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INFLUENCER MARKETING IN THE AGE OF METAVERSE: BEYMENVERSE AND META-INFLUENCER BELLA

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ABSTRACT

The Metaverse, which is set to play a significant role in various domains from social media to professional work life and social relationships, will substantially influence fields including influencer marketing. This research explores the integration of influencer marketing within the Metaverse, focusing on Beymen, a Turkish fashion brand, and its virtual influencer, Bella, in the Decentraland platform. The study examines how Beymen adapted its marketing strategies to the digital world, particularly through the creation of a meta-influencer in the evolving space of the Metaverse. By analyzing Beymen's digital campaign, including social media interactions and virtual events in Decentraland, the research highlights the potential of influencer marketing in this new realm. The study reveals how Beymen utilized computer-generated imagery (CGI) technology to craft unique virtual experiences in the BeymenVerse, aiming to attract and engage fashion enthusiasts. It also discusses the challenges and opportunities of influencer marketing in the Metaverse, a domain marked by rapid technological advancements and evolving user interactions. The research contributes to the understanding of digital marketing strategies in virtual environments, emphasizing the role of influencers and the increasing importance of virtual and augmented reality technologies in shaping consumer experiences.

Keywords: Metaverse, influencer marketing, meta-influencer, web 3.0 technology.

INTRODUCTION

In today's technological world, the Metaverse has become one of the most intriguing and debated concepts. The substantial investments in its technology (artificial intelligence, blockchain, augmented reality) and ecosystem (virtual economy, avatar usage, content creation) indicate that the Metaverse's significance will continue to grow. It is expected to bring new dimensions to various aspects such as individual communication, representation, interaction, economic relations, knowledge sharing, work life, digital experience, personal data, and more. The Metaverse, merging physical reality with digital virtuality and representing a post-reality version of the physical world, is characterized as a digital transformation and innovation era. It is enhanced with spatial technologies like virtual and augmented reality alongside Web 3.0 technology, enabling multisensory interaction between digital objects and people, contrary to traditional limited interface experiences, making the internet more immersive.

The development of the Metaverse is seen as a technological wave of innovation, similar to the expansion of personal computers, mobile internet, and social media. It has the potential to transform sectors like work, education, marketing, and entertainment, with the necessary technological infrastructure, and is expected to increasingly permeate many areas of societal life. In this context, the Metaverse is emphasized to significantly alter life dynamics of individuals, offering advanced content and experiences supported by new technologies.

Parallel to the increasing influence of popular social media platforms on their users and their high follower counts, the concept of the "Influencer" has emerged, recognized as an authority or expert with the power to influence these followers. The concept of influencer marketing is expressed as collaborations with influencers to promote various brands' products/services on social media platforms, aiming to enhance brand awareness and trust. It is observed that influencers directing their followers to brands, products, and services through shared experiences have turned influencer marketing into an important marketing strategy for brands.

In the evolution of the internet, the Metaverse, associated with Web 3.0 technology, is defined as a collection of interconnected, experiential, and three-dimensional virtual worlds. It offers the possibility to socialize in real-time and create a persistent, user-owned internet economy encompassing digital and physical worlds, accessible from anywhere (Grider, 2021). Mark Zuckerberg, founder of Facebook, now under the parent company name Meta, describes the Metaverse as "the embodied internet" (Zuckerberg, 2021). Since its inception, the Metaverse has been referred to through various concepts like life log, virtual collective space, embodied internet/spatial internet, and mirror world. The term 'Metaverse', a combination of "Meta" (meaning beyond, transcending) and "universe" (Lee et al., 2021), essentially defines the newly envisioned world and the future of the internet. The Metaverse can be considered an alternative plane of existence, an extension of our physical reality, accessible through the internet and compatible hardware devices (Oxjim, 2021). Currently, the Metaverse lacks a universal definition and is interpreted differently by many. Although recently presented as a new concept, components such as social media, virtual reality, online gaming, or cryptocurrencies have long been integrated into human life. Interactive games like GTA, Second Life, Fortnite, Minecraft, and Roblox allow for activities such as working,

participating in events, and selling individually developed products and services for real-world monetary transactions (Pladson, 2021). Moreover, the translation of the digital world into the physical realm is exemplified by the game *Pokemon Go*, which merges real-world locations and streets with the digital world, enabling *Pokemon* hunting. Such examples indicate the Metaverse's gradual integration into human life. The distinct feature of the Metaverse is its elimination of interfaces like screens and keyboards, allowing for interaction with the digital world. Technologies such as VR/AR will enable walking on the streets, shopping, and engaging in battles in the digital world, just as in the physical world (Tarakçı, 2021).

