

Lappi-Tour

hand-out

Due to the onset of the COVID-19 pandemic, many solutions could not be implemented in the framework of the Bridge project, such as launching contextual advertising and sending commercial offers. These decisions were postponed until the recovery of demand for tourism services. This is a rational decision in order not to spend in an empty advertising budget and increase the chance of concluding a partnership agreement with European companies. Our team is ready to help Lappi-Tour in the future to complete the project. Terms of cooperation can be discussed after the final presentation.

B2B

Problem: It is necessary to attract customers from Europe for the summer period

Solution: Submit a commercial offer, promotional materials and cover letter to companies from our list of potential partners. Enter into a partnership agreement and get customers.

How it works:

- 1) You form a letter in the application for mass mailing of messages (the process may vary depending on the type of application);
- 2) Add a commercial offer to this letter (it is in our dialogue in WhatsApp);
- 3) If you put our web-site on the domain, then you should specify the address (Michael and Nikolay will help with the connection of the domain);
- 4) Get an answer from potential partners. Agree with them to conduct activities on partnership terms;
- 5) Send them advertising materials for social networks (content plan, examples of posts, examples of design, photos). Information for web pages is contained in our landing page;
- 6) If partners receive a client, then in the future you work with the client directly;
- 7) Pay partners a percentage of sales (determined directly with the partner);
- 8) Make the client's vacation in the Murmansk region unforgettable.

B2C

Problem: It is necessary to attract customers from Russia for the summer period

Solution: Put a site on a domain and attract customers through contextual advertising.

Update the design of social networks, fill them with content and launch targeted advertising.

How it works for searching systems:

Need to know! In order not to waste the advertising budget, it is necessary to postpone the launch of advertising until the restoration of universal demand for travel services. Support from the Lappi-Tour case team will continue after the completion of the Bridge project until statistics are collected after the test period of the advertising.

- 1) Put the site on the domain (Mikhail and Nikolay will help with connecting the site);
- 2) Put the site on the hosting. (Depends on the choice of the tariff plan on the Tilda platform. Mikhail and Nikolay will help with the choice of tariffs);
- 3) Run contextual advertising. (Setting up, making changes and maintaining is discussed and done with Michael);
- 4) Replenish your advertising budget. (The test advertising budget on the Yandex search engine is 10 thousand rubles);
- 5) Run ads for the trial period. Typically, this is 2 weeks of time or 1000 clicks on ads. (Michael will prepare an advertising campaign for launch);
- 6) Get customers.

How it works for social nets:

Need to know! In order not to waste the advertising budget, it is necessary to postpone the launch of advertising until the restoration of universal demand for travel services. Support from the Lappi-Tour case team will continue after the completion of the Bridge project until statistics are collected after the test period of the advertising.

- 1) Get promotional materials at WhatsApp (design, content plan, target audience analysis and positioning)
- 2) Use materials in your social networks
- 3) When activity and involvement in the VK group and Instagram account increase, you should launch targeted advertising (Michael will help with the launch of advertising)
- 4) Advertising will be set up according to previously collected statistics and advertised in accordance with the new strategy from case 3.
- 5) Start getting subscribers in social networks. Start receiving orders

Contact us!

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Lappi-Tour