# FINAL PRESENTATION LAPPITOUR

### Commissioner, our coaches & leader



Victoria Commissioner Communication manager in Lappi-tour



Oksana Coach PetrSU



Mika Coach Lapin AMK



Mikhail Team leader WOW BO\$\$

























### Nice to meet you!



Anastasiia Communication Manager Northern Character



Nikolai Web-designer Wonderworker



lana Marketer Del Rey



Jildou External communications specialist Sergei Lavrov





























### Who is Lappi Tour?

- 10 years of experience
- 1-day & multi-day excursions
- Internal tourism in Murmansk region

**OUR AIM:** 

work for clients

### Business Canvas

### **Key Partners**

Cooperation partners

- Same village
- Snow mobile company
- Hotels
- Bus company
- Husky park Lovozero
- Guides
- Ferries

### **Key Activities**

- Translating
- Networking
- Bookings
- Organising (multiple) day tours
- Guiding
- Creating content for social media
- Keep the social media up to date

### **Key Resources**

- Financial needs
- Employees (Guides)
- Network
- Appropriate clothing
- Transport
- Food

### Value Propositions

- One in a life time experiences
- Relaxation
- The convience of not having to organise and arrange these activities by themselves
- Accesability to uncommon activities
- New knowlegde
- Security
- Comfort

### \_

### **Customer Relationships**

- Personal assistance during the buying process. People can reach out to Lappi Tours.
- Content marketing
- Social media marketing

### **Customer Segments**

- Russian tourists
- Asian tourists
- European tourists
- Tourists interested in history
- Tourists interested in outdoorlife activities
- Locals

### Channels

- Website
- Facebook
- Instagram
- Phone
- VKontakte
- Local magazines
- Information desks in hotels
- Whatsapp
- E-mail

### Cost Structure

- Most of the costs go out to paying partners (?) who do the tours
- The company is value driven, they want to create value for their customers and promote the Murmansk region, show the real North.
- Rent of the building
- Employees salaries

### Revenue Streams

- Customers are paying for the unique experience
- Fixed prices for each activity but it does depend on the number of attending people (sharing snowmobile or not).

-

### Lappi tour

B R I

No.	Question	Answer	
1.	What do you sell? Why and in what situation do they buy it?	"Murmansk region"  Product: tours excursions  What do people want from the product: impressions see the Aurora see north extreme see the "Russian winter" and snow riding a husky, deer traditional life in the north snowmobiles eat seafood historical places patriotic excursions	
2.	What problem in life or in business does your product solve?	people's needs => non- material needs  for the soul impressions a change of scenery something new relaxation	
3.	Why do customers buy exactly your product?	Original and individual programs	
4.	Tell us how the product works? What parts does it consist of?	one-day and multi-day tours	
5.	What is the principle of the product?	relaxation	

6.	Describe your service by stages or by logical elements.	Steps:  1. Application on the website / whatsapp / viber / vk.  2. Response to a request, work with a client, product creation and product formation.  3. Shipping cost. Reservation  4. Additional approval (water, baggage, transfer, vegans, etc.)  5. Implementation Payment.
7.	Compare a product or service with peers? Honestly point out the advantages and disadvantages.	highly specialized product (domestic tourism) individual approach to the client non-modern (not fashionable) site seasonality (mainly winter tours) low demand among local residents
	What is the packaging and additional materials that come with the main product or service (instructions, booklets, spare parts, gifts, reports, etc.)?	

## CASES

- 1) Marketing research on Murmansk region attractiveness for European tourists
- 2) New perspective spheres of company's functioning
- 3) Updating and development of company's social media

## Why only 3 cases?



We REFUSE to do 2 potencial cases because:

