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Social Media Marketing for Building a Startup Media Company a Case Study

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Thesis abstract

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The aim of this thesis study is to determine if the tourism industry in the Southern Ostrobothnia region of Western Finland would benefit from local information or multimedia content that gives both visitors to the region and residents a source of information on local events and points of interest, with the aim of being able to attract more international visitors to the area.

The study also compares the regions of Finland that have EU tourism backing and the Southern Ostrobothnia region, to see what can be done to provide the region with a better platform from which to market and sell itself. This will be achieved by studying multimedia content from other successful tourism centres in Finland and building a social media-based marketing campaign to sell the area, based on SEO optimizations of video, audio and text-based sources at one website. This would be shared across many social media platforms, with analytical data gathered over a year of producing content to determine whether the campaign will be successful or not.

The growth in the number of consumers of this content over the past year or so has shown that both individuals and businesses alike find this type of media-based information library to be a good idea, with many giving feedback as to how useful it can be. Data over the same period shows an increase in viewer counts and platform interactions as this report reveals a continual growth of subscribers and number of views per publication of monthly content.

This implies that there is still room for growth in the future and, at least in this early stage, demonstrates that the campaign could continue to grow as the Nordic Explorer Productions team maintains monthly content uploads, to add to the growing volume of information it has produced.

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Terms and Abbreviations

SEO stands for search engine optimization, which helps a search engine such as Google or Yahoo to rank searched terms with their the most relevant content on the net. This is a very important factor to take into consideration if you wish to rank higher than similar content from your competitors.

1 Thesis Introduction to Topic

Tourism is an important part of all national identities. It helps tourists and travelers to explore,

and culture themselves in experiences from all over the globe and brings us all closer together as a planet. Hence tourism plays a major role in how people experience different cultures. This and coupled with the important roles it play to the economics and trade of a country are the main staples of how important tourism is at building relationships with culturally different nations around the world. Tourism in post corona times accounted for 8.9 trillion USD to the world Global GDP which account for up to 10% and one in ten jobs around the world were of tourism. Which shows the importance that tourism plays economically to a nation. (Aref, 2020)

Moving forward, Finland on a whole with its tourism market seems to hold only but a very small slice of the tourism pie that is the European travel market. This is also seen in its smaller stature of its economy when it comes to its large neighbouring EU nations such as Germany and France and so on and so forth. As the global corona epidemic is currently effecting the world over in terms of tourism and travel, this seems to be a great time to reboot tourism and start to go after a larger slice on the tourism pie. As all tourism markets are realing from the pandemic that is going on currently, the race for people's attention and interests regarding holidaying have reset all markets back to the starting line in which all markets are starting from the same positions, but it is now time to make the best of this and market for the times when the Corona has subsided and we are able to travel again. Norways slogan admire now visit later is an example of one such market taking advantage of this.

Finland, albeit a small country, has its opportunity now to also make a play for people's attention as they only watch and dream of holidays and destinations from platforms such as Youtube and other social media platforms.

In this thesis report I aim to research whether or not a concept Proposed by in creating a social media based Vlog, podcast and blog in Native english by The Nordic Tourist on Instagram and Youtube coupled with the Explore Finland radio show podcast and blog on instagram , facebook, spotify together to form Nordic Explorer Production can make use of this reboot in tourism and market to the globe via channels that seem to keep the world connected in this current day and age. In the hope of bringing a product to commercial customers in the Southern Ostrobothnia region of Finland. Which is a typical Finnish area with not alot of english being used. We are looking at surveying companies within the local area to see if the concept has legs and weather or not this Western region in Finland requires tourism marketing campaigns in English to allow for greater international visibility.

1.1 Business Planning

Firstly we will introduce the topic and the idea to be researched in this current introduction, following then on by talking about how Business planning in regards to Business canvas model and business plan and why such types of plannings are key to helping out new business ideas, before then delving deeper into the content of the business plan for this chosen research topic.

We will then look into travel businesses in the Southern Ostrobothnia region and how effective their international marketing campaigns are and evaluate whether or not they could benefit from a social media package that The Nordic Explorer Productions can supply and whether or not there is market potential for this type of marketing product in the area.

1.2 Digital Marketing

Digital Marketing is where we will go from here looking into what is digital marketing and where the benefits of this type of marketing lie. Also looking into the aspects of this type of marketing via means of social medias through channel such as Instagram, Facebook, YouTube and podcasts and analyze the effectiveness of these such channels in relation to growing a business and a viewership to bring traffic to your business.

1.3 Methodology

The methodology behind this thesis is based around weather or not Nordic Explorer productions media company could be a viable venture. This thesis will have themes like crateing a business plan that will help with the inception of this company. This will be done through networking with local tourism and local figure heads to help with the planning of this venture. This will gain knowledgeable information on the situations in the Southern Ostrobothnian tourism market and where the area truly lies within the scope of tourism in Europe. Material creation will be used to help identify if this type of marketing will help in raising the areas profile. Information sources will be sawt from local business ventures through the means of survey. This will be of a quantitative type and will rely on numbers to tell how the regions busi-nesses would react to this type of product.

1.4 Results

In this section of the thesis the data will be gathered and collated to show if the business plan is sound. It will explain the main concepts of the business plan and in depth will explain the market potential survey in a question-by-question manner.

1.5 Conclusion

This will be the final recommendations towards weather or not the business is viable and will be profitable and if so how to proceed with it the business. This conclusion

will also evaluate whether or not the survey and the process of the survey was reliable and if there would be any changes to the way the survey is to be performed. Furthermore, about how this topic will hopefully bring forth new topics for people into the future regarding developing and growing the Southern Ostrobothnian region into the future through eco-tourism.

2 Business Planning

2.1 Business planning

A strategic tool used to help guide small business owner entrepreneurs along their path to success. This is very important when it comes to starting a business to have a good plan in place that you can follow. It helps focus time and effort on specific tasks to be done at specific times along the business timeline which can help manage what could to some be otherwise an insurmountable task done without planning. It helps focus on what are the short- and long-term goals that the business is aiming for. (Longo, 2019)

Although many new business owners are reluctant to write a business plan and many others online stating that the business plan is irrelevant nowadays or is deceased. Many funding experts still say that and support the idea that a business plan works. Because no matter how good of an idea one might have there is just no way to make it a success if it cannot execute, planned and implement it in stages to know what is important and at what stage. (Longo, 2019) A startup business idea is not sufficient enough alone it needs a plan of how to act to bring the idea to life. (Wen, 2020) Most funding investors will not invest large sums of money if they can not see where the value lies within the venture, and that can only be achieved if the venture has been planned out. (Longo, 2019)

Things that need to be thought about before writing a business plan include:

- Understand the core values the venture is to be portrayed as being aligned with and the purpose of the venture, this will help as a guiding compass for the business and growth into the future, and will act as a guiding framework of the venture structure.
- Envision the future of the venture and build a vision of what it is to be accomplished. This is usually a mission statement which portrays the why for the venture, the what of the venture and the how and who the demographic is the venture is targeting as a consumer base.

- Define the business model, this will help identify revenue streams, customer segments, products and the financing of these undertakings.
- Target market recognition, this can be at times difficult with the many niches out there, but by narrowing down the market niche that the venture intends on targeting, it allows for better designed products and better market engagement. Hence bringing more customer traffic through the venture as the product is more suited to their needs.
- Testing of the business idea is a very important step, this should be done by talking to experts in the chosen industries and also to the potential customers to see what feedback can be obtained prior to undertaking the venture. This can help to provide proof of concept for the idea and can also make problems known before any large monetary investments are made. Things like who the competition is, how big is the market, will the market be interested in the product or service. These are the things to be asked and questioned to come to a full realization before undertaking the venture.