Zuckerberg has expressed a desire for Meta to be seen more as a Metaverse company than a social media company, emphasizing that the Metaverse's defining feature will be the sensation of presence as if one is in another place, experiencing content not just on a two-dimensional screen but as if inside it, and realizing social technology's ultimate dream of truly existing with another person (Zuckerberg, 2021). The Metaverse is currently perceived by many as virtual reality applications, but it is a vast cyberspace realm that combines existing virtual reality applications, fictional game universes, and conferencing applications like Zoom, along with physical and virtual environments enhanced by VR/AR/MR technologies.

Tim Sweeney, CEO and founder of Epic Games, and Facebook CEO Mark Zuckerberg have stated that they have only built a small part of a much larger interconnected Metaverse. Like the Internet, the Metaverse will exist with or without Facebook. It is not a product that any single company can create alone (Robertson & Peters, 2021).

The Metaverse, believed to be the future of the internet, primarily uses virtual reality applications that have been familiar technologies for many years. The National Academy of Engineering (NAE) (2008) listed "Computer-Generated Virtual Realities" as one of the 14 grand challenges of the 21st century. Dionisio et al. (2013) defined virtual worlds as a subset of virtual reality applications created by online computers, where numerous users in different locations can interact simultaneously for purposes such as work and play. An important aspect of virtual reality applications is the brain's response with realistic reactions to a virtual scene, despite knowing it's not real; for example, exhibiting irrational anxiety when required to harm a virtual character, and the possibility of being deceived by misleading environments (NAE, 2008). The perception of reality these virtual reality applications can create in the brain, along with developments in technologies like tactile gloves and suits, is anticipated to enhance the virtual reality experience in the Metaverse, appealing not only to visual and auditory senses but also to the developing tactile senses.

Like many fields, influencer marketing, used as a current approach in reaching target audiences on social media, is expected to be influenced by the dynamics of the Metaverse and is characterized as an area open to the development of new digital strategies. The Metaverse offers a new virtual universe where influencers can blend physical reality with digital experiences, moving beyond the capabilities provided by traditional social media platforms like Instagram, Twitter, TikTok, etc. Influencer marketing, heavily dependent on technology, is seen as an ideal market for the Metaverse. Influencer marketing, transitioning from social media to Metaverse platforms,

is anticipated to become a field that offers new experiences in various areas such as life, education, entertainment, based on artificial intelligence, blockchain, and augmented reality technologies, and bringing different creative opportunities and new potentials under the infrastructure of Web 3.0.

The future of the Metaverse is projected to shape a revolution, as evidenced by substantial investments by established brands in Metaverse platforms and technologies. The Metaverse, already showing its impact in various sectors from user experience to social relations, economics, and advertising, necessitates an examination of influencer marketing in its different dimensions. It is crucial to understand how influencer marketing occurs in the Metaverse, the evolving aspects of influencer marketing, the opportunities presented for it, and how the user experience is changing in this new environment. Instances like Facebook transforming into a parent company named "Meta," Microsoft's CEO and Chairman Satya Nadella's remarks on the Metaverse continuing to change global perspectives and interaction methods, and Microsoft's acquisition of Activision Blizzard for approximately \$68.7 billion (Bulut 2022), demonstrate the Metaverse's potential to reshape future communications.

