

1. Social Media Plan

Vardo Fortress should have several channels of communication with the consumer besides your own site.

Most people around the world now use the following sites and applications when they want to learn more about the place of interest.

Own Facebook page is a community not only for those who want to visit the place and learn more about it. It is also the place where news for the residents of Vardo is posted, important events in which the fortress employees participated and other news.

Also on Facebook you can give information about upcoming events of the fortress, indicating a specific date, you can upload videos, share impressions of visitors.

Instagram is a very fast-growing media, a platform for communication, services, trade, media and so on. In addition to bright, beautiful photos, text content is important.

1 to 3 posts a week

Some various kinds of content:

- Pics of inside the Fortress,
- Pics of around the Fortress,
- Info of the own website,
- The details of exhibition,
- The column about Commanding officers` Vardøhus Fortress,
- The northern lights,
- Pics of the souvenir,
- Some interesting facts about Vardohus Fortress

2. Living History

We envisage the development of this festival from interactive exhibitions to the reconstruction of the battles for Finnmark during the second world war. The main participants should be reenactors from Russia (Murmansk) and Norway (southern regions).

It will be necessary to prepare documents for the transportation of historical objects across the border. On the part of Russia, the chamber of Commerce and industry of the Murmansk region will deal with this. But it is necessary to think about the delivery of exhibition items from the southern part of Norway. Among the items will be: models of weapons, uniforms, household items of Soviet, Norwegian and German soldiers of the Second World war.

3. Web Page

The web page is production-ready as it is, but with some more work it could be even better. It has **front-end**, which means the part the end user sees, with various pages that offer information for tourists, history and events. There is also a **back-end**, which is a feature in the server, where someone can add new texts and images to certain parts of the pages. Right now they are working with the events section.

What is needed to get them up and running, is a **web server** and a **domain name**. The domain name shouldn't be too expensive, I don't know about norwegian ones, but .fi costs around 10€/years. The server is bit more expensive, and it needs someone to setup and maintain it every now and then. There are also bunch of different services that offer all these things in bundle. There is also service called Netlify, which might suite this project well.

The easiest, and cheapest solution is to have only front-end webpage. This means it's static, new content cannot be added easily, only by changing the source code of the website. Then only the domain name would be needed.

The web page also has a hidden audio guide prototype. Right now it has one audio file, that is created with text-to-speech software, which is free and surprisingly good. But this prototype should be made to actual mobile app, that uses NFC tags to see which place the user is, so it can play the correct audio file. Here lies a potential to build the app in a way that the whole of Vardø could utilize the app; make the core of the software so that every museum, attraction and so on could add their own content in it. This would be most cost-effective way for the fortress as well.