

# Kemi Tourism

Team members:

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- Kemi Tourism was established in 2008 and in recent years it has rebranded itself as EXPERIENCE 365
- The company is owned by city of Kemi
- Offers different quality activities for tourists all year round

# WHAT IS STORYTELLING ?

- Storytelling is a way to affect the brand image in customers' minds
- Good story awakens emotions and interest, and it is part of word-of-mouth marketing, social sharing and social media
- Storytelling is not creating something fake, it is real stories from the company and people behind it

# STORIES TOLD BY THE STAFF

The screenshot shows a web browser displaying the EXPERIENCE365 website. The browser's address bar shows the URL www.experience365.fi. The website has a blue header with navigation links: Home, About Us, Services, Contact Us, and a search bar. Below the header, there is a featured quote: "Going on a cruise with icefloating is a really unique experience!"

The main content area features two staff profiles:

- Matti Meikäläinen**, SALES MANAGER. Contact information: +040 1234567, matt.meikalainen@example.fi. Bio: "I started working in EXPERIENCE365 five years ago. First I was a sales assistant but now I am a sales manager. I like my job because every day is different and I get to meet new people. If you ask me, one of the best things in EXPERIENCE365 is Icebreaker Sampo. Going on a cruise with icefloating is a really unique experience!"
- Majja Meikäläinen**, SALES MANAGER. Contact information: +040 7654621.

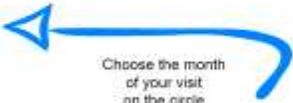
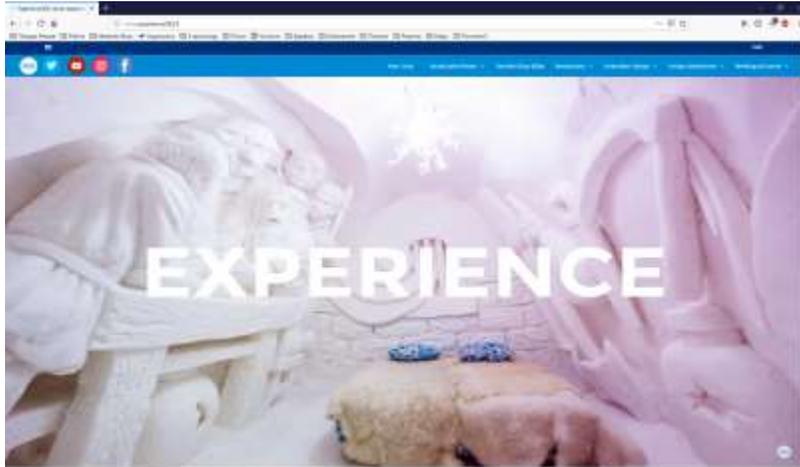
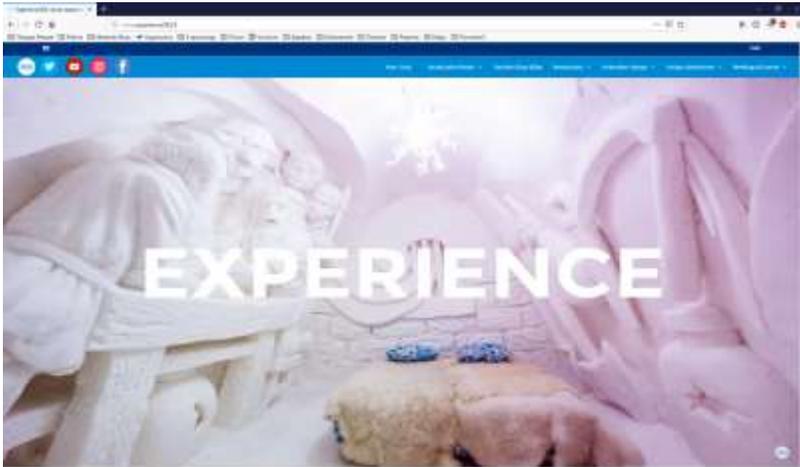
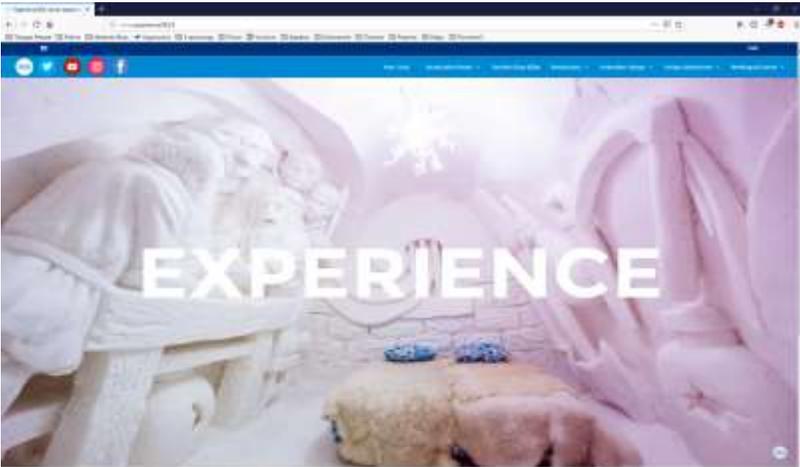
The footer is dark blue and contains:

