

Our team's goal in this project is to help Hulkoffgården get more visibility in the Nordic countries and with that, get more customers to their lovely hotel and restaurant. Hulkoffgården is a place in Korpikylä, 35 kilometres from Tornio, which provides customers with local, homegrown food, accommodation and activities. They have a hotel, Hulkoff Lodge, which has 8 rooms and 18 beds. They have a barn where they grow cows and a separate fence for reindeer. Hulkoffgården also has a shop, Butiken På Landet there, which sells stylish and quality clothing. We decided to focus only on restaurant and accommodation services.

First of all, our team started to get a better understanding of the place by gathering all the information that we could. We visited their website, checked their social media channels and googled basically all the information we could. Then we planned the interview questions, what we want to know and what we need to know in order to get information on what they can and should do for more visibility. We also made some customer survey papers for Hulkoffgården to give to customers leaving the place.

We found out that they have a great place there, and it is really a shame that more people don't know about their restaurant and hotel. The owners are friendly and welcoming, and they also speak three languages fluently. We saw that their marketing is lacking a bit and they really don't have a strategy for marketing. At this point we started to think of the actual concrete things we needed to do in order to help Hulkoffgården. We made a SWOT analysis, google keyword analysis and started to make a plan for social media marketing. We got a few answers to the survey papers we left there and had only positive feedback in them.

Over the next weeks we made a marketing plan for their social media channels, what kind of content they should post and how often. This will hopefully help them with social media marketing. One of our ideas was also to use storytelling as a way of marketing. We did a lot of benchmarking also and tried to find out what their competitors do. We came up with a detailed marketing plan that will hopefully help them a lot in the next years and bring in a lot of customers.