Digital Marketing and Digital Technologies as the Effective Tools in Metaverse of Garment, Knitting, Apparel Enterprises

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Abstract: While the world is in the period of globalization and traditional ways of doing business seem to been outdated in the attention of majority of well-known companies and enterprises the necessity to switching to new ways of doing business is arising day by day by introducing new digital technologies and new stage of digital marketing technologies is sought in technology or element known as metaverse or digital metaverse.

Thereby, the current article describes for the conceptual, theoretical frames of digital marketing technologies, digital technologies, digital textile, CAD/CAM, 3D technologies that can be a value to apparel, knitting, garment industries as huge asset for which the investments should be done more by industries and companies as well as demonstration of digital technologies and tool essentially helpful to business activities of industries and companies.

Keywords: Digital marketing, digital textile, metaverse, digital technologies, social media channels, digital fashion, CAM, CAD, 3D technologies.

INTRODUCTION

At current while majority of companies, enterprises strive to gain more of the market share in different markets, technologies are changing year by year in comparison with previous years and most companies would like to have their global presence as well. For that reason the essence of digital marketing technologies, digital textile for the industries of apparel, knitting and garment is quite critical in raising the export potential, brand awareness, brand loyalty and others. The ultimate solution to current issues may be viewed with the exploitation of digital marketing, CAD/CAM, 3D technologies in apparel, garment based industries by creating new world of digital textile metaverse and new market potential and that can create huge competitive advantage to most of the companies and industries.

LITERATURE REVIEW

In the age of digital era digitalization is becoming critically important for the aspects of the businesses and Digital transformation directs the attention to Internet network that used to commercial and since its foundation has been known well and in the past it used to describe on companies, enterprises started to switch to digital world. In particular, the evident instances, may include electronic commerce, influence of digital based technologies on music companies or printing companies. In the last decade the digital transformation has been used to how large companies adapted or hugely ignored the alterations that came to community by digital platforms and its revolution processes (Charlesworth, A. 2018) [1].

The term Digital marketing is described as the marketing of goods, and services by the use of digital technologies and with the help of internet, smartphones, and other digital tools. Digital marketing is being performed in many of the marketing roles and majority of SME's, small
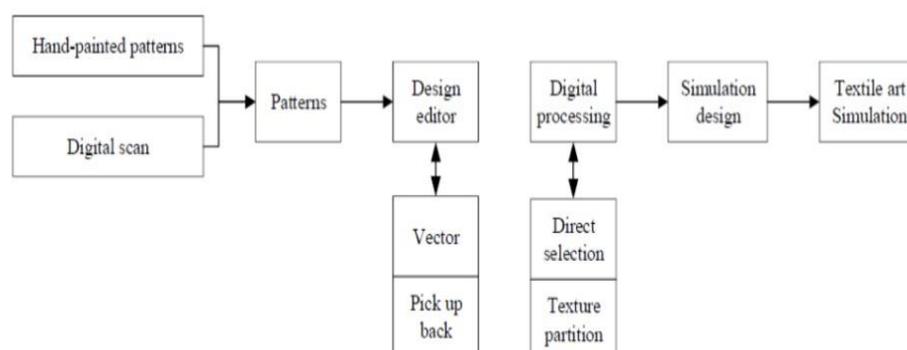
firms and companies may use quite many marketing tactics and tools in their business operations. Digital marketing has many elements to be used in business activities of the majority of the companies and some to be mentioned, in particular, SMM or *Social Media Marketing* is quite useful tools that helps to promote a product or service by means of social channels in raising product or service awareness, generating particular leads and driving traffic to the company including apparel, knitting and garment ones. *Content marketing* is the tool that helps in promoting content elements with the aim to create brand awareness, increasing traffic, creating leads as well as customers. *SEO* or *Search engine optimization* is the instrument that assists in optimization process of company's, firm's and organization's website in order to rank it much higher in search engine search and thus raising index of website. *Affiliate marketing* is the next useful element in digital marketing and depicts for adverting that is on performance basis where a customer receives commission for the promotion of company's, organization's products or services being that textiles, apparel, knitting garment or any other type of business. *Marketing automation* means for the software that assists in automation company's major marketing operations and the marketing may automate repetitive activities such as e-mail newsletters or social media post scheduling. *Pay-Per-Click* or *PPC* is the instrument that helps in driving traffic to company's website by making payment to publisher every time while company's advertisement is being clicked. *E-mail marketing* is another useful tool used in building a positive communication with customers and E-mail is mostly used in promoting content, particular events, discounts and in directing customers towards company's, firm's website and e-mail messages mostly send while some particular campaigns take place, newsletters update and many others and is considered as quite effective digital marketing element (Desai, 2019) [2].

Digital marketing is the element that has been enhanced in online type of environment and comprises of strategic activities developed by firms, organizations, and companies in achieving some particular aimed objectives and involvement with interaction process of businesses and customers take place in online environment (Arantes et al., 2022) [3].

