



Go Global Smart is a modern consulting solution for small and medium enterprises looking to internationalize their business. The business model revolves around their application which provides a platform for customers and consultants to communicate. It was developed based on their model and gives clients a step by step guide to plan a internationalisation project.

Our commissioner Marko wanted us to look into expanding his business into Swedish market. He wanted us to see if there were a need for his business there, if there were competitors and how he should start marketing in Sweden. Marko also showed interest in finding possible partners in Sweden, whether they were universities or organisations.

Our team decided to focus on social media due to its cost-effective nature when it comes to advertising. We believe it's a better way to approach marketing as a start-up business, since Google search engine ads can become surprisingly expensive, unless you use really specific keywords. Since Go Global Smart didn't have a Facebook page, we had to create one from scratch. Our commissioner provided a story of his business that we added to the about page on Facebook and also posted separately on our feed. Lastly, we executed a part of our year clock plan and made a post about Mother's Day.

Since Marko told us that he didn't have much experience with social media, we decided to make a Finnish guide to him with details about advertising etc. This will help him in the future with making posts on Facebook. The guide also includes details about possible organisations that he can use to expand his business to Sweden. Our team was able to get couple of contact details of Swedish university teachers, however after never receiving a response to several of our emails we decided to halt our search. We added those contact details into our guide if Marko wishes to contact them later.