



# HULKOFFGÅRDEN

Dream team



# HULKOFFGÅRDEN

A family company with a restaurant and accommodation services.

Located 35km north from Tornio/Haparanda

## Restaurant

- Traditional Tornedalen cuisine
- Organic ingredients that are grown in the their own garden and in local farms.
  - Open by reservation
  - Seats for up to 100 customers
- Recommended by White Guide, every year since 2008!



# HULKOFFGÅRDEN

Accommodation – Hulkoff Lodge

- 8 Rooms, 18 beds
- Perfect for groups and families

Hulkoffgården has great surroundings for all kinds of outdoor activities, year round

Generation change this year





# STORY

Our restaurant and lodge are based on a family farm,  
dating back to the 1700s.

We prepare food from fresh farm ingredients,  
preserve Tornedalen cultural and food traditions,  
that help us to return to the atmosphere of our  
childhood.

Hulkoffgården is a place, where you will find  
harmony, inner peace and truly enjoy the privacy of  
nature.



# BUSINESS INITIATIVES

1. Google Analytics research

1. Customer surveys

1. Tourist portals



# TARGET MARKET

**Buyer 1** is 30–45 years old. S/he has family: wife/husband, 1–4 children. S/he works in a well-paid job and spends his/her free time travelling with family. Ultimately, **Buyer 1** wants to find a comfortable place to stay with children away from the big city with healthy food and clean nature.

**Buyer 2** is 30–55 years old. S/he has a lot of friends. S/he works in a hard, but well-paid job and spends his/her free time with his/her friends. They like travelling together. Ultimately, **Buyer 2** wants to find a remote place from the city where his/her friends and s/he could stay for a couple of days, forget about work, relax in nature, eat delicious and fresh food and enjoy the holidays with friends.

HULKOFFGÅRDEN IS A GREAT PLACE FOR THESE PEOPLE!



# COMPETITIVE ANALYSIS

**Kukkolaforsen**

- Accommodation & restaurant

**Arthotel Tornedalen**

- Accommodation & restaurant

**Ida's Stuga**

- Accommodation

**Nivagården**

- Accommodation

A still life photograph of fresh ingredients. In the center is a white bowl filled with a salad of shredded lettuce, tomatoes, and other vegetables. To the left is a wooden cutting board with a knife and several lime wedges. To the right is a bunch of fresh cilantro. In the foreground, there are several slices of avocado. The background is a light-colored, textured surface. The text "MARKET STRATEGY" is overlaid in the center in a white, serif font.

# MARKET STRATEGY



# PRODUCT

A dimly lit photograph of a dining table. In the foreground, a wicker basket is filled with several golden-brown, flaky pastries. To the left of the basket is a silver teapot with a glass lid, sitting on a white base. Behind the teapot is a white bowl containing a yellow, creamy substance, likely butter, with a butter knife resting in it. The background is dark and out of focus, showing a wooden table and a chair.



A still life photograph of a breakfast tray. In the foreground, a black wire basket holds a white cup of coffee with a black spoon, a plate of bread rolls and almonds, and a folded grey cloth. In the background, another plate with food and a glass pitcher are visible on a dark wooden table. The word "Price" is overlaid in white serif font.

# Price



# Promotion

- Online

- Website
- Search promotion in Google and Yandex
- Social media.
- Touristic portals
- Booking services

- Offline

- Events
- Travelling company in Rovaniemi.



Rubric	What is the post about	Periodicity
Selling posts	Promotions; discounts; leisure benefits; menu; room description; cost of services	Twice a week
Entertainment posts	Competitions; games; quizzes; polls; communication with subscribers	Once a week
Useful posts	Secrets of Tornedalen cuisine; Scandinavian legends; recipes; lifehacks; owner stories	Twice a week
The guests	Reviews; guest photo	Once a week
Announcements	Event Information, photos from events	–



A dimly lit photograph of a dining table. In the foreground, a wicker basket is filled with several golden-brown, scalloped-edged pastries. To the left of the basket is a silver teapot with a glass lid, sitting on a white base. Behind the teapot is a white bowl containing scrambled eggs. The background is dark and out of focus, showing parts of a chair and other tableware. The word "PEOPLE" is overlaid in the center in a white, serif font.

PEOPLE



A still life photograph of fresh ingredients and a salad bowl on a wooden cutting board. The scene includes a bowl of salad with lettuce, tomatoes, and bacon, a whole lime, a head of garlic, and several slices of avocado. A bunch of fresh cilantro is on the right. A striped cloth is on the left. The word "PROCESS" is overlaid in the center.

# PROCESS





# PHYSICAL EVIDENCE



# BUDGET

Current turnover of Hulkoffgarden is **320 000€** (according to data for 2018): **10%** of this sum the owners are ready to spend on marketing (this is about **32 000€**).

