Kemi Tourism

Team members:

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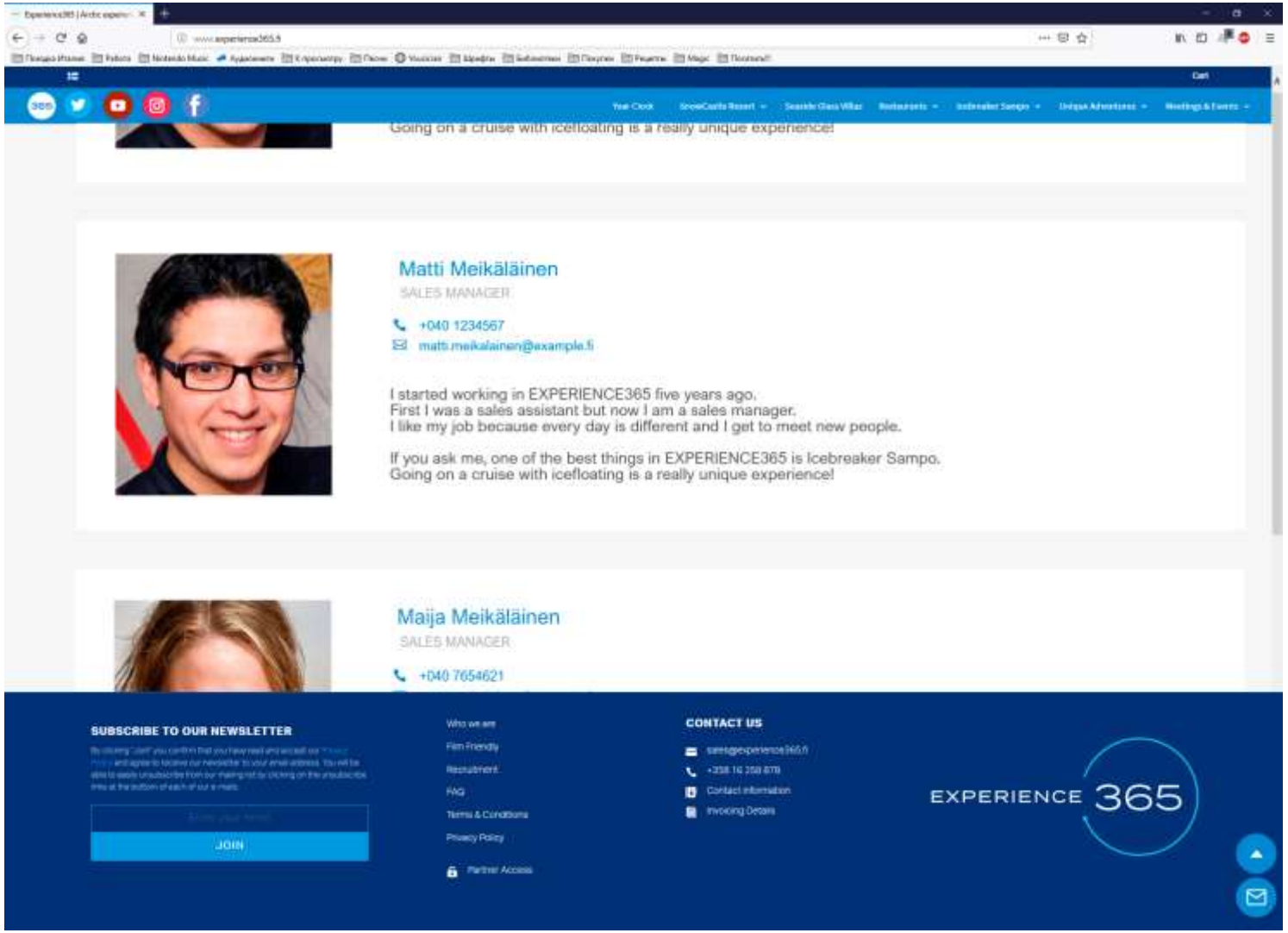
EXPERIENCE 365

