

# Arcadia

software country

# Topics

Arcadia case

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Client profile

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Best outreach channels

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Message example

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Business in Nordic countries

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Why to create a local company to the  
Nordic Countries

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# Arcadia case

Develop an outreach marketing strategy for the Nordic market

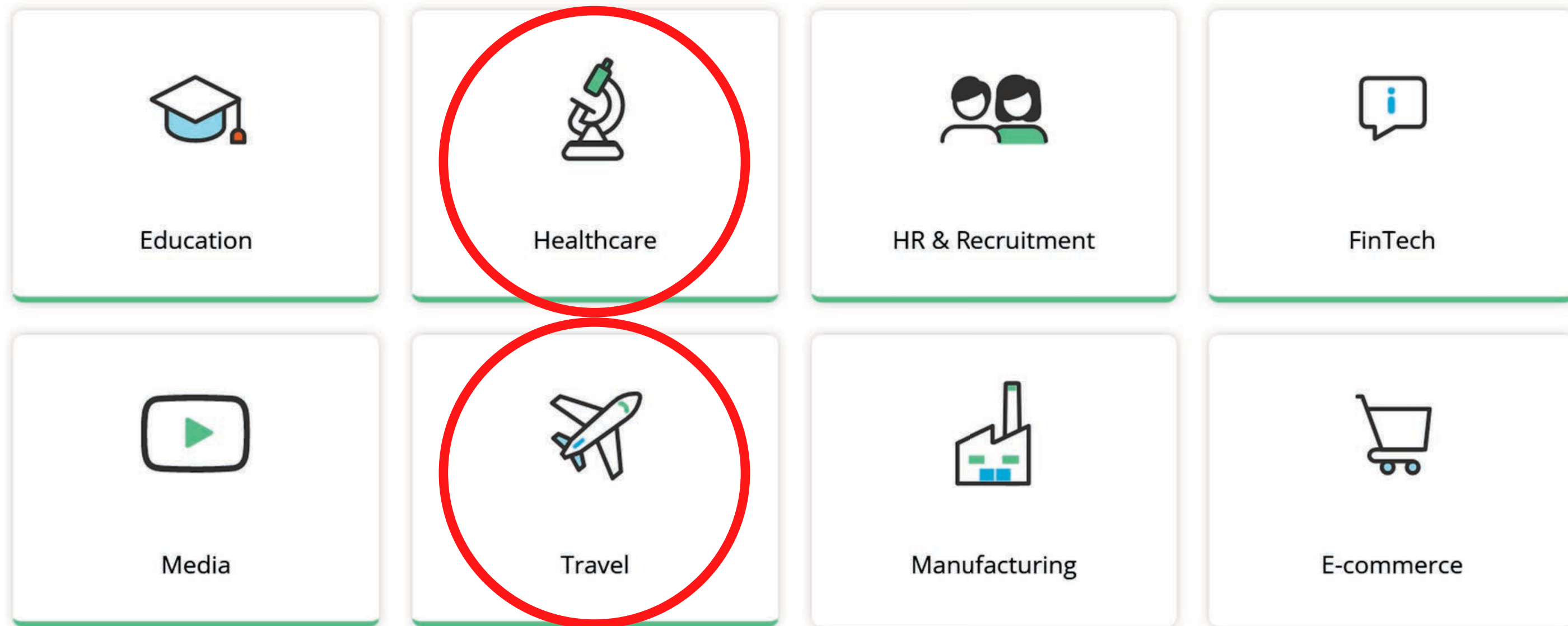
- Create an ideal customer profile
- Determine the best outreach channels
- Provide message examples



# Current marketing strategy of Arcadia:

- Clients are big or middle size companies (not startups), leaders of the market who knows about business and IT basically at least. Also, knows about their connection with each other;
- Using only English;
- No physical offices in the Nordic countries;
- Searching for clients by social medias, blogs, recommendations, cold outreach, taking part in exhibitions.

