



VISIT
LYNGENFJORD

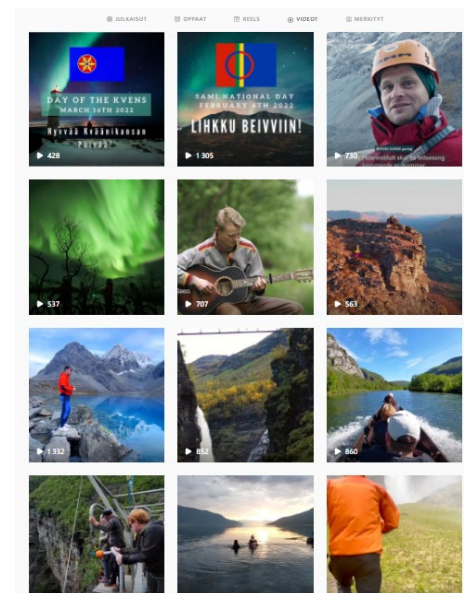
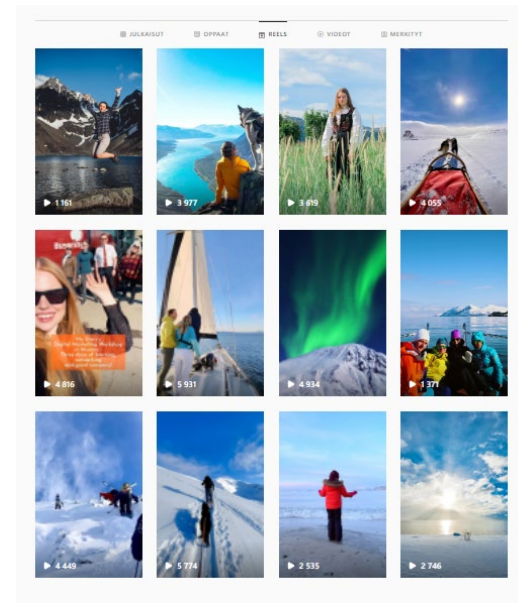
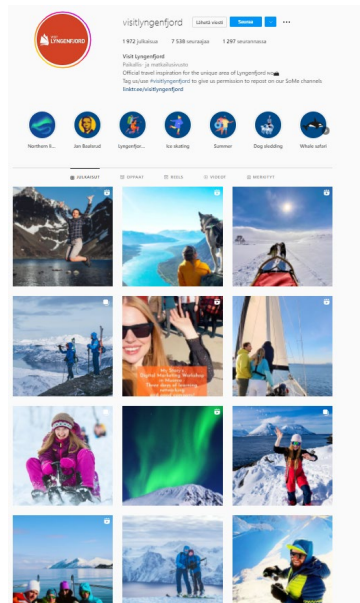
VISIT LYNGENFJORD

DIGITAL MARKETING ANALYSIS

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Anna Skrypalschchykova

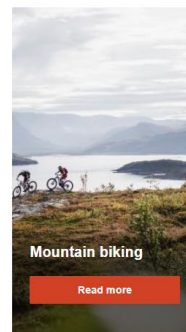
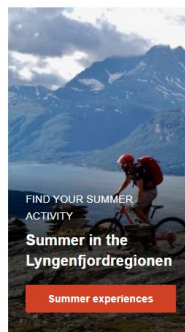
Is our profile , content and communication in our SoMe channe Is coherent with our website?

- Instagram is doing a lot better in every field
- website not visually nice looking
- content (photos+ videos) much better in SoMe
- unclear content on the websites
 - should use the same content on the website
 - easier for customers to get an idea about the activities
 - more likely to make a purchase



Welcome to the Lyngenfjord region - A region full of contrasts!

Experience Northern Norway by the Lyngen Alps - under the midnightsun or the northern lights. You will find a variety of activities year round from whale safaris and ski touring to fjord cruises and mountain biking.