- 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

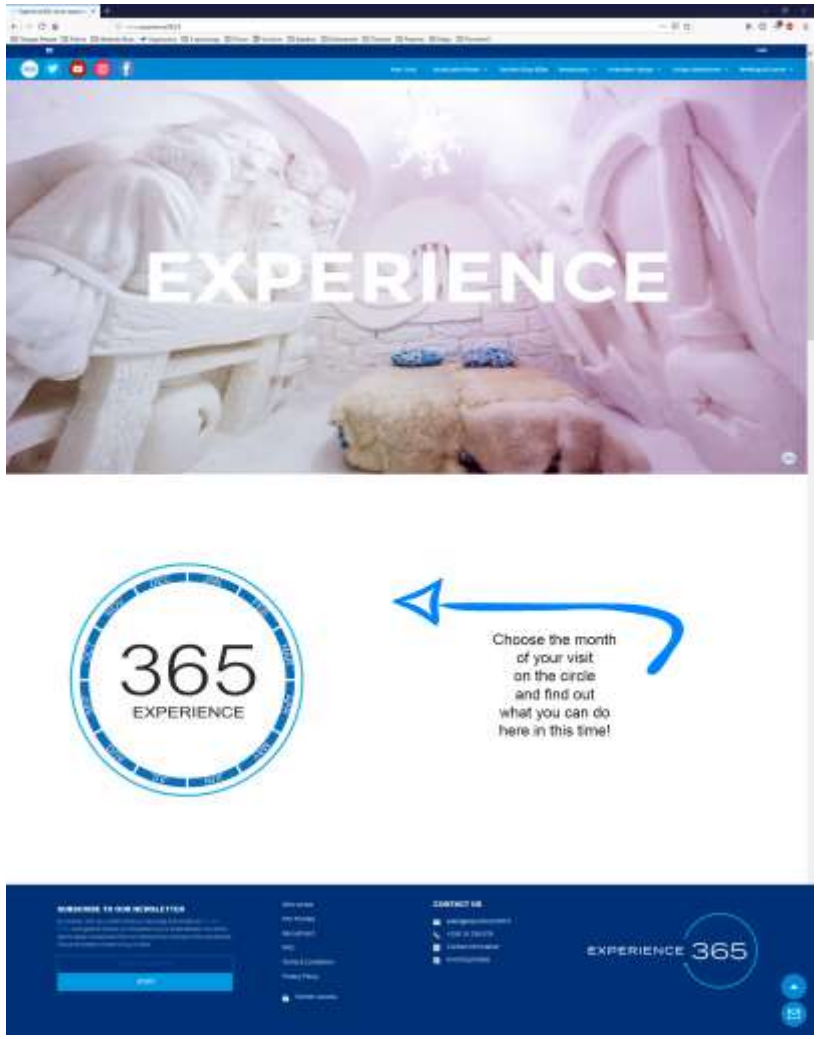
STORIES TOLD BY THE STAFF



