

EnergyWatch



May 2023

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<http://energywatchnews.com/>

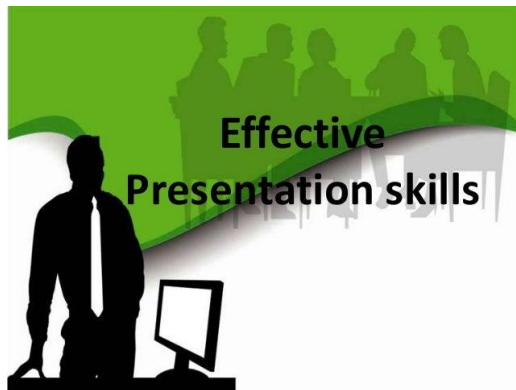
In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists. Eric Hoffer

It's a whole new world out there, with new playing fields, rules, and players. Your choice is to either learn this new game or continue to be the very best player in a game that is no longer being played. Larry Wilson

Something to Think About...

Effective Sales Presentation Skills Zoom Learning Session by Bill Attardi
You owe your audience a good performance!

[Register here](#)



This is about giving an effective sales presentation to a group of customers and closing that sale. Not as easy as it sounds. Had the great pleasure to be a speaker at a recent Amerlux sales meeting here in New Jersey when I presented this topic. Went well and now we are offering it to the general public. Here's the offer and as someone once said, an offer you just cannot refuse. **IT'S FREE!** Yes, we plan on providing three (3), 30-minute Zoom learning sessions at no charge. It's the start of something BIG! When? Here it is:

May 2, May 9, May 16, 2023 at noon EST

[Register here](#)

We plan on recording the sessions so if you miss any, you can connect whenever you want. But you have to register in advance.

[Effective Sales Presentation Skills Zoom Learning Sessions By Bill Attardi](#)



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National Energy Watch...

1. ***The Amazing New LED Lighting at Dodger Stadium*** - This offseason, the Dodgers replaced all field lights with LED Lights. Not only are the LED lights more energy efficient, but they also have color-changing abilities, enhancing the fan experience by utilizing the lights more creatively. The system's 600 fixtures are part of a complete system design, which delivers a number of benefits, including better visibility for fans and players, improved energy efficiency, minimized glare and spill light, and improved broadcast quality. Dodger Stadium now joins more than a dozen MLB stadiums that feature customized LED technology, including other similarly iconic venues such as Wrigley Field and Fenway Park. **Must see video:** <https://www.youtube.com/watch?v=yUHdxeITpUQ>

2. ***Megatrends Reshaping the Lighting World by Jim Lucy*** - Wondering why the lighting industry seems so different these days? LEDs are everywhere now and in some applications their color and intensity can be controlled by a smartphone. LEDs have reshaped the very structure of the lighting industry and the manufacturers that develop the products, the reps that sell, and in spec-grade categories, stock the product, and the full-line distributors that still count on lighting products for up to 30% of their sales. Electrical Wholesaling's editors did some thinking about all of the changes in the lighting market and made their picks for the trends that will have the most impact on the business over the next few years.
 - #1. **The tiers of lighting manufacturers are more distinct than ever**
 - #2. **Brand ownership continue to evolve**
 - #3. **Marketing customizable white LEDs that enhances productivity and improves mental focus**
 - #4. **The horticultural lighting niche? Believers expect it to grow, baby, grow**
 - #5. **New app-based lighting controls continue to enter a crowded market**
 - #6. **The power of LEDs allows fixtures to get smaller**
 - #7. **Lighting rep mergers are reshaping sources of supply and expertise in local markets**[Megatrends Reshaping the Lighting World | Electrical Wholesaling \(ewweb.com\)](#)