(Wen, 2020)

2.2 Business Canvas Model

The best way to start to pencil out what the business is to look like is through the use of the Business model canvas. This stencils out the key factors that will affect the success of the business and will help to outline a structure to follow, this will also help bring to light any faults in the idea before the project has even started.

Laura MacPherson wrote, the Business Model Canvas is an important tool to startup businesses for its reliability as a tool to track and understand business at certain points in the venture's lifecycle. It is used to validate or invalidate the assumptions made during the early days of business planning, whilst also helping in the learning of new information and assumptions via talks with the customers of the business venture. Allowing the business model to grow and develop as new things are learned and become available to the startup. (MacPherson, 2019)

2.2.1 What is a business model canvas?










The business model canvas is a visual tool used to plan out new business ventures or analyse existing business models. It was created by Alexander Osterwalder a Swiss business theorist alongside a computer scientist from Belgium Dr. Yves Pigneur. The business canvas model is a tool that looks at all sections of business that are deemed critical to a well performing business model. Which was intended to help entrepreneurs innovate, discuss, evolve and create their ideas and grow their businesses.

There are 3 key reasons as to why the business model is such a good tool for business planning these include:

- Visual aspect, this helps the company to conceptualize the plan concepts in a visual form making it easier for all to understand.
- Allows for different ideas to be modelled, to see the different potential outcomes once key factors have been changed.
- Relationship Understanding, this, through its visual layout, allows the viewer to understand the relationships between each key segment that are deemed key to how businesses model their plans. It also allows for plans and models to be adapted in light learning of new information about those key areas.

(MacPherson, 2019)

Below in Figure 1. is a business model canvas example that shows the key points to be addressed and will help to understand how each section will link to one another

The Business Model Canvas					Designed for:	Designed by:	Date:	Version:	
Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 					
	Key Resources 		Channels 						
Cost Structure 			Revenue Streams 						

DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

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Strategyzer
strategyzer.com

Figure 1: This is a template of the business model canvas and the key points needing to be addressed. (Osterwalder, 2009)

2.2.2 Business Model Canvas for Nordic Explorer Productions

The chosen route for planning of the business model for the Nordic Explorer Production Business was chosen, based on the knowledge that fundings, if needed to build a production firm needed to show some structure to the ideas that were put forth and show that they were planned out and thought about. The ideas put forth by the Nordic Explorer Productions company are then listed in the figure 2 of the business model canvas first draft laid out by said company.

Business Model Canvas		Designed for:	Designed by:	Date:	Version:
		Nordic Explorer Producti	Glenn Murray	19.2.2021	1.2
Key Partners 7. Into Seinäjoki Translation services Tourism businesses Cultural funds Kuntas/Municipalities Visit Lakeus Local media and film personals The Nordic Tourist and Explore Finland radio show podcast joint venture.	Key Activities 8. English Language marketing Videos and Podcasts. Learning and getting better by learning better technicquies used to film and podcast and write blogs.	Value Propositions 1. We are building a product to market Finnish tourism in the EP area to the world, Solving the problem that there are no current campaign, Foreign local persepective with over 6 years each, Raising the EP areas profile through social media based marketing in Native English, Attracting international visitors by showing examples of what the region has ot offer, Setting a precedent and being forst in market, Personalities of presenters.	Customer Relationships 4. English native locals with a vested interest in growing the area like other businesses. Networked into community English Language help and local knowledge. Service provider – content for businesses in English.	Customer Segments 2. Who: Tourism businesses because they have the most to benefit from marketing in english. National Parks information again in english is scares. Cultural fund/Culture department because this area has little information in english and we hope to show the unqjue culture of Finland and surrounds of to the world as being a country teeming with culture and that not only is southern europe abundant with culture but so are the Nordic countries, and Finland in particular.	
	Key Resources 6. Experience in Vlog, podcast and Blogging Being Foreign Locals that know area and what outsiders might like. The local abundance of things to do compared to the rest of Finland. Native English language for better understanding.				Channels 3. Website Social Media Local networking in the EP area Email Multi Media Youtube Spotify
Cost Structure 9. Free Hobby to build brand of Nordic Explorer Productions Comerical to build the business camera gear and funding application having been submitted to the cultural fund. Fuel for driving to different sites to film. Variable and fixed costs to be decided at later date.		Revenue Streams 5. Selling services to hankkeet, Freeium for culture and nature subjects to grow business in the hope that some tourism businesses convert later, Sponsorship, Monetise Youtube content, Affilate Marketing, Content Packages to commerical customers.			

Figure 2. Nordic Explorer Productions first draft Business Model Canvas: The above figure shows the planned business model canvas planned out with all key aspects that need to be addressed so that none of the important information is left out.

3 Travel business in Ostrobothnia / Evaluating market potential

In days gone by when thinking about how you would find information about travel destinations one would need to go to your local travel agent who would be able to help you, but now days the internet is the place we all turn to for that source of information. (Reputation X, 2021) with limitless sources of information out there finding a place to search for travel ideas has become easier. So when thinking about how one is to market their company or region it needs to be taken into account the SEO or Search engine optimization score of the site.

This helps a sites increase their traffic through three factors:

- Traffic Quality
- Traffic Quantity
- And lastly, Organic Search results.

(What is SEO, 2021)

Traffic Quality refers to the sites traffic being what you actually searched for, for example if you search apple and the search engine returns you apple computers and you're trying to market your apple farm this is an instance of bad Quality traffic. One wants their site to be optimized to bring people who are looking for apples to the right place.

Traffic Quantity refers to the amount of people clicking through the site that were actually looking for the product the business is selling. *(What is SEO, 2021)*

Traffic that is organic is searched results and that are not from sources such as advertising and that are made via traffic that the business did not have to market for. An example is if your site name is of a common searched term which will organically show in the search results of the browser rather than one needing to advertise for. *(Omniconvert, 2021)*

As the internet has surpassed other forms of search techniques to become the premiere way to source information world over, so has the need for businesses to think about how they market themselves and how to take their SEO and make it relevant to search terms and to score highly on Google and other search engine platforms.

If we take a look at the way Seinäjoki and the Southern Ostrobothnian region market themselves, we begin to see cracks in how they would appear to international or foreign travelers from abroad. Looking more into the areas webportal for tourism Visit Lakeus, when thinking of Western Finland, one does not automatically think of Southern Ostrobothnia or the Seinäjoki area but this is where we start to see Southern Ostrobothnia's marketing fall apart. Taking into account the search terms that would be more accustomed to the international tourism market, Visit Lakeus doesn't come to the forefront of one's mind when thinking of search engine results, for the simple reason that Lakeus is a Finnish word meaning Plains, which the area is known for! But that even in English doesn't mean anything to a traveller looking for places to travel, and therefore the assumption can be made that this Visit Lakeus would have a low SEO score making it harder to find in the Search engine.

But to test this further the report tested the visit lakeus English website page URL:<https://www.visitlakeus.fi/en/> on site: (<https://www.seobility.net/en/seocheck/>) which returned a score of 64 out of 100 at the time of testing, which means that for the search engine optimization it ranks much lower than it could in search terms. Other issues brought up in this SEO tools portray issues in page quality ranking it only a 36 out of 100 and also ranking the external factors that relate to social medias and other ways to find the page via external factors a dismal 21 out of 100, listing things such as no backlinks, not popular on Facebook media and also not listed in the wikiweb.