- SUBSCRIBE TO OUR NEWSLETTER**: A form with a "JOIN" button.
- Who we are**: Film Friendly, Recruitment, FAQ, Terms & Conditions, Privacy Policy, Partner Access.
- CONTACT US**: Email (sales@experience365.fi), Phone (+358 10 200 678), Contact information, Invoicing Details.
- EXPERIENCE 365** logo and navigation icons (up arrow, envelope).

# THE YEARCLOCK

- Emphasizes the fact EXPERIENCE<sub>365</sub> offers activities all year round
- The navigational tool shows pictures of the activities emphasizing four seasons and creating mental images
- As a story could be a video showing one picture from each day of the year showcasing different activities offered
- Additionally four different videos from different seasons show what unique activities are offered
- At that time of year

# How does it work?



Choose the month of your visit on the circle and find out what you can do here in this time!



And here we go

The screenshot shows a web browser window with several tabs open. The active tab is 'Product | Experience365'. The address bar shows the URL: [www.experience365.fi/product/?productId=c9110e5-960b-41cc-944c-7d8e38e55b2&activityId=32958](http://www.experience365.fi/product/?productId=c9110e5-960b-41cc-944c-7d8e38e55b2&activityId=32958). The browser's bookmark bar contains various sites like 'Поездка Италия', 'Работа', 'Nintendo Music', etc. The website header features social media icons (365, Twitter, YouTube, Instagram, Facebook) and navigation links like 'Year Clock', 'SnowCastle Resort', etc.

### Arctic Island Hopping

⌚ 3 hours / 🏠 Easy

Explore the Arctic Archipelago nearby the City of Kemi by skiing from an island to another.



### Book now

View calendar | Upcoming

March 2019

Mon	Tue	Wed	Thu	Fri	Sat	Sun
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Available  Sold out

### Dates

Tue 26 Mar '19

⌚ 09:00 Book with 0

### People

Adults  Children 12-14 years

Adults €119, Children 12-14 years €71

### Extras

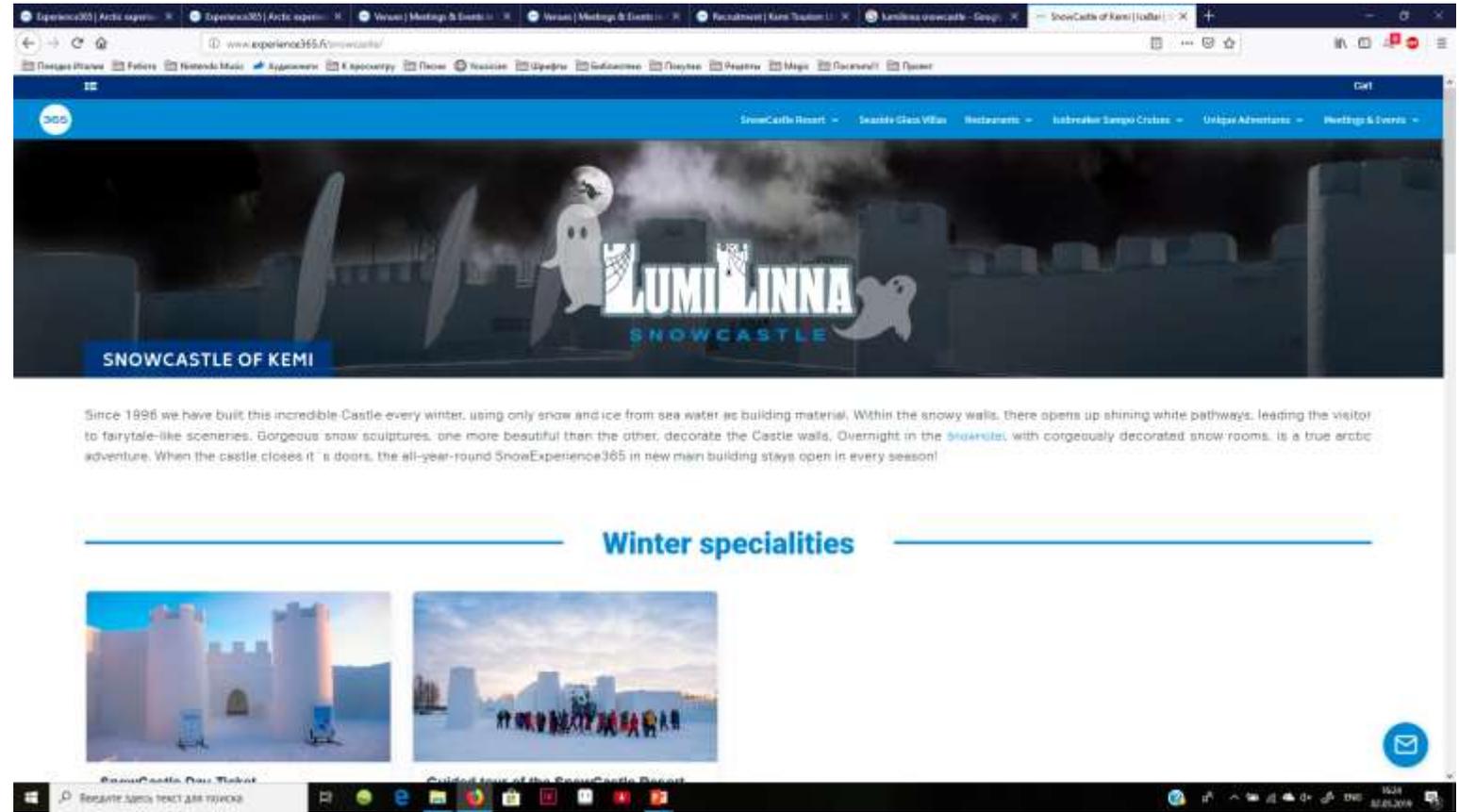
Pick up (included in price)

