

## **Hasvik Big Fish Adventure**

There are many companies that provide outdoor activities for customers. When people find a place for rest, they use the Internet to get information, so the most important task is to show them how the company differs from the competition and what the company can offer them. The most difficult task is to attract a client from Russia, because there is less information about BFA in the network space. Our task is to help the company provide information about itself in the Russian network.

**Problem:** How to find customers from Russia interested in fishing.

### **Solution 1**

The more cheap and easy way for it is creating a YouTube channel. It will solve tasks like:

- 1) promotion of the company in the network in the direction of Russia
- 2) attracting people interested in fishing abroad
- 3) assistance in providing customers with the benefits of the company

### **How it works:**

- 1) Company create YouTube channel about fishing and holiday.
- 2) The YouTube manager (or the person who is responsible for this) analyzes the content on the topic, creates videos, and regularly posts them on the channel.
- 3) User, who interest in fishing, watch videoes on this topic and in recommendations find video from BFA. He subscribes to the channel or recommends it for friends.
- 4) He likes it, he wants to go there, and he clicks on the link to the website and books a cottage
- 5) If the channel gets enough sublists and views, it gets earnings

### **Why did we choose YouTube?**

Video is a more informative and interesting type of content than plain text. YouTube is the leader in the top popular video networks in Russia. Almost half of the YouTube audience in Russia consists of users aged 25-44 (48%). Male audience leads in almost all age segments. 62 percent of businesses use YouTube as a channel to post video content.

### **How to create channel?**

1. Sign in to YouTube on a computer or the mobile site.
2. Go to your channel list.
3. Choose to create a new channel or use an existing Brand Account:
  - Create a channel by clicking Create a new channel.
  - Create a YouTube channel for a Brand Account that you already manage by choosing the Brand Account from the list. If this Brand Account already has a channel, you can't create a new one. When you select the Brand Account from the list, you'll be switched over to that channel.

4. Fill out the details to name your new channel. Then, click Create. This will create a new Brand Account.
5. To add a channel manager, follow the instructions to change channel owners and managers.

### What is next?

It is necessary to create a content plan, where there will be information about the type of content released on the channel, the video placement schedule, etc. The content plan is made for a month, two or even a year. You can also specify the number of subscribers you want to reach. This will also help you evaluate the effectiveness of the channel. There is an example of a content plan:

### Content Plan for YouTube channel

**Target audience:** Men 20-45 years old

**Main topics:** fishing, holidays in BFA, ...

**Language:** Russian, or English with Russian subtitles <= *(Need a person with knowledge of Russian)*

**Type of content:** It is necessary to determine what content will be presented on the channel. The

Blog:	Interview	Humorous sketches	Reality shows	Educational Videos
Easier to create content, no need to mount much. Help the audience learn more about the adventures of the Big Fish. (reviews on models of fishing rods, boats and fish?)	Interviews with BFA guests, where you can get feedback from visitors about the company's services, thereby improving the service. It takes more time to edit the video.	Small humorous videos about fishing to dilute the content. It can be released twice a month. It takes a lot more time to edit the video.	A small show, for example, a fishing competition between visitors. Requires writing a script and good editing. Organize a show every two months or during a good bite.	They will help viewers not only determine the type of fish, but also how to make fishing more spectacular.

table shows the content types that may be suitable for the channel.

Regular and accurate video outputs will help the channel to promote and find new subscribers. This is an example of a video output graph.