3. ***EV Charger Rebates Trends for 2023*** - The electric vehicle revolution is in full swing, with more Americans than ever before looking to make the switch to EVs. As a result, the demand for charging equipment has skyrocketed, creating a very attractive opportunity for EV charging manufacturers, installers and distributors. Fortunately, rebates and incentives have emerged as powerful resources to fund these projects and to make EV charging equipment more accessible to the general public. 2022 saw a flurry of rebate activity, with new programs debuting, existing programs adapting to the changing landscape, and funding levels fluctuating. Now that many of the 2023 rebate programs are in place, it's time to review the rebate and incentive landscape for EV chargers in 2023. **Here are the major trends in the world of EV charger rebates for 2023:** [EV Charger Rebates Trends for 2023 \(briteswitch.com\)](#)

4. ***NEMA Launches the Road to the New Interactive Electrified Economy*** - NEMA has mapped the critical nodes within the new electrified economy, from microgrids that generate and store energy locally to electrified, smart, and connected building and transportation systems. Each node embodies technology and policy barriers and accelerators that affect our journey towards a more electrified world. [NEMA Electrification Infographic – Electrification Infographic](#)



5. ***UConn Lights Up the NCAA Tournament*** - Had to say lights up, this is the EnergyWatch after all. Maybe you haven't heard or don't care but the team from Connecticut topped off one of the most impressive March Madness runs in history Monday night, dominating early then breaking things open late to bring home its fifth national title with a 76-59 victory over San Diego State. They won every game by double digits. WOW! I love March Madness because it's personal in the Attardi family. My son Bill attended Villanova when they won the Championship in 1985..... Massimino's team who upset Georgetown. Let me tell you that was unbelievable. This time in 2023, it's the kid from Jersey City, NJ Dan Hurley's team, and it is my grandson Stephen, who is a junior at UConn, whose team cut down the nets last night. He's the oldest son of my son David of FSG. [March Madness 2023: Keys to UConn's win over San Diego State - Sports Illustrated](#)
6. ***U.S.A. Electrical Contractors Market to Reach \$283B by 2028*** - The growth in new construction or remodeling is driving the demand for electrical contractors. The rise in 5G technology, demand from data centers, shift toward clean energy, and demand for EV charging infrastructure contribute to the US electrical contractors market growth. Many vendors are expected to enter the market during the forecast period, making the market highly consolidated, as the US electrical contractors market presents lucrative revenue growth opportunities. [U.S. Electrical Contractors Market to Reach \\$283B by 2028 – tEDmag](#)
7. ***Energy Conservation & Supply Inc. Partners With Espen Technology for EV Charging*** - Espen Technology and Energy Conservation & Supply Inc. (ECS) recently completed two EV charger installation projects:
PACE Companies: Located in Brooklyn, NY, PACE Companies is a leading plumbing, fire protection, and mechanical contracting firm. PACE had ECS install eight Level 2 EV chargers, supplied by Espen Technology. The EV chargers were installed in the PACE Companies' parking lot, to enable both employee EV charging, as well as charging electric fleet vehicles recently acquired by PACE Companies.
Delta Sheet Metal: Delta Sheet Metal is a Long Island, NY-based construction, HVAC, and service specialist. ECS installed two Espen Level 2 EV chargers in Delta's parking lot, to both serve employees and to enable Delta to begin acquiring it's own electric vehicle fleet.
<http://www.espenev.com/>
8. ***Training: Check Out These SCE Webinars on Lighting Controls*** - Southern California Edison has announced a series of free webinars to help you take control of your lighting system or project.
Lighting Controls for Theatrical Spaces Tuesday, May 2, 2023 – 3:00 p.m. – 4:30 p.m. PT
 Learn how theatrical spaces function, the common terminology used in these spaces, and how their control systems are designed, specified, and installed.
Specifying a Lighting Control System Tuesday, May 9, 2023 – 1:00 p.m. – 5:00 p.m. PT
 Take part in an intensive review of documentation used to specify a lighting control system. New and experienced lighting control designers will learn how to review each document and create enforceable specifications.
Advanced Lighting Control Systems: No Longer Relays & Occupancy Sensors Thursday, May 18, 2023 – 9:00 a.m. – 3:00 p.m. PT This webinar provides an in-depth look at key elements of lighting controls, including the use of wired and wireless techniques and protocols in new and retrofit construction, control components integral to luminaires, and much more.