Windows taskbar at the bottom shows the search bar with the text 'Введите здесь текст для поиска' and the system tray with the date '21.03.2019' and time '11:25'.

# SNOWCASTLE

- The theme should be more visible on the website, advertising and on the exterior surface of the SnowCastle
- The introduction page could be shown with the theme and the logo on the page could be designed to match it
- Opening ceremony revealing the theme and showing the process of building it
- The differences in the hotel rooms could be stated on the website
- Customers could choose their room based on the size of the room or the sculpture
- The SPARK domehall could be bigger part of the SnowCastle experience
- For example part of the opening ceremony could be held there
- Would help people associate the two experiences with each other

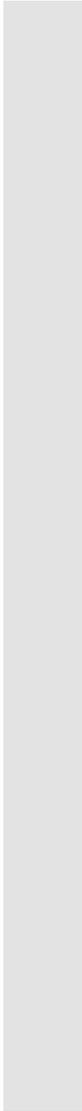
# SNOWCASTLE'S THEME



The screenshot shows a web browser displaying the website for SnowCastle of Kemi. The browser's address bar shows the URL [www.experience365.fi/snowcastle/](http://www.experience365.fi/snowcastle/). The website features a blue navigation bar with a logo on the left and menu items: SnowCastle Resort, SnowCastle Glass Wall, Restaurants, Icebreaker Sampo Cruises, Unique Adventures, and Meetings & Events. The main banner is a dark, atmospheric image of a snow castle at night with the text "LUMILINNA SNOWCASTLE" and "SNOWCASTLE OF KEMI" overlaid. Below the banner is a paragraph of text: "Since 1896 we have built this incredible Castle every winter, using only snow and ice from sea water as building material. Within the snowy walls, there opens up shining white pathways, leading the visitor to fairytale-like sceneries. Gorgeous snow sculptures, one more beautiful than the other, decorate the Castle walls. Overnight in the [SnowHotel](#) with gorgeously decorated snow rooms, is a true arctic adventure. When the castle closes it's doors, the all-year-round SnowExperience365 in new main building stays open in every season!" Below this text is a section titled "Winter specialities" with two images: one showing a snow castle and another showing a group of people in winter gear standing in front of a snow castle. At the bottom of the page, there is a Windows taskbar with the date and time set to 14:28 on 8/21/2018.