- low budget
- results of our research
- unefficiency
- coronavirus



Perspectives for Cruise tourism development

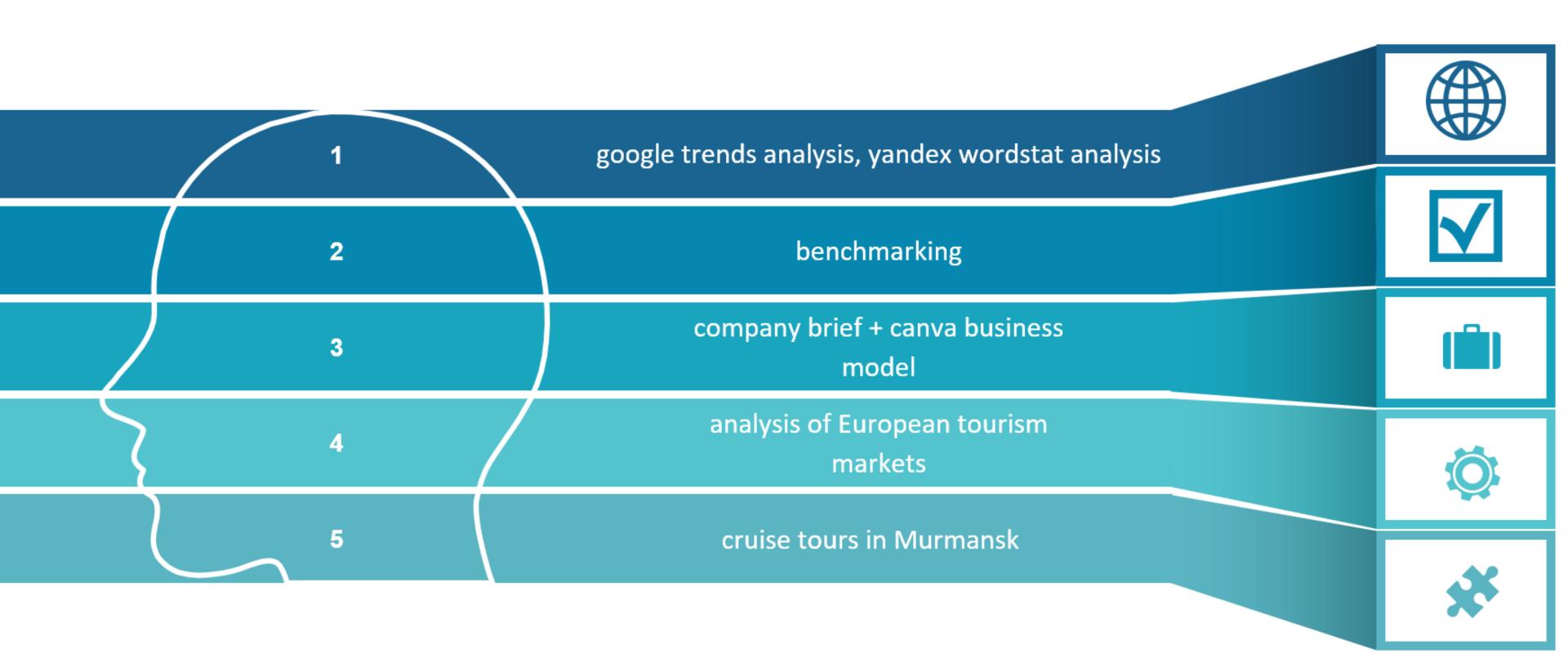


Building the hotel complex

### MARKETING RESEARCH ON MURMANSK REGION ATTRACTIVENESS FOR EUROPEAN TOURISTS

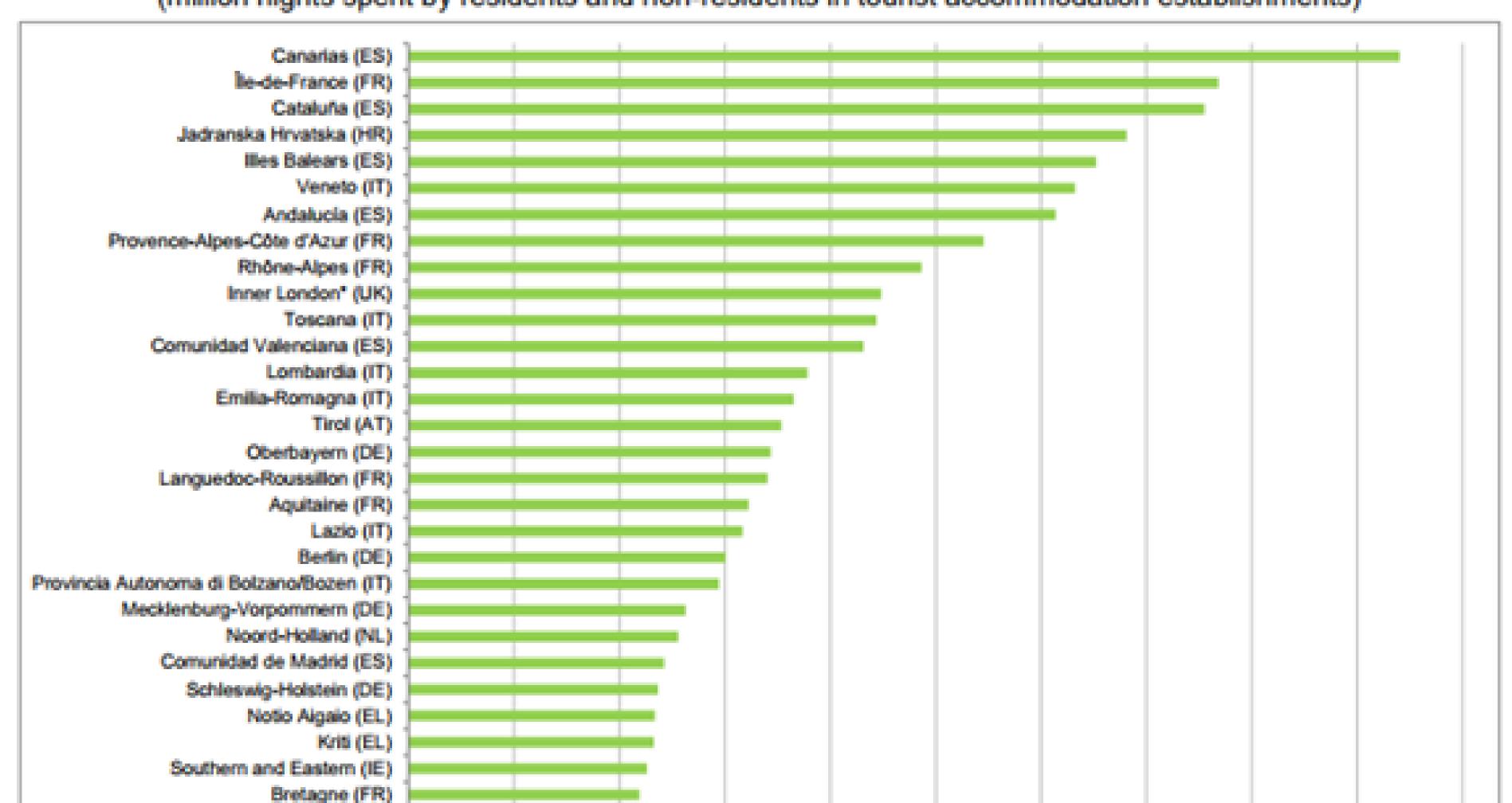
Google Trends + analytics

### Research



### Top 30 EU tourist regions by NUTS 2 regions, 2015

(million nights spent by residents and non-residents in tourist accommodation establishments)