At the same time digital technologies with regard to apparel, knitting, garment and textile industries, enterprises basically quite huge and the tremendous changes can be observed with the implementation of digital printing technologies over traditional ones as they allow greatly to decrease costs and increase efficiency with time saving and other elements in line with digital marketing technologies including SMM, SEO, Affiliate marketing, E-mail marketing can be considered in apparel, garment industries as CAD/CAM technology, 3D technologies, CAA and others in comprise the metaverse of digital textiles in business (Ntim et al., 2020) [4].
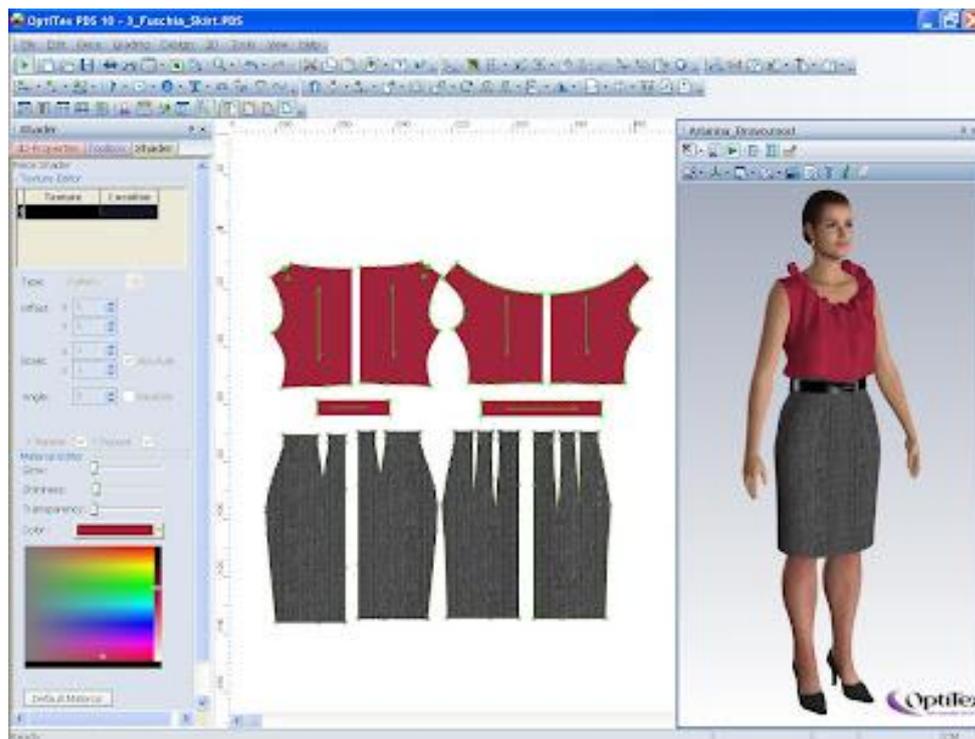
METHODOLOGY AND RESULTS

The areas of digital marketing and digital textile technologies and platforms offer the great basis in selling products in the area of garment, apparel and in satisfaction of needs and wants of customers in markets. Thereby, the current paper focuses on the methods of secondary data analysis, induction and deduction, synthesis and tools CAD, CAM, and others.

(Source: Hao & Ni, 2022) [5]

Figure 1. Operation mechanism and work flow of CAD software

As that can be seen from (Figure 1) CAD/CAM workflow undergoes several processes and they are interconnected to each other. Thus, the process starts with hand-painted patters along with digital scanning process and then patters phase come being that digital textile patterns and passes to next stage to design editor along with vectoring and packing up back. Other elements include digital processing that is being interconnected with direct selection and texture partition and then process comes to simulation design and already ready textile art simulation process is being approached by making finalizing of almost ready product by use of CAD software and technology.

(Source: Aroselikethis.blogspot, 2010) [6]

Figure 2. CAD/CAM in fashion and clothing design

As that can be seen from (Figure 2) majority of apparel, textile, knitting and garment companies have started to use and utilize the use of digital marketing technologies and digital technologies with the help of computer technologies and internet and one of the leading digital tools in textile and garment is CAD/CAM technologies and CAD depicts for Computer Aided Designing while CAM stands for Computer Aided Manufacturing. One of the leading software may be mentioned as *Opitex* that gives the real value to apparel, garment industries product creating process along with making tasks much faster, easier, cost efficient and more reliable. CAD and CAM tools hugely assist in idea generation process to designers and activities can be performed easily while using these tools rather than paper drawing and time consuming process and activities go smoothly, can be emended easily. While promotion activities begin a designer or manufacturer of apparel, garments can easily visualize in mind the finished product, its, attributes and look and not all of the designers or manufacturer can have a good imagination and the tools assist to design product by using 3D images of particular products and can be viewed on computer screen, thus, benefits and drawbacks can also be noticed. Designers may simply draw, design product sketches, its illustrations with accessories and embellishments and then textile machines that sew, grade, cut and mark garments, fabrics can be interfaced with computer systems which later creates less labor cost

activities and cutting time consumption process. Later, finished and ready products can be demonstrated on social media channels using SMM for later grading, commenting, disliking or linking and collected data from customers may be used for emending, improving process of products within company.

CONCLUSION AND RECOMMENDATIONS

Most of the companies, firms, enterprises including apparel, garment, knitting industries have implemented or started to implement digital marketing technologies and digital technologies, such as SEO, SMM, E-mail marketing, affiliate marketing, CAD/CAM, 3D technologies, digital printing in textiles, apparel.

Thereby, that is crucially recommended for garment, apparel, knitting industries to exploit much more of digital marketing technologies, smart technologies and starting to switch to the great world of digital metaverse of textile, apparels and others as investing more into the digital textile, digital technologies metaverse can have a huge impact into further development of majority of business processes of these companies.

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