

**MARKETING CASE**

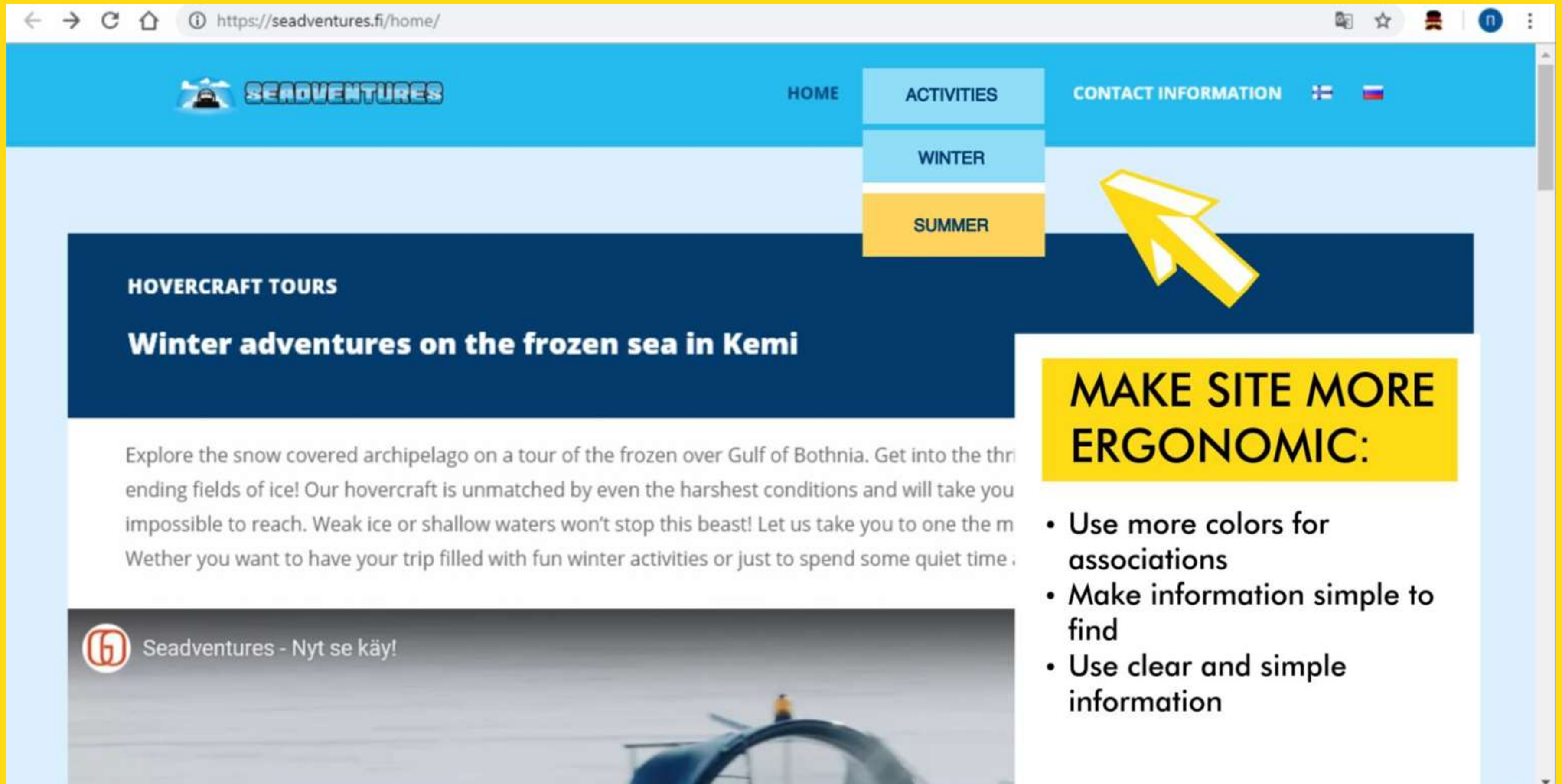
# Case of **SEADVENTURES**

Bridge program

# Introduction, Seadventures

- Established 2018, Kemi
- Offers winter and summer activities
- Hovercrafting
- SUP, jet skiing, etc.
- Licence of serving alcohol





## MAKE SITE MORE ERGONOMIC:

- Use more colors for associations
- Make information simple to find
- Use clear and simple information





# Vizualization

MIND MAP IS:

simple,  
interactive  
& tasty.