# DAILY STORIES

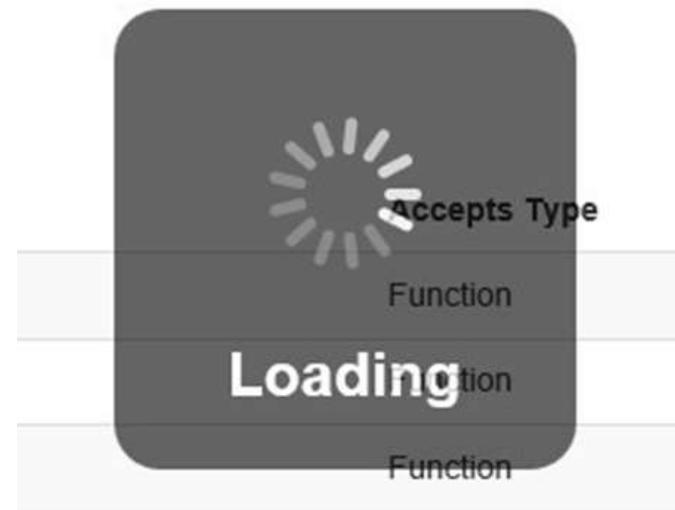
- With short stories customers get closer to the company
- Help to understand what it takes to run the company
- Offer behind-the-scenes material
- Makes it easier to communicate with customers



# DIGITAL MARKETING

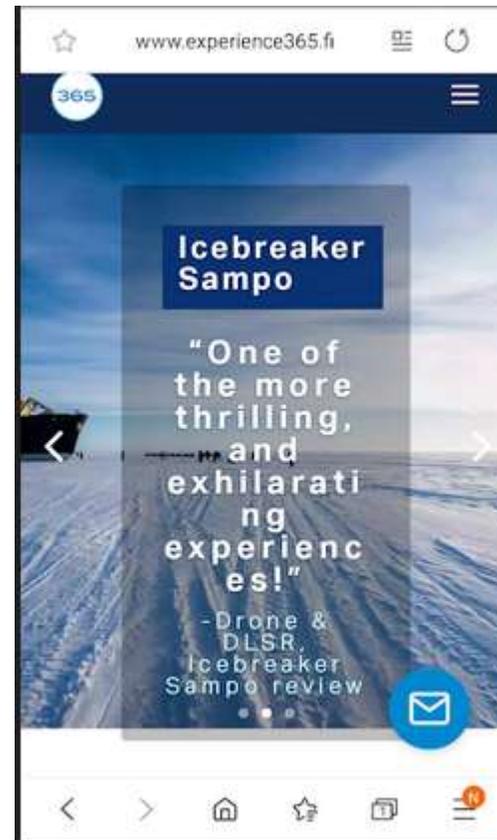
# WEBSITE

- Website's preloader => Tell the website creator to incorporate this to your website.



# WEBSITE

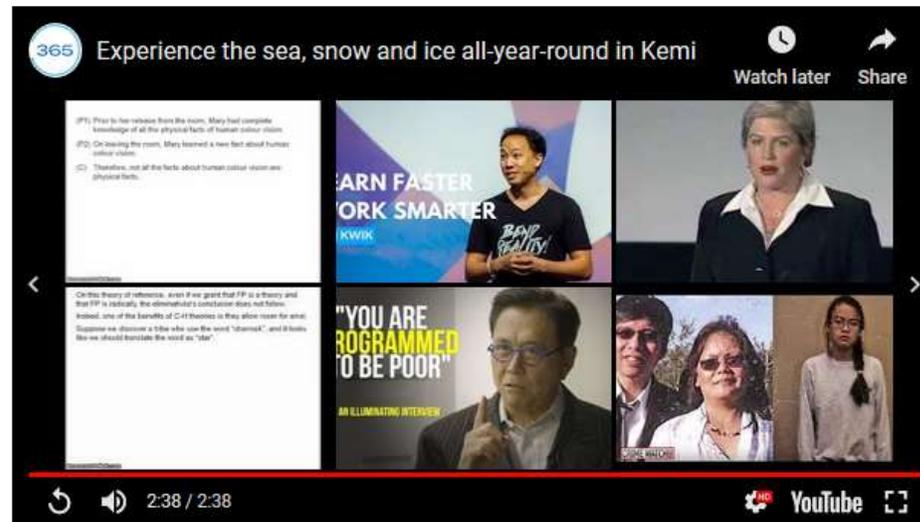
- Website is not mobile responsive => Design your website to become responsive which means that it must be compatible to desktop view, tablet view and mobile view.



# WEBSITE

- Website YouTube video => Irrelevant videos must be eliminated from the website. The problem is after the Kemi YouTube video was played, irrelevant videos are popping up at the end.

are guaranteed in Kemi.

