

ABSTRACT of BRIDGE-project EXPERIENCE365

We divided our assignment to storytelling and digital marketing. Pieta Pyhtinen, Topi Toivanen and Daria Gorelova worked on storytelling and Alvin Lim and Vera Shikhalova worked on digital marketing. Gorelova also worked on the concept pictures.

Storytelling – Pieta and Topi

In storytelling our main goal was to create new stories and ideas for the company to use in their marketing. First we wrote some preliminary ideas and then categorized them. From these categories we formed different stories for the presentation. Stories told by the staff, the yearclock, SnowCastle and daily stories.

Stories told by the staff is a way for potential customers to get to know the staff working in the company. With short introductions and pictures staff becomes more familiar than just a name, title and contact info. The yearclock is a navigational tool for the website. With it, potential customers can find easily activities offered during their visit. Additionally videos from different seasons showcase the unique activities offered at that particular season. One of the biggest things we focused on in the SnowCastle is the theme that changes every year. The theme could be more visible on the website and in the marketing. Ways to execute this is pictures and videos showing the theme and event for the theme reveal in the opening ceremony. Posting daily stories in Instagram and having communication with followers is an easy way to get closer to the customers.

Storytelling – Daria

After visiting KemiTourism and talking with commissioner, it became clear that company has a great variety of services. Those services work depending on the period of the year. It takes a lot of time to search service on a website, and it would be unpleasant when customer find out that it is not available at this moment.

I have made up some sketches of tools that can help somehow visualize services and their position in time. Then I showed it to the group members and we discussed the idea. We chose circle form for visualization.

I made the final form and design circle in the KemiTourism website style with vector-graphics redactor. Our team gave a name to it – Yearclock. Then I tried it on the website page and our team decided that it fit in well.

Digital marketing – Alvin and Vera

Kemi have experience products that are interesting and surely that, having a better digital marketing strategy will increase their customer volume. They must improve their website design and website responsiveness. Their social media strategy must also be reviewed and improved. There are a lot of components that I will discuss which must be taken into consideration when we are dealing with digital marketing. I can see that Kemi has a huge potential to boom if they will improve their current marketing strategy. Here are the summaries of the improvements that we think will help improve Kemi's digital marketing.

Some of our ideas to improve the digital marketing are the following. Design your website to become responsive which means that it must be compatible to desktop view, tablet view and mobile view. Navigational buttons on the website must be improved. Design a website that people will easily understand and use navigational buttons like "read more". Create videos that are interesting for the audiences and you must also be active in your YouTube channel. Make videos every week. This is a great platform to advertise what you have. Using Instagram as a live communication tool; More stories, tracking hashtags and repost stories and posts of people who were there (SMM).