Backlinks are links from other sites that lead to the site in question, in this case it is Visit Lakeus, which just means that no one is promoting this site by linking it to their own webpages.

What is a backlink?

A backlink is a link created when one website links to another. Backlinks are also called "inbound links" or "incoming links." Backlinks are important to SEO.

Tools: [Check your backlinks with Link Explorer](#)

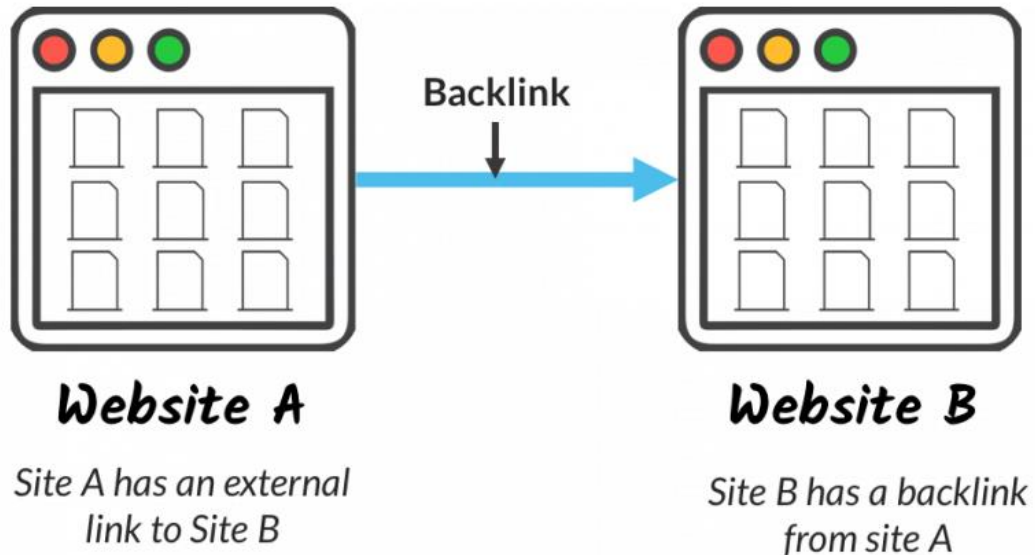


Figure 3. Shows the explanation of how backlinks work.
(*What is Backlink*, 2021)

Not only does the page have issues with SEO, there is also the issue of the name Visit Lakeus, yes of course because of the above mentioned Finnish and its meaning, but if you take a look around the Southern Ostrobothnian region you start to then realize that the name is not unique enough to stand out on its own. To elaborate there are at least quite a few businesses in the area that use Lakeus in some form or another with no link to tourism at all, which would confuse tourists even if they did manage to type lakeus into the search engine. They might find things such as Lakeus Grilli, which is a grill in Tornovä area of seinäjoki, not only that but the first thing to come up in the search engine under lakeus is Original Hotel Sokos Lakeus a hotel in the middle of the town of seinäjoki next to the Lakeuden Risti Church, also next to the park Lakeuden Puisto the centre park in the town. The Dudessons also have a clothing company LA.keus pictured in figure 4.



Figure 4. Finnish Celebrity Group: The Dudesons clothing line. LAKEUS (Lakeus.com. 2021)

With this word being over marketed in the Seinäjoki area with things irrelevant to tourism the likelihood of tourists finding what they need for tourist information in the Southern Ostrobothnian region seems less likely.

The site seobility.net listed the Visit Lakeus's important keywords in the word search as:

- Visit Lakeus
- Visit
- Lakeus
- Church
- South
- South Ostrobothnia
- Ostrobothnia
- Visitlakeus
- Community
- Soini

These 10 search terms are the most important keywords linked to the Visit Lakeus page. (SEObility. 2021) This tells nothing of where in Finland this place is! It tells nothing about what Lakeus stands for and has no links to keywords thought of by people wanting to travel as tourists on holidays to this destination.

Examples of better keywords would be:

- Finland's West

- Tourism
- Travel Southern Ostrobothnia
- Finland's Wild West
- Western Finnish Plains

These are but only a few ideas thought up by the Nordic Explorer Productions Partnership.

The belief of the Nordic Explorer Production partnership is that by taking SEO tools that can help build businesses and applying it to Popular social media sources coupled with a website and better optimized search terms and physical media types that appeal to all through audio, visual and textual will bring more attention to the Southern Ostronbothnians tourism market and really show off what the area has to offer. This done in English language allows for better transportability of the media and makes for better attraction of international visitors to the local area.

The market within the southern Ostrobothnian area is small at the moment but through better marketing campaigns and directives aimed towards the international audience we could see a greater increase in tourists to the area.

If looking in regard to an area of Finland that, by itself, has not alot of cultural events or things to do by comparison to the Southern Ostrobothnia region, but in turn almost matches its tourism numbers and revenue produced by the Southern Ostrobothnian region that being Sotkamo municipality in the region of Kainu, this area shows what a good marketing campaign can do to bring international visibility to their municipality.

When visiting the Vuokatti web portal for the area via (<https://vuokatti.fi>) you soon see a difference in the presentation as opposed to the visit Lakues page that services the Southern Ostrobothnian state. The page immediately at the top allows for the site to be changed from Finnish to one of five different languages, than that of Visit Lakeus page which can be switched from Finnish to English only. Moving on down the Vuokatti page in English you soon begin to realize that the only real tourism attraction for the area is that of Vuokatti and nothing else. This small area in the Kainu state produces almost the same as whole region of Southern Ostrobothnia state.