Influencer marketing, a significant element of digital marketing activities and touted by proficient marketers as one of the strongest marketing strategies of the generation, is expected to adapt to this virtual transformation, reaching a broader audience and creating more realistic and immersive experiences. The spread of the Metaverse and the transition of the influencer concept into this realm have led to the emergence of terms like meta-influencer and metafluencer. These terms are used across different platforms, though they do not have universally accepted definitions yet. Beymen, for example, introduced its avatar influencer in Decentraland as a "meta-influencer." Also, Ilonsi, a marketplace facilitating brand-influencer collaborations since 2019, has launched a NFT project named "Meta-Fluencer." This project aims to streamline brand-influencer collaborations by creating 1000 NFTs and moving e-commerce into a decentralized space.

People owning these Meta-Fluencer NFTs gain various advantages and priorities in "Ilonsi Shop," where influencers can open their own stores. These NFT-Meta-Fluencers facilitate connections between sellers, consumers, and influencers (Metafluencer 2022). In the Metafluence project, physical world influencers are represented in the Metaverse universe with avatars utilizing the influencer concept. Platforms like Instagram, YouTube, Twitter, and TikTok, where influencers have established a follower base, are unified under the Metafluence universe. The aim is to enable unprecedented interaction between followers and influencers in this Metaverse environment. Influencers in this Metafluence city are also referred to as Metahut owners.

Beymen has named its avatar in Decentraland a "meta-influencer," while Ilonsi has labeled digital NFT characters that provide advantages in its marketplace as "Meta-Fluencer." The introduction of some CGI product virtual influencers as meta-influencers is also observed. For instance, Kyra, a CGI character from India, is presented as a meta-influencer capable of autonomously following trends and creating content thanks to AI support, going beyond a simple CGI influencer integrated into Metaverses and 3D films.

In the steps taken by various companies and brands in influencer marketing within the Metaverse world, the merging of influencer and Metaverse terms to create these new concepts is evident. However, these terms are yet to have established, universally accepted definitions. The projects developed in this area and the emergence of these new terms indicate the opportunities created by influencer marketing in virtual platforms and the Metaverse context, pointing to a shift of brand-influencer and audience interactions to these platforms.

The purpose of this research is to examine how influencer marketing is implemented in the Metaverse, analyzing selected influencers and the campaigns of their collaborating brands, and to discuss the current state, future, opportunities, and potential of this marketing field in the Metaverse with new internet technologies like Web 3.0. A review of the literature reveals limited studies addressing influencer marketing in the context of the Metaverse, thereby the research aims to contribute significantly to the literature.

METHOD

Research model

The research model is structured around a qualitative approach, focusing on a case study methodology. This model is designed to explore the dynamics and strategies of influencer marketing within the Metaverse, using Beymen's digital campaign and its virtual influencer, Bella, as the primary subjects.

Working document

The working document is structured into various sections that encompass the detailed study of Beymen's foray into the Metaverse, including its strategies, technological tools, and user engagement methods.

Introduction. This section introduces the concept of influencer marketing in the Metaverse, highlighting its significance in the current digital marketing landscape.

Literature review. A comprehensive review of existing literature on Metaverse marketing, influencer marketing strategies, and technological advancements in virtual reality platforms.

Methodology. An outline of the qualitative research approach and case study methodology employed in the study.

Data collection tool

The data collection tool includes various methods tailored to extract rich, in-depth information regarding Beymen's Metaverse campaign:

Case study documentation. Gathering data from press releases, official company documents, and digital marketing materials provided by Beymen.

Social media content analysis. Analyzing content posted on Beymen's social media channels, particularly Instagram and Facebook, focusing on posts related to Bella.

Event observation and recording. Monitoring and recording key events such as Decentraland's digital fashion week and Beymen's interactive Fashion Talk event.

Secondary data sources. Accessing and reviewing academic articles, industry reports, and expert opinions on related subjects.

Data Analysis

The data analysis segment is divided into several components:

Content analysis. Evaluating the content shared by Beymen on social media platforms, assessing its integration with the Metaverse strategy.

Event analysis. Analyzing the data collected from observed events to understand the experiential and interactive aspects of the campaign.

Technological analysis. Examining the technological tools and platforms used, particularly focusing on CGI technology and Decentraland's functionalities.