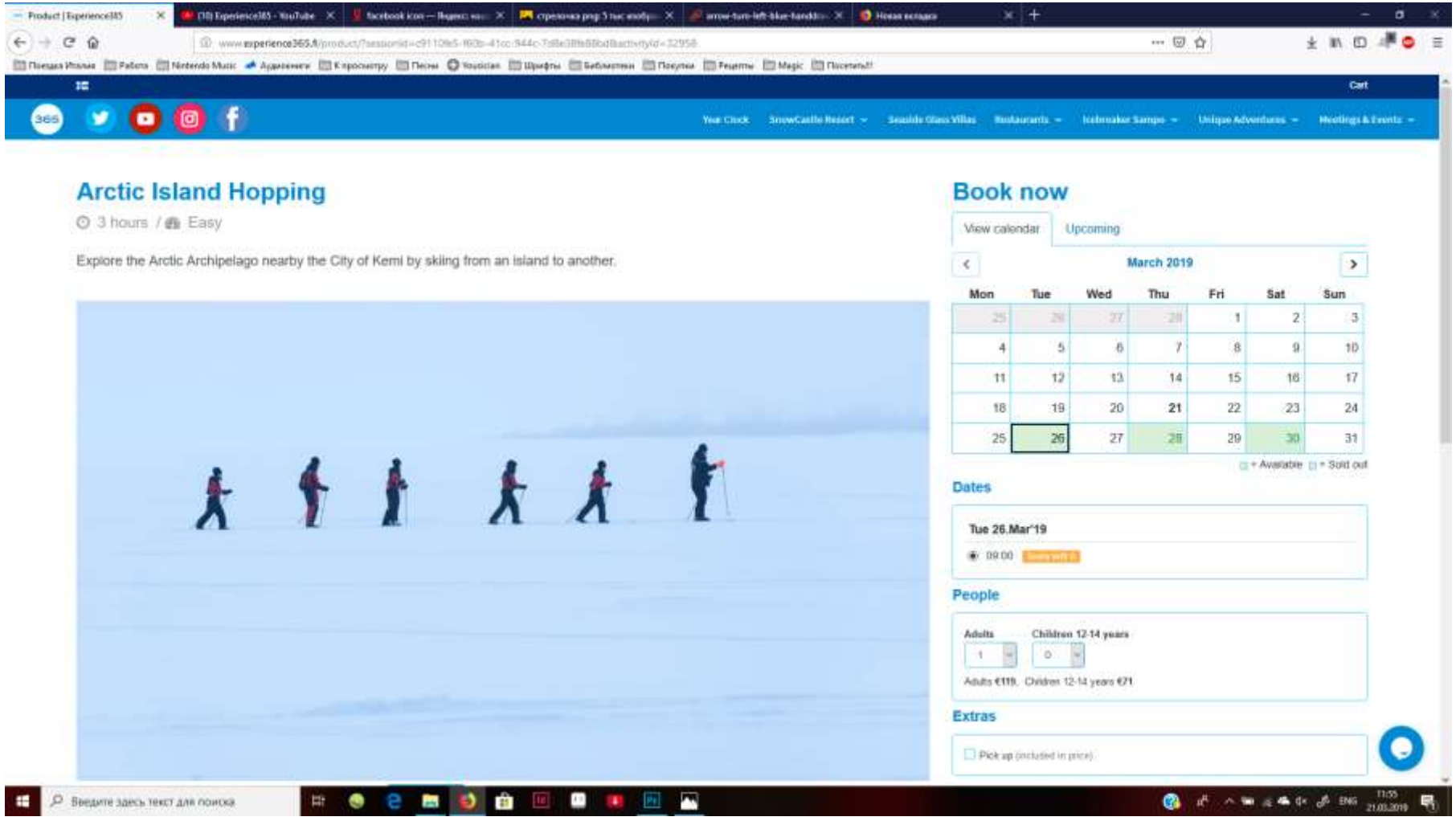
THE YEARCLOCK

- Emphasizes the fact EXPERIENCE365 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?