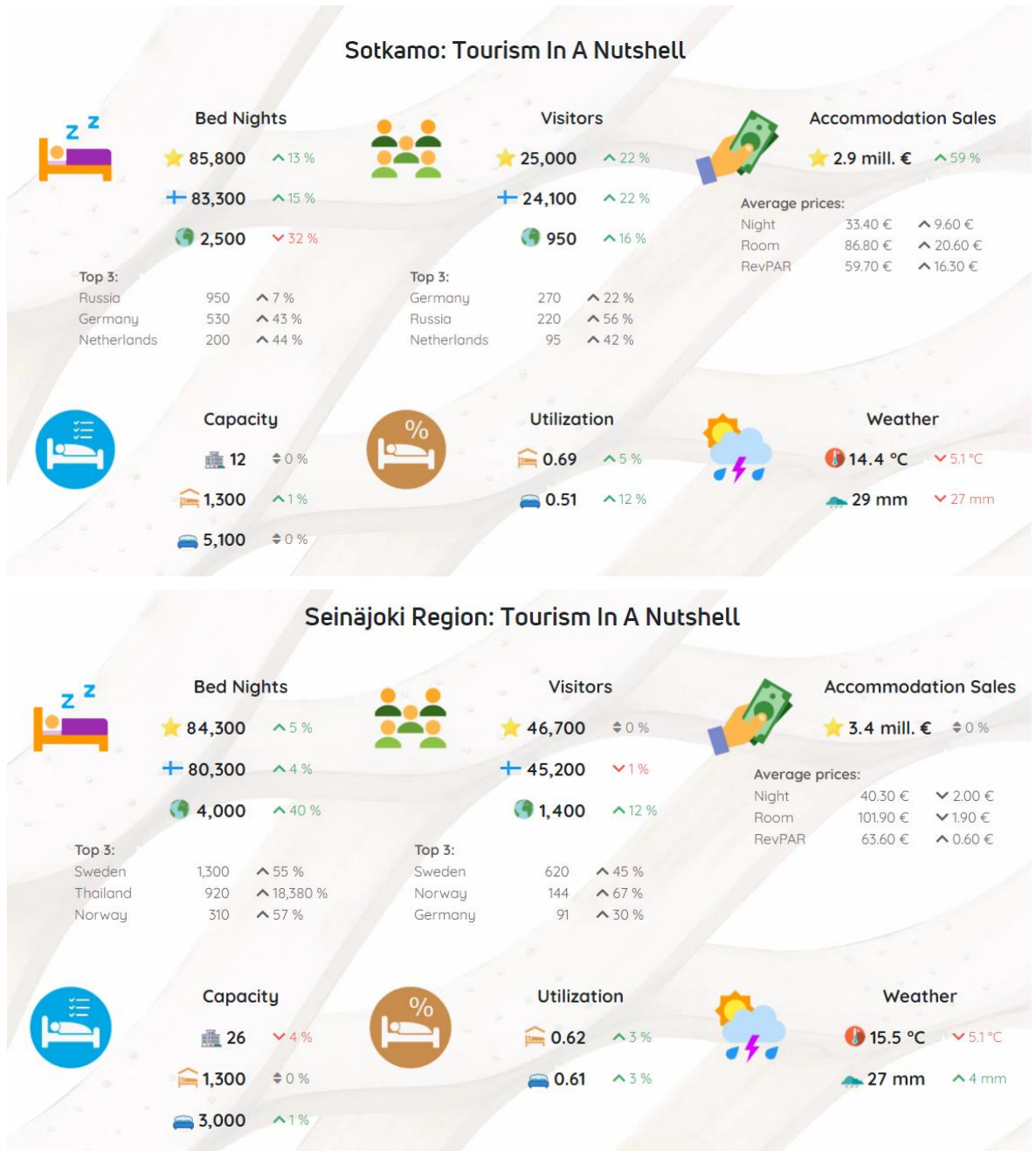
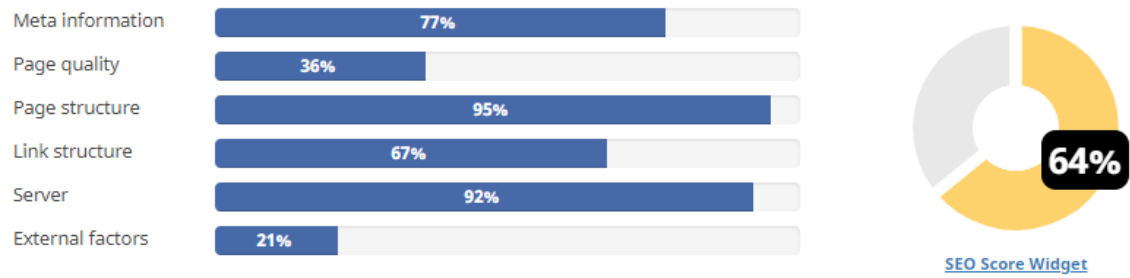


Figure 5. Shows post Corona period in summer for the Sotkamo area as opposed to the Southern Ostrobothnian area for the period July 2019. (Visitory. 2021)

This shows the difference in tourism volume seen through the Vuokatti municipality as opposed to the Southern Ostrobothnian state, of which is much greater in size.

Their SEO of the website obtained via this link: <https://freetools.seobility.net/en/seocheck/check?url=https%3A%2F%2Fvuokatti.fi%2Fen%2F&crawlytype=1> rates the Vuokatti English site a 74%, with key areas such as external factors which includes backlinks, which give the page more external visibility through linking from other sites.

Visit Lakeus



Vuokatti (Sotkamo's tourism page)

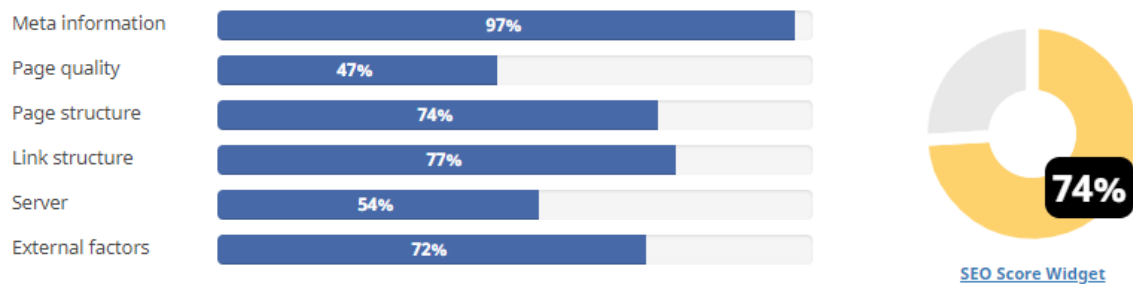


Figure 6 shows the two SEO scores of these sites and how they rank. (SEObility. 2021)

Although it might not be thought much different these pages from one another. The Vuokatti pages downfalls seem to be in page structure and not in the vital areas required for the page to be found easily through external sources and scoring higher in almost all areas. That coupled with Youtube video promo content at the pages bottom. It soon starts to become apparent that although there is not a huge difference in overall scores, the differences are in the places that matter most for bringing attention to the Vuokatti page.

Vuokatti, of the Sotkamo region and the portal they have to introduce the area to the international audience tell the audience where the area is geographically in Finland. Whereas the Lakeus branding is still only synonymous with the Finnish population if even that! as the word means 'Plains' and does not do well in letting the person know where the region is.

For this reason, and coupled with a lack of promotional videos and content around the Southern Ostrobothnian region and lower SEO scores of their webportal, it is of

the belief that an SEO optimised media content package for the businesses, municipalities and area unions of southern ostrobothnia could be seen that the potential of the market could have legs about it. However this will need to be tested further and later on in this report.

4 Marketing Methods

4.1 Digital Marketing

With the emerging digital age upon us, we face challenges brought about by this era, in regard to a shift in how businesses market themselves. Digital marketing has become one of the premier ways in which marketers choose to market their products, through the utilization of electronic medias to market the products and to promote their services. (Afrina, Y. et al. 2015) This type of media has opened up the market for businesses to easily market across international borders and time zones with relative ease and can be achieved with relatively cheap and non-expensive means, such as social medias and YouTube with the right SEO, all the way up to the the most expensive marketing campaign seen. For example, the Super Bowl Advertisements which can cost into the millions for 30secs of media that is cast to the world. (Heyen, B. 2021) As the payed channel of marketing lay often outside the realm for startup and new businesses, the utilization of social medias the market to their customers starts to look like the most appealing option. Also allowing for interactions with their customers. Businesses are able to communicate their brands values and strengthen their branding to a much broader audience than other old school marketing techniques and even that of other media-based marketing campaigns such as TV campaigns. (Chatterjee, K. 2014)

4.2 Social Media Channels

With us in the digital revolution, it has bought with it a new form of media from which only as recent as 15 or so years ago this form never existed. With the likes of Facebook and MySpace being the first of their kinds and becoming staples in our lives today. (Samur, A. 2018)

This form of media allows people to post and share about their personal lives share links and videos and also market themselves to the world. So is this killing the marketing that we have seen for many years since the inception of the first marketing agencies back as early as 1841.(Perell, D. 2021) this form of marketing thrived in the age of poor data before the internet and social media were born. With big companies monopolizing most markets and occupying most of the limited shelf space. Customer's loyalties laid with the big box stores, Products were not tailored to niches

and instead were marketed to the median consumer with little to no alternatives consumers would inherently by default always buy from what they knew.