## POPULAR ACTIVITIES IN NORTHERN EUROPE

RiB-boat excursion to Beautiful

Hella

**Arctic Sail Safari** 

Northern light chase

Dog sledding

Reindeer feeding / sledding

Sleigh ride under the Northern

Lights

Snowshoeing

Canoeing

Fatbike

The ultimate Snowmobile experience

Ice fishing

Midnight sun tours

Whale watching

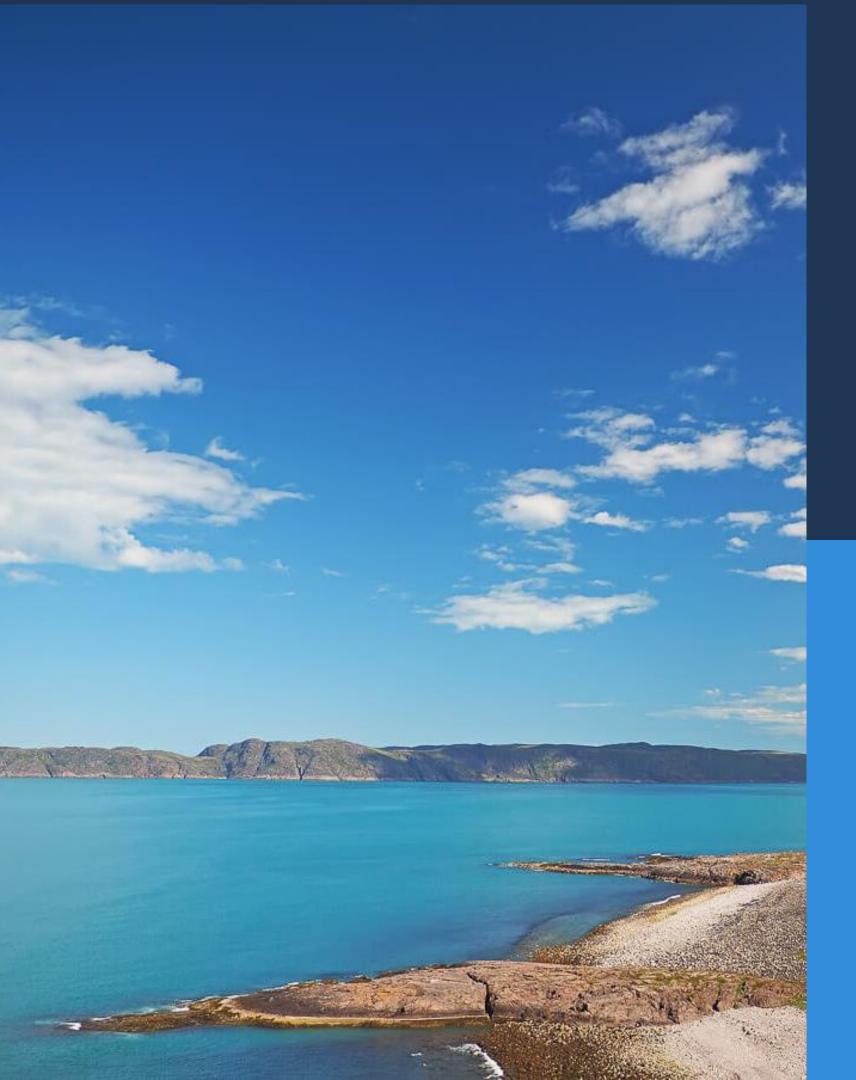
Kayaking

# What is interesting for Europeans?

1) Tromso (5 days tour): Hasky sledding execution, dolphin spotting, open fire cooking. Also accomodation in glass hotels in order to see Northen Lights

2) Treehotel: creative hotel on the trees + snowmobile safari, Kayaking, Ice fishing

