

Second Life Consultants

We're concept developers.. Not just builders!

Hollingworthventures.com encompasses a team of developers who are not simply limited to creating great looking builds. Our comprehensive knowledge of the virtual world social structure gives us a distinct advantage over others, in that we're able to fortify our builds with 'underlying concepts', which result in a highly interactive marketing platform, as opposed to a presence with no purpose.

Our extended knowledge is derived from a 24-year background in the development, operations, and analysis of leisure /hospitality based concepts. Drawing from this background furthers our ability to develop virtual worlds, which are designed to elicit the type of emotional response necessary in achieving volume traffic, loyalty, and unsurpassed popularity across the broader level grid. We don't build and run... We're committed to the long-term success of our virtual world deployments.

What you should know

There are two types of deployments: 1). The basic presence, which certifies your virtual world existence. 2). One that evolves into a 'high traffic' landmark location within the broader virtual world. Keep in mind... A virtual world 'should not' be confused with a website, where you compose it, and then just let it run.

If your objective is focused on creating high impact exposure to your brand, or a means to create national /global level buzz, it's important to understand that rolling out a great looking (physical build), is in actuality... The easy part. In other words, the 'build it and they will come' philosophy will not work here.

Think in these terms instead: Integrating a lifestyle, or socially interactive component, which immerses your demographic in a highly satisfying experience. Put another way, they're not simply looking at your brand from a distance -they're actually engrossed in it through the associated experience /underlying concept it's built on.

Achieving loyal, high volume traffic results from two carefully implemented and balanced components:

- The actual build itself
- The intellectual component you associate with it

The Second Life Grid is packed with extravagant looking builds, however the reasons why people participate in this world is a little more involved than merely taking in the sights, for if it were, they'd come and go at a comparable rate to website visits. A sizable portion of the 14-million and growing resident population spends an average of 25 to 40-hours a week in-world. By virtue of this, we can safely conclude that the driving force behind this extended attention span is not the result of mere eye candy alone. There's much more...

Concepts based on a true understanding of the virtual society

Hollingworthventures.com has conducted extensive research into the sociological side of the metaverse and aggressively continues to do so. This knowledge is perhaps our strongest asset, in that it provides a substantially broader insight into developing virtual worlds that are not simply based on beauty, but engineered to elicit the type of emotional response largely responsible for the smaller percentage of deployments that maintain 'full capacity' and have achieved overwhelming popularity 24 X 7.

We're in it for the long haul

Once your virtual world is officially launched, it needs to be managed and fueled for further growth. We work with in developing contests, promotions, special events, music programming, live entertainment, and even a live MC to host these events. We professionally train our staff to accommodate everything from welcoming your guests upon entrance, to ensuring your demographic objectives are maintained. Yes, it's not that dissimilar to operating a bricks and mortar type of entity!

Additional information

At this point, many readers may find them themselves immersed in a myriad of additional questions regarding a virtual world presence. More in depth information can be found on our extended FAQ posted on the site. Should you want to speak to us directly, please contact us from the main site.

- Please visit <http://hollingworthventures.com> for a detailed look at our services