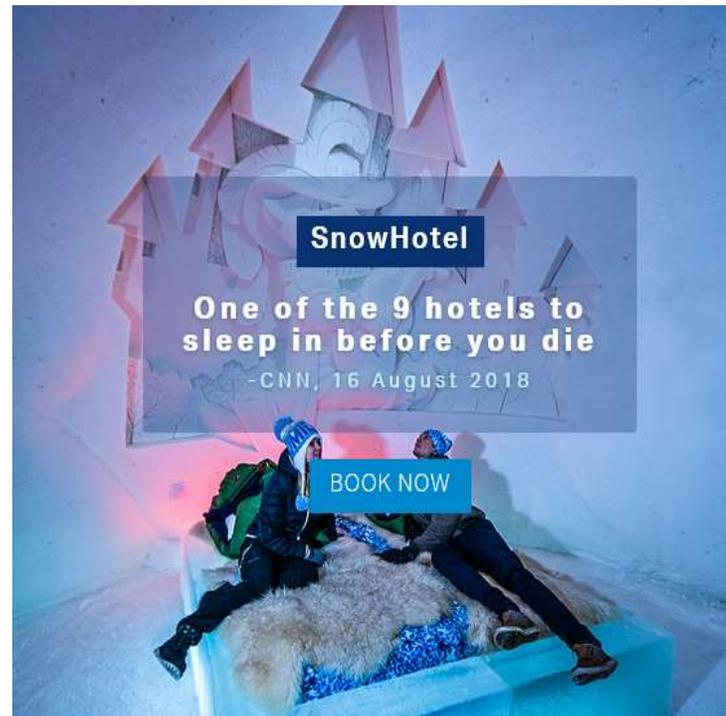


Our products are suitable for independent travelers, groups and incentives – from a day trip to a several-day- programme. Kemi is an ideal location to stay and take one day trip to visit the Santa Claus in Rovaniemi, have a wild night safari in Ranua wildlife park and cross the border to Sweden.



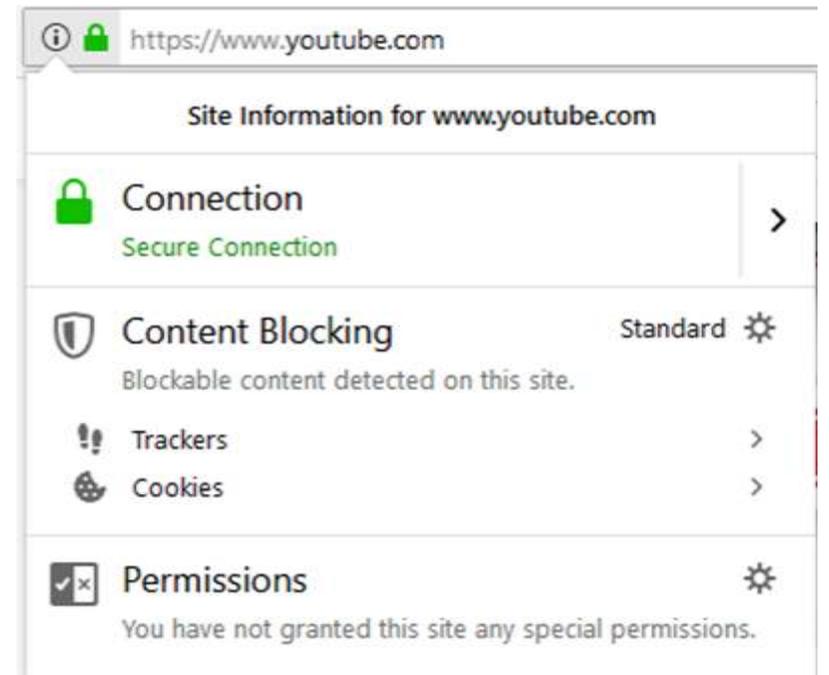
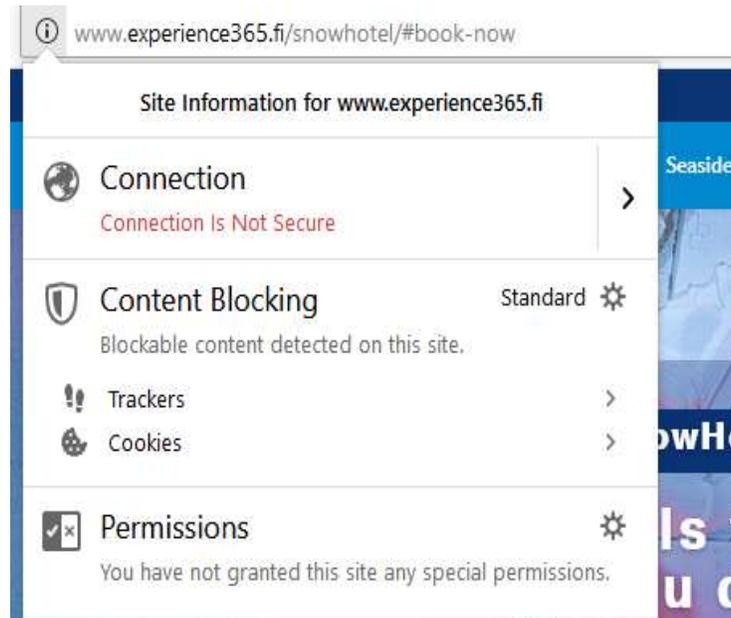
# WEBSITE

- Voice search technology => Your SEO must be designed for voice search to cope with the advancement of technology. Examples of technologies are Google home and SIRI.
- Navigational design => Navigational buttons on the website must be improved. Design a website that people will easily understand and use navigational buttons like “read more”.



