

Kuva: Juhana Kontinen

# *CUSTOMER ORIENTED E-MARKETING PLANNING*

*SUSANNA NUIJANMAA*



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# CUSTOMER ORIENTED E-MARKETING PLANNING

- Starting point:
  - In Finland – no official cultural routes
  - In education our focus strongly in customer oriented service production and marketing
  - GB:s and GI:s
- How to make routes sustainable by attracting *right kind* of tourists?
  - Marketing in an important role
  - Online emphasized (Internet site, Facebook or other social medias, mobile etc...)



# CUSTOMER ORIENTED E-MARKETING PLANNING

- Tourism to Europe / in Europe
  - Local / international customers
  - Interest in european cultures
  - More independent than group travellers





# TOURISM STRATEGY IN FINLAND

- Finnish Tourism Board
- Niche tourism destination
- Strict segmenting done: modern humanists
- Marketing Strategy
  - On-line emphasized
  - Customers involvement and viral marketing



# CHALLENGER BRAND – MODERN HUMANISTS

- Visit Finland is not targeting all the worlds travelling audience
- Visit Finland appeals to 15 % of the world's travelling people
- The likelihood of travelling to Finland is related to people's **values and attitudes.**
- Target group is curious, courageous, travels a lot, is experienced, needs breathing space, need quietness, values clean nature and originality & authenticity. She/he is visionary, thinker, modern, humanist
  - -> MODERN HUMANIST
- People can share the same modern but human values despite of where they live



# FINLAND'S TOURISM BRAND

## We don't offer

- Something for Everyone
- Noise and Hazzle
- Packed
- Sweltering
- About complex cultural codes
- For masses
- Pollution
- Formal
- Artificial
- Bling bling
- A place to show off

## We Offer

- Something special for the ones that think they have seen it all
- Peace and quiet
- Spacy
- Fresh
- Holistic
- Straight-forward
- For individuals
- Clean
- Inventive
- Natural
- Authentic
- A Place to by yourself