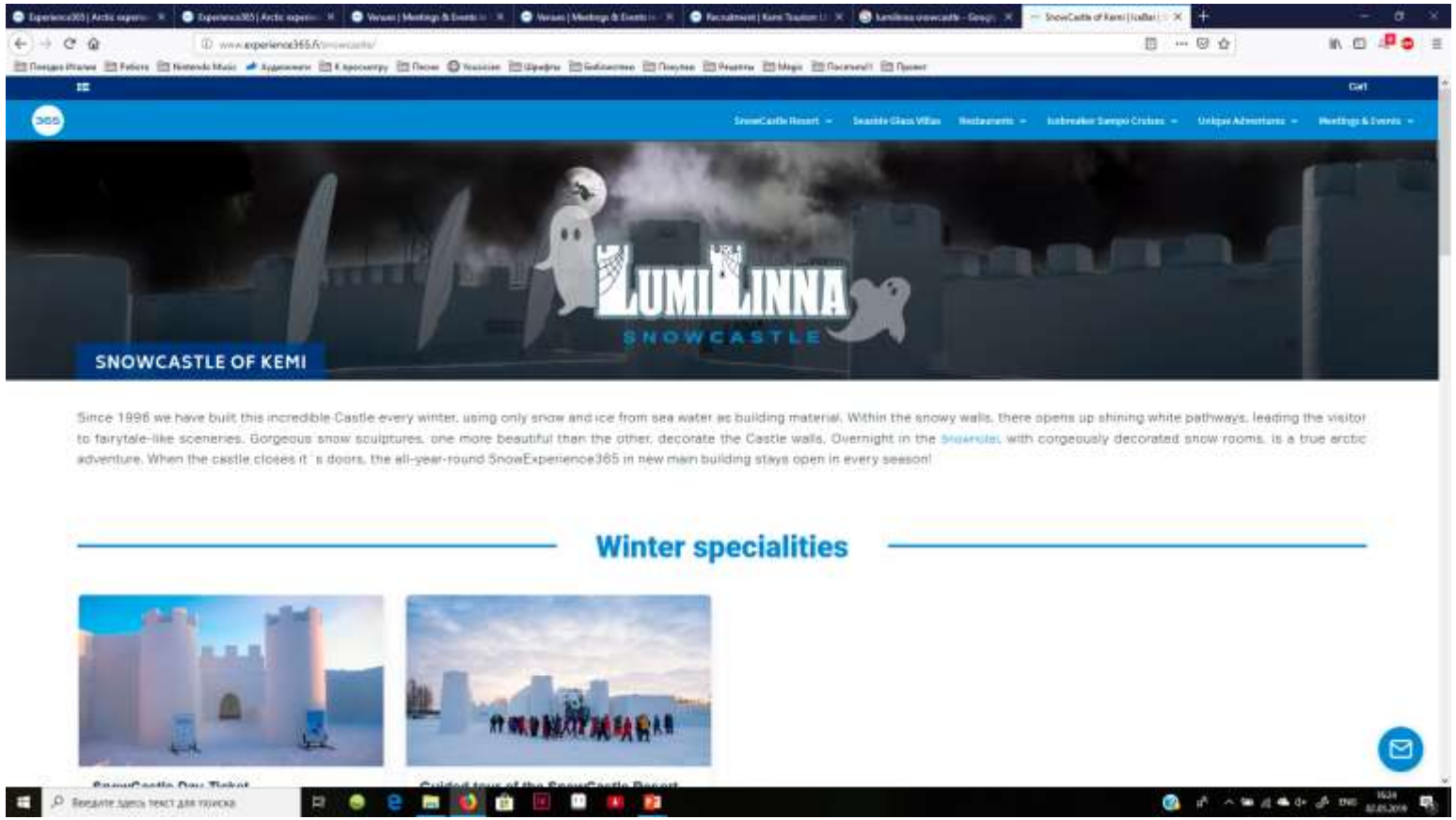
And here we go



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



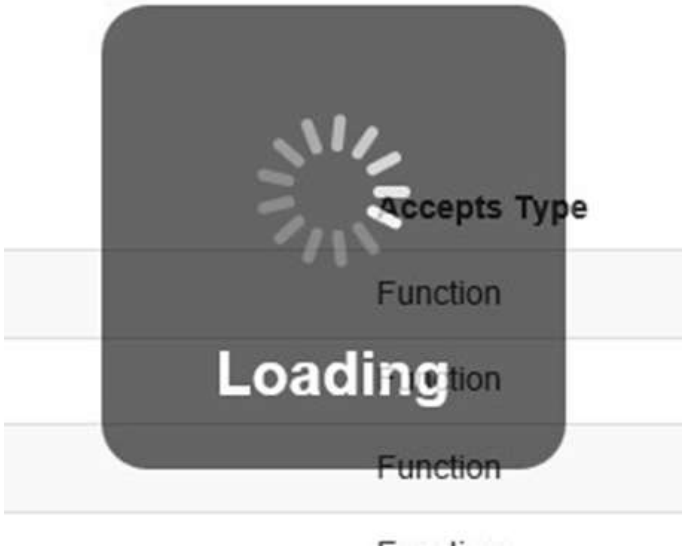
DAILY STORIES

- 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

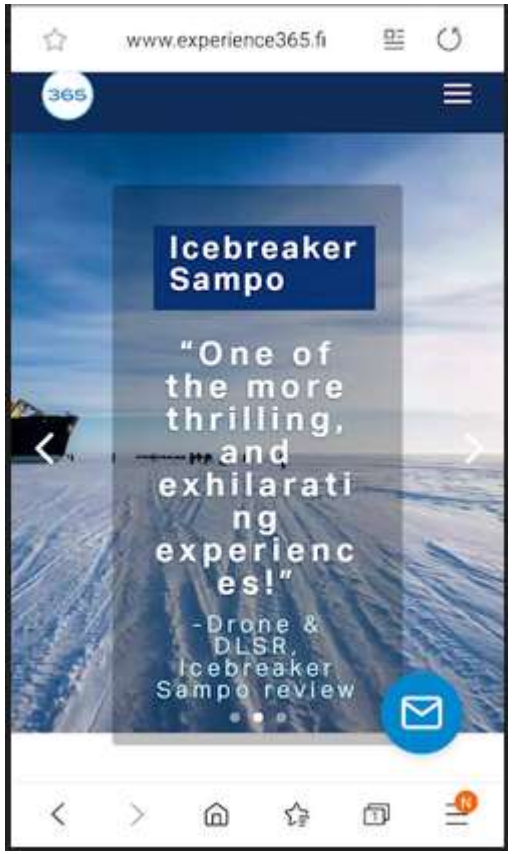
WEBSITE

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



WEBSITE

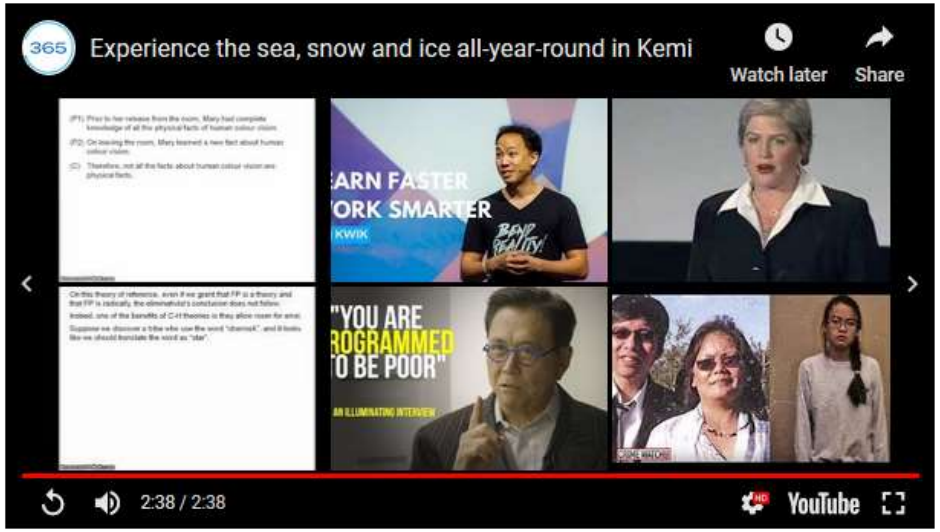
- Website is not mobile responsive => Design your website to become responsive which means