# WEBSITE

- Use SSL certificate => Increase the security of your website by having SSL certificate. As of now, your website is unsecured, and SSL will help you to make your website secured especially when your customers are sharing vital information to your website.



# YOUTUBE

- Better to have sponsors where you can show their product in your YouTube channel. Another one is inviting influencers and shoot a video with them.



Fat Bike Vs. Enduro Bike | Fun or Fast?  
645,231 views

9.9K 380 SHARE Fat bike tour in Kemi, Sea Lapland  
29 views



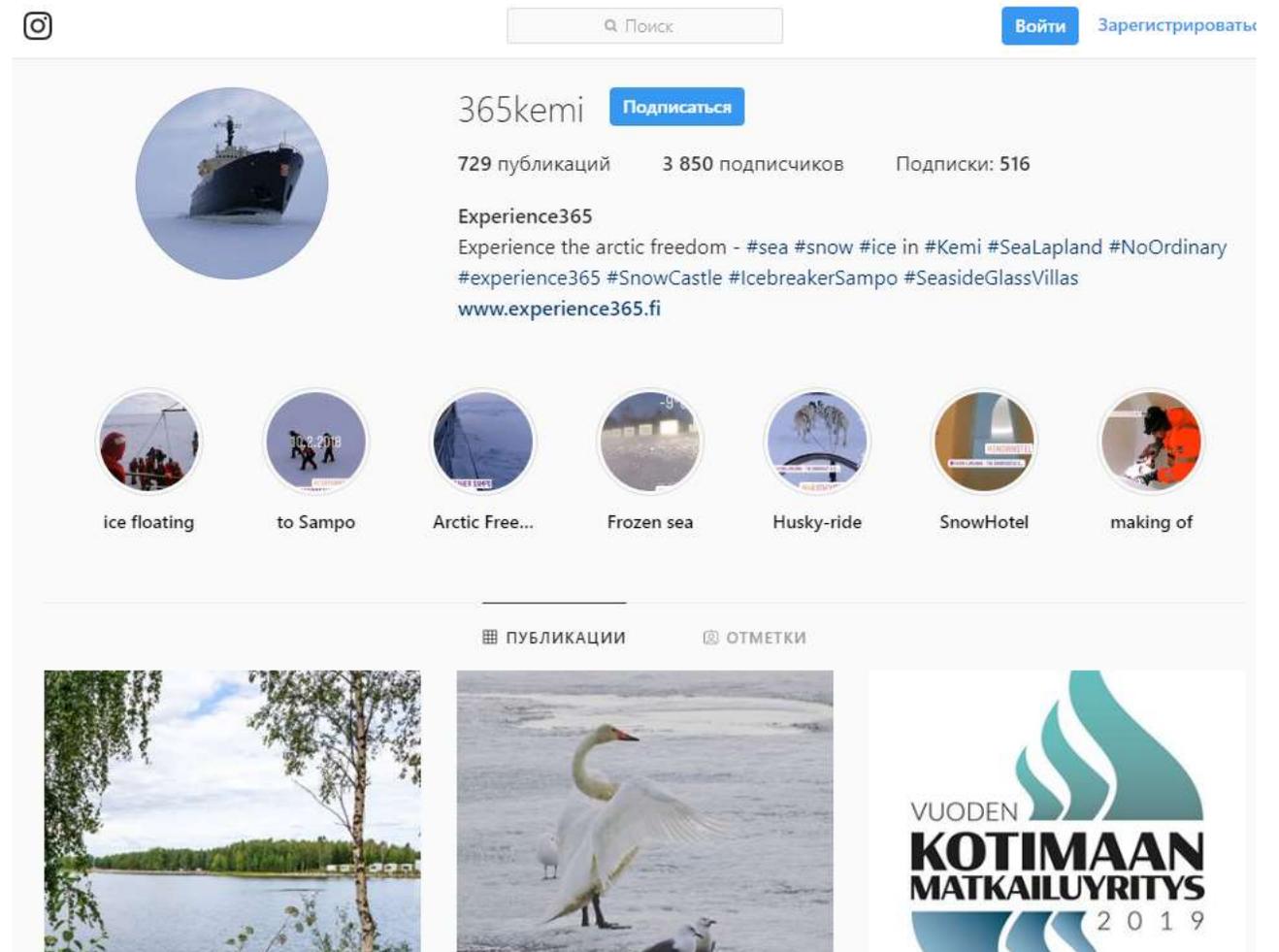
1 0 SHARE SAVE ...

