

Abstract of Arctic Smart Village case

Team 2

Our team worked with Arctic Smart Village case, the company which offers the Älykylä concept of smart living in a communal way. Our aim was to develop recommendations related to digital marketing in social media and company website. We also came up with some bonus idea. To achieve our goal, we studied materials related to digital marketing, interviewed our commissioner as well as two experts: a teacher of digital marketing and a person responsible for social media in the BRIDGE project. As our main working tool, we used “Creative step by step guide” by Anitra Arkko-Saukkonen and Anzelika Krastina.

For promoting ASV concept we recommended to use following social media and provide information by understandable language. We recommended using Instagram for showing the company’s activities visually. Using stories to interact with customers. Posting about workers’ daily life in a funny way, beautiful pictures of nature in the villages and visualization what is going on for now. We suggested adding interactive part in Facebook posts such as asking for feedback by comments or polls and concentrate on showing steps of the village building or company achievements. In addition, the company could post more about a concept they promote via related articles or video. Also, inhabitants can use closed Facebook groups in future to follow the news of cooperative, to share feedback, to have discussions and to create events. We recommended using Twitter to quickly interest new customers with short informative posts and show building process and interactions with customers and other companies. Moreover, we advised to upload full information about the company and use LinkedIn for business connections, employees search and demonstration of current connections.

The current AVS website needs some improvements since it’s not sufficient enough for providing a good visiting experience because the information is mostly posted in Finnish, the website does not work on some devices and has bad navigation. For improving the AVS website we suggest to redesign the website and organize the content. Responsible design, better navigation, adding more visual content and pages such as links to Information about AVS concept, “contact us” page and a page with the different smart villages where customers can read about them.

Our bonus idea is a mobile application for people who already joined the cooperative. It can be used for different everyday purposes and activities such as: to book a sauna, a car, a barbeque place, the time in the laundry room, to publish the news about the cooperative, to sign in for meetings and other events. This application is very important for inhabitants because it will help them to cooperate with each other.

On this basis, we conclude that digital marketing is the best way for the company to become more popular and get new inhabitants. We came up with the suggestions on how to use digital resources effectively and what needs to be fixed. The examples of successful social media and companies’ website marketing are provided. Besides digital marketing suggestions, we came up with a bonus idea for inhabitants of the cooperative. These findings provide a potential mechanism for prosperous digital marketing campaign of the case company.