9. ***UYS Helps Electrical Contractors Enter Indoor Agriculture Market*** – The USA horticulture lighting market is projected to do \$4.9 billion by 2026. However, few electrical contractors are involved in the sales of grow lights, because the lighting needs of indoor farms are very different from other commercial lighting customers. Ultra Yield Solutions (UYS), a leading horticultural lighting distributor specializing in indoor farming, is helping electrical contractors enter this rapidly growing indoor agriculture market. UYS has compensation model options to quickly profit from this growing market sector. [UYS Helps Electrical Contractors Enter Indoor Agriculture Market](#)
10. ***Look Who'll Be at LightFair 2023*** - Manufacturers, product designers, lighting engineers, researchers, thought leaders, innovators, friends, colleagues, SMEs...will all head to LightFair 2023 this [May 21-25 at the Javits Center, New York](#). From launching new products to unpacking the latest research findings, it all happens right here. [Search for All Exhibitors - LightFair 2023 \(mapyourshow.com\)](#) LightFair offers plenty of opportunities to connect with lighting industry colleagues and collaborators. Discover and source new products, earn credits and expand your network while you're here. Choose from 165+ hours of accredited education.
11. ***WHITE PAPER: Make Your Building More Sustainable and Efficient*** - Silvair's energy monitoring service allows you to **monitor, visualize, and forecast the energy consumption** of your lighting installation. Our white paper delves into the **benefits of Bluetooth mesh** and how it helps businesses **reduce energy costs** and achieve sustainability goals. It also allows you to monitor the savings being achieved by the retrofit installation – both kWh and cost savings. It's a revolutionary approach. Download the fine-grained energy data and identify excessive energy consumption across the building, reduce the peak energy demand, and take advantage of peak-time rebates. The service is also compliant with the **DLC NLC5** requirements and supports other lighting standards. [Silvair - Connected Lighting Services - Solutions](#)
12. ***Biden Admin Moving Forward with Light Bulb Bans in Coming Weeks*** - The regulations, which prohibit retailers from selling incandescent light bulbs, were finalized by the Department of Energy (DOE) in April 2022 and are slated to go into effect on Aug. 1, 2023. The DOE will begin full enforcement of the ban on that date, but it has already urged retailers to begin transitioning away from the light bulb type and, in recent months, begun issuing warning notices to companies. Under the rules, incandescent and similar halogen light bulbs will be prohibited in favor of light-emitting diode, or LED alternatives. Overall, 47% use mostly LEDs, 15% use mostly incandescent or halogens, and 12% use mostly compact fluorescent (CFL), with another 26% reporting no predominant bulb type, the federal data showed. [Biden admin moving forward with light bulb bans in coming weeks \(msn.com\)](#)
13. ***Border States Kicks Off NAED's Next Level Now Campaign*** - Earlier this year, the NAED Education & Research Foundation (NERF) announced the *Next Level Now* Campaign, an industry-wide effort to develop insights, tools, and services that support the needs of the modern distribution channel. For more than 50 years, the Foundation has been a vital outlet for education, training, and research for the electrical industry. This initiative will expand its ability to serve a more advanced and sophisticated channel, as distributors explore and develop new capabilities to optimize their businesses and keep pace with customer expectations and needs. [Border States Kicks Off NAED's Next Level Now Campaign – tEDmag](#)



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Global EnergyWatch...

14. *First Cannabis, Now Beer: LEDs Helping to Grow Hops* - A Spanish vertical farm is raising vines



completely indoors. No sun involved, just spectrally tuned lighting. Reuters recently featured a story about a Spanish vertical farm near Madrid that is raising hop vines indoors using spectrally tuned LEDs as part of the nourishment that also includes the water-based mineral systems of hydroponics. Startup grower Ekonoke has outfitted the test facility with sensors to monitor lighting, carbon dioxide levels, temperature, humidity, and photosynthesis.

