

25 advantages and reasons to establish a business presence in Second Life and other 3D Web virtual interactive worlds

1. Makes shopping a fun experience. Allows shopping to be a shared experience and social event. Similar dynamics as in real life.
2. Sellers can get instant feedback.
3. Interactive distance learning and educational support.
4. Live web conferences and personal coaching.
5. Customer service is enhanced.
6. Demonstrate products in a three dimensional space.
7. Rapid prototyping and development of a product.
8. Complicated products can be better explained in a dynamic 3D streaming environment.
9. Referrals, word of mouth, happen more readily.
10. Instant delivery of product.
11. Remote and real-time interaction with experts.
12. Allows people to collaborate on events and projects.
13. Builds customer loyalty.
14. Rehearsing for actual real life events.
15. Co-creation of art and music development and expressive play in a new art medium.
16. Demonstrations can occur on how a system or process works.
17. Creation of proof of concept.
18. Creating new ideas and trendsetting.
19. Cultural heritage and preservations.
20. Relaxation and Hobby.
21. Social networking and group participation.
22. Cultural exchange and learning new languages.
23. Inspiration, hope and sense of belonging.
24. Focus groups and targeted marketing with surveys.
25. Branding and PR.

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