that it must be compatible to desktop view, tablet view and mobile view.



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.



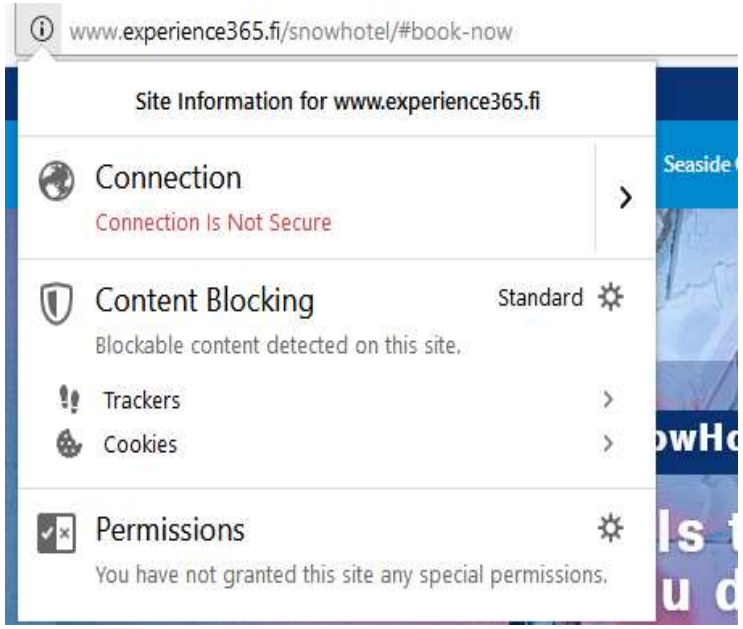
Our products are suitable for independent travelers, groups and incentives – from a day trip to a several-day- programme. Kemi is an ideal location to stay and take one day trip to visit the Santa Claus in Rovaniemi, have a wild night safari in Ranua wildlife park and cross the border to Sweden.