With a shift in the early days of the digital revolution, this allowed consumers more access to be able to buy anything at anytime from anywhere and also opening up more shelf space for businesses to target specific niches, with direct consumer models taking a front seat and undoing the big box stores and big brands monopoly on the consumer buying habits. (Perell, D. 2021)

Big Brands in recent years have felt this shift of power with companies such as Gillette losing 70% market share in 2010 and continuing on to loss 54% again by 2016. 17 billion dollars US of the largest ten companies in the US food industry evaporated.

This all apart of the digital revolution boom in business we have experienced. This also allows us to track and follow consumers buying habits and tailor products to niches to allow us to better engage the consumer base we hope to attract. (Perell, D. 2021)

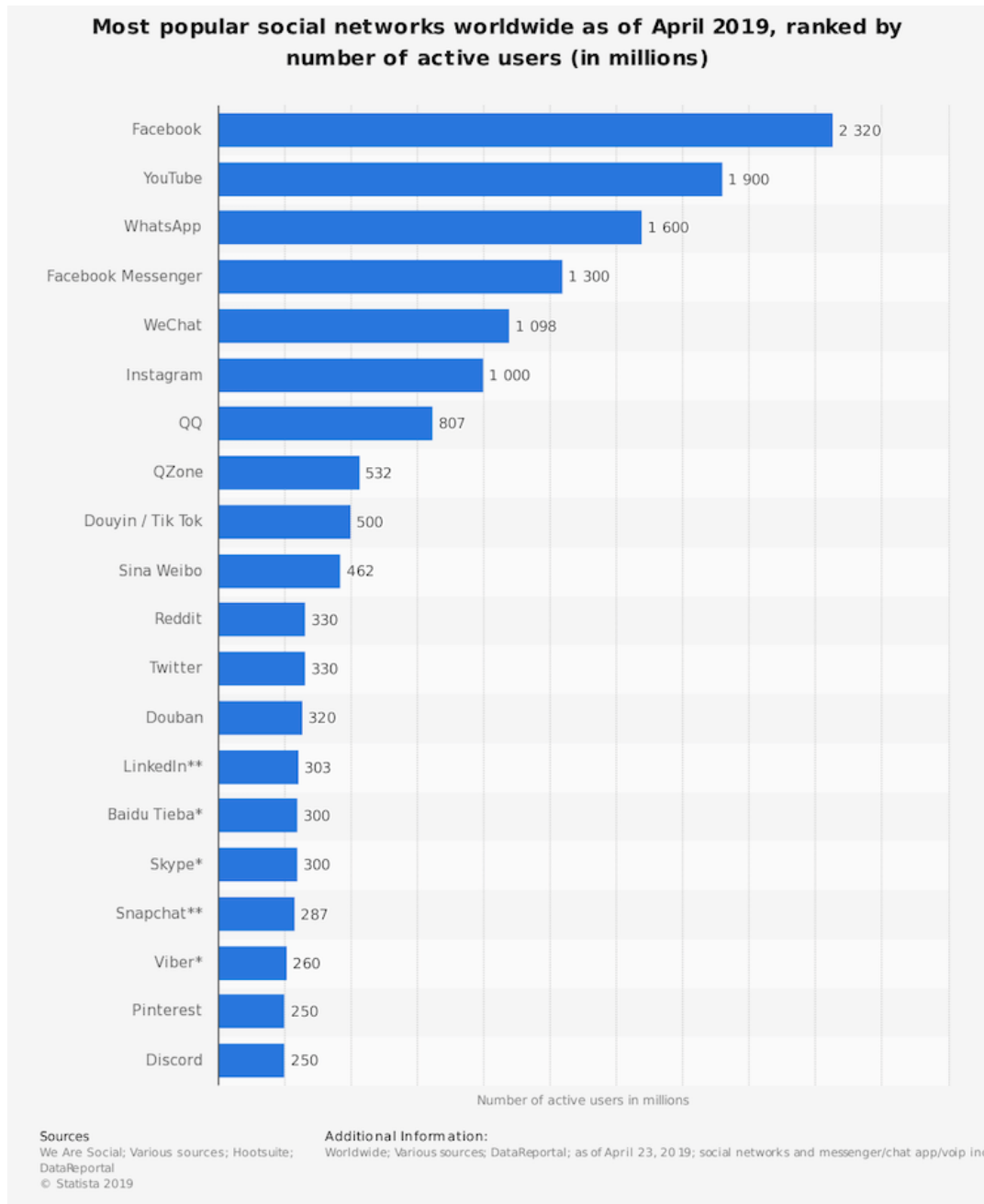


Figure 7 Shows the most popular Social Media sources currently: (Hartshorne, D. 2021)

It is the belief of The Nordic Explorer Productions. That is to use well known and free sources of Social Media networks to market to the tourism consumer and track user's engagements and tailor the product better to the consumers habits. With things like YouTube, Instagram, and Facebook to help us sell the Local Southern Ostrobothnia areas appeal to the world. YouTube behind Facebook is the second largest social media channel with it also being the world second largest search engine behind Google. With YouTube demanding the attention of people of all ages, but in our case, most largely in the demographic of 18-35 (Hartshorne, D.

2021) with statistics showing the Millennials are the ones to travel the most. (The Wandering RV. 2021)

With YouTube racking up over 1 billion views daily (Hartshorne, D. 2021) with most choosing to watch on mobile device as our lives become ever more digitized, essentially replacing our TV from years past with mobile devices. The Nordic Explorer Production want to take full advantage of this digital media movement by creating Youtube content Under the name The Nordic Tourist to bring video in short episode vlogs to showcase things to do in the area of Southern Ostrobothnia. Nowadays even more so, is this important as people are, in this corona world looking to escape and plan their trips around the world for the days when travel is allowed again.

Along with YouTube, Instagram is to be also utilized with Instagram being the sixth most used platform of social media. In recent history Instagram has taken over the likes of LinkedIn and Twitter in popularity to gain this position. (Hartshorne, D. 2021)

These two social media types are to be used for their popularity and ability to showcase their visual medias which tend to engage more audiences, with 9 out of 10 marketers saying that visual media is a highly important marketing tool if not the most important and necessary tool in one's marketing arsenal. (Balliett, A. 2019) With more and more business moving online in the past 5 years visual content has become more necessary to actively engage audiences and here in lies the importance of good visual content database.