*Content download frequency: two or three times a week (in 5 pm for RUS)*

Content  
plan

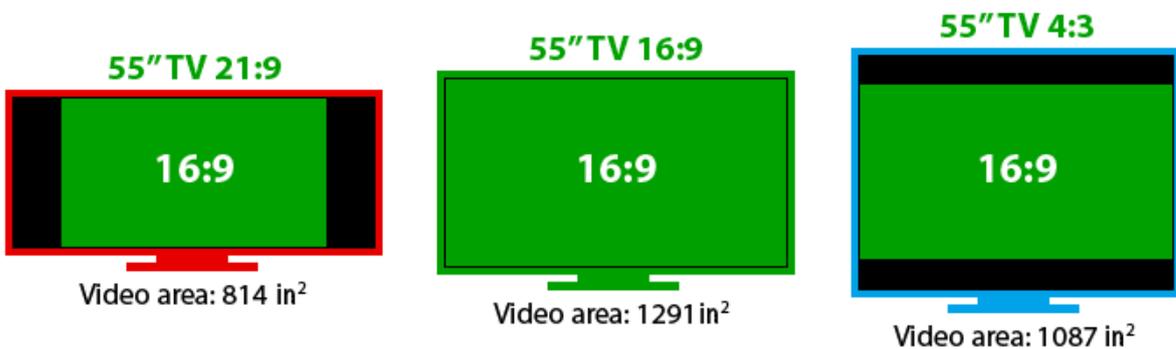
Период: 03.05.2021-  
31.05.2021

Date / Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date	03.05.2021	04.05.2021	05.05.2021	06.05.2021	07.05.2021	08.05.2021	09.05.2021
9:05							
17:05		Chanells Trailer			Blog		
21:05							
Date	10.05.2021	11.05.2021	12.05.2021	13.05.2021	14.05.2021	15.05.2021	16.05.2021
9:05							
17:05		Educational			Blog		
21:05							
Date	17.05.2021	18.05.2021	19.05.2021	20.05.2021	21.05.2021	22.05.2021	23.05.2021
9:05							
17:05		Educational			Interview		
21:05							
Date	24.05.2021	25.05.2021	26.05.2021	27.05.2021	28.05.2021	29.05.2021	30.05.2021
9:05							
17:05		Humorous sketch			Blog		
21:05							
Date	31.05.2021						
9:05							
17:05		Reality show			Reality show		
21:05							

These are just examples of the content plan and schedule. The final version will depend on the person who will lead the channel.

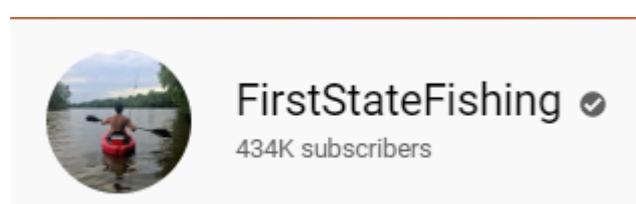
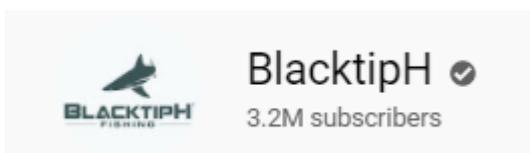
**Design the channel:**

- video format – 16:9



- channel icon in the size of 800x800 pixels

(You can place your company logo here)



- channel cover - 2560 x 1440 pixels



It contains information about the output of the video, as well as links to social networks and websites.

## **How to promote the YouTube channel.**

In order to gain views and subscribers, you need to know how to promote the channel.

### **1. Channel optimization:**

- Create a unique icon for the channel.
- Set a background image that is related to the topic of the channel(2560x1440)
- Add a description of the channel, its host, the topics of the videos, and the frequency of video output on the channel.
- Keyword selection. It's necessary for promotion channel. You should select a few keywords that will reflect the main topics of your channel. This will help the channel's algorithms promote the video to the right users. You can choose keywords using special sites.
- Add links to other sites and social networks.
- Sort the videos into playlists, so it will be easier to search for videos on the channel.
- Create a trailer for your channel.

### **2. Video optimization:**

- Use fascinating video titles. For example, an informative video about the features of catching a certain type of fish-carp can be called as follows: «Who is carp and what is it eaten with. »
- Add a description to the video, briefly describe its essence, specify timecodes and hashtags. There you can also specify links to the site and social networks.
- Use keywords in the titles and description of the video.
- Come up with interesting screensavers for the video.
- Use links to your videos when you mention them-this will help viewers find them.
- Prepare subtitles.

### **3. Free video promotion:**

- Upload videos regularly, preferably at a certain time.