User interaction analysis. Assessing user engagement with Bella, both in the Metaverse and on social media platforms.

Comparative analysis. Comparing Beymen's strategy with other global brands to identify unique trends and commonalities in Metaverse marketing.

FINDINGS

As part of its campaign in the Metaverse, Beymen has designed a virtual influencer named "Bella". Bella was created on Decentraland, a decentralized virtual reality platform. Decentraland hosted the world's first digital fashion week in March 2022, an event that was attended by famous fashion houses like Dolce & Gabbana and Etro (Güler 2022). In Decentraland, which enables the experience of the Metaverse, users can participate with their avatars, and Bella, termed as a "Meta-Influencer" for Beymen, is also an avatar created on the platform.

Beymen brand

Founded in 1971 by Osman Boyner, Beymen is a Turkish ready-to-wear brand hosting more than 1,000 famous designer labels such as Saint Laurent, Prada, Valentino, as well as its own brands like Beymen Collection and Academia. It is a pioneering brand in the Turkish fashion world, known for its unique endeavors. Beymen reflects its vision in its store designs, which are conceived as spaces where creative disciplines converge, offering an

exclusive Beymen experience that includes dining and viewing art collections (Beymen n.d.). With the 2021-22 autumn/winter campaign 'Stayin' Alive', Beymen became the first Turkish fashion brand to be recognized with the 'Lighthouse' title by Meta*, outperforming its global competitors and the campaign has been regarded as a global best practice (case study) (Bisektör, 2022).

Meta, founded in 2001, is a Lisbon-based creative agency producing design, communication, advertising, and brand activation solutions for happy customers worldwide (Metacreativeagency, n.d.).

Influencer marketing in the metaverse: BeymenVerse and meta-influencer Bella

Like many famous brands, Beymen has decided to extend its brand value to the digital world. Known as the first Turkish brand to enter the Metaverse platform with its seasonal selection in May 2022 (Bisektör 2022), Beymen launched into the Metaverse world with a universe named BeymenVerse as part of its 2022 spring/summer campaign. According to the company, BeymenVerse invites fashion enthusiasts to a new universe of unexplored experiences (Yanık 2022). For the launch of its spring/summer collection, Beymen utilized the universe it created, named Beymen Verse. The new campaign was prepared using computer-generated imagery (CGI) technology typically used in animation films. The campaign created three different universes named “sea power”, “flower power”, and “sun power”, drawing inspiration from the sea, warm sands, the awakening of nature, and the warming energy of the sun (Kişin 2022). Beymen, in its Instagram stories, has stated that it has created a dimension that looks at the Mateverse universe through the eyes of Beymen. Emir Alemdar, Beymen's brand management director, expressed the aim to inspire Beymen enthusiasts and to offer them new experiences, stating that offering experiences is a cornerstone of Beymen's DNA. He mentioned, “We are opening the doors to the Metaverse world this spring to transfer Beymen friends to another universe and offer them a different experience. This is an invitation to another excitement with our innovative character...” (Kişin 2022). Beymen indicated its interest in digitalization with a social media post saying: "We are moving to a new chapter. To the new chapter of life and fashion..."

In May, Beymen organized an interactive Fashion Talk event. Held in front of Beymen Outdoor, Bella interacted with participants, answering their questions and sharing her views on the season's fashion (Kaynar 2022). Bella invited followers to a fashion chat at the Beymen Verse Tower in Decentraland 24-1 on May 13, 2022, addressing various topics from street style to graduation party looks. Beymen announced the event on its social media accounts.

Beymen frequently features Bella on its Instagram and Facebook accounts, using the tag “Bella’s Pick” to highlight the season’s trending styles and favorites. Bella’s Picks showcase various outfit combinations and engage followers in discussions about their own style and clothing choices (Figure 1).