Meanwhile, back on the cannabis front, [the lighting industry is hoping for a rebound](#) in what had been a fast-growing

sector. [First cannabis, now beer: LEDs helping to grow hops | LEDs Magazine](#)

15. RESEARCH: Global LED Retrofit Market to Reach \$5.6 Billion by 2030 - In the changed post COVID-19 business landscape, the global market for LED Retrofit estimated at US\$3.1 Billion in the year 2022, is projected to reach a revised size of US\$5.6 Billion by 2030, growing at a CAGR of 8% over the period 2022-2030. Indoor, one of the segments analyzed in the report, is projected to record 7.7% CAGR and reach US\$3.9 Billion by the end of the analysis period. Taking into account the ongoing post pandemic recovery, growth in the Outdoor segment is readjusted to a revised 8.5% CAGR for the next 8-year period. The LED Retrofit market in the U.S. is estimated at US\$867.5 Million in the year 2022. China, the world's second largest economy, is forecast to reach a projected market size of US\$1.2 Billion by the year 2030 trailing a CAGR of 12.1% over the analysis period 2022 to 2030. Among the other noteworthy geographic markets are Japan and Canada, each forecast to grow at 4.3% and 7.1% respectively over the 2022-2030 period. Within Europe, Germany is forecast to grow at approximately 5.1% CAGR. [Global LED Retrofit Industry \(reportlinker.com\)](#)

16. *Gasoline and Diesel Fuel Update – Becoming a global issue:*

U.S. Regular Gasoline Prices (dollars per gallon) [Gasoline and Diesel Fuel Update - U.S. Energy Information Administration \(EIA\)](#)

	04/03	04/10	04/17	week ago	year ago
U.S.	3.497	3.596	3.663	0.067	-0.403
East Coast (PADD1)	3.357	3.461	3.512	0.051	-0.414
New England (PADD1A)	3.264	3.349	3.401	0.052	-0.592
Central Atlantic (PADD1B)	3.447	3.526	3.605	0.079	-0.454
Lower Atlantic (PADD1C)	3.323	3.447	3.479	0.032	-0.346
Midwest (PADD2)	3.389	3.516	3.590	0.074	-0.286
Gulf Coast (PADD3)	3.148	3.253	3.341	0.088	-0.392
Rocky Mountain (PADD4)	3.465	3.438	3.524	0.086	-0.624
West Coast (PADD5)	4.396	4.457	4.525	0.068	-0.570
West Coast less California	4.142	4.208	4.305	0.097	-0.293



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17. IKEA and Little Sun Collaborate on New SAMMANLÄNKAD Solar LED Lamps - IKEA and Little Sun have announced two new solar LED lamps in the jointly developed SAMMANLÄNKAD



The IKEA SAMMANLÄNKAD table lamp has been designed with Little Sun. (Image source: IKEA)

range. The table and ceiling lamps come with a detachable half-sphere light source, which can be recharged via integrated solar panels or USB. The USB ports can also charge small gadgets on the go. Little Sun is a nonprofit organization which produces affordable alternative energy solutions. Two LED lamps are available in the lineup, originally launched in 2019, aiming to increase awareness of the need for clean energy options. The light source is powered by solar panels and rechargeable batteries, with the option to charge the gadget via USB-A and USB-C ports on a cloudier day. [IKEA and Little Sun collaborate on new SAMMANLÄNKAD solar LED lamps - LEDinside](#)

18. Fluence Fixtures Lead to Improved Product for Cannabis Cultivators Worldwide - Fluence, is helping global cannabis cultivators find operational stability by helping growers address cost efficiencies amid ongoing industry headwinds and energy market volatility. Cannabis growers around the world are feeling the effects of higher operating costs due to supply chain challenges and rapidly fluctuating energy prices, making it more important than ever for cultivators to invest in and integrate reliable, cost-saving solutions. Fluence's LED technology VYPR series offer growers increased control over energy expenditure and a greater ability to customize light spectrum based on what works best for specific crops. For more information: [Home - Fluence](#)