- Use the e-mail newsletter of the video.
- Ask viewers to subscribe to the channel and put likes. You can also communicate with viewers in the comments, for example, ask a question about the type of fish that was caught, or others. Also, when you reach a round number of subscribers, you can raffle prizes among them.
- Subscribe to popular channels on this topic, comment on their videos, and discuss them.
- Post videos on websites or in social networks.
- Cooperation on a free basis with other novice bloggers.
- Release a variety of content.

#### **4. Paid promotion:**

- Advertising in [Google ads](#) (the price depends on the type of advertising)
- Use the site <https://target.my.com/>, to advertise a channel of a certain audience.
- Paid collaboration with other bloggers.

#### **Channel risks:**

- 1) Channel promotion will spend more time and only after a few months it will be possible to find the right customers.
- 2) Fishing abroad is not a popular topic in Russia, there cannot be many subscribers to the channel.
- 3) There are many channels about fishing, so you need to do something special to highlight the channel.

#### **Solution 2**

#### **Targeted advertising**

You need to create Google account.

Fill in the forms:

- 1) Choose the purpose of the advertisement. In our case, this is number 2.

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Indicate your primary advertising goal

Increase the number of calls

Increase the number of subscriptions or purchases on the site

Increase the number of store visits

FURTHER

2) Next, we need to choose that we only serve clients offline

Do you provide services in your office?

- Yes, clients come to our office, or we visit them at home
- No, we mainly serve customers online

BACK TO

FURTHER

3) Fill in the box "Big Fish Adventure"



## Enter the name of the company

The name of the company

Your ads will appear when users search for your business by name.

[BACK TO](#)

[FURTHER](#)

### 4) Write a link that leads to the site

## Specify where the user should go after clicking on the ad

Your website

|

Choose what you will advertise and select the most relevant page on your site. This can be the main page or any other page that contains information about a product or service.

[BACK TO](#)

[FURTHER](#)

### 5) Write a text of ad (in Russian). For example:

RU	EN
Big Fish Adventure	Big Fish Adventure
Экорыбалка в Норвегии	Ecofishing in Norway
Морская и фьордовая	Sea and fjord
Трофейная рыбалка	Trophy fishing
Размещение в отеле и домиках	Accommodation at the hotel and houses

## Write your ad text

The screenshot shows an ad text editor interface. On the left, there are three sections for editing text:

- Heading 1:** "Big Fish Adventure" (18/30 characters)
- Heading 2:** "Islandsk restaurant" (19/30 characters)
- Heading 3:** (0/30 characters)
- Description 1:** "Fiskeretter - Hovedretter - Vegetar retter. Ring i dag" (54/90 characters)

On the right, a preview window shows the ad as it would appear in a search engine. The preview includes a search bar, the URL "https://bigfishadventure.no/", the heading "Big Fish Adventure | Islandsk restaurant | Heading 3", the description "Fiskeretter - Hovedretter - Vegetar retter. Ring i dag. Description 2.", and a "Call" button.

### 6) Add keywords by which people can find your ad.

рыбалка в Норвегии, ловля крупной рыбы, отель в Норвегии, туры на рыбалку, экорыбалка, русская рыбалка Норвегия, удачная рыбалка Норвегия, рыбалка в Норвегии туры цены, морская рыбалка в Норвегии, рыбалка Норвегия купить, сколько стоит рыбалка в Норвегии, рыбалка Норвегия стоимость, отель Хасвик Норвегия рыбалка, рыбалка в Северной Норвегии, Норвегия базы русская рыбалка, рыболовный тур Норвегия, Норвегия путевка, Норвегия тур цена, Новрегия тур, рыбалка море, фьорд норвегия