3) Loggers lodge: ski tours, snowshoe walk, Hasky sledding execution



### PROBLEM

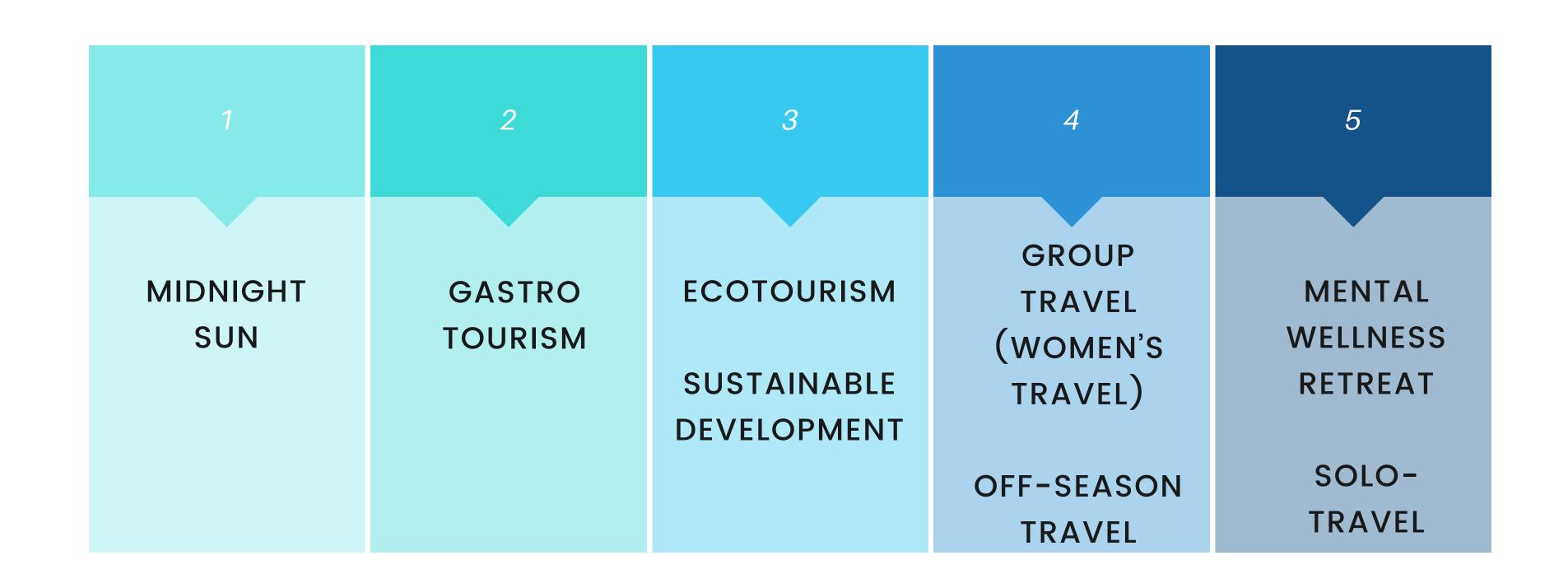
NO AWARENESS ABOUT
INTEREST OF EUROPEANS IN
MURMANSK REGION

### SOLUTION

DESIGNATION OF POPULAR DIRECTIONS IN NORTHERN EUROPE AND INTERSECTION POINTS WITH RUSSIA



### **SOLUTIONS**





Updating and development of company's social media



### PROGRAM OF THE "RUSSIAN LAPLAND"

### 1st day:

- Arrival in Murmansk
- Meeting with Guide
- Lunch
- Sightseeing tour of Murmanks [] Bookmark location of Murmansk, Monument to Victims of Intervention, 'Sailors who died in peacetime', Monument 'Defenders of the Soviet Arctic during the Great Patriotic War' and monument 'Waiting'. Next to that we will visit the first Atomic icebreaker 'Lenin.'
- Check-in at Park-inn
- Dinner

### 2nd day:

- Breakfast
- Transfer to Kirovsk
- Excursion to the Museum and Exhibition centre of Apatit
- Lunch
- Sightseeing tour of the Khibiny on the UAZ and all-terrain busses
- Check-in at the sanatorium 'Tirvas'
- Dinner with a masterclass on cooking dishes with Arctic products



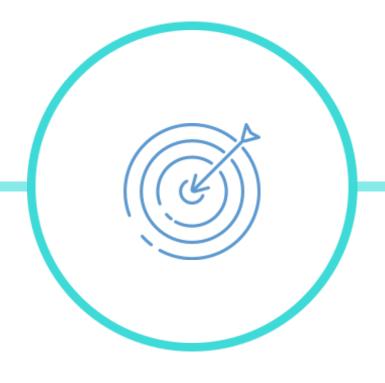
### PROBLEMS & SOLUTIONS











LACK OF FOREIGN
TOURISTS IN
SUMMER PERIOD

UNEFFICIENCY OF
SOCIAL
NETWORKS FOR
TOURISTS
ATTRACTION

PROBLEM WITH
FUTURE
PERSPECTIVE
WAYS OF
DEVELOPMENT

LACK OF BUDGET &
CORONAVIRUS

### SEPARATE STRATEGY FOR FOREIGNERS

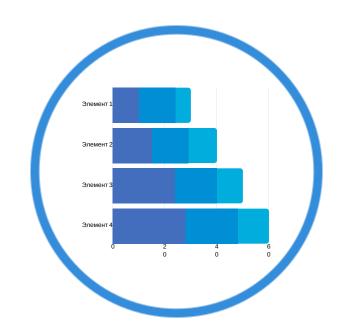
LANDING PAGE FOR FOREIGNERS

MARKETING RESEARCH

2 DIFFERENT WAYS FOR DEVELOPMENT

NEW STRATEGY & POSITIONING







NEW SMM STRATEGY
INSTAGRAM |
VKONTAKTE

ANALYTICS, DESIGN, CONTENT PLAN

NEW STRATEGY IS FREE OF CHARGE

SPECIAL ADVERTISING FOR PANDEMIE TIME

## HOW DID WE COME TO THESE

SOLUTIONS?

01

02

for Russia
B2C

for Europe B2B

### 

 unefficiency of contextual advertising because of low request rate

 we decided to follow the experience of Abang Africa Travel and cooperate with other agencies

01 commercial offer

list of possible partners

COVID-19 = it's
not a good time

### WHY CHOOSE LAPPI? OUR FIGURES:



### **OUR CLIENTS:**

- Unilever
- Rosatomflot
- Cruises for 140 people



### QUALIFICATIONS:

 Sertificate Russian geografical society



### **OUR STRATEGY:**

- sell emotions
- sustainable development



### **VARIETY OF TOURS:**

- 1-day
- multidays
- individual approach

### Commercial offer

What will you get?











