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Promotional Strategy – Meta Quest Pro

My promotional strategy for Meta Quest Pro is a multifaceted strategy that will target a desirable customer segment while making it easier for the consumer to find information and make a perceived low risk choice. The first part to the strategy is to have the Meta Quest Pro be demoed at technology conventions around the nation. These demos will include showing off applications for gaming, content creation, and business. Next, we will send units to internet technology influencers to review. Furthermore, we will also engage in a personal selling approach and provide potential customers with a sales representative who can answer any questions. Finally, we will offer a no string attached 30-day return policy to consumers who purchase the Meta Quest Pro.

This strategy was developed using three major concepts of consumer behavior and demographic knowledge. These concepts include consumer segmentation, high-effort consumer decision-making, and the juxtaposition of the real and ideal state for the consumer. We will explore how this strategy takes advantage of all three.

Firstly, demoing the Meta Quest Pro at technology conventions and sending units to tech influencers allows us to segment the market into those who are interested in the Quest Pro and those who are most likely to purchase. The three main kinds of consumers that we are targeting are technology enthusiasts, businesspeople, and content creators. These types of consumers frequent conventions and pay attention to what their favorite technology influencer thinks about

a given product. Therefore, these avenues will allow us to introduce and advertise directly to our target consumer base.

Next, our strategy will help make the high-effort decision making of our consumer less arduous. Demos allow the consumer to get their hands on the Quest Pro to experience the product firsthand to facilitate affective forecasting within the consumer. That is, by exposing the consumer to an attractive demo the consumer will be able to more-so imagine themselves owning and enjoying the Quest Pro. It also helps in the consumers' cost benefit analysis by being able to experience the benefits of the Quest Pro instead of simply reading about them. The use of a personal selling strategy also helps consumers in their high effort decision making processes by providing with them accurate information in a timely manner. This allows the consumer to make a speedier decision, as they have the entire set of information with which to make a cost-benefit analysis. It also reduces the consumers' perception of risk because there is a representative that is helping them during the decision-making process. Furthermore, offering a 30-day risk-free return period also reduces the perceived risk for the consumer as they can try the Quest Pro and continue to decide on whether they will return it or not.

The other consumer behavior perspective to look at regarding this strategy is the real vs the ideal state. The Quest Pro being a high-end consumer electronic creates an experience far more advanced than any other VR headset on the market and thus that needs to be transmitted to the consumer to create an ideal state for them. The real state the potential customer currently faces is no VR experience or a substantially inferior one. By getting potential consumers to try the headset during expos and allowing a risk-free 30-day return period allows the consumer to experience the ideal state and makes them more apprehensive about returning to the real state. The demoing experience in particular will appeal to the consumers' affective reasoning; allowing

them to form an emotional connection with the product and their first impression. The effect is a strong desire from the consumer to reach the ideal state and makes a purchase more likely.

Make the **virtual** world,



a **reality**.



With the **Meta Quest Pro**, experience the cutting edge of virtual reality technology. Play, create, and work all in a vivid virtual world that brings you to the studio, business meetings, or any virtual environment you can dream of. Quest Pro marks the next step into the Metaverse.

Print Ad – Meta Quest Pro

My print ad shares a few of the elements from my promotional strategy, mainly segmentation, appeal to innovators, and ideal state positioning. I will outline how my ad achieves these below.

Starting with segmentation, the print ad specifically references “the studio, business meetings, or any virtual environment you can dream of. “The studio” targets creators who would be aided by the Quest pro. “Business meetings” targets the businesspeople who would use the Quest Pro to have meetings in virtual reality or create virtual workspaces. “Any virtual environment you can dream of” targets the enthusiast who wants the latest and greatest in VR technology and who wants something that seems limitless. The language of the print ad targets our three main consumer demographics.

The overall print ad is designed to also appeal to the innovators in the product lifecycle curve. The mention of the metaverse is particularly useful for this as many of the innovators are excited about what the metaverse has to offer and the Quest Pro is a gateway to that. The print ad makes the purpose of the product clearer to those innovators. The next challenge would be to reach the mass market; however, the Quest Pro is currently in its early lifecycle. Therefore, it is necessary to focus on its innovative features and what makes it unique compared to any other VR headset.

Finally, the tagline “make the virtual world, a reality” helps the consumer establish the ideal state, a super immersive virtual reality experience. For those who are enthusiastic about VR technology, this affective reasoning approach is especially effective. By establishing that the ideal state of super immersive virtual reality is possible with the purchase of the Quest Pro, we

can draw in more interest. Especially when we position the Quest Pro next to the real state of our consumers, a far inferior, not as immersive virtual reality experience. Fundamentally it is not the product itself that we are trying to sell with this ad, but rather the experience that it provides you with.