Experience365  
Published on 28 Feb 2019

SUBSCRIBE 69

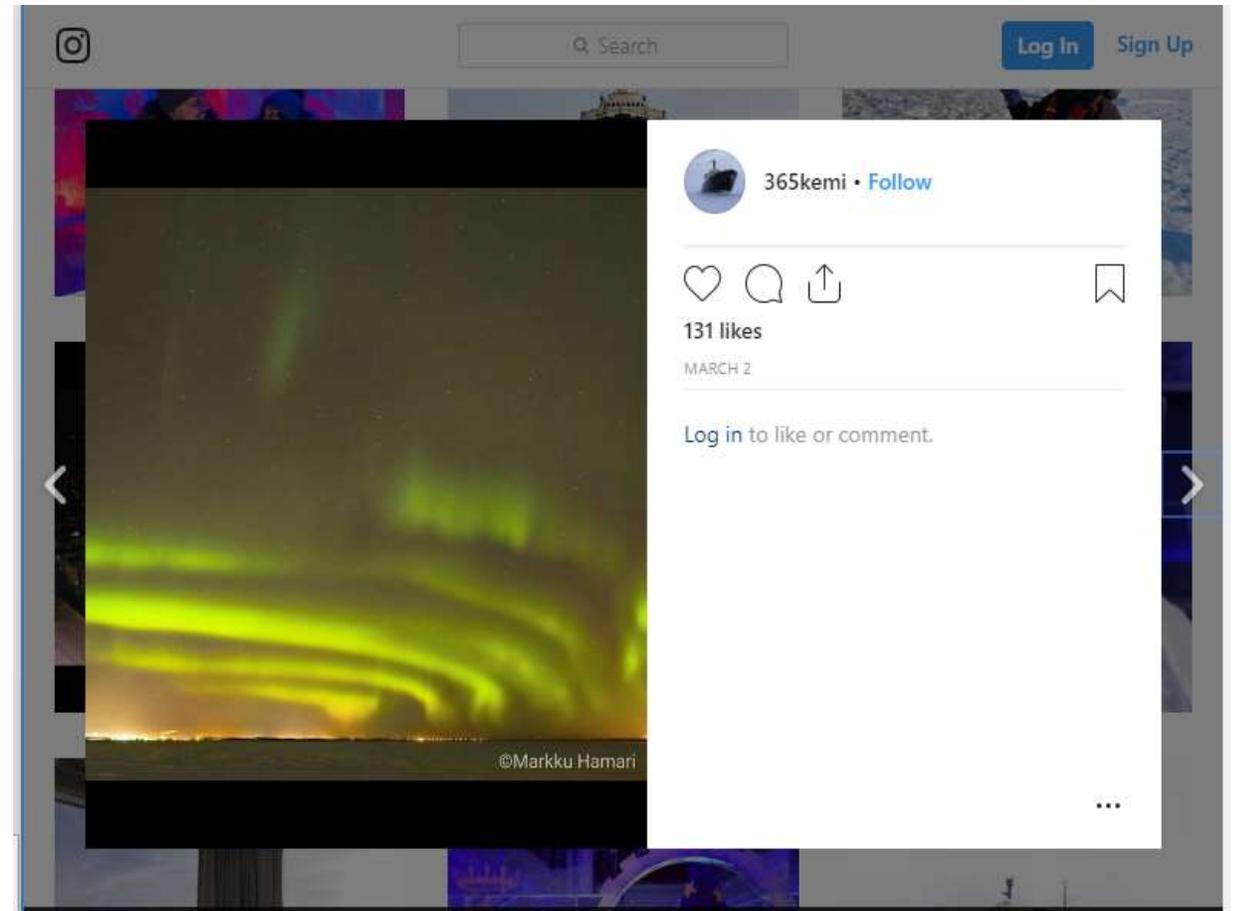
# INSTAGRAM

- **Using Instagram as a live communication tool;** More stories, tracking hashtags and repost stories and posts of people who were there (SMM)
- It's really beautiful and has hashtags and highlights story;
- Posts are not enough for a company that is active all of the year. For example, in March, 15 posts for on various topics and one video. At least I see one post per day that followers can see account activity.



