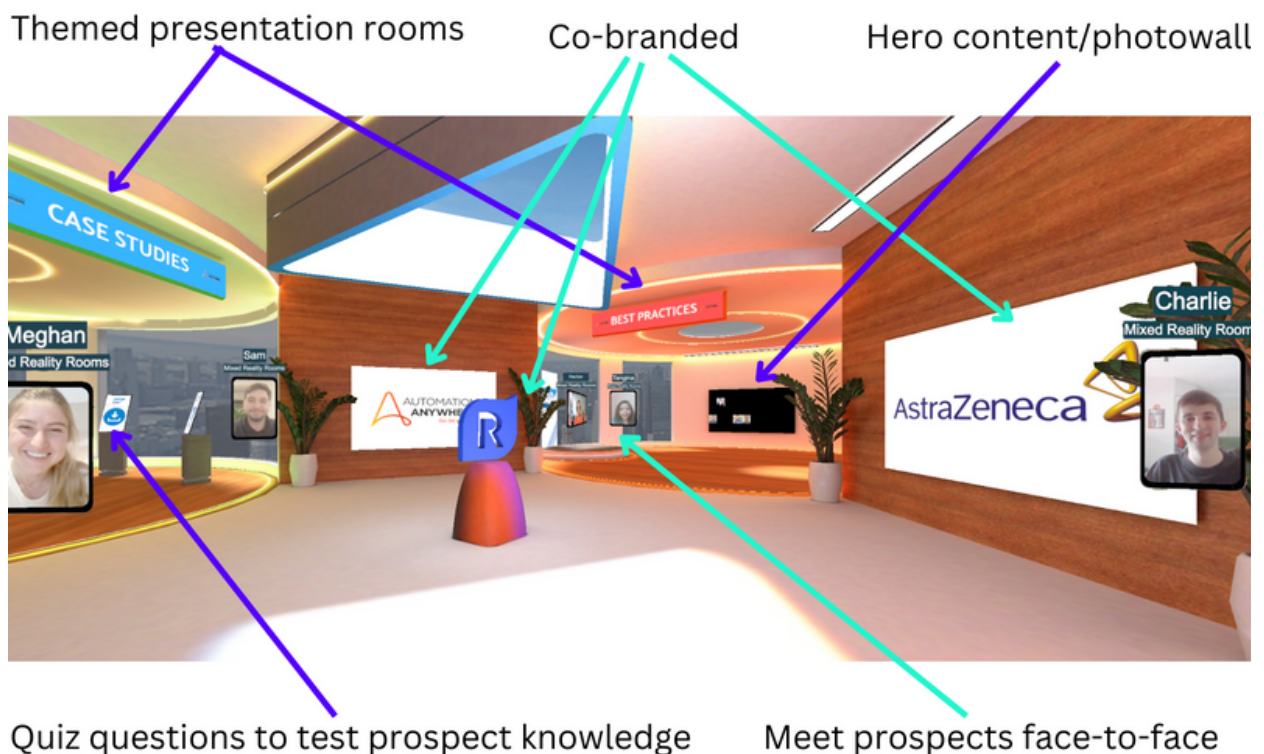
- **Enable natural rapport.** New prospects can start conversations with your sales and marketing reps in a fun, relaxed, informal environment (not rigid like Zoom where participants can be shy to ask their questions while the rest of the group waits silently).
- **Follow up meetings:** Integrate with Calendly to encourage new prospects to book follow up meetings on the spot through prompted gamification.
- **Gifting.** Attendee reports allow you to send contextualized gifts based on specific attendee experiences: conversations sales and marketing reps had with them and actions they made in the room eg. "Thanks for taking part in the quiz today Joe and scoring 9 out of 10! Here are 9 brownies to celebrate you. Look forward to touching base next week to discuss your upcoming quarters ops strategy." You could take this even further and brand merchandise by exporting the Photowall and putting everyone's faces on bottles of champagne, mugs and cups, or posters.

WHAT DOES THE MIXED REALITY EXPERIENCE LOOK LIKE?