Summer experiences in Northern Norway

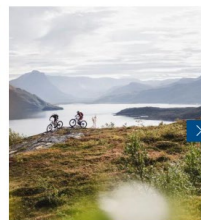
You can experience a range of different activities in the Lyngenfjord region during the summer months.



Hiking

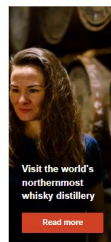


Experience the midnightsun



Mountain biking

Lyngenfjord year round

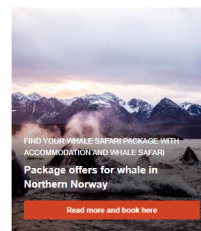
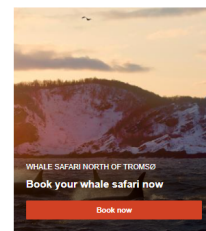


Whale watching Skjervøy Northern Norway

Whale watching safari off the coast of Skjervøy is the highlight of any Norwegian holiday!

On your Norwegian bucket list, along with Northern Lights and Norwegian fjords, should be whale and wildlife safaris. Can you imagine how it feels to watch these majestic animals chasing herring only a short distance from your boat? Feel the arctic air and sprinkles of the North Sea waves on your face, listen to the immense silence – and then suddenly, a friendly black and white figure surfaces and waves its beautiful tail for you.

The beautiful Skjervøy archipelago in the Lyngenfjord region has become an extremely popular destination for whale watching safaris. People from all around the world are travelling here to get a close-up look at the beautiful whales.



Getting to Skjervøy

By car: If you are driving from Tromsø, turn off the E6 highway and Langseth continue to Skjervøy. The drive from Tromsø to Skjervøy is 160 km and takes about four hours. You will be rewarded with a lot of beautiful scenery along the way! You can shorten the drive by taking two scenic ferry crossings – over the Ullsfjord and the Lyngenfjord. View the ferry timetable

GBS! Winter 2021/2022 there is road work in the tunnel out to Skjervøy. There are scheduled times for when you can pass through with a car. Check the schedule here for departures from Hamnedal to Skjervøy (Maurund).

By bus: There are daily bus services from the Passenger Terminal at Proderast in downtown Tromsø to Skjervøy, which involves swapping buses at Langseth/Sorelia.

By express boat: You can catch the express boat from the Passenger Terminal at Proderast in downtown Tromsø to Skjervøy. The journey takes just over two hours.

[Click here for information about buses and express boats](#)

By Hurtigruten: The Hurtigruten ships dock at Skjervøy twice a day. The

Whales migrate from fjord to fjord following the herring

In the winter of 2017, the herring migrated from the coast off Tromsø northwards towards the Lyngenfjord. The whales were not far behind them in search of a feast and, in recent times, there has been phenomenal activity in the sea off Skjervøy.

Amazing experience on a wildlife safari


Joanna from Italy is one of the many who have been on a whale watching safari off the coast of Skjervøy.


"It was completely amazing! I have never experienced anything like it before. It was unbelievable to see the whales swimming so close to us and to see how they moved in the sea. As soon as we returned to land, I just wanted to go out again," she says just after returning from the whale watching safari.

The whales you can see in Northern Norway

Two whale species in particular have been observed off the coast of Skjervøy: humpback whales and orcas (killer whales). Learn





**Visit Lyngenfjord**
@visitlyngenfjord · ★ 4,7 (12 arvostelua) · Turisti-infokeskus

Lähetä viesti


Hei! Miten voimme auttaa?


Etusivu Arvostelut Videot Kuvat Lisää ▾


Tykkää


...