Website	Contact
GERMANY	
https://www.studiosus.com/Murmansk	
https://www.diamir.de/russland/reise/RUSXXL	
https://www.paradeast.de/reisen/suche/murmansk_dmurm	
ansk.php	
https://www.sputnik-travel-	Sputnik-Berlin@t-
berlin.de/R052 Murmansk Polarkreis.php	online.de
https://www.nordic-holidays.de	infoservice@nordic-
	holidays.de
https://www.schnieder-reisen.de/skandinavien/	info@schnieder-reisen.de
https://www.eberhardt-travel.de/rundreisen-skandinavien	info@eberhardt-travel.de
https://www.baikalsprinter.de	info@baikalsprinter.de
https://kolatravel.de	info@kolatravel.com
https://www.mir-tours.de/standardreisen/route-20-russisch-	info@mir-tours.de
karelien/	
https://www.fintouring.de	https://www.fintouring.de
	/index.php?id=50
https://www.tujareisen.de	info@tujareisen.de
UK	
https://www.justgorussia.co.uk	info@justgorussia.co.uk
https://www.into-russia.co.uk	reservations@into-
	russia.co.uk
https://oltatravel.com/tours/	sales@oltatravel.ru
https://www.scandinaviaonly.co.uk	office@taberhols.co.uk
https://www.scandinavian-travel.co.uk	enquiries@scandinavian-
	travel.co.uk
https://www.visitrussia.org.uk/partner-with-us/	info@visitrussia.org.uk
https://www.regent-holidays.co.uk/tour/northern-lights-in-	regent@regentholidays.co
murmansk/	.uk
https://www.bookmundi.com/russia/#a aid=5d6d00267cb0	https://www.bookmundi.c
b&a cid=7018d203	om/become-partner
https://www.intrepidtravel.com/uk/russia/russia-explorer-	https://www.intrepidtrave
125469	I.com/uk/contact-us
https://www.trafalgar.com/en-	https://www.trafalgar.co
gb/destinations/europe/russia	m/en-gb/forms/contact-us
https://www.evaneos.co.uk/russia/	https://www.evaneos.co.u
	k/about/recruitment-dmc/
https://canterbury-travel.com	info@canterbury-
	<u>travel.com</u>

## LIST OF COMPANIES THAT MAY BE INTERESTED IN A COMMERCIAL OFFER

INTERNAL MARKET

POSSIBILITY TO ATTRACT
CLIENTS DIRECTLY

APPROVED INSTRUMENTS
OF MARKETING

### NEW STRATEGY OF DEVELOPMENT

### **EMOTIONS**

selling NOT
products, BUT
emotions and
experience

### **FRESH**

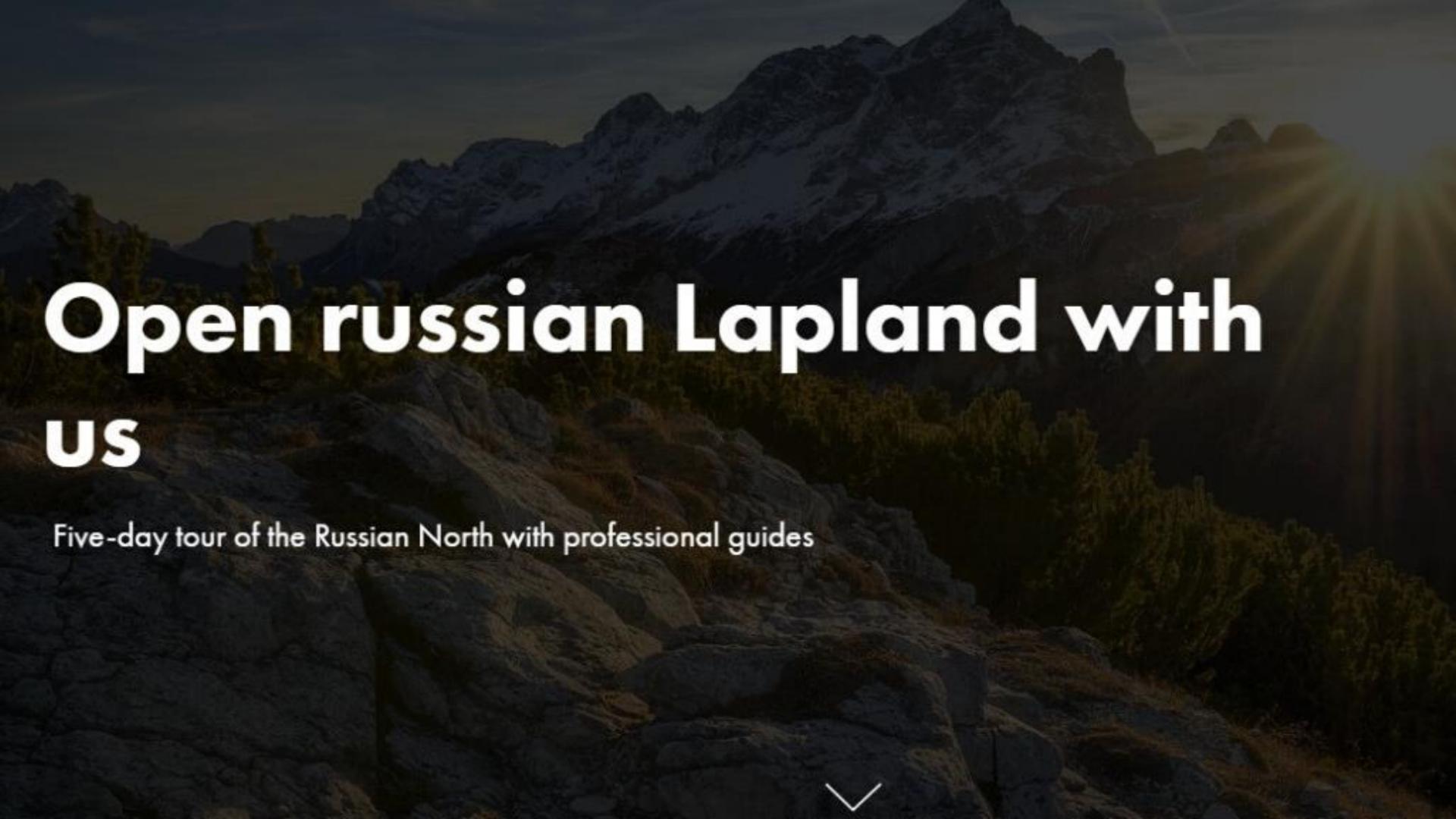
contemporary
trends in social
networks

### **NATURE**

care about
environment &
sustainable
development

### **PERSON**

individual
approach to every
client



### The journey of your dreams

Tour Russian Lapland - an incredible journey that runs along the entire Murmansk Territory. Conquer the Khibiny, retire to the wilderness in the wilderness alone with nature and discover an unforgettable view on the shores of the Barents Sea.



