



**kulvr**

**Guide for Cross-Platform Promotion for  
VR Artists**

## Welcome!

Welcome to the "Cross-Platform Promotion for VR Artists" guide! This resource is designed to help you promoting your VR art projects across different platforms. It caters to VR Creators / Developers, tech startups, or research, whether you have a large portfolio or just a few projects.

## Introduction

This guide provides practical advice to boost your visibility, find collaborations, and monetize your work. It focuses on saving time and enhancing the quality of your creations. The strategies included help turn interactions with potential clients into meaningful connections through data analysis, personalization, automation, and predictive insights.



This guide is structured as a marketing campaign centered around a single project. This approach is especially beneficial for those with a smaller body of work, even for promoting one work, allowing you to effectively market improvements and updates. By focusing on continuous development and showcasing each enhancement, you can keep your audience engaged and demonstrate the value and progress of your project.

### **Important Note**

While many of you may be familiar with AI's role in VR art and development, it's crucial to understand that AI's primary function in marketing is to free up your time so you can focus on quality. AI achieves this by transforming touchpoints into meaningful connections through various methods, including data analysis, personalization, automation, and predictive analytics.



## What You'll Read

In this guide, you will learn how to create and manage strategic, iterative marketing campaigns that will empower you to effectively communicate, control the outcomes of your body of work, and connect with your target markets whether they are B2C (business-to-consumer) or B2B (business-to-business).

- **Showcase Your Work Effectively:** Learn how to craft posts and updates that highlight your technical and creative skills.
- **Engage Your Audience:** Discover simple techniques to stimulate conversation, and build a loyal following.



- **Expand Your Reach:** Utilize cross-platform strategies to reach a wider audience, including both B2B and B2C markets.
- **Gather and Integrate Feedback:** Understand how to collect and use feedback to continuously improve your projects and marketing efforts.
- **Drive Monetization:** Develop marketing campaigns that not only showcase your work but also lead to tangible business opportunities.

### Who Will Benefit from This Guide?

- **VR Artists and Freelancers:** Who are seeking to enhance their marketing efforts and grow their audience. This guide provides a structured approach to controlling the style of communication you desire, enabling you to develop it effectively.



- **VR Entrepreneurs:** Individuals or startups focused on developing innovative VR products, services, or platforms. They may specialize in areas such as VR gaming, simulations, healthcare, architecture, or social VR.

## Week-by-Week Breakdown

### Week 1: Launch and Teaser Introduction

- **Day 1:** Post a teaser in your preferred Social Media or Networking Platform showcasing an exciting visual from your current project or materials, with a brief explanation of the use of the platform you are working on, such as Unreal Engine, Unity, etc. This sets the stage by highlighting the technical and creative sophistication of the project.



**Day 2:** Introduce the project as a full experience if it is complete. If you don't have a current project, you can still publish an older one, but ensure it represents your current abilities. Expand it to your favorite Collaboration Platform / Developer Community, maintaining a communicative approach rather than focusing solely on advertising. Discuss where your work is showcased, whether on your website or published elsewhere.

- **Seek Feedback:** Use direct questions to avoid confusion, misunderstandings, or negative exchanges.
- **In Social Media Posts:** When sharing content, ask direct questions to your audience. For example, after presenting a challenge, you could ask, "What do you think of the solution we came up with?" or "How would you approach this issue differently?" Ensure communication remains constructive and positive by setting a clear tone.



- **Polls and Surveys:** Utilize polls and surveys on platforms like LinkedIn, Instagram and Facebook, or through dedicated email campaigns, to gather structured feedback on specific aspects of the project, such as sound design choice, visual effects, or thematic execution.

## **Week 2: Engagement and Contextual Sharing or: “You Don’t Sell. You Solve.”**

- **Day 1:** Share an update focusing on the unique technical or creative elements of your project. Highlight a particular scene or feature that showcases your distinctive approach. Pose a question to stimulate conversation and deeper thought about the technology or storytelling techniques used. Ensure you set the tone and manage the conversation effectively.