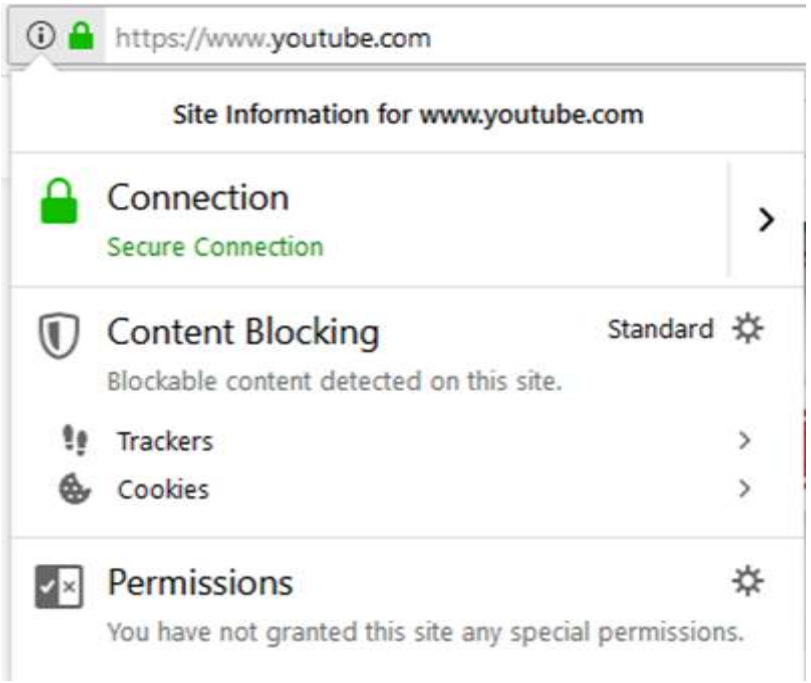
WEBSITE

- 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

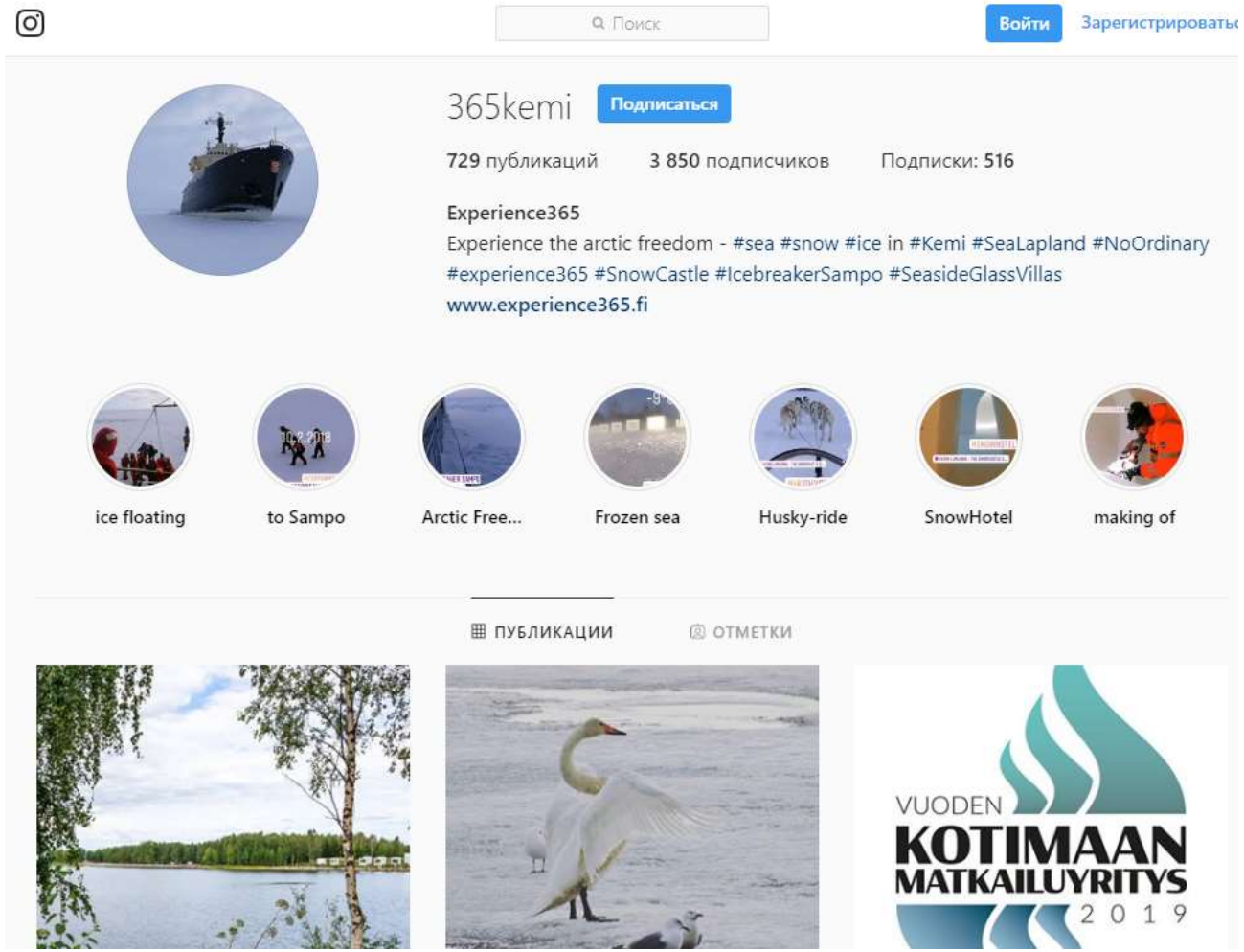
1 0 SHARE SAVE

Experience365
Published on 28 Feb 2019