19. Acuity Brands to Retire Fluorescent and HID Fixtures - This week, on the heels of Earth Day, the North American leader in lighting has announced to its business partners that it will be moving to a 100% LED product portfolio by year's end. Acuity Brands plans to discontinue the manufacture of all fluorescent and HID luminaires in its portfolio by December 31, 2023. This decision is part of the company's goal to achieve Net Zero carbon emissions by 2040. As reported by the *inside.lighting* I-Team weeks ago, a similar announcement recently came from another important name in lighting. Lutron announced that in response to the industry's increasing standardization around LEDs, **Lutron will stop production of all fluorescent ballast product families** by the end of 2023. Global lighting company, Signify, has not made any public announcements about total fluorescent phase out, but such a move would be more complicated considering the \$7+ billion company's more fragmented global market penetration and significantly large lamp business. [That's a Wrap! Acuity Brands to Retire Fluorescent and HID Fixtures \(inside.lighting\)](#)

20. US Chip Controls Threaten China's Technology Ambitions - Furious at U.S. efforts that cut off access to technology to make advanced computer chips, China's leaders appear to be struggling to figure out how to retaliate without hurting their own ambitions in telecoms, artificial intelligence and other industries. President Xi Jinping's government sees the chips that are used in everything from phones to kitchen appliances to fighter jets as crucial assets in its strategic rivalry with Washington and efforts to gain wealth and global influence. Chips are the center of a "technology war," a Chinese scientist wrote in an official journal in February. China has its own chip foundries, but they supply only low-end processors used in autos and appliances. The U.S. government is cutting off access to a growing array of tools to make chips for computer servers, AI and other advanced applications. Japan and the Netherlands have joined in limiting access to technology they say might be used to make weapons. [US chip controls threaten China's technology ambitions | AP News](#)



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LED Technology Watch...

21. Acuity Enters the LED Horticultural Lighting Market - Acuity Brands, Inc. announced the launch of Verjure, a professional-grade horticultural LED fixture series, for indoor applications. The



Verjure Pro Series LED luminaires are designed to support all stages of plant growth from veg to flower. The Series is available in three different sizes and outputs to support versatility in growing, including indoor warehouse, greenhouse, and vertical racks. The Verjure Pro Series delivers an ultra-high output of up to 1880 $\mu\text{mol/s}$ at an efficacious 2.8 $\mu\text{mol/j}$. The output is designed to meet and exceed the output of traditional 1000W HPS grow lights while delivering up to 40%

energy savings, contributing to a lower energy bill and operational cost savings, while also enhancing sustainability. [Horticulture Lighting Solutions | Verjure \(acuitybrands.com\)](#)

22. SATCO|NUVO's Motion Activated A19 and PAR38 Bulbs for Convenience & Safety -

SATCO|NUVO's PIR screw-base lamps with integrated motion sensor turn any luminaire into a motion activated light source without added wiring. Conveniently install lamps to improve safety



and security in any application. Available in A19 and PAR38 bulb shapes and rated for wet locations, these lamps can be used indoors or outdoors, and are ideal for walkways, entryways, and garages.

<https://www.satco.com/search/S11443>

<https://www.satco.com/search/S11444>

<https://www.satco.com/search/S11445>

<https://www.satco.com/search/S11446>

[SA2963 PI Sheet LED PIR Motion Sensor Lamps.pdf](#)

23. EarthTronics Introduces Color and Wattage Selectable UFO LED Highbay Series - EarthTronics introduces its [Color and Wattage Selectable UFO LED Highbay Series](#) in two versions, each

offering three color temperatures and four wattages with a high 80 CRI to provide optimal lighting for commercial, manufacturing and warehouse facilities. Ideal as energy-efficient replacements for up to 1000-watt HID fixtures, the two new Color and Wattage selectable UFO LED Highbay fixtures allow facilities the flexibility of switching among three temperatures (3000K, 4000K and 5000K) at the time of installation and four wattages to ensure improved visual acuity for accuracy in commercial, manufacturing and warehouse environments. The Series includes a high-bay fixtures that can be adjusted to 50, 80, 100 and 150 wattages, providing 6750 to 20500 lumens respectively. A second unit can be set at 150, 180, 200 and 240 wattages, offering 20250 lumens to 32400 lumens. These fixtures deliver exceptional efficiency and operate at 135 lumens per watt.