## Add keyword topics to match your search terms

fishing in Norway

Add a new keyword topic

### 7) Specify geography: Moscow, St. Petersburg, Moscow region, Leningrad region.

## Show your ad wherever they see it

Show in a certain radius from the specified address

Show to users with a specified zip code or from a specific city / region

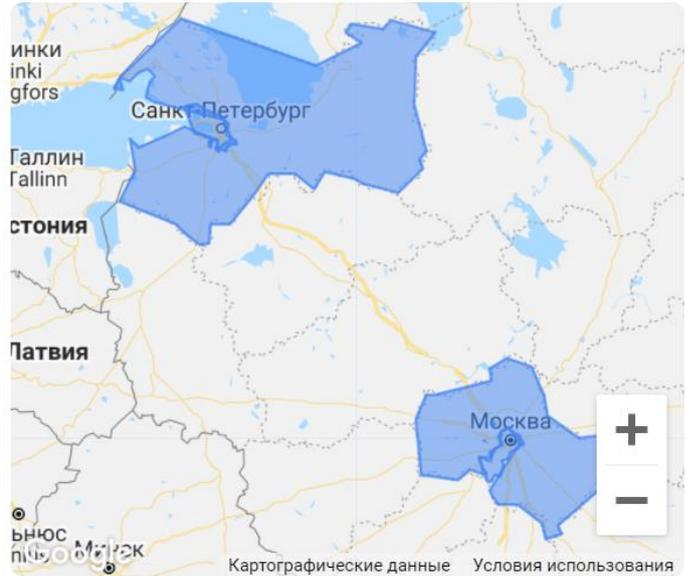
Moscow

Moscow region

St. Petersburg

Leningrad region

Please include postal code, city, state or country



## 8) Choose a convenient budget for you

### Set a budget to get the results you want

Choose a budget

Currency: Russian ruble (₽) ▼

\$ 0 on average per day · Maximum 0 \$ per month

Recommended

\$ 1 on average per day · Maximum 30 \$ per month

Estimated number of clicks on the ad per month: from 150 to 320

\$ 2 on average per day · Maximum \$ 61 per month

Estimated number of clicks on the ad per month: from 310 to 640

More detailed settings are available in account after payment.

It will also be more effective to hire a targeting specialist to customize the ads.

### **Benefits:**

- + Interest targeting can provide the best value per attracted client.
- + You pay for each user clicking on the ad (this is a guarantee that client saw the ad and clicked on it, the client interested in it).
- + You can constantly test the efficiency of advertising and customize it for the target audience.

**Risks:**

- It is difficult to assess the exact efficiency of advertising.
- One of problems is incorrect ad setup. But after several launches, you can look for advertising process.
- Seasonality, economic conditions, crises, quarantines and other external factors can kill the advertising. To do something about it is not possible, you just have to wait.

**Solution 3**

**Website**

We have made a list of sites where you can post tour announcements.

site	Description of the site	Website traffic (per monts)
vpoxod.ru	A wide range of active tours (trekking, bike tours, rafting), nature tours. The site offers travel to different countries of the world, including Norway. Convenient and pleasant interface.	126 942
turgeek.ru	The site offers tours of a different plan: from seaside holidays to outdoor activities, as well as abroad. Simple and intuitive interface.	3 008
tour-spb.ru	The site offers excursion tours, expedition tours, there is a section "Fishing Tours". The interface is a bit outdated, but informative and simple	3 924
pro-adventure.ru	The site offers authoring tours. Pro Adventure is an aggregator of active leisure tours in Russia and around the world with real reviews from tourists. Including tours to Norway.  The project has existed since 2015, during which time more than 5000 tourists have already spent their active holidays with Pro Adventure. The organizers are ready to cooperate.  Website design is modern, beautiful, and clear	1 498
youtravel.me	The site offers a large selection of tours around the world. The site has a lot of traffic. There is a section with fishing tours. The site is modern, convenient and understandable	35 343

fishingbooker.ru	A specialized site with fishing tours. The attendance is small, but it has a narrowly focused theme of tours. The site is informative, clear interface.	524
eklev.ru	Also, a site on a specific topic - fishing. Has a lot of traffic, a large selection of fishing tours with a convenient division into tabs. The site design is modern, convenient and informative.	11 232

## Solution 4

### Promotional tours

Promotional tours are designed to inform the target audience about the existence of a new product or tourist enterprise. Familiarizing customers with the capabilities of the host party and its competitive advantages.

Usually, advertising tours are conducted for representatives of the media, people who are authoritative for the target groups of consumers, as well as travel agencies that will subsequently sell this product.

This method of promoting tourist services is becoming more and more popular. It is the most effective.