Kysy sivulta Visit Lyngenfjord

"Where can I book accommodation in Lyngenfjord region?"  Kysy


"What can I do in Lyngenfjord?"  Kysy


"When can I see the northern lights?"  Kysy


"Do you have any brochures about the Lyngenfjord region?"  Kysy


Kirjoita kysymys  Kysy


Tietoja [Näytä kaikki](#)

 Visit Lyngenfjord - Information for visitors and locals about the beautiful region around the Lyngenfjord in northern Troms.
www.visit-lyngenfjord.com




 7 352 ihmistä tykkää tästä, muun muassa 3 kavereistasi



 7 995 ihmistä seuraa tätä

 <https://linktr.ee/visitlyngenfjord>

 77 21 08 50

Luo julkaisu


 Kuva tai video  Kerro sijaintisi  Merkitse kavereita

 **Visit Lyngenfjord**
3 pv · 

🇳🇴 Hyvää perustuslain päivää, Norja 🇳🇴

@visitlyngenfjord toivottaa sinulle kaunista, ikimuistoista ja turvallista juhlaa missä ikinä oletkin 🇳🇴💙 Me rakastamme Norjaa 💙💙

⚙️ Näytä lähtöteksti · Arvioi käännös





Visit Lyngenfjord

15 tilaajaa

TILAA

ETUSIVU

VIDEOT

SOITTOLISTAT

KANAVAT

TIETOJA



Ski touring in the Lyngen Alps promo - Clip 2

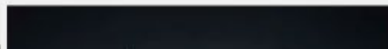
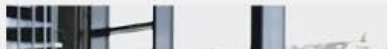
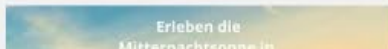
38 katselukertaa • 1 vuosi sitten

Ski touring in the Lyngen Alps is an amazing experience for all ski touring lovers.