[EarthTronics is an LED lighting product manufacturer and supplier](#)



**LED UFO Highbay
Color & Wattage Selectable**



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24. A.L.P.'s DBL Series Parabolic LED Fixture Kits - A.L.P.'s DBL Series are available in three standard sizes, direct light downwards for maximum control and visual comfort. The unwired kits feature nine-cell parabolic louvers to reduce shadows and glare, and they blend with contemporary indoor commercial ceilings. Suitable for open area interior applications including office, hotel, education, healthcare, and retail environments.



[DBL Series – A.L.P. Advantage \(alpadvantage.com\)](http://alpadvantage.com)

- Designed for LED tube applications for maximum versatility. (LED tubes not included).
- Lay-in design is easy to install in standard inverted T-bar grid ceilings.
- Features hemmed sides and inward-formed end flanges for easy handling.
- Opens with spring latches for easy maintenance and relamping.
- Includes socket covers for a seamless, safe finish.
- T-Bar clips are included.

25. Fulham Launches New 90 CRI CCT- and Power- Selectable LED Retrofit Kits - Fulham is pleased to introduce a convenient and versatile line of new LED retrofit kits for the most common-sized panels and troffers. Fulham VividHorse™ brand LED retrofit kits are available in 2X2 and 2X4 sizes, and their true distinctiveness stems from unusually high 90 CRI as standard, as well as power selectability (three power level settings) and CCT selectability (three color temperatures between 3500-5000K). Preserve your existing fixture investment with these simple-to-install, convenient and flexible kits available now. Do more with less with Fulham. Visit: <https://tinyurl.com/ypw235eb>

26. SATCO|NUVO's Adjustable Area Light Post Top LED CCT Selectable - Contemporary design, precision illumination SATCO|NUVO's LED Adjustable Post Top Area Light offers a sleek,



contemporary design ideal for general area lighting requiring a highly efficient architectural light source with precise control. Unique to this product is the locking articulating head allowing adjustments from 0-90° for directional illumination. Color selectable choices include 3000K/4000K/5000K with 120V-347V input voltage options. [SATCO/NUVO > New Products](#) These high performance luminaires are offered in 4 popular wattages to service a variety of lighting applications and feature an integrated NEMA photocell receptacle. All models are DLC 5.1 compliant, IP65 rated, deliver significant energy savings and reduce maintenance costs dramatically.

[NU1767 PI sheet LED Post Top Fixtures.pdf](#)

27. LightFair Innovation Award Winners - The LightFair Innovation Awards (LIAs) celebrate our industry's top innovations and the team of researchers, technologists, product developers, scientists and designers behind each one of them. Each and every one of these innovations helps shape the future of lighting. Stop by the LIA winners' booths to see this year's award-winning products in person at LightFair at the Javits Center, NYC on May 21 to 25, 2023. [LightFair Innovation Awards 2023 | LightFair Commercial Lighting Tradeshow](#)



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Monthly Special Feature...

Marketing Strategies to Break into the Metaverse by Jayant Chaudhary - Promoted as the next big thing in modern tech, the metaverse is a continually evolving and changing space that will truly change marketing in years to come. If you would like to succeed in this new digital and virtual world, your business will have to deploy an effective metaverse marketing strategy that meets the unique demands and preferences of new generations, such as Gen Z. It is imperative to focus on user experience, scalability and digital product rewards. As we see the metaverse's considerable influence on the digital marketing scene, it is likely that passive types of content marketing like infographics, photos and video will become less relevant. This is because a new Gen Z-dominated audience will continue to demand immersive and engaging alternatives.