Conquer the largest mountain range on the Kola Peninsula

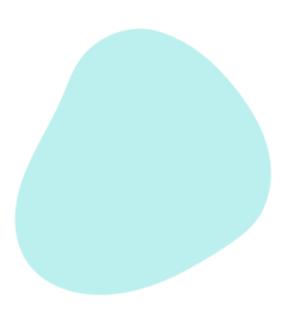


Feel the Arctic Ocean at the edge of the Russian north - the village of Teriberka

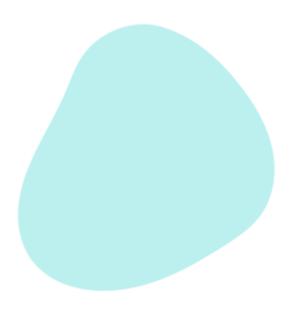


Explore places where no human foot has gone before - Seydyavvr Nature Reserve and the sacred lake -Seydozero

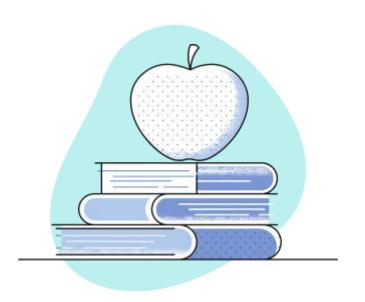
### FRESH AND AMAZING!



Find problems & target audience



Content plan for social networks



Design & examples of posts for VK and INSTAGRAM

### Who is our customer?

youth (18-25) families with children

ardent travelers older (60+)

middle age (couples 30+; companies)

special guests

### **RATIONAL CHARACTERISTICS:**

extensiVE WORK EXPERIENCE (SINCE 2011)
MURMANSK REGION (DOMESTIC TOURISM)
PROFESSIONAL GUIDES
RELIABLE PARTNERS (TRANSPORT, HOTELS)
MULTI-DAY \ ONE-DAY TOURS
INDIVIDUAL TOURS \ GROUP TOURS

### **EMOTIONAL CHARACTERISTICS:**

FRIENDLY TEAM = TRUST
WE SELL NOT TOURS, BUT EXPERIENCE AND
EMOTIONS
NON-STANDARD EXCURSIONS
INDIVIDUAL APPROACH
LARGE SELECTION OF TOURS (MORE THAN
COMPETITORS)

#### **IMAGE:**

PROFESSIONALISM
TOURS WITH SOUL
CARING FOR NATURE

день	время	тип контента	тема	цели	на какую ЦА	Учет лайк репост коммент						
неделя												
ПН		образоват ельный	лайфхаки для путешественн ика	привлечь новых клиентов интерес	холодные кл молодежь ср.возраст семьи							
ВТ		репутаци онный	пример экскурсии (с фото\видео)	рассказать об услуге вызвать доверие	холодные кл семьи ср.возраст путешественни ки							
ср		развлекат ельный	мемы с путешествий, видео	юмор вызвать эмоции	теплые кл молодежь путешественни ки ср.возраст							
ЧТ		коммуник	конкурс репостов	вовлечь в коммуникацию	теплые кл молодежь							



- clients' pain
- targeting
- sales funnel



### lappi\_tour

Подписаться

4 публикаций 0

0 подписчиков

0 подписок

### Lappi Tour | Туры Мурманск

- ◆Северное сияние
- ◆Териберка
- ◆Рыбачий
- ♦Экстрим и рыбалка
- **⇔**Дарим эмоции
- ┫Профессиональные гиды
- Индивидуальный подход

**?** Мурманск

**%** 562-555

lappi-tour.ru







Многодне...



Одноднев...



Отзывы



Гарантии

⊞ ПУБЛИКАЦИИ









#### Программа тура:

- Выезд из г.Мурманск трансфер в с.Териберка
- Артиллерийская батарея времён войны
- Кладбище кораблей начала XX века
- Териберский водопад с Малого Батарейского озера