## Distribution

Marketing channel	Amount of funds
Instagram	6272€
Facebook	2688€
TripAdvisor	2688€
<a href="https://aavasaksa.fi">Aavasaksa.fi</a>	1920€
<a href="https://haparandatornio.com">haparandatornio.com</a>	1920€
<a href="https://heartoflapland.com">heartoflapland.com</a>	1920€
<a href="https://visitmeri-lappi.fi">visitmeri-lappi.fi</a>	1920€
<a href="https://swedishlapland.com">swedishlapland.com</a>	1920€
<a href="https://booking.com">booking.com</a>	4032€
<a href="https://Trivago.fi">Trivago.fi</a>	6720€



# MARKETING CHANNELS

- Websites

Russian tourist portals will not work:

- Price
- Competition on pricing segment
- Unpopular destination
- High bid price



# FACEBOOK

1. Setting a goal
  - To gain visibility for the commissioner
2. Defining the market audience
  - Current customer segment, geographical area: Russia
3. Choosing the channels
  - Facebook and Instagram
4. Timetable and budget
  - Multiple short campaigns at a time
  - Budget as in paragraph “Budget”
5. Uploading content and advertising text
  - Picture JPG -format, size 1200 x 900 pixels.
  - Short and descriptive text
  - Create CTA-Prompt “Read more!” with URL-link to campaign page
6. Monitoring the results
  - Maintain comments
  - Follow Facebook analytics

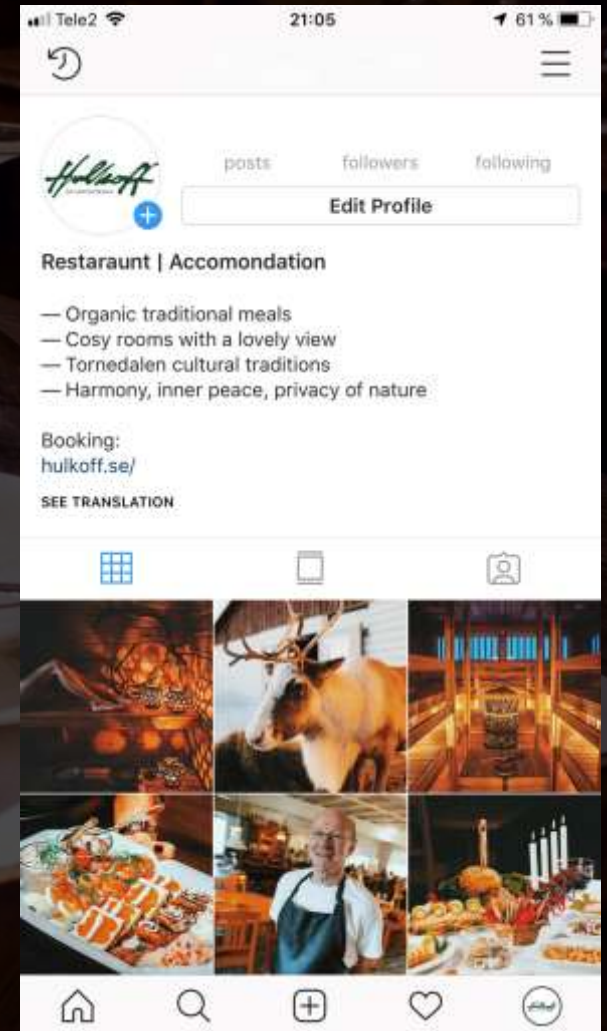


# INSTAGRAM MARKETING STRATEGY

## *Step 1: Setting Up The Instagram Business Profile.*

## *Step 2: Optimize The Instagram Profile:*

- Build an Eye-Catching Instagram Bio:
  - Name;
  - Hashtag Links in Bio;
  - Services;
  - Story (Storytelling);
  - Website Link (Contact Information);
- Build a Consistent Instagram Aesthetic:
  - Pick a Color Scheme;





# INSTAGRAM MARKETING STRATEGY

## *Step 3: Building an Instagram Content Strategy:*

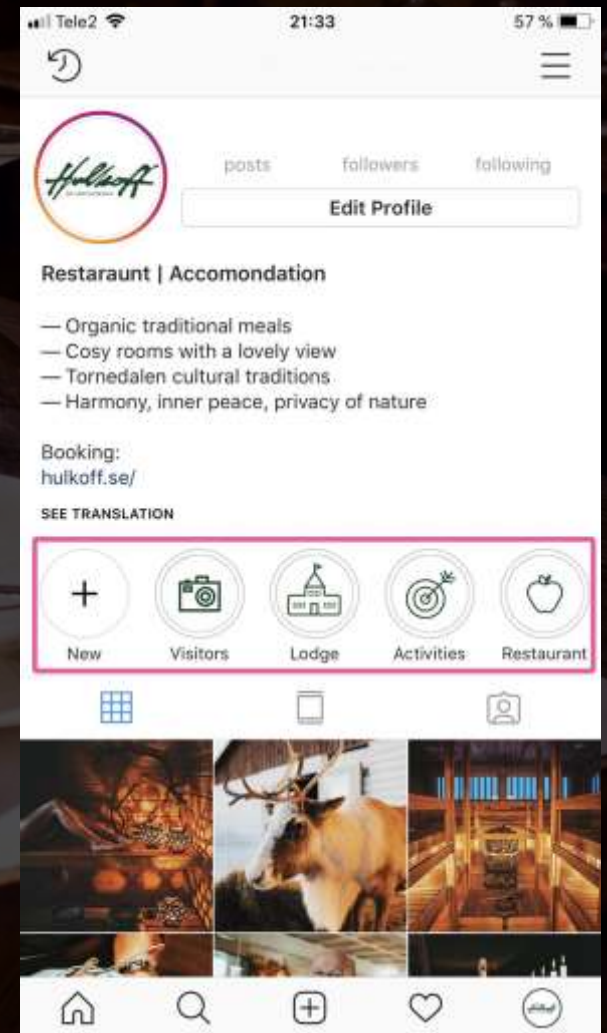
- Posts;
- Stories.

## *Step 4: Running a Marketing Campaign.*

## *Step 5: Track an Instagram Analytics.*

## *Step 6: Use Proven Instagram Marketing Campaigns:*

- Create an Instagram Hashtag Strategy;
- Run an Instagram Contest or Giveaway.





# MARKETING CALENDAR







THANK YOU  
FOR YOUR  
ATTENTION!