For the travel company Big Fish Adventure to attract customer from Russia, we offer to organize an advertising tour with famous Russian travel bloggers, journalists and fishermen, who during the tour, will advertise the BFA, shoot film about the possibilities of recreation in the BFA, write interesting articles about this place. They will tell for Russian consumers about their trip in their accounts in social networks. We suppose that their followers will also want to visit the BFA, because there you can relax coolly, and their icon was also there.

We recommend your company to use Russian bloggers for a promotional tour.

Anton Ptushkin is a famous travel-video blogger in Russia. He travels alone the world with his equipment. (instagram: @ptuxerman, 1,7 million followers; YouTube channel: Anton Ptushkin 4.57 million followers)

Nastya Ivleeva is a popular blogger on Instagram. She has very large audience. (instagram: @\_agentgirl\_, 18.7 million followers)

Anton and Nastya starred together in the youth program about travel «Heads and Tails».

Ilya Varlamov is a Russian journalist, entrepreneur and video blogger. Creator of the author's media based on the blog platform Live Journal. (instagram: @varlamov 1.1 million followers, YouTube channel: varlamov, 2,34 million followers; <https://varlamov.ru>)

Andrey Makarevich is a popular Russian musician. He has his own culinary YouTube channel "Smak Andrey Makarevich". Andrey Makarevich's fans are wealthy adults. @smak\_am, 76.8 thousand followers; YouTube channel "Smak Andrey Makarevich" 206 thousand followers)

We recommend using media support program from The Norwegian Barents Secretariat for organizing an advertising tour for the BFA company. (<https://barents.no>)

The Norwegian Barents Secretariat has a media support program for Norwegian and Russian journalist working in the Barents Region, who are planning to cross the border to write articles and shoot reports about the Barents region. We recommend using it for organizing an advertising tour for the BFA company.

The Norwegian Barents Secretariat would like to take part to increase cross border cooperation and travel.

### **The program covers:**

- ✓ travel and accommodation expenses (some diet)
- ✓ translation costs
- ✓ visa costs
- ✓ vital costs to your news story (conference fee or similar.)

### **The program does not cover:**

- Salary or project management costs
- Investments in equipment
- Camera rent
- Other administrative costs

It 70 percent of the travel expenses covered by the Norwegian Barents Secretariat.

The price includes accommodation costs, guide services, instructor, transfer, advertising in social networks. We suggest you create a promotional tour for 3 days. The cost of air tickets from Moscow to Alta is 500 euros per person.

When organization the main and additional complex of services, take into account the most demanded services of your company according to statistical data for the last year.

### **Entertainment program can be:**

- Dating night,
- Norwegian fishing,
- Cooking master-classes,
- Shooting the trip
- Trekking.

The effectiveness of promotional tours is determined by the growth in the number of tour bookings.

The average cost of one tour is approximately \$ 900, assuming that at least 50% (1,200 people) of potential customers sign contracts for the purchase of tours, then on average the company will receive revenue:

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$1200 * 900\$ = 840000\$$  - 5 revenue for the duration of the tour.

$4400\$$  - 4 expenses for participation in the tour.

$\$ 840,000 / \$ 4400 = 190$  times the total sales volume exceeds the cost of the tour.

In order for the advertising tour to bring results, you should prepare for it in advance. This applies both to the organizers of the tour and to its participants. It is better to plan a promotional tour a few months before it starts. The return of the participants directly depends on how the time in the tour will be planned.

Let's assume that big Fish adventure has 10 to 20 customers depending on the season. 200 clients per year. The developed advertising campaign of the new tourist product will increase the number of customers by 10 times. This will certainly lead to an increase in the company's profit and will recoup the costs of organizing the tour. In addition, it will help to improve the image and competitiveness of the company, and therefore, strengthen the company's position in the tourist market.

Russian celebrities ' ads in their personal social media accounts will help inform Russian tourists about the prices, conditions of living and recreation in Big Fish Adventure and about the life style in Norway.

**Risks:**

- The proposed bloggers will refuse to cooperate;
- The Norwegian Barents Secretariat will not support the project ,
- The borders with Russia will be closed.

**Benefit:**

- Increase the company's awareness in Russia.
- It will become a competitive advantage.
- Increase the company's image.
- The appearance of new clients from Russia.