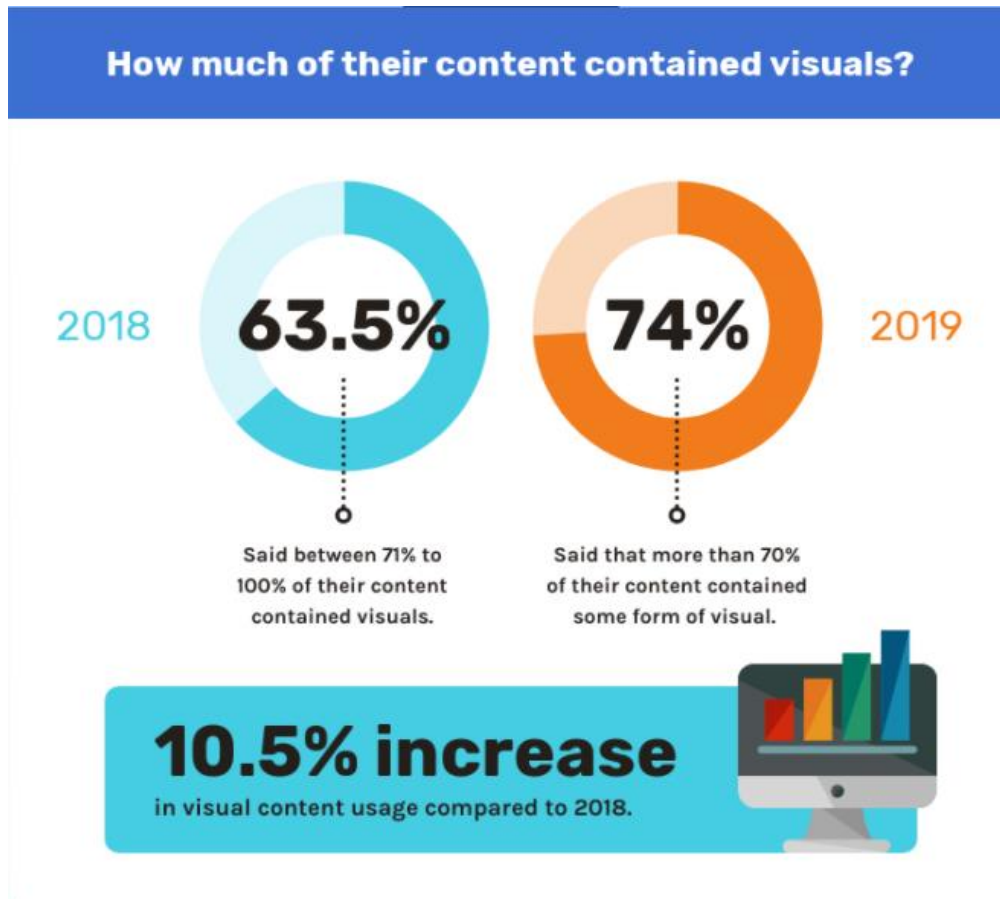


Figure 8. Shows the increase in need for visual content between the years 2018 and 2019 pre corona for businesses. (Khoja, N. 2021)

With this increase of 10.5% Pre Corona, this is only expected to rise in Mid and Post Corona as the world has all been forced in 2020 to adopt a new way of working which means, there is a new need to find a way to market businesses and ideas.

Knowing full well that not all people partake in visual content consumption ie YouTube and Instagram. Other channels like audio and textual are options that are also of interest.

Podcasts, a radio like audio content in recent years have seen a huge increase with an estimated 100 million listeners in 2020 and forecasted at 125 million listeners by the year 2022 (Adgate, B. 2021) both for the ability for it to be played on demand unlike traditional radio allowing for larger consumer engagements, but also for its relative ease to create. The reasons for this type of media popularity are not merely due to its on-demand nature or ease of productions but by also due to its

main audience base being that of a median of 34 years old in the bracket of biggest spenders in regard to money spent on travel and leisure (Varricchio, T. et al. 2019)

With this knowledge of the growing podcast industry The Nordic Explorer Production CO. will use the world's leading music streaming services to publish each episode.

These include but are not limited to:

- **Apple Podcasts (Formerly iTunes)** is the oldest platform around, in which it also feeds your podcast into multiple other platforms, this has 30.5% market share reported by (Gray, C. 2021)
- **Spotify** which was in 2020 the most used podcasting service with the most downloads of any Podcasting app (Buzzsprout. 2021)
- **Google Podcasts** Rounds out the top 3 Platform most used by Podcast listeners now days.

These top 3 Platforms combine to a market share of 61.5 % of the Market with all others occupying the rest. The Nordic Explorer Productions CO. will make use of the top 2 as they hold 30.5% and 28.1% respectively, the reason for the exclusion of Google Podcast is because even though it is in the top 3, market share here only holds 2.9% of the market. (Gray, C. 2021)

The Nordic Explorer Production CO. believe that 2.9% is not worth the extra work and that the top 2 is more than enough with Apple Podcasts multi-platform uploads and Spotify giving access to the music market that is not common in podcast apps it is of the belief that this will suffice. (Buzzsprout. 2021)

On top of that there is the classic text media which although in paper form maybe a dying trend digital based blogs and articles are on the increase (Djuraskovic, O. 2021) as we look to the internet for information and entertainment, the need for Blogs has also increased.

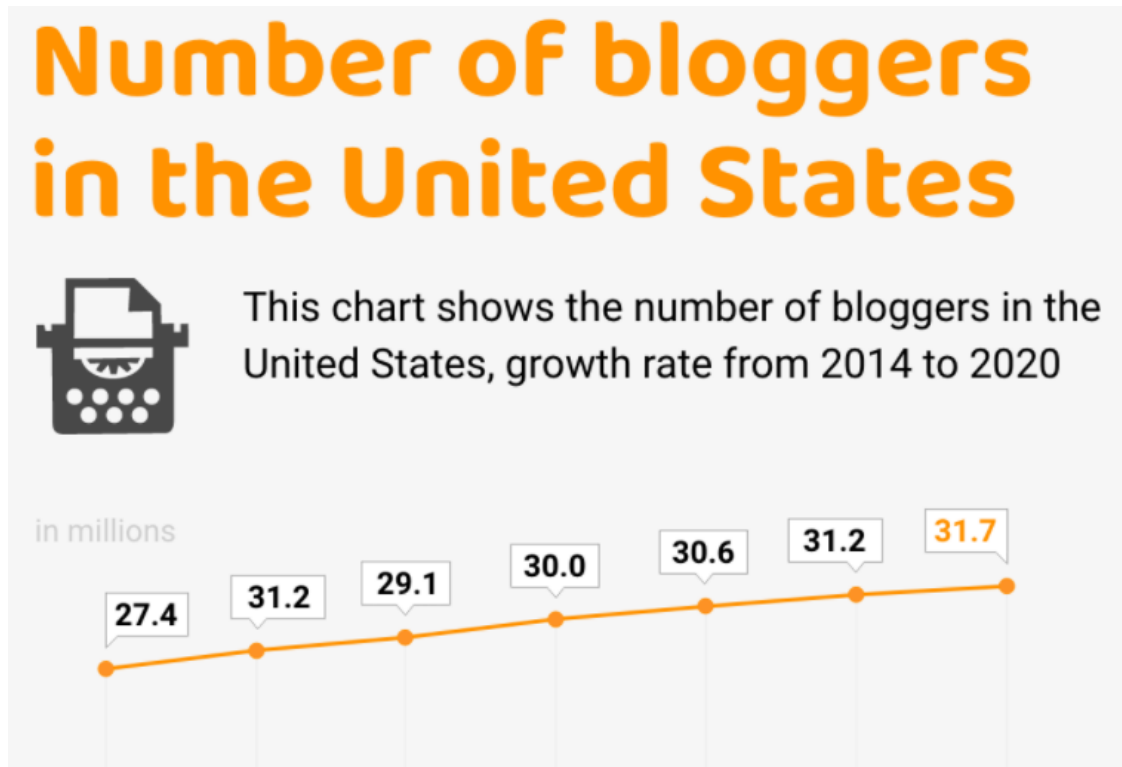


Figure 9. Shows the US trend in blogs from 2014 to 2020. (Djuraskovic, O. 2021)

With blog posting on the rise, and more and more social media influencers turning to this source of media for their daily dairy keeping. It opens up this type of media and its relevance in pop culture with its textual elements and brings with it what the Nordic Explorer Production CO. hope to use to supply the audience that obtain their entertainment and information fixes from the textual subspace. In an article from.....(Mediakix. 2021) which surveyed Marketing in regard to social media influencers. It listed Blogs as being in the top 4 most important marketing tools for influencers to help build their followings.