## \* CONTEXTUAL ADVERTISING

- DECOMPOSITION
  BUDGET FORECAST
  collection of semantics



1) ANALYSIS OF THE TARGET AUDIENCE 2) COLLECTING INFORMATION FOR ADS
3) ANALYSIS OF INTERESTS



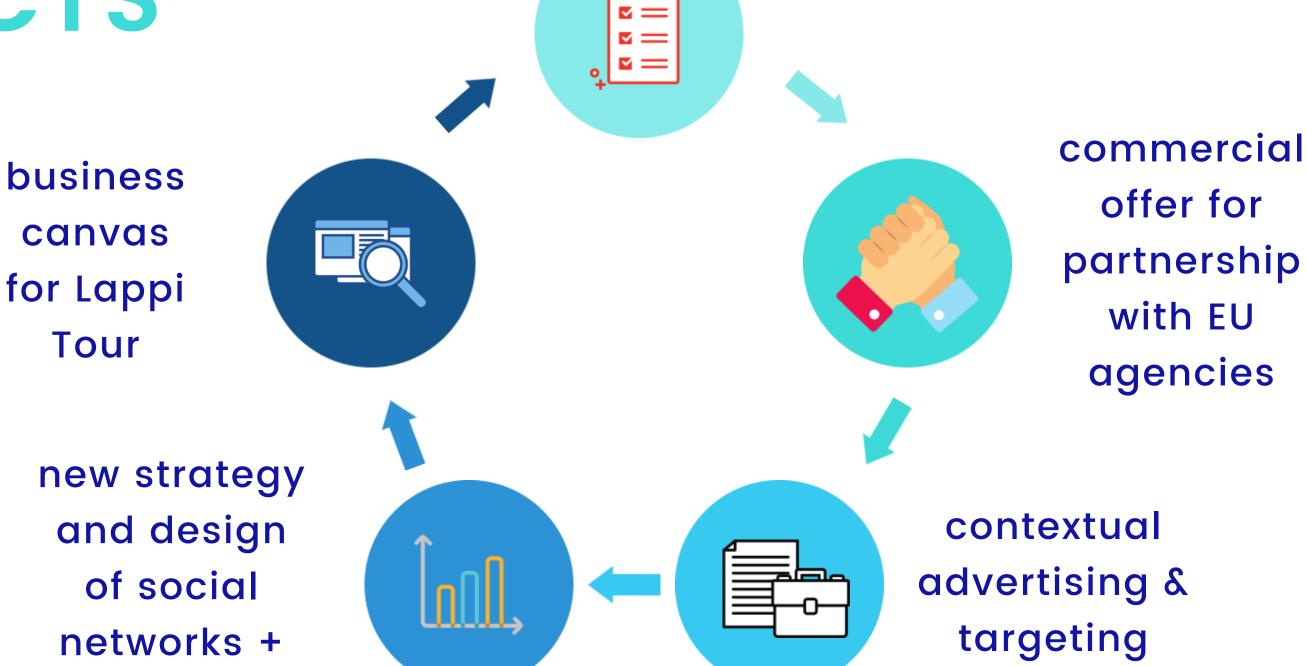
It was an amazing journey...

LET'S
SUMMARIZE?

# OUR FINAL PRODUCTS

content plan

landing page for "Russian Lapland"



## Innovative quality of the solution

Preparation of promotion tools before launch.
refused to set up contextual advertising in Europe due to the low number of requests in Google Trends

Distribution of promotional materials together with the commercial offer to potential European partners agreement = because the partner doesn't bear the cost of advertising.

05

Division into 2 strategies (B2B, B2C)

01

02

An analysis of the interests of Europeans can help customize "Russian Lapland" for the interests of tourists.

03

04

Advertising is easily optimized through preliminary research of target audience.

### Feasibility of the solution

send a commercial and enter into a partnership with European companies

launch targeting and contextual advertising B2B

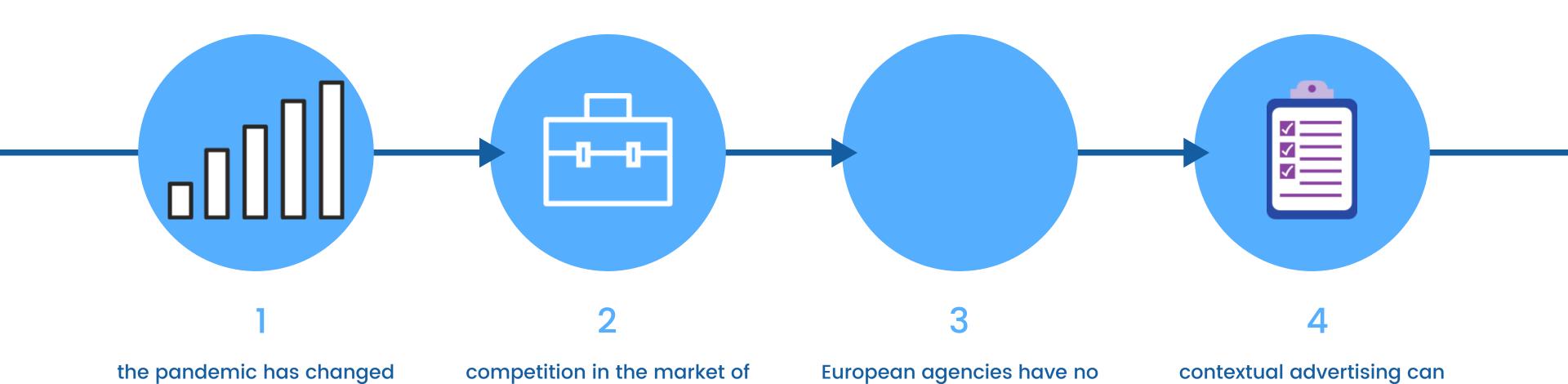
launch social networks according to our content plan B2C