SUBSCRIBE 69

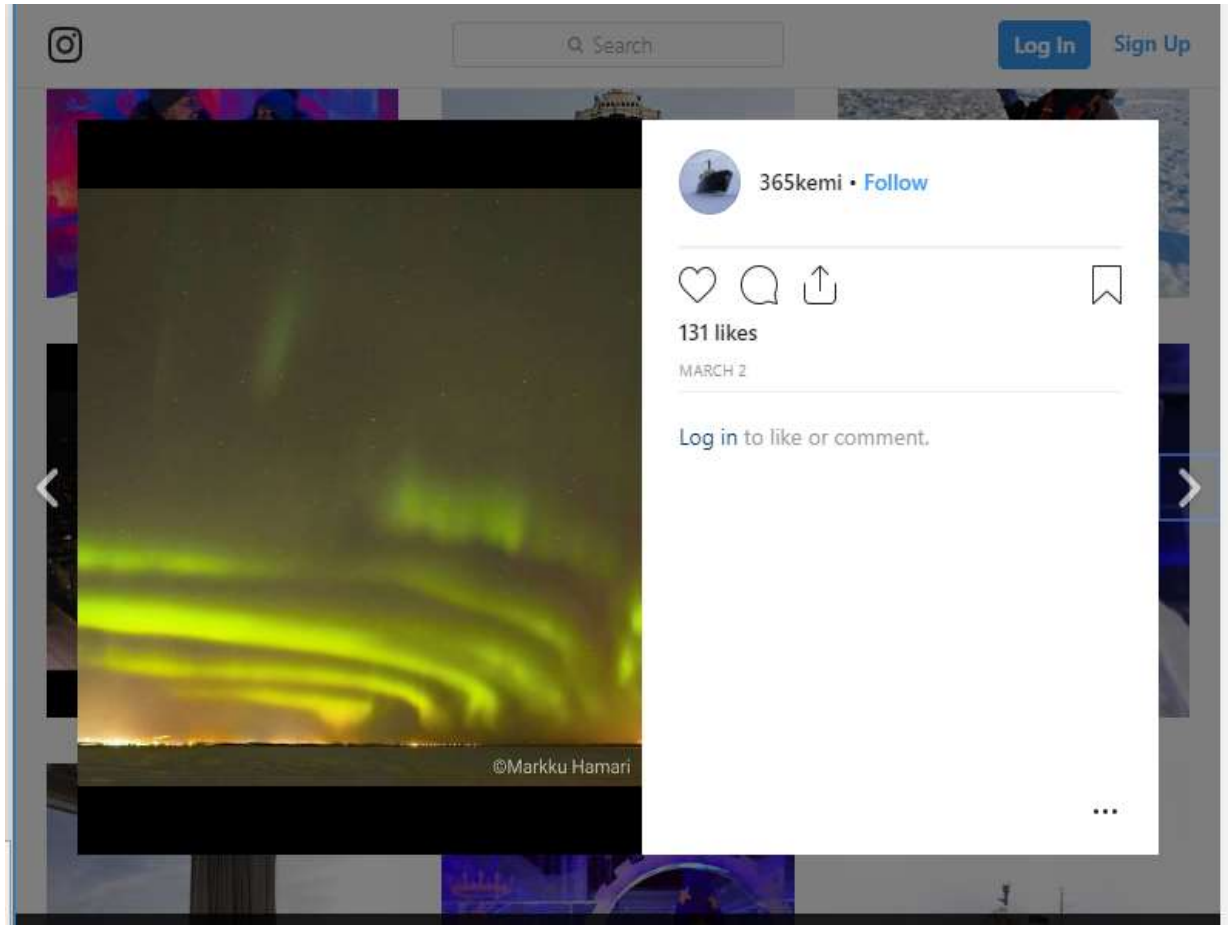
INSTAGRAM

- **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 hightlights 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.