# Target group includes companies from:



# TG analysis in Healthcare and Tourism

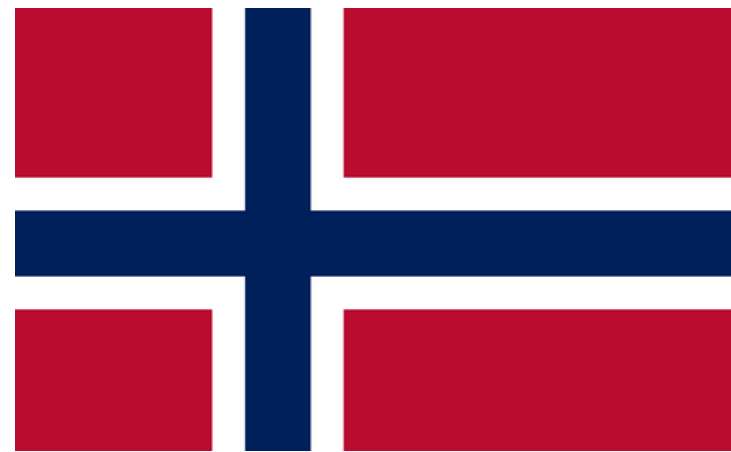
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ŌURA



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# Sources of customer information

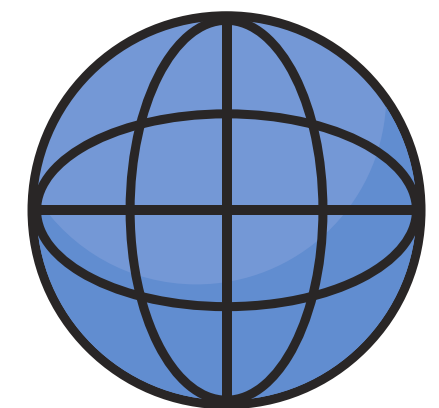
**1** LinkedIn



**2** Facebook



**3** Website





# Client profile

## Company

1. Health care, Travel company
2. Location: Finland, Norway
3. Revenue per year is from \$15M
4. Number of employees is from 60
5. Needs: new technological abilities, integration IT into business, automation of business processes



## Jussi

1. Change manager
2. 30-40 years
3. Looking for solutions of company's problems



## Thomas

1. CEO
2. 35-50 years
3. Making decisions about new projects







### **Jussi, 30-40 years**

- Change manager (another DM)
- Married
- Have children
- Work from home
- Norway, Oslo (another Nordic country + capital or IT centre)
- Looking for new ideas and monitoring the market

### **Aims**

- Benefits, promotion
- Respect from boss
- Show his professionalism

### **Pains**

- Work with unreliable companies
- To frame a boss
- Lose budget of a company

### **Choice criterion**

- Reviews of previous clients
- Company takes part in different exhibitions
- Successful blog
- Information on the Internet
- Information on social medias

### **Channels**

- User of professionals blog platforms
- Active user of LinkedIn, Facebook Messenger, Twitter
- Attend professional exhibitions and shows



### **Thomas, 35-50 years**

- CEO
- Married
- Have children
- Norway, Oslo (another Nordic country + capital or IT centre)
- Making decisions about new projects

### **Aims**

- To make revenue rising
- Automation of business processes
- To be leaders of market

### **Pains**

- Work with unreliable companies
- Employees aren't qualified enough
- To go bust

### **Choice criterion**

- Reviews of previous clients
- Company takes part in different exhibitions
- Successful blog
- Information on the Internet
- Information on social medias
- Revenue of a company
- Innovative company

### **Channels**

- Active user of LinkedIn, Facebook Messenger, Twitter
- Attend professional exhibitions and shows
- Manager's reports

# Best outreach channels for Arcadia

# Outreach channels of competitors

## **Social Medias**

- LinkedIn
- Instagram
- Facebook
- Twitter
- YouTube

## **Taking part in exhibitions**

Organization and taking part in innovations, IT events and exhibitions

## **Cold outreach**

- Mailing potential clients with commercial offer
- For making list of emails – form on the website

## **Independent rating platforms**

Client's reviews on Clutch, GoodFirms

## **Blogging platforms**

- Habr
- Medium
- GitHub
- Blog on the website

## **Recommendation**

One company share its experience with another

# Social medias Arcadia

## Using:



About 2000  
followers



About 80 followers

## May be use:



1. Only in Russian
2. Doesn't use for attracting new clients

## Impossible to use:



1. Only in Russian
2. For employees



1. Seems inactive
2. Almost totally in Russian
3. Low view's number

# Arcadia Linkedin profile vs. Finnish competitor Digia Oyj

	Arcadia	Digia
Followers	2067	11 770
Employees (on LinkedIn)	1031	1344
Posts	less than 1/month	6/week
Videos	never shared	every month
Community hashtags	0	2



# Why LinkedIn is important for companies

- LinkedIn is the world's most comprehensive professional network
- Over 610 million users in more than 200 countries
- To achieve company's specific objectives, LinkedIn is the number one social media to help with it
- Today's content marketing strategies need to include various different forms of material: videos, posts and many other forms. Arcadia could share the blog posts from the website straight to LinkedIn. Also make video posts.
- Becoming active in LinkedIn Groups relevant to your vertical is another great way to interact with and learn from people in your field.