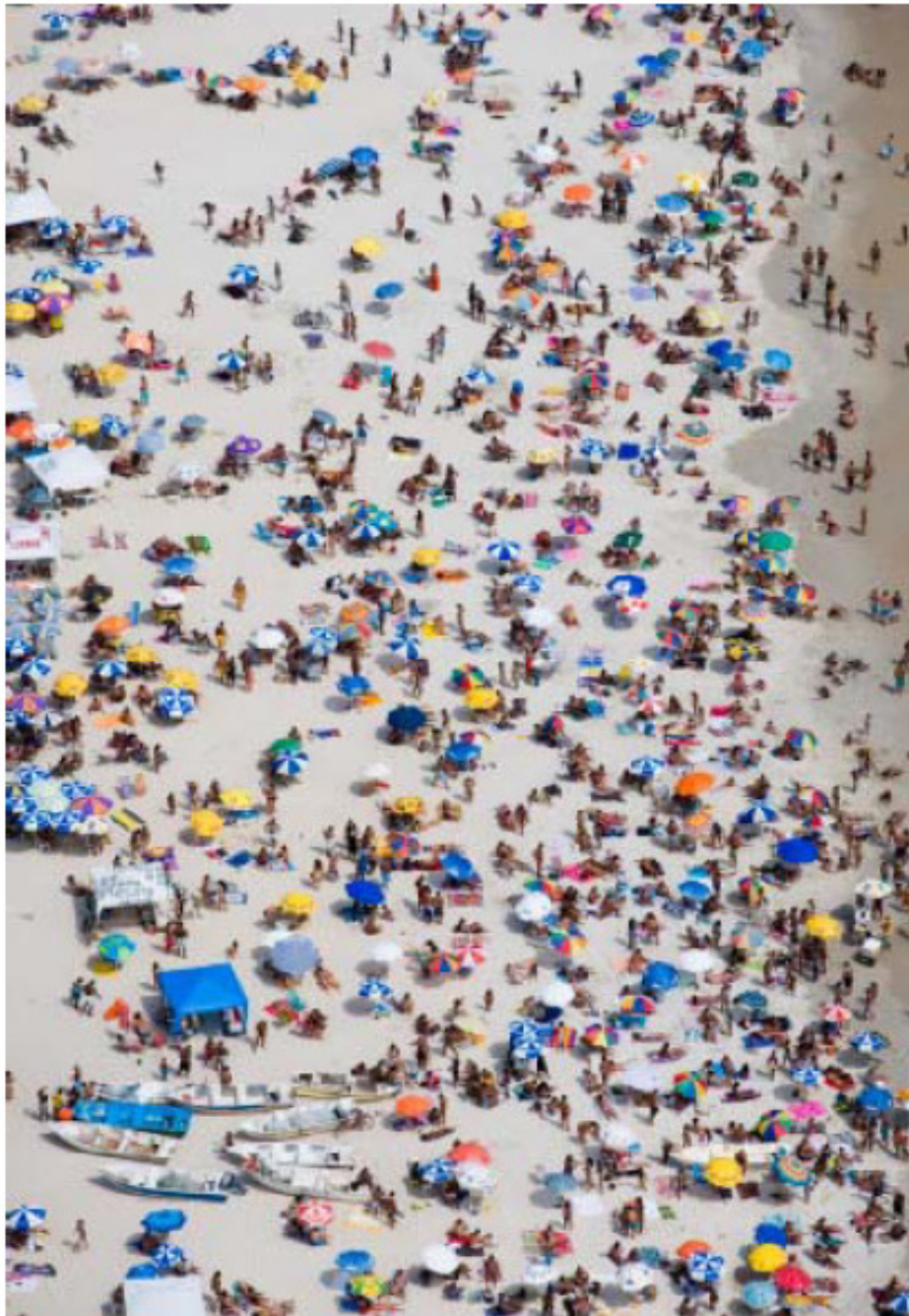


## MODERN HUMANISTS

- **Values and Attitudes as an Interface between Consumers and Visit Finland Brand**
- As a non-traditional, niche travel destination, the main target group of Finland consists of people that have travelled a lot and are seeking for new, fresh alternatives.
- The following consumer trends represent a **value and attitude-based** interface between the target group and the Visit Finland brand.







## Individualism vs. Mass-Tourism

- searching for new, unique experiences as an alternative for mass-tourism
- self-branding ja -manifesting through the selection of the travel destination





## Slowing Down

- searching for time and space as a contrast to the stress of everyday life
- a need to slow down in this hectic world

# New Spiritualism



- the raise of new spiritualism to act as a counterbalance to the materialistic values
- self-development



## Appreciation of Pure Nature

- as a result to pollution, global warming, diminishing water resources etc. pure nature cannot be taken for granted
- longing for the fresh and pure nature that cannot be found everywhere





## Back to Basics

- back-to-basics, like simple lifestyle, craftsmanship, home-cooked food with good raw materials, are becoming more and more appreciated
- authenticity



# TOURISM STRATEGY IN FINLAND

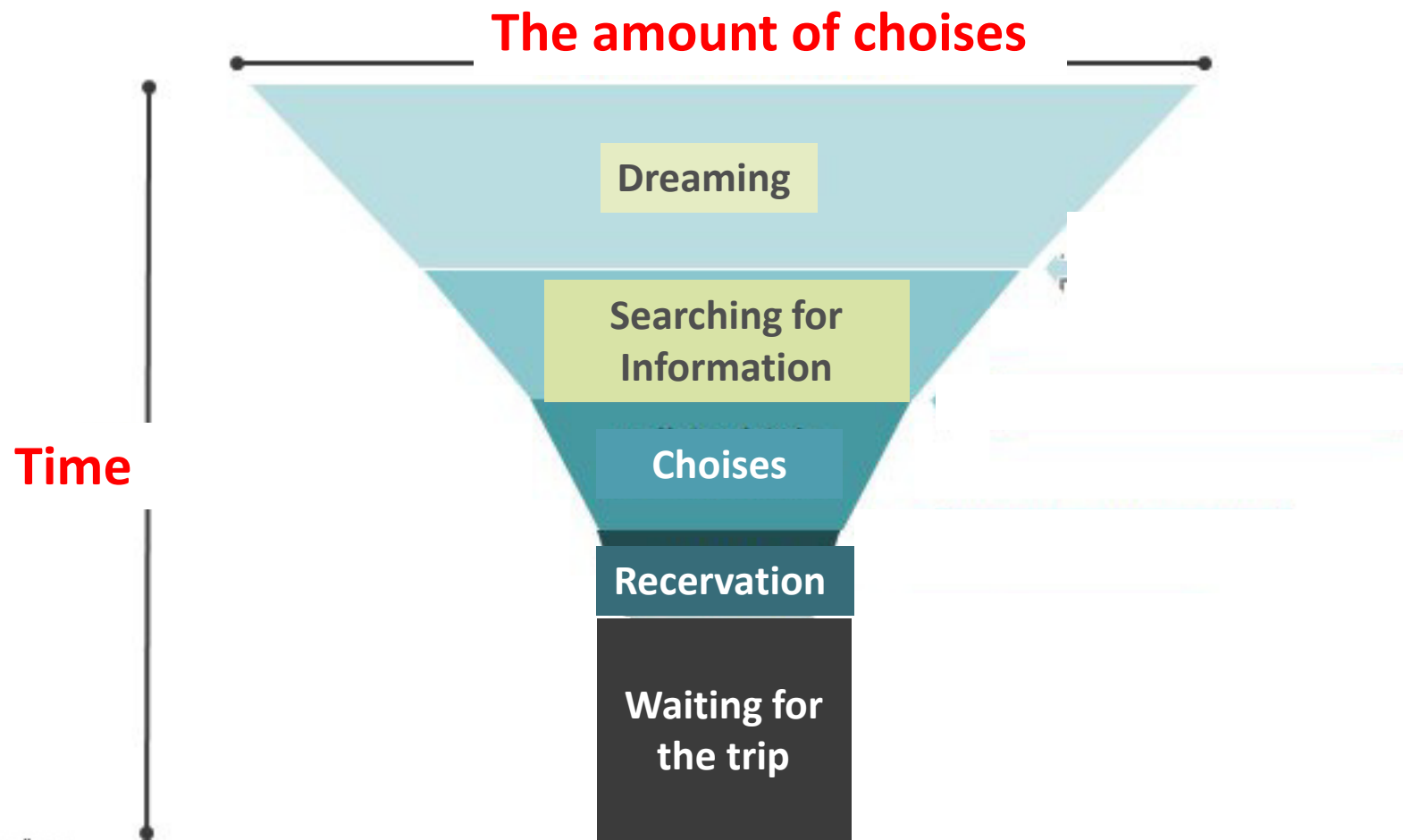
- Themes: Cultural Beat, Silence Please, Wild & Free
- More about themes and stories than travelling facts
- Stories told
- Customers involved
  - Competitions
  - Blogs
  - Articles