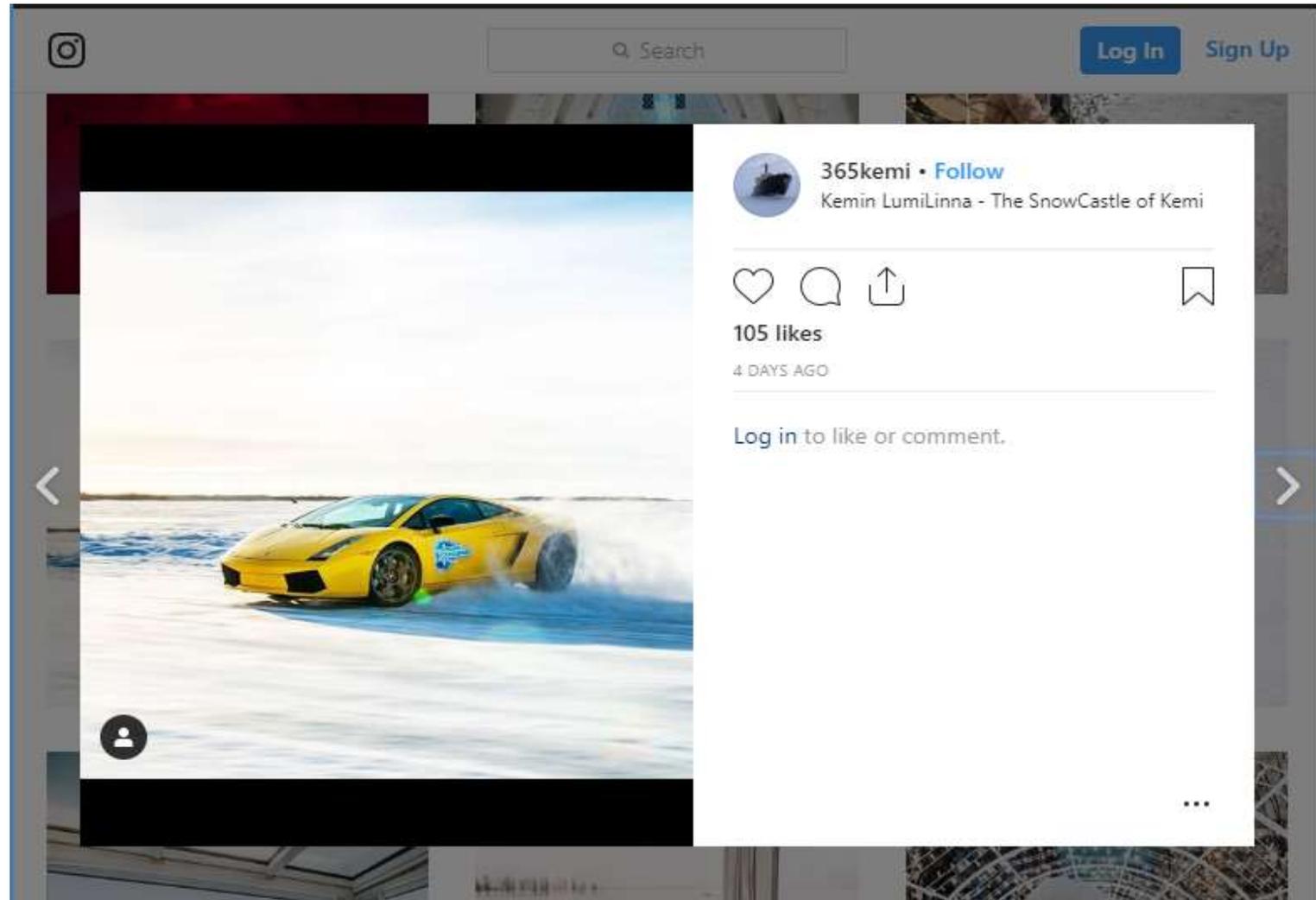
# INSTAGRAM

- Not all posts are informative, but this is important. Customers from other countries, who in search of new places, do not understand what they are looking at.
- Example 1 (Northern Lights - no hashtags, no description, what is this post about?)



# INSTAGRAM

- Example 2 (Race? Just a cool car? Also no description)



# INSTAGRAM

- We recommend to **position instagram as a live tool for communication**, 1 post per day at a minimum, more stories, more storytelling (not only about visitors, but also about staff), open questions in posts, interview sometimes => **to enter a direct dialogue with service consumers.**
- **It's better have the same name instagram as a website / facebook / twitter** => to create a single space for communication with consumers.
- Instagram is actively developing and the company has a great start, but not enough attention is paid, we have ideas for improving instagram and attracting more active followers **without high costs for the company.**