### MARKETABILITY

the tourism market => the

need for new areas of

functioning



demand for tours to

Murmansk => thanks to the

partnership and our materials

we can attract customers

quickly and inexpensively

attract ready-to-buy

customers

tours will increase => social

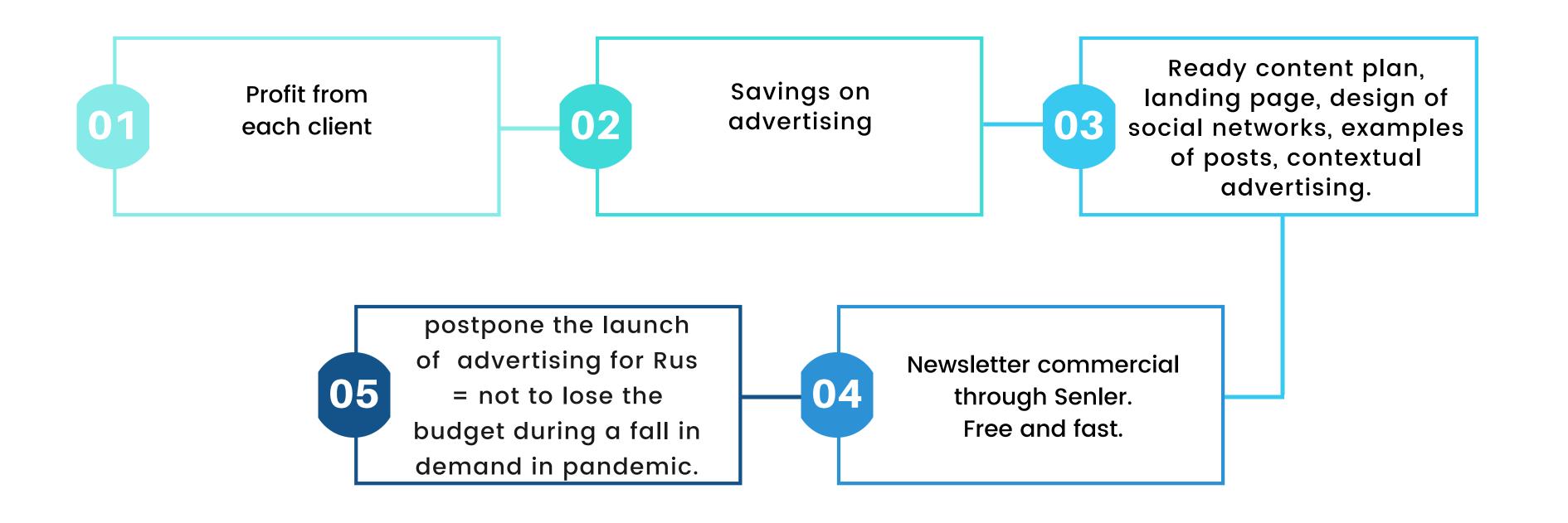
networks will help to attract

customers, because buyers

want high-quality and proven

goods

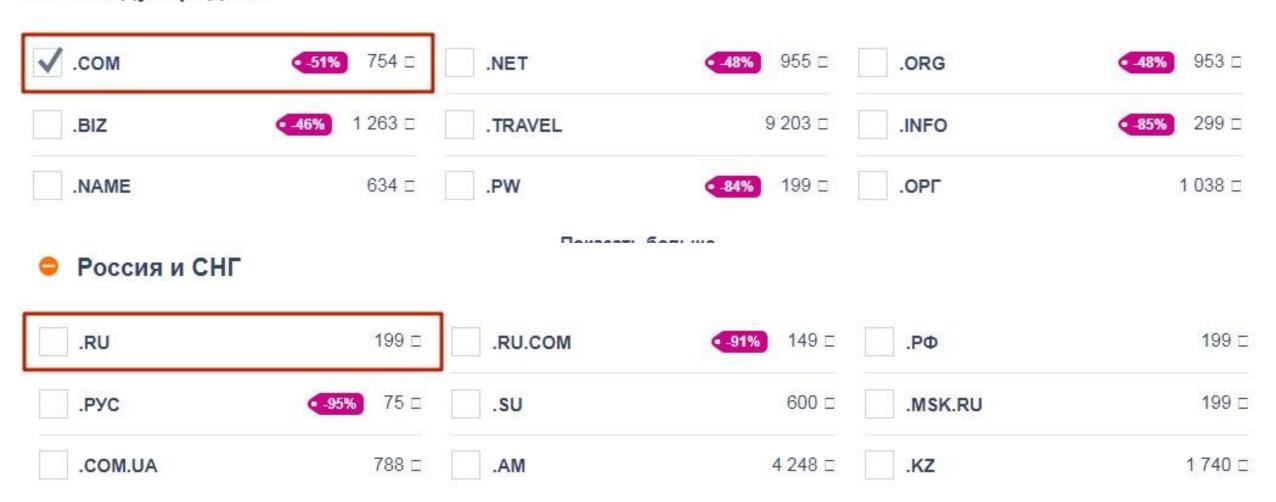
## Financial and social return of the proposed idea



Регионы показа: Россия, СНГ (исключая Россию), Европа, Азия, Африка, Северная Америка, Южная Америка, Австралия и Океания

Предложенные фразы	Примерное количество запросов	Примерное количество показов в месяц (при объёме трафика 62)*	Примерное количество переходов в месяц (при объёме трафика 62)*	Примерная установленная ставка (при объёме трафика 62), руб.	Примерная списываемая цена клика (при объёме трафика 62), руб.	Примерный бюджет, руб. (при объёме трафика 62)
мурманск отдых	2812	1173	64	66,00	8,60	550,40
мурманская отдых	1002	474	23	37,40	9,80	225,40
мурманская поездка	161	56	4	49,80	6,10	24,40
отдых кольский	156	80	7	78,20	10,30	72,10
поездка в мурманск	1066	440	32	37,30	6,10	195,20
рыбалка мурманск	4283	1826	107	32,20	6,30	674,10
туры кольский	1309	281	32	75,00	12,20	390,40
туры мурманск	1477	565	42	55,30	9,60	403,20
Итого с учетом выбранного объёма трафика**	12266	4895	311	54	9	2535,20

### • Международные









 Context: The average click price is 9 rubles. The average monthly consumption for wide keys = 2500 rubles.

 no way to predict the value of a campaign in targeting.
 Usually 10k test budget for each channel + adjustments.

 The cost of maintaining the platform + hosting on Tilda.cc: 500 rubles / month.

### **CONTINGENCY PLANNING AND**

### **RISK ASSESSMENT**



01







there will be no subscribers in social networks due to fear of a pandemic = our networks are not only for selling tours, but also for communication, news