- **Day 2 (Collaboration Platform / Developer Community):** Share insights into overcoming project challenges specific to your work. Focus on problem-solving skills and solutions devised, such as, for example, general approaches to integrating AI within the Unreal Engine environment. Tailor the post to resonate with the audience, highlighting relevant problem-solving experiences.
- **Day 3 (Social Media or Networking Platform):** Offer a behind-the-scenes look at your project. Simply mention "a behind-the-scenes look at ..." or encourage followers to speculate about "what comes next?" to build anticipation and engagement.



## Week 3: Expand the Narrative and Integrate Feedback

- **Day 1 (Cross-Platform):** Review and share feedback received on both Networking Platform and Developer Communities/Platforms, discussing how this influences the continuation or expansion of your project. General insights into user experience improvements or new features based on community input. Aim to gather feedback and constructive ideas.
- **Day 2 (Networking Platform):** Post an important update about your project's progress informed by user feedback, highlighting new developments or enhancements made to the project. You can pre-select and prepare the update in advance.



- **Day 3 (Collaboration Platform / Developer Community):** Provide a detailed look at a particular tool or technique pivotal to your project. Highlight how this tool or technique can benefit technically savvy followers. Even small insights can significantly improve the work process for others. Consider sharing something unique and useful without delving into the proprietary details.

## Week 4: Refining and Concluding

- **Day 1 (Networking Platform):** Begin concluding your campaign with a reflective post summarising what was learned from the project and how it has evolved based on the marketing feedback. Share some quick thoughts and insights on the project's progression.



- **Day 2 (Networking Platform):** Recap the campaign's main highlights, and hint at upcoming initiatives or further developments stemming from this project. Dive deeper into a major highlight of your campaign. Did it become popular? Explain why it resonated with your audience, showing respect and gratitude in your follow-up.
- **Day 3 (Networking Platform):** Conduct a live Q&A/AMA session focused on your project, allowing followers to engage directly and ask questions about it: its technical aspects, and future directions. Make a list of invitees to ensure controlled visibility and collaboration opportunities through targeted invitations on your networking platform.



## About Community Building

- **Focus on the Artist's Narrative:** Highlight how your experiences and history influence your work.
- **Clear Purpose:** Articulate a clear purpose for your community. This could be to provide support for VR artists and developers, share opportunities for collaboration, foster discussions on industry trends, or showcase projects and achievements.
- **Set Goals:** Define what success looks like for your community. Goals might include a certain number of active members, regular project collaborations, or high engagement rates in discussions and events.
- **Initial Members:** Invite a core group of engaged and enthusiastic members to help kickstart discussions and set the tone for the community. These could be colleagues, collaborators, or contacts within your network who share an interest in VR/AR development.



- **Engagement Metrics:** Track engagement metrics within your community, such as active users, message activity, and participation in events. These metrics can help you gauge the health of your community.

## Additional Resources

In addition to this guide, we will provide a separate resource dedicated to Content Sharing Platforms such as YouTube and Twitch. Engaging with audiences in real-time and monetising content through ads, subscriptions, and sponsorships involves a distinct philosophy and strategy. This specialised guide will offer insights on effectively leveraging these platforms to maximise your reach and revenue.



Soon we are launching a dedicated Discord server to facilitate discussions and sharing of insights on broader marketing campaign topics. This server will serve as a collaborative space where we can exchange strategies, share experiences, and learn from others in the field. Join us to bolster your campaign efforts with community support and collective knowledge.



## Conclusion

Developers possess a unique advantage in articulating clear, concise, and direct communication owing to their familiarity with programming languages. This proficiency is particularly beneficial on real-time exchange platforms, where direct communication and problem-solving orientation are highly valued. It's crucial to leverage this straightforward communication style even when posting on social media platforms, which may be more accustomed to different verbal communication styles. By doing so, developers can maintain their efficiency and effectiveness in conveying their ideas and solutions.

Stick to this system, iterate and expand it, and follow us for advanced planning or hire us for fully personalised services.

Let's grow together!

<https://kulvr.de/>







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