Click on the number to  
get more information  
about the station



- Enjoy some pre-prepared Finnish seafood delicacies
- Includes transportation back to hotel

*Fish plays a prominent  
role in traditional Finnish  
dishes*







seadventures\_oy

Seuraa

35 julkaisua   292 seuraajaa   9 seurannassa

Seadventures

Seadventures in Kemi Lapland Finland

•Hovercraft•Jetski•SUP•Rowboat

Seadventures #supkemi

www.seadventures.fi



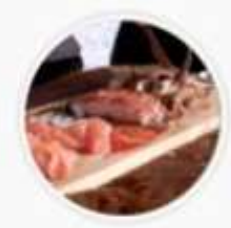
Winter



Summer



Hovercrafting



Degustation



Fishing



JULKAISUT



### Elämyslahjat Kemissä



## MAKE INST MORE INTERACTIVE:

- Explore stories system
- Change the head of the account
- Use fresh actual photos





Seadventures OY

Etusivu

Julkaisut

Arvostelut

Videot

Kuvat

Tietoja

Yhteisö

Tiedot ja mainokset

Luo sivu

Tykkää

Seuraa

Jaa

...

Pyydä tarjous

Lähetä viesti



Seadventures OY

25. tammikuuta ·

Uudet nettisivut avattu! Käykääs tutustumassa! Www.seadventures.fi

Our new webbsides are open now! Please go check it! Www.seadventures.fi



Aiheeseen liittyvät sivut



Yle Kemi

Lähetys- ja  
mediatuotantoyritys

tykkää

## MAKE FB UNIVERSAL:

- Use both languages in your posts
- Use fresh actual photos

# Helpful Tips

## RESOURCES TO BOOST YOUR ACTIVITY



TripAdvisor



Creating new products



# TRIPADVISOR FOR BUSINESS

[TripAdvisor Help Center](#) > [Guidelines](#) > [Managing Your Listing \(Owners\)](#)

## How can I get listed?

As a representative of your property, it's easy - and free - to get your business listed on TripAdvisor!

All you have to do is share a few details, like business name, website link and address so travelers can find you.



Start now by reading our [Get Your Business On TripAdvisor guide](#) with easy-to-follow instructions. Or click the appropriate link below to list your property and verify your business meets TripAdvisor's requirements.

- [Accommodation](#)
- [Airline](#)
- [Attraction](#)
- [Restaurant](#)

### Related articles

- > [How do I request that a place or business be added to TripAdvisor?](#)
- > [What kind of places does TripAdvisor list?](#)
- > [Things to Do listing guidelines](#)
- > [Accommodation listing guidelines](#)
- > [Why was my listing request rejected?](#)

Was this article helpful?



- The world's biggest travel site
- User generated content
- Request or initiate the listing
- it's free and easy to manage
- Feedbacks
- Ratings