(Bib. O'Connor C. 2021. 7 reasons why LinkedIn needs to be part of your content strategy)



# Social medias Arcadia

## Recommendations:

**LinkedIn:** low number of followers → to improve subscriber base by mutual subscription to clients (potential clients), for example. This social media is so popular and respectable among companies in Europe.

**Twitter:** low number of followers → to improve subscriber base by publication exclusive content, insides, for example.

**Facebook:** to create English-language account.

# Bloggng platforms Arcadia



## Blog on the website

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- 1-4 articles per month;
- Informative, pretty design;
- Many different themes and authors;
- Publication articles in English later than in Russian;
- Not every article is translated into English;

## Hubr

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- Same articles from the website;
- Rating decreased 89- >68;
- Only in Russian;

## Medium

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- It was hard for us to find Arcadia there with out commissioner's help.
- The last article was posted in 2020.

# Bloggging platforms Arcadia



Start blogging on local blog platforms. For example, [www.itewiki.fi](http://www.itewiki.fi)



To improve Medium



More publications in English



Searching for the most active English-language blogging platforms to public articles

# Independent rating platforms

## **Clutch.co**

(<https://clutch.co>)

- Low number of reviews
- No reviews for a long time
- Information about the company is not updated
- Not verified

## **GoodFirms**

(<https://www.goodfirms.co>)

- No reviews
- Information about the company is not updated

# Independent rating platforms

**Pain:** Arcadia stopped keeping reviews on special platforms because of negative review made by a client. Afraid of the same thing and bad reputation. (From interview with commissioner).

**Idea:** Arcadia believes that these outreach channels as respectable and real for searching new clients. The company for returning these sources to work with new clients in Scandinavian market. (From interview with commissioner).

## Recommendations:

- Restart these platforms;
- Ask clients to make reviews (especially if case is successful);
- Get verification of an account;
- An ability to post information about verification by Clutch (GoodFirms) on the website.

# Exhibitions

Taking part in exhibitions and events and their organization as well is one of best ways for finding new clients in case of B2B business.

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**Idea:** To organize thematic event in Saint-Petersburg in Summer-Autumn of 2022. Invite representatives (participants, potential clients, investors) from Nordic countries.

**Recommendations:** Taking part in next event -> <https://www.slush.org> which will take place in 1-2 of December 2021 in Helsinki.

Searching for similar events taking place in Nordic countries. List of events on PDF (health care and travel field).

# Cold outreach Arcadia

The fact is that cold outreach marketing is less effective than active in Scandinavian countries. It is so because of people's personality. Scandinavians don't trust to foreigners in the Nordic market so face-to-face meetings are so important for make a necessary contact.

## BUT

There's still idea of cold mailing for:

- Audience is already loyal (companies which Arcadia worked (is working) with);
- Potential clients filled out the form on the website for free consultation (1-2 letters per month, don't be obsessive)

### **Email's sources:**

Form on the web;  
Face-to-face meetings.

**Idea:** To use program (browser extension) for automotive mailing.

### **Example:**

Ernest (imernest.ai)



# Why to create a local company to the Nordic Countries

- Helps to hire local employees: very important to get connected with new customers
- Organize the meetings: all the meetings can't be online and Nordic customers won't come to Russia easily
- Finnish company helps to get in to different associations: For example Chamber of Commerce in Finland on the one side where the Finnish company is located and Finnish-Russian Chamber of Commerce (FRCC)
  - Chambers of commerce are organizations that promote business and economic freedom and act as guardians of business interests. In addition, the chambers of commerce act as, among other things, legal advisers and provide training.

# Why to create a local company to the Nordic Countries

**Different industries and countries have different rules! If your market entry is based on the expansion to new countries, like the Nordics, you'll need to have a very good understanding of how business is done in those countries or specific industries. (Vainu 2021)**