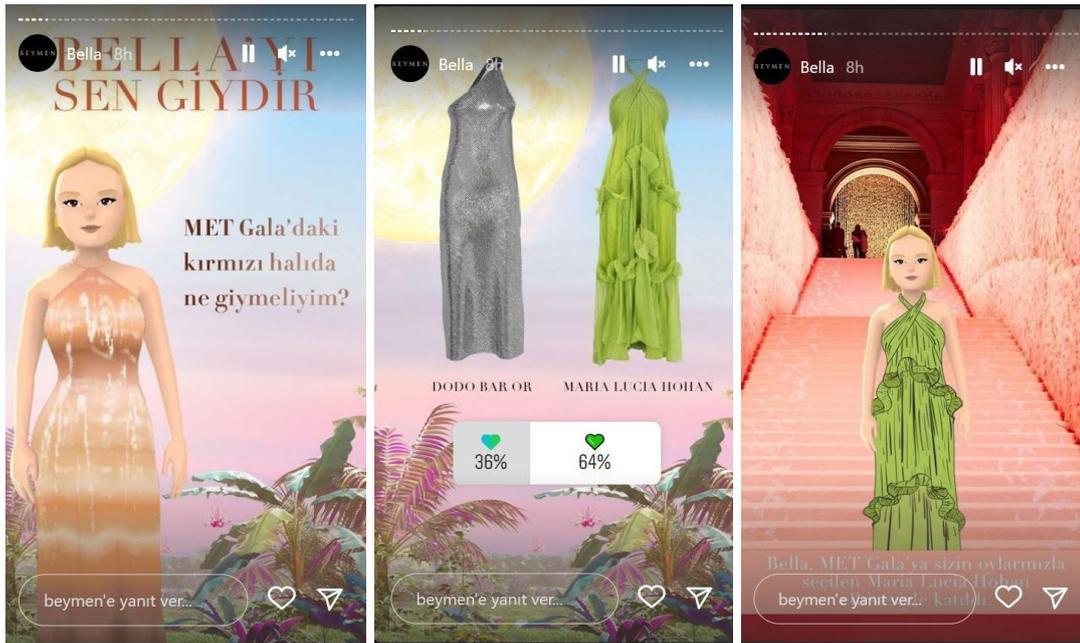


Figure 1. Bella's Instagram Story Shares

Beymen uses its Instagram account to seek fashion advice for Bella for various events, presenting options and conducting polls. For instance, at the MET Gala, known as the Oscars of fashion, Bella asked her followers to choose between two dresses from Dodo Bar Or and Maria Lucia Hohan, along with complementary shoes, bags, and makeup products. The decision was left to the followers through Instagram's polling feature. The winning outfit, as voted by the followers, was a Maria Lucia Hohan dress, which Bella wore to the MET Gala. By featuring Bella on social media, Beymen supports its Metaverse campaign. Through posts where Bella seeks fashion advice and shares her thoughts on seasonal trends, Beymen synchronizes its brand strategy across both platforms, aiming to capture consumer attention. The integration of social media posts with the Metaverse world, where real products are worn by an avatar, exemplifies the brand's journey towards digitalization.

In this new reality, Beymen aims to transform user experiences to a new dimension with its BeymenVerse. As new platforms emerge in the Metaverse, marketing strategies for brands are evolving. By creating a meta-influencer, Beymen has taken a crucial first step into the Metaverse. Beymen's strategy targets young audiences interested in Metaverse platforms, particularly Decentraland users, to increase brand awareness. While many famous brands are making significant investments in the Metaverse, it remains a domain filled with uncertainties. One key consideration for brands developing Metaverse strategies is the accessibility of these digital platforms. Beymen chose Decentraland, one of the most popular and accessible Metaverse platforms, ensuring easy user access and targeting a large user base. The parallel campaigns run by Beymen on social media and the Metaverse aim to interconnect users across both platforms.

Beymen offers followers the chance to meet Bella. On its Instagram account, Beymen shares hints for locating Bella in Decentraland. Followers who find Bella have the opportunity to own a special NFT collection produced by Beymen.

