

TERVOLAN KURKIAURA OY

FRESH FLATBREAD STRAIGHT FROM THE ROOTS OF
TERVOLA

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ABOUT THE COMPANY

- Tervolan Kurkiaura is a company that makes handmade flatbread and other pastries. They make the bread out of their self-made flour. Flour is made in the mill, which is owned by them.
- Tervola Kurkiaura's value proposition is to honor the traditions, make the bread by themselves and locally and serve the customer the best way possible.

INNOVATIVE IDEAS

- Related to different seasons, company could make their own "special thing".
- Company could make different shapes of flatbread depending on the season or holiday that is going on. For example on Valentine's Day flatbread could be heartshaped and for Christmas bread could be shaped of christmastree.
- Different events, such as "Hei, me Leivotaan!".
- Selling self-made flour. Nowadays it's important that the ingredients that we use in daily life are organic. It could be great addition and value for company.

INNOVATIVE IDEAS

- Selling flatbread and other bakery products to catering-services.
- Versatile use of facilities for example wedding, birthday parties, bachelor parties ect.
- Lunch service. If there is going to be houses for elderly people surrounding Tervolatalo, the lunch would be easy way for seniors to eat.
- Campaigns and active use of social media gives company more visibility and chances to get more customers.
- Name change, "reborn" company. Name should reflect company's business and what they are doing. For example Tervolan Rieska.

INNOVATIVE IDEAS

- We wanted to create simple and easy way to implement these ideas.
- With yearclock it's easier to follow where you are going, and what to post at what time.
- We also wanted to do example posts for Facebook and Instagram →

EXAMPLE OF A FACEBOOK POST



Haluaisitko kokeilla itse, miltä tuntuu valmistaa aitoa tervolalaista rieskaa itsetehdyistä jauhoista? Nyt siihen on mahdollisuus! Tykkää tästä julkaisusta, ja kerro kommenttiboksiin, mitä perinteisyys ja kotimaisuus sinulle merkitsevät. Arvomme voittajan X: aikaan mennessä. Facebook ei ole osallisena arvontaan.

- Get followers attention with photos.
- Activate your followers by asking to comment.
- Dont write too long posts!



EXAMPLE OF A INSTAGRAM POST

Lapland delight's  #tervolatalo
#tervola #Lapland #finnish
#traditional

- Keep it short and simple.
- Use tempting pictures.
- Repeat your “own” hastags.
- Keep your feed professional and clear.

LITTLE SOCIAL MEDIA ADVICE

- Social media is a great way to get visibility and new clients. It also can cause negative outcome to the company. That's why you need to know the rules for social media.
- Addition to social media rules there is also loyalty obligation.
- Handle only positive things on social media account. Negative things can be discussed within the company and develop them.
- Don't express too eager opinions if you take part in some kind of conversation.
- Good quality posts once in a week outcome quick and hurry- made posts every day.
- If you aren't sure, ask. There are professionals working on social media industry who can help you.

YEAR CLOCK FOR THE MARKETING

Marketing plan for year



■ January ■ February ■ March ■ April ■ May ■ June ■ July ■ August ■ September ■ October ■ November ■ December

JANUARY, FEBRUARY, MARCH

- New Year- event to celebrate, people can come and watch fireworks. Update to social media.
- Valentine's Day- heart shaped flatbread, buy two, get one for free (flatbread or lunch)
- In March there should be active social media posts for example on upcoming events, co-operations ect. Also there can be videos and pictures about making flatbread or the mill ect.

APRIL, MAY, JUNE

- Easter- children's event, for example egg hunt. Easter lunch.
- First of May- bakery can bake sugar donuts, some kind of offer in social media for example: Follow us now and get a free sugar donut with sima!
- Mother's day- Bring your mom or grandma to lunch, get it half price! Also should be visible on social media.
- Midsummer- Event for local people, big fire and activities.

JULY, AUGUST, SEPTEMBER

- There are no big holidays on these months, so there should be active social media visibility, such as videos and pictures.
- Normal business activity, lunches, baking flatbread, developing new products.

OCTOBER, NOVEMBER, DECEMBER

- October- active social media posting, lottery for pumpkin shaped flatbread (Facebook or Instagram)
- Father's day- Bring your dad or grandpa to lunch, get it half price! Visibility on social media.
- Independence Day- active social media posting related to subject.
- Christmas- Christmas dinner, christmas tree shaped flatbread.

OUTCOME

- Active usage of social media korrelates automatically with amount of clients. Especially if you want clients from abroad.
- You get visibility with little price, and you reach more possible clients around the world.

- Also good channels to achieve foreign clients are co-operations with foreign companies, and travel companies.