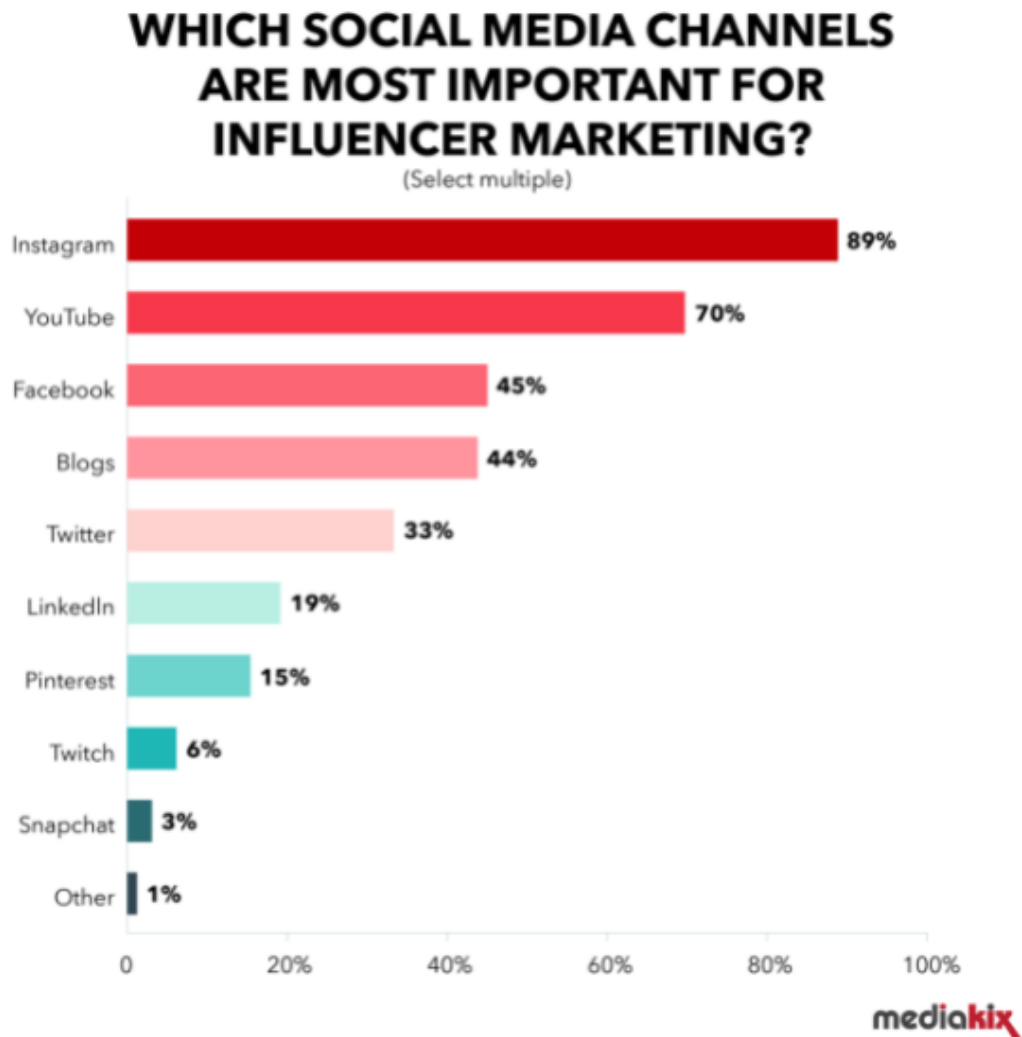


Figure 10. Shows the top listed marketing platforms used by social media influencers. (Mediakix. 2021)

With Blogs rounding out the three channels intended on being utilized by The Nordic Explorer. Evidence has proven that the intended routes are growing and are very popular medias that the world utilize, with some of the biggest name celebrities taking advantage of these Media channels to grow their following. This growth in social media, The Nordic Explorer also hopes to get involved in.

With devices nowadays becoming more and more capable and shifting trends towards mobile based media. This means that these top media platforms and their ease of access and use will only grow in popularity as the world moves further into the digital age.

5 Methodology / Content Packages

To test the market, Nordic Explorer Productions will create a Youtube channel, web page with information links and blog posts and also produce audio files for upload to various podcasting platforms as to seek as wide variation of the media consuming Demographics as possible. With different types of content in different playlists.

First will include Vlog style videos, under the playlist "The Wild West of Finland " (YouTube) series which is under Tourist Guide on the [Nordicexplorerproductions.wordpress.com](https://nordicexplorerproductions.wordpress.com) site.

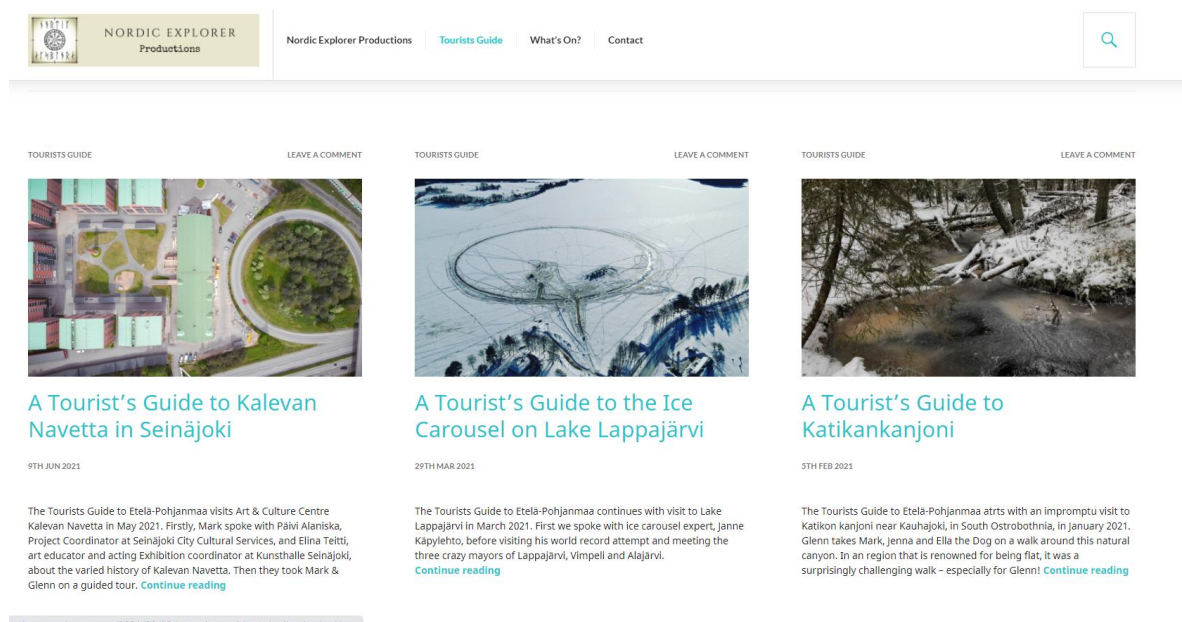


Figure 11. Shows Tourist Guide as seen in the website. Under which you are able to find the Video, Podcast and Blog links. Found at: <https://nordicexplorerproductions.wordpress.com/category/tourists-guide/>

These will showcase the Southern Ostrobothnian region to any who may be searching for things to do or places to see while in the area. Accompanying this Vlog style video will be a Podcast with various experts on the subject topics undertaken by the Vlog with a blog post on [Nordicexplorerproductions.com](https://nordicexplorerproductions.com) site. This website will serve as a hub where all produced content will reside on the net. This will be done in english, as to accommodate as many demographics as possible. The info on the area in regard to locations to visit, and things to do has been lacking for many years prior to this undertaking.