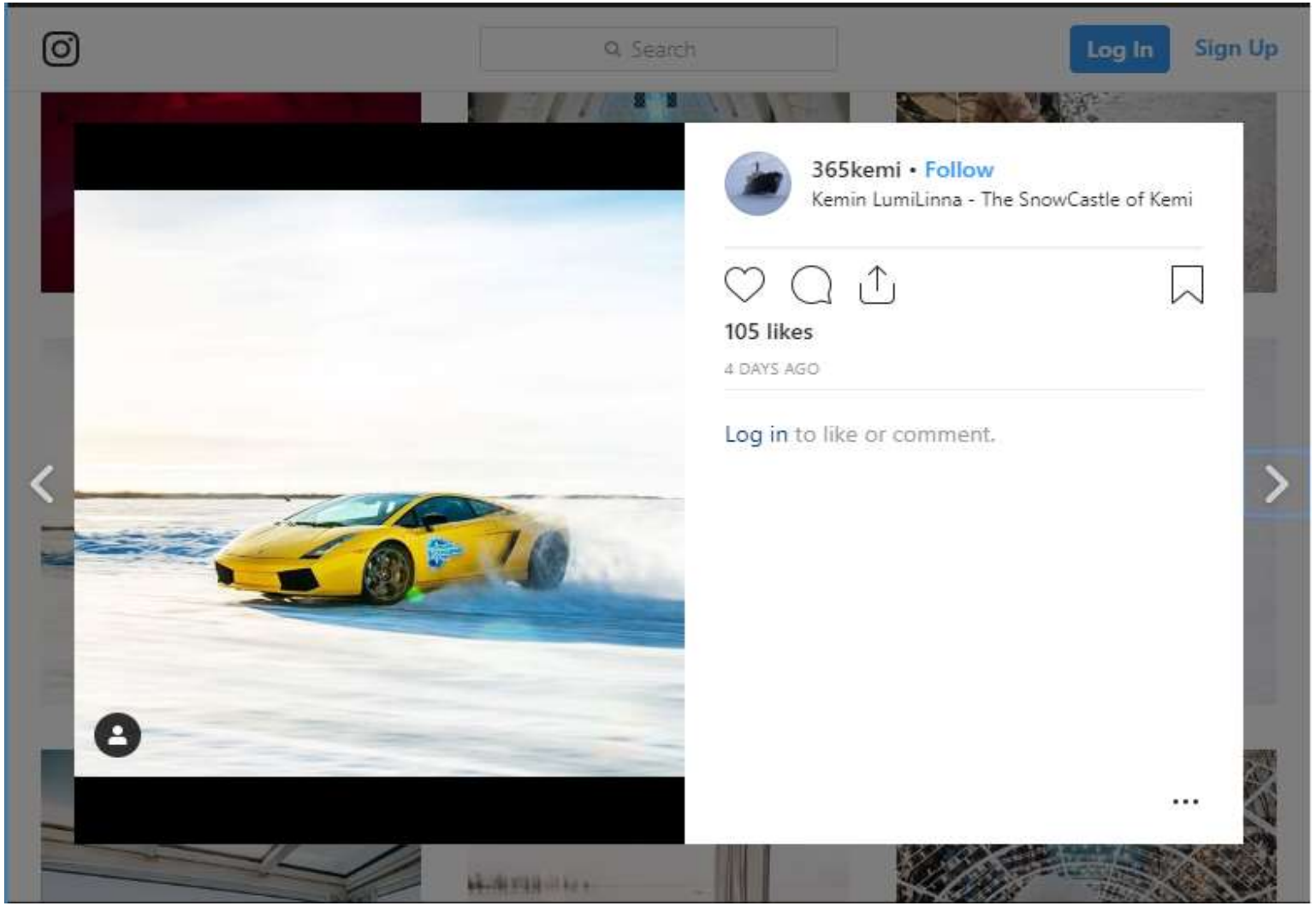
INSTAGRAM

- 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**.