Lataukset



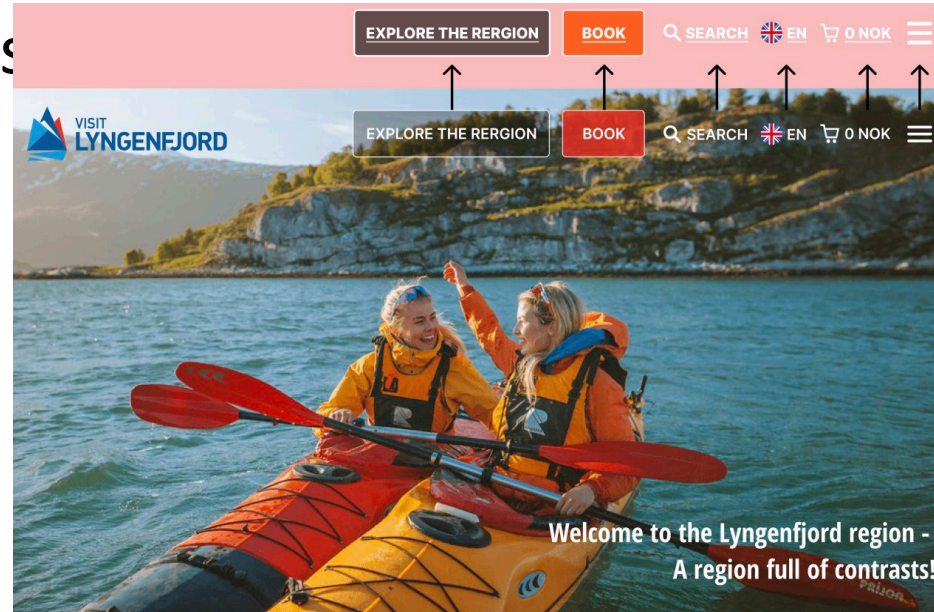
TOISTA KAIKKI



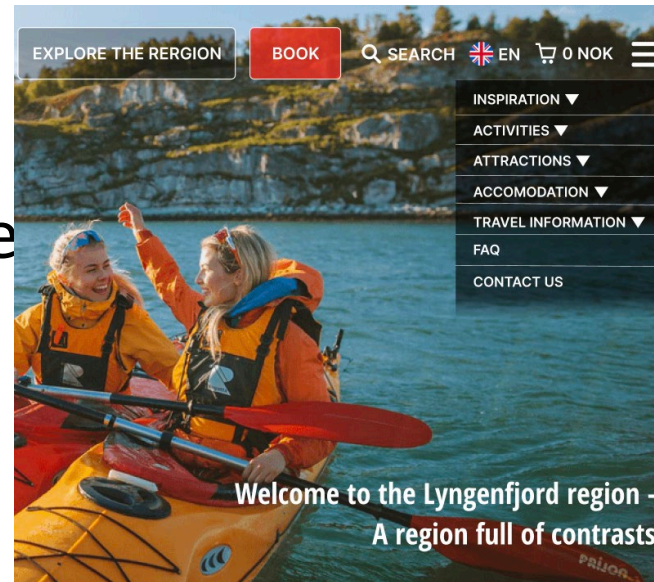
How can we improve our website and make it more user friendly and easy to navigate in order to increase sales?

- more language options    
- price in variety of currencies \$ €
- visual outlook more tempting (photos, videos, call to action)
- contents on to the top of the screen
- get a Q & A from the companies that provide the activities

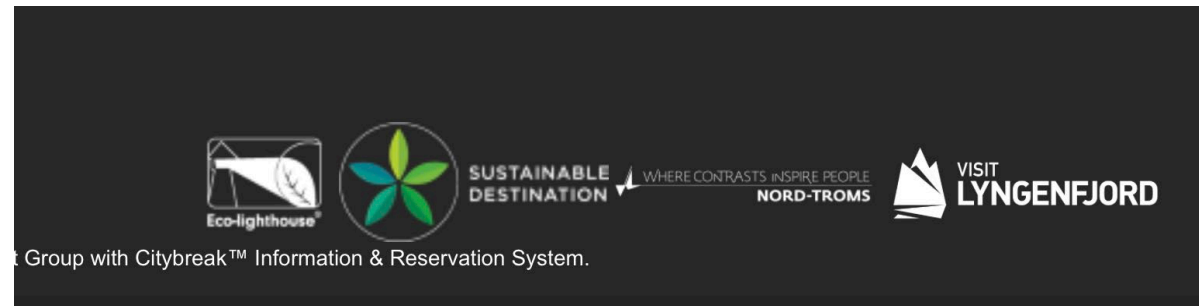
- animation to all the buttons



- short and understandable menu
- categorize your suggestions

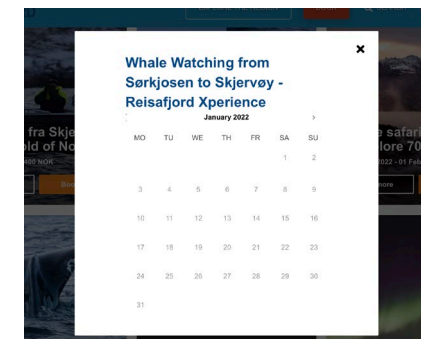


- use high quality images



**SUSTAINABLE
DESTINATION**
LOCAL ENGAGEMENT
IN A LONG PERSPECTIVE

- add Google Maps option
- separate information pages from booking system
- add Gallery (actual customers pictures)
- space for reviews
- check all the options for clickability



How can we increase the number of visitors to our website?

- by marketing more on platforms to different age group to find you accidentally
- make the time right for optimal posting based on analytics and algorithm (Taliwind for scheduler automatic).
- influencers outreach
- relevant Keywords on the website
- provide memorable event to inspire
- event with good beginning and end
- campaign letters through emails

How can we increase traffic from our SoMe channels to our website and convert it to sales?

- teaser on social media along with the link
- provide more content that are valuable, inspiring and engaging.
- use a live video or infographic which aligns with customer experiences - live video for Q&A
- quick response for customers
- creation of Twitter account
- sponsor Ads