CONCLUSION and DISCUSSION

"Metafluency" is known as the first influencer platform in the Metaverse and was established by the creators of Keepface. Founded in 2017, Keepface is an influencer marketing platform with a database of over 500,000 influencers and has collaborated with major brands (MTS, 2021). Through Metafluency, influencer marketing activities conducted on social media are being reshaped and adapted to the virtual world, leveraging the opportunities offered by the Metaverse. Metafluency aims to bring together influencers, brands, and audiences in the Metaverse, taking influencer marketing to the next level. Adopting the motto "Influence to earn," Metafluency is creating an ecosystem that addresses existing issues in influencer marketing, such as fraud, data deficiency, and payment problems, by developing more sustainable mechanisms that allow influencers to monetize their influence. This ecosystem includes unique features for influencer marketing, such as Metahuts, Metaclans, Metarooms, and events. Currently, three different room concepts are developed in Metahuts: "event room," "NFT room," and "shopping room."

These Metahuts serve as functional homes, not only living spaces, where Metaverse events can be held. The shopping rooms create a marketplace for virtual and physical products in collaboration with brands, NFT rooms allow for selling, displaying, and trading NFTs, and event rooms can be used for various events, product launches, and company collaborations in the Metaverse. The Metafluency ecosystem aims to generate various current and future opportunities, including creating events with ticket sales as NFTs, displaying and trading NFTs, earning \$METO (the currency of the Metafluency ecosystem) by renting out properties in Metafluency, participating in governance, collaborating with brands, leading in the Web 3.0 world, conducting MetaCommerce by selling virtual and physical products, forming clans for socializing and organizing events, and hosting events (Metafluency n.d.).

Prominent social media platforms like Meta, Instagram, and TikTok have their advantages and limitations. Fans of influencers often have to follow them across different platforms. This system, built upon existing social media platforms, aims to unite all these user bases at a common point, solving problems of brand-audience-influencer interactions, using Web 3.0 technology and blockchain foundation to create an influencer-centric Metaverse. This is the ultimate goal of Metafluency (Metafluency 2021).

Metafluency, as part of the currently operational Keepface influencer platform, exemplifies the extension of existing social media platforms into the virtual universe of the Metaverse. It is an influencer marketing-focused Metaverse platform, offering influencers a space to showcase their influencing powers. The universe built by Metafluency provides an effective example of how influencer marketing can operate in the Metaverse.

Influencer marketing, while being among the most effective marketing strategies today, inherently contains some limitations. Influencer marketing activities on social media platforms are conducted within the confines of the capabilities provided by these platforms. In this context, issues such as payment difficulties, data control by central authorities, fake follower counts, and others have become prominent. When examining examples of how influencer marketing is implemented in the Metaverse, a subject explored in this research, it becomes evident that Metaverse platforms, utilizing Web 3.0 infrastructure and blockchain technology, provide opportunities for enhancing the impact of influencer marketing through decentralized, secure communication and interaction supported by new technological tools. The Metaverse offers extensive capabilities to brands for real-time interaction in influencer marketing, organizing various events, either temporary or continuous, and creating different experiential opportunities.

In examining the opportunities the Metaverse offers for influencer marketing, as addressed in this research, it is meaningful to first highlight the capabilities of the Metaverse. As Jeff (2022) points out, the Metaverse has potential and developing areas of use such as advanced blockchain utilization, virtual work and learning spaces, virtual business and markets, the expansion of social media platforms, and new marketing opportunities. For followers who communicate with influencers on social media platforms through comments, likes, and live streams, the Metaverse transfers this interaction to a three-dimensional universe. This shift is crucial in drawing the framework for how user experience in influencer marketing in the Metaverse changes, a question addressed in this research. Increased interaction offers followers opportunities to interact in real-time with their favorite influencers, participate in the same events simultaneously regardless of their location, and meet and interact with their avatars.

In the digital world, especially in gaming platforms, digital assets have a significant economy. NFT technology, which proves the uniqueness of these digital assets using blockchain technology, brings a new dimension to influencer marketing. As the virtual universe expands and the Metaverse reaches higher user numbers, NFTs are anticipated to become increasingly important digital assets for proving digital ownership in the Metaverse. Influencers entering the NFT market have the opportunity to collaborate with brands and market their own digital creations, earning revenue in cryptocurrency. The entry of Paris Hilton, with her high follower count, into the NFT world, and her collaboration with the Superplastic brand, featuring virtual influencers Guggimon and Dayzee, has drawn significant attention to these NFTs in the market. Both parties have also used their social media follower bases to promote their NFT collections.