**cooperation  
with russian tour  
agencies!**





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+7 (8142) 77-50-05

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ЗАКАЗАТЬ АВТОБУС

ЗАКАЗАТЬ ПУТЁВКУ



185035 Петрозаводск,

Туры в Финляндию

Туры в IKEA

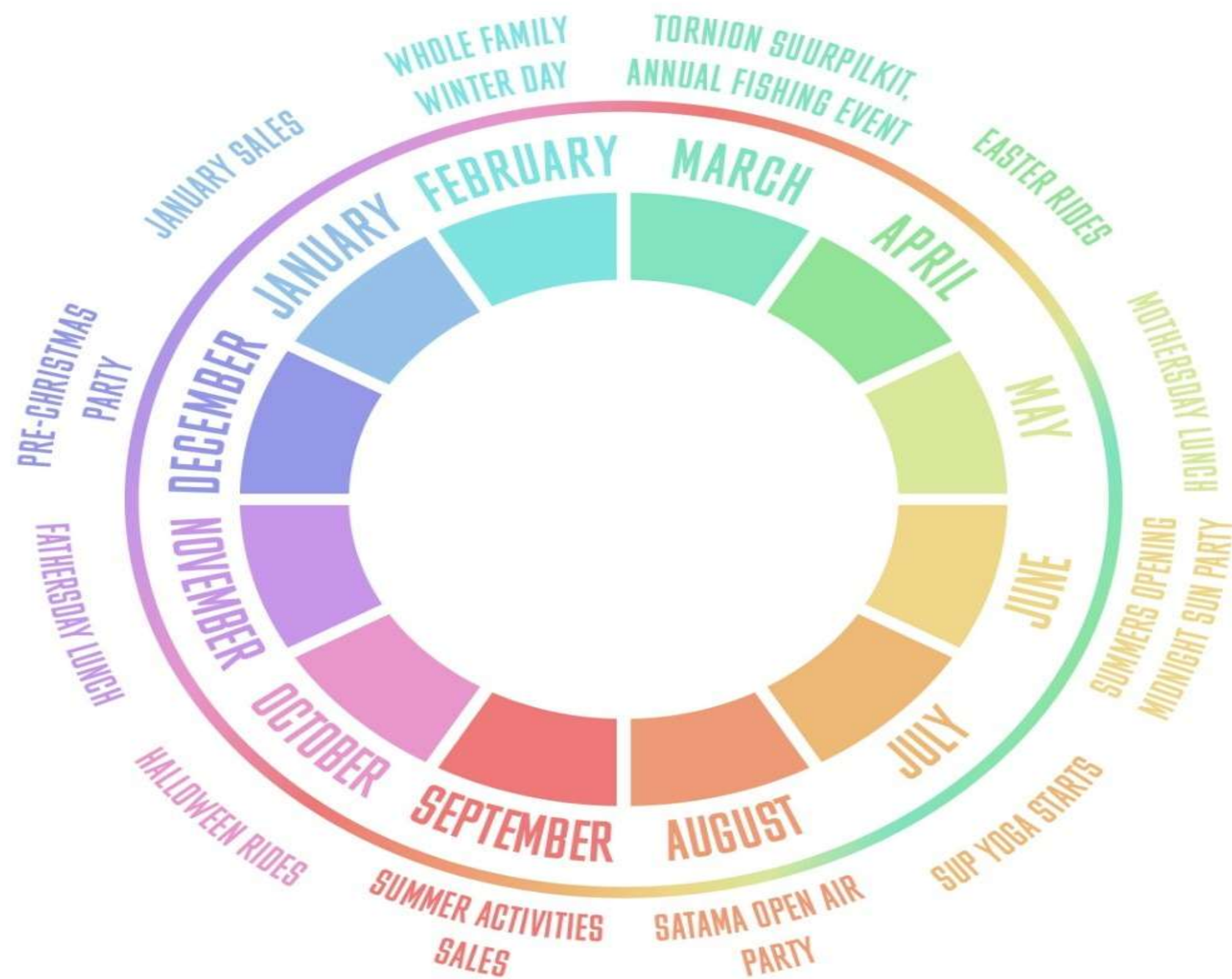
Автобусные туры из Петрозаводска

Автобусы в Финляндию

Заказ автобусов

Визы и загранпаспорт

# YEAR CLOCK SEADVENTURES 2020





# Asian Market Segment

- Research based on interviews done with Asian customer representatives
- They reviewed the tour “Hovercraft trip to the Arctic Adventure Island”
- 3 most important findings:
  1. SAFETY
  2. SCHEDULE (activities)
  3. FOOD (ingredients, pictures)
- These finding can be used to successfully market offerings to Asian



# HOVERCRAFT DRIVING LICENSE

## LET`S CREAT NEW PRODUCT!

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more.



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# Sources

- <https://www.tripadvisor.com/TripAdvisorInsights/w855>
- <https://www.theguardian.com/news/2018/aug/17/how-tripadvisor-changed-trave>
- <https://www.facebook.com/Seadventures-OY-163885234260935/>
- <https://seadventures.fi/>
- [https://www.instagram.com/seadventures\\_oy/?hl=fi](https://www.instagram.com/seadventures_oy/?hl=fi)