Individually controlled, video-game perspective lets guests navigate your planned activities and content at, for the most part, their own pace. Reimagining long-form one-way presentations, co-branded environments make audiences feel special and allow them to really participate. Attendees can obtain social validation from others through informal conversations and consume relevant content in short gamified bursts. The majority of sessions last between 30-60 mins however you have the option to leave the experience open for 24 hours so that any prospects that couldn't make the time of the live event can enter. Moreover, if you would like to host a follow up session you can return to the same owned 3D space next time to pick up right where you left off.

IMAGE 1

Raise awareness with other departments/stakeholders/prospects



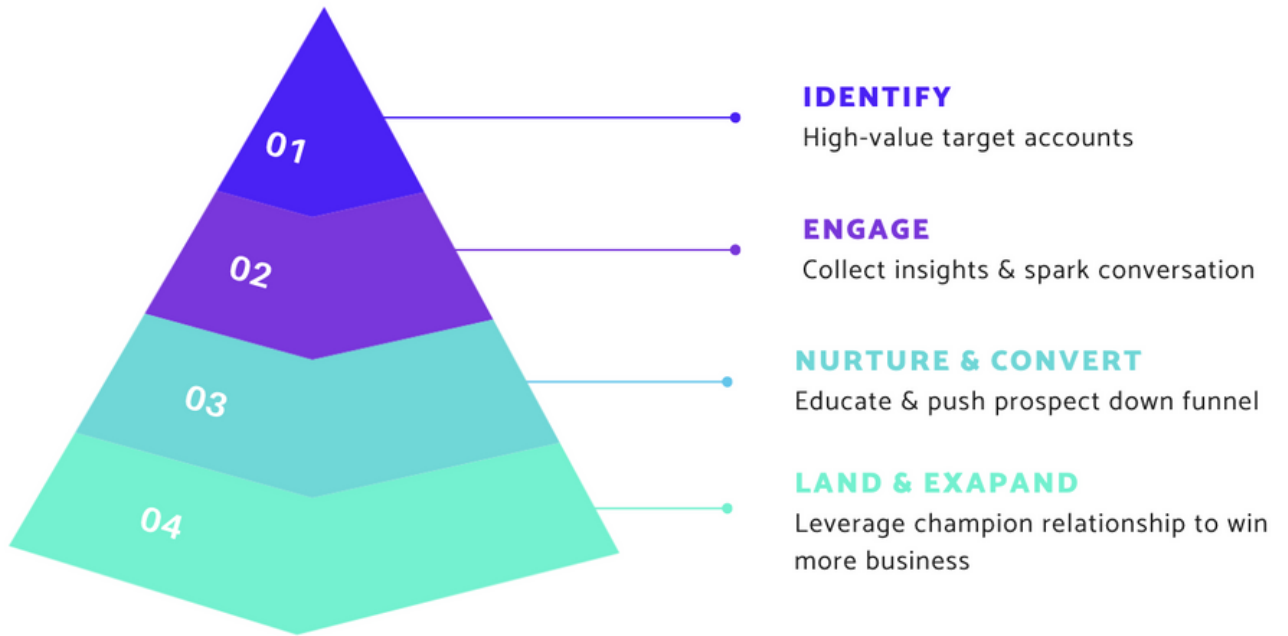
POST-EXPERIENCE ACTIVITIES (RECOMMENDED)

Once finished, you can download all the data from the experience to learn more about the prospects (attendees) and hand this information over to sales to keep the momentum flowing. Information like, which topic zone did they spend most of their time in, who they spoke to, what they are most interested in learning about, what score did they get in the quiz (often a good indicator of how much they know about your brand, industry, and solutions), what information they downloaded, did they want to book a follow up meeting. This can help sales contextualize the next meeting and offer a warmer intro.