Unique marketing techniques are being introduced by businesses to the metaverse. For instance, businesses can set up an online store and sell digital products. They can also produce immersive experiences using virtual reality. Here are some metaverse marketing strategies we have found success with for clients that want metaverse-related capabilities.

- **Focus on creating immersive experiences that appeal to your audience.** Customers frequently associate brands in the metaverse with innovation. To support the metaverse, businesses have to find the right balance between native advertising and immersive experiences—including games, events, virtual stores and sponsorships—while also focusing on real-world activations.
- **Develop your branded NFT.** One of the main advantages of creating branded NFTs for metaverse marketing is that it increases brand awareness. According to [Statista](#), there is a significant interest in NFTs from brands such as Adidas, Taco Bell and Nike among audiences of all demographics. The metaverse and NFTs are intertwined. This is because users can display and exchange digital works of art and real estate using blockchain-backed NFTs in the metaverse, opening up new marketing opportunities for businesses to build their digital assets. The good news is that you do not have to be a tech genius to develop NFTs; many online resources and publications can give you a low down on what developing an NFT entails. This tactic ensures that your users take something away from your brand and remember your business from the metaverse.
- **Use real-world and metaverse marketing simultaneously.** Retail companies can make the most of augmented and virtual reality by letting shoppers virtually try things on before making a purchase. You can also tap into the metaverse as a testing ground by creating virtual goods that, if successful, can be produced and released in the physical world.
- **Develop and leverage new metaverse capabilities.** As with any new endeavor, companies should evaluate the skills and talents they will need for the metaverse, determine which skills they already have and which ones they need to learn, and hire someone to lead the creation and implementation of a coherent strategy to capture value. Additionally, brands should try to collaborate with others, such as independent developers and creator communities on these platforms.
- **Utilize VR and gaming gift cards.** By including gift cards in your metaverse marketing strategy, you can reach a diverse and global audience. Currently, gaming gift cards from companies like Xbox and Nintendo are very successful marketing tools for marketers to reach gamers. I believe the use of gaming gift cards will be much more popular in the metaverse. Gift cards are prized by gamers because they enable players to make in-app purchases from a variety of businesses in the virtual world, increasing their engagement and immersion, and turning them into passionate brand supporters.



Why You Should Market In The Metaverse

Consumer behavior has changed as a result of the digital age. More individuals are using the internet to learn, work, play and shop. The metaverse promises and promotes a "phygital" (physical and digital) solution. It aims to alter how we perceive the world by blurring the boundaries between real life and virtual reality. For businesses, the metaverse presents a fantastic opportunity to target and reach new audiences, increase consumer confidence and explore a new revenue stream.

Final Thoughts

In order to create value throughout your enterprise, your company must take the time to consider the potential strategic implications and potential of the metaverse for sales, production, operations, R&D and HR. While these marketing strategies are an excellent place to start, the metaverse is still in its infancy. From placing virtual banners and billboards on digital properties to offering unique services only available in the metaverse, there are many options to promote and market your brand.

[Marketing Strategies To Break Into The Metaverse \(forbes.com\)](https://www.forbes.com)



Additional coverage in tED magazine's April 2023 issue – Marketing in the Metaverse by Phillip Perry:

[TED Magazine - April 2023-B-Maximize Your Marketing - page 6 \(tedmagazine-digital.com\)](https://tedmagazine-digital.com)



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Times, they are a-Changin

- ☀ 3-D Printing
- ☀ ChatGPT
- ☀ Robotics
- ☀ AI
- ☀ Indoor Farming
- ☀ Social Media / IoT
- ☀ Airbnb
- ☀ LED Li-Fi
- ☀ SpaceX / Blue Origin
- ☀ Amazon
- ☀ Metaverse
- ☀ Space Travel
- ☀ Apple
- ☀ Microsoft
- ☀ Streaming / PoE
- ☀ Butterfly iQ
- ☀ Pandemics
- ☀ Tesla (self-driving)
- ☀ Drones
- ☀ Renewables
- ☀ Uber

Smart Anything Everywhere
...and many many more not yet created!
Will your future be better than my past?



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