Avatar usage is prominent in the Metaverse as users' virtual identities are represented through avatars. Additionally, events conducted in the Metaverse facilitate interaction between avatars. In the context of influencer marketing, followers have the chance to interact with the avatar of the collaborating influencer and share the same experiences with their own avatars at the same event. Unlike Paris Hilton, who is represented by an avatar in the Metaverse, the meta-influencer Bella, as introduced by Beymen, is located on Decentraland, a decentralized 3D virtual reality platform. Bella's presence in Decentraland representing Beymen is significant

considering the world's first digital fashion week attended by many major fashion brands was held in Decentraland. Beymen has made its presence felt in this platform with its own meta-influencer.

Beymen gamified influencer marketing with the "Find Bella" game, rewarding winners with specially designed NFTs for Beymen. Owning this unique digital asset entices users to engage more with Beymen's campaign on this platform. The shared images of the winning followers with Bella highlight the campaign's participant integration and brand-follower interaction.

Today, many influencers present on social media also have a presence on Metaverse platforms. However, in the case of Bella, we see an influencer initially designed for a Metaverse platform, later making posts on Beymen's social media as a meta-influencer. Unlike the example of Paris Hilton, where a real person is represented by an avatar in the Metaverse, Bella is a digital character designed specifically for the Beymen brand. In this regard, Bella represents an influencer that transitions the tradition of virtual influencers on social media to the Metaverse universe. Unlike virtual influencers created with CGI technology, Bella is created as an avatar in Decentraland. Bella also makes posts on social media for the Beymen brand. With the increasing proliferation of Metaverse platforms, the number of avatar influencers is likely to grow.

RECOMMENDATIONS

Exploration of NFTs and digital assets. Brands should explore the use of NFTs and digital assets in their marketing strategies. This includes creating unique digital products or experiences that can be traded or collected, enhancing brand engagement and loyalty.

Development of meta-influencers. Brands could consider developing their own meta-influencers, like Bella, for the Metaverse. These digital ambassadors can resonate with the virtual audience, offering a novel and immersive brand experience.

Cross-platform integration. It's crucial to integrate Metaverse marketing strategies with traditional social media platforms. This helps in creating a seamless brand narrative and reaching a broader audience.

Investment in user experience design. Brands should invest in user experience design for the Metaverse to create engaging and interactive environments. This includes considering the design of virtual spaces, events, and interactions that are unique to the Metaverse.

Leveraging blockchain for transparency. Utilize blockchain technology for enhancing transparency in influencer marketing. This can help in building trust among users and mitigating issues like fraud and fake follower counts.

Customized experiences in the metaverse. Create customized experiences for users in the Metaverse. This could range from personalized shopping experiences to exclusive events, providing users with a unique brand interaction.

Engagement through gamification. Brands should consider gamifying their marketing efforts in the Metaverse, as seen with Beymen's "Find Bella" game. This approach can increase user engagement and create a more memorable brand experience.

Continuous research and adaptation. The Metaverse is a rapidly evolving space. Brands should continuously research new trends and technologies in the Metaverse to adapt their strategies accordingly.

Focus on community building. Establishing a strong community in the Metaverse can lead to higher engagement and loyalty. Brands should focus on building communities around their meta-influencers and virtual spaces.

Collaborations and partnerships. Collaborate with existing influencers and brands within the Metaverse to leverage their audience and expertise. This can lead to more impactful and widespread marketing campaigns.

By embracing these recommendations, brands can effectively navigate the complexities of influencer marketing in the Metaverse, capitalizing on its vast potential to create immersive and engaging user experiences.

Ethics Statement

"This article complies with the journal's writing rules, publication principles, research and publication ethics rules, and journal ethics rules. The author bears responsibility for any violations related to the article." Since this article was conducted through document analysis, one of the qualitative research methods, it does not require ethical board approval.

Author's Contribution Rate Statement: The contribution rate of the first author in this study is 100%.

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