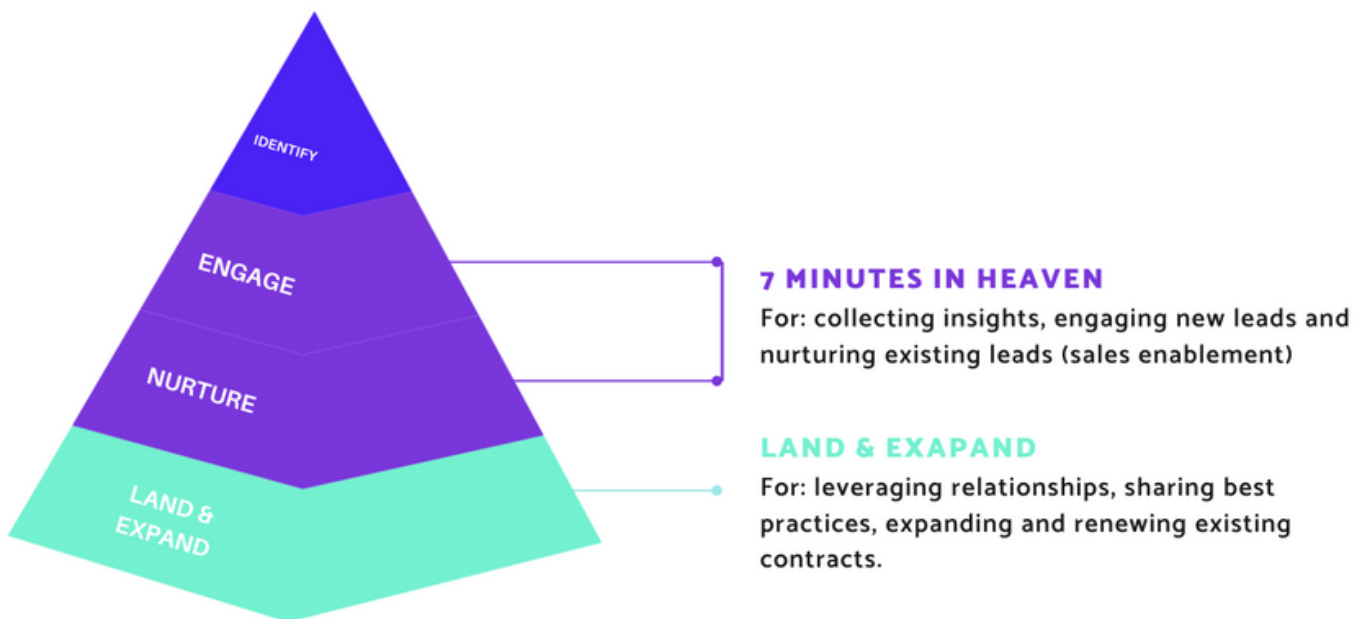
As marketers, your job is almost done but if you want to go above and beyond you can send follow up gifts based on the prospects' in-play experience. Eg. "Congratulations Alfred, here is a bottle of champagne for getting the highest score in the "Topical" quiz."

WHERE DOES IT FIT INTO THE ACCOUNT-BASED MARKETING FUNNEL?

THE ACCOUNT-BASED MARKETING FUNNEL



WHERE TO USE MIXED REALITY ROOMS SOLUTIONS



HOW IT WORKS: LAND AND EXPAND (SOCIAL)



BUILD EXPERIENCE

Build a co-branded experience with each champion. Showcase the great work you have done, the problems you've solved and the outcomes.

DISTRIBUTE

Your champion promotes internally. Inviting their colleagues into an interactive experience where they can learn best practices and win prizes.

ACCOUNT ENGAGEMENT

Attendees are welcomed into the experience where they can explore content, chat with solution experts and compete with their colleagues in quests.

ACCOUNT REWARDED

Prospects are rewarded for engaging and sent contextualised gifts.
eg. "Congrats Joe! here are 8 brownies for getting 8/10 on the cybersecurity quiz."

CRM & FOLLOW UP

Account reps get useful insights on prospects and can warmly follow up
Insights like business challenges, goals, and market concerns.

INTEGRATE WITH:



WHAT DOES THE MIXED REALITY ONBOARDING PROCESS LOOK LIKE?

Mixed Reality Rooms has quickly-customizable environments for immediate use (under 24 hours from sign-off), as well as the capacity to build entirely new spaces in < two weeks. If you are an enterprise, most projects will take around six weeks to build working with your brand team. Full admin onboarding can be completed in under 60 minutes. You will also be assigned an account manager for ongoing support thereafter.

HOW TO GET STARTED?

To learn more about the best land and expand practices please contact one of the team on this link.