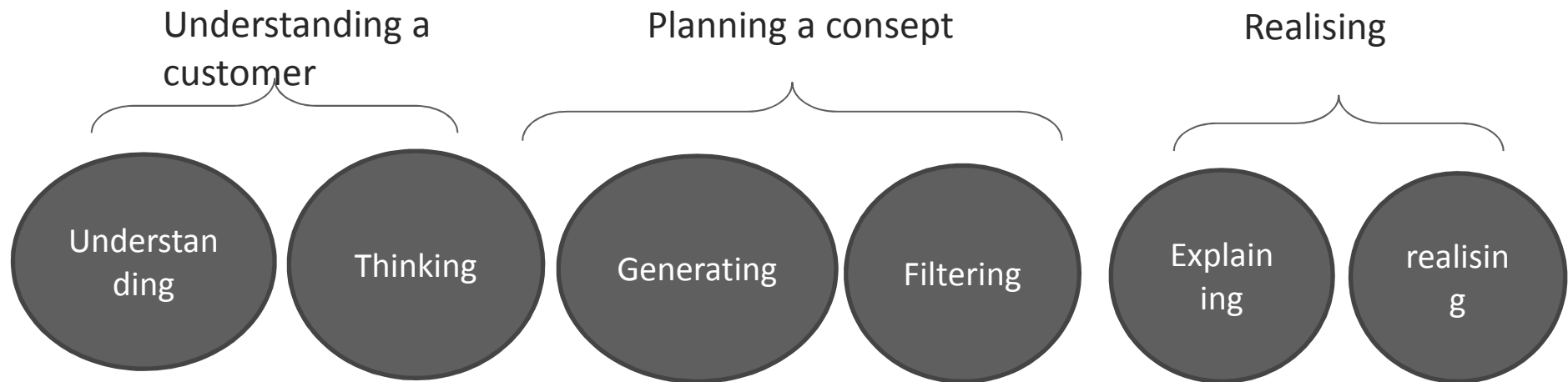
[www.visitfinland.com](http://www.visitfinland.com)



# THE BUYING PROCESS OF THE TOURIST – THE TOURISM MARKETING HAS TO BE PRESENT IN EVERY STAGE!



# SERVICE DESIGN -PROCESS



(Moritz 2005)

[http://stefan-moritz.com/welcome/Service\\_Design\\_files/Practical%20Access%20to%20Service%20Design.pdf](http://stefan-moritz.com/welcome/Service_Design_files/Practical%20Access%20to%20Service%20Design.pdf)

# CUSTOMER ORIENTED E-MARKETING PLANNING

- Why people are coming to the route? What is the motivation?
- Answering to customers motives and create images, feelings and right kind of expectations
- Consistency, story and contrast -> should start in the marketing
- *Ideas suitable for cultural routes?*
  - *Stories definately exist...*







**DISCUSSION:** "information needs" of the customers when planning a visit to a cultural route?

**THANK YOU FOR YOUR  
ATTENTION!**



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