Places will be chosen from all over Southern Ostrobothnia and will jump from town to town in the region showing off what the state has to offer. Places will include things such as walking trails in national parks or forest areas/swamp lands, culturally significant points including museums and historical architecture, Festivals, Finnish Food and Drink, natural occurrences such as lakes and craters in the area and zoos and wildlife reserves to name a few. These will all be a part of a digital marketing playlist titled “The Wild West of Finland”

Secondly after this, The Nordic Explorer Productions will then make a series titled “What’s On in Southern Ostrobothnia”. This too will include all media types from youtube videos to blog posts and podcasts.

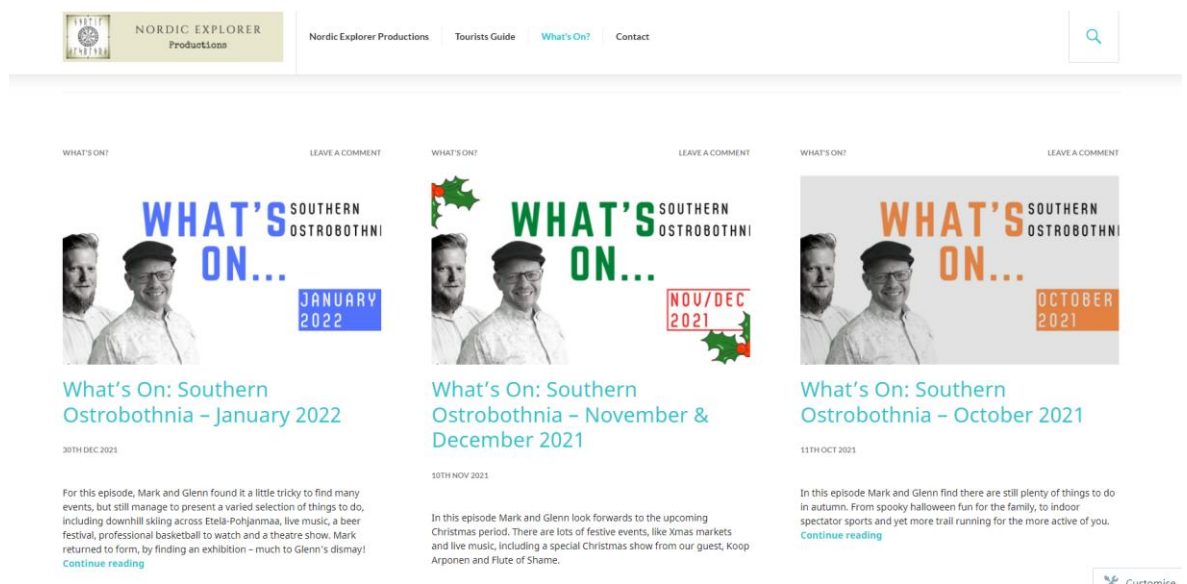


Figure 12. Shows What’s On Show as seen in the Nordicexplorerproductions.wordpress.com. This leads you into the Blog, Video and Podcast links which are all listed under their respective show name. Found at: <https://nordicexplorerproductions.wordpress.com/category/whats-on/>

The principle of this show is to help showcase events that are happening within the area in the coming month. This series is more for the individuals that reside in the area rather than are visiting but see no reason as to why visitors can’t watch as well. This show will be done in a way that two people are conversing in a talk show format about things going on in the area. Information will be given on how best to be a part of an upcoming event and will also at times depending on

whether or not guests are obtainable, include the owners of said events to talk about their own happenings.

This is believed to be by the Nordic Explorer Productions the better of the two ideas put forward as Corona continues into the New Year to affect the production of “The Wild West of Finland” series, as it has been harder to setup times to visit places and also because external travels are still at a low due to the effects corona has had on traveling and holidaying. The production of the “What`s On in Southern Ostrobothnia” series is not only cheaper and easier to produce. It is a better option as people are now days required to holiday at home, it is of the belief from The Nordic Explorer Productions that this factor should see a better easier way to promote the area to people who reside in the area at least until travel for leisure can be reinstated.

SEO score optimization, tags and chapter adding at least in the YouTube videos is the route chosen to help promote The Nordic Explorer Productions. This video route has been the easiest to improve on and this media form is the type the production company has chosen to build upon, as this will help to better awareness while the company is still at the early stages of their development.

The screenshot displays a YouTube video player interface. The video title is "WHAT'S ON... SOUTHERN OSTROBOTHNIA" with a subtitle "BONUS EPISODE" and a date "AUGUST 20". The video player shows a progress bar at 0:01 / 15:57. Below the video, the channel name "The Nordic Tourist" is visible with 83 subscribers. The right sidebar contains a "Videolytics" panel with the following data:

Category	Value
SUMMARY	
Total Views	58
Comments	0
Likes	5
SEO	
Creator Suggested	0/20
Ranked Tags	(click to load)
SEO Score	tb SEO Score
SOCIAL	
Likes	18
Upvotes	0
Mentions	15
CHANNEL	
Views	2.35k
Subscribers	83
Videos	15
BEST PRACTICES	
High Res. Thumbnail	✓
Info Cards Added	✓
End Screen Added	✓
Comment Pinned	✓
Liked on Facebook	✓
Captions Added	✓
Comment Hearted	✓
Chapters Added	✓
TAGS	
events in south ostrobothnia	
things to do in finland	
what's on etelä-pohjanmaa	
what's on southern ostrobothnia	
childrens events	
summer festivals	
live music	
sport	

Figure 13. Shows the SEO tool that has helped in developing a viewer base. The Tubebuddy app for chrome browser has helped view our ratings and maintain them.

6 Results

6.1 Overall Channel Growth

The results that were chosen to represent the test market results were done so in a manner as to not waste limited resources and time trying to obtain data from all media sources the Nordic Explorer Productions has chosen to use. As in the chapter entitled, social media content and channels of this report, this section of the report will focus mainly on YouTube as it has consistently scored in the top three most popular media sources used in our day and age. Hence the success of the research in this report will be on the results of the YouTube analytic data rather than the data also from the blog post and podcast analyses as both have shown to be of little use not containing enough data to make an informed decision.

As mentioned above two playlists were used to target both external tourists and tourism to the area and internal locals as to achieve maximum coverage.

These results will hence be split up into two sets of results one for the attraction of external visitors to the region and one that will cover the internal or local aspect of the region.

What's On is the playlist in which local events are advertised to the local population of the Southern Ostrobothnian region. These are the results that have been found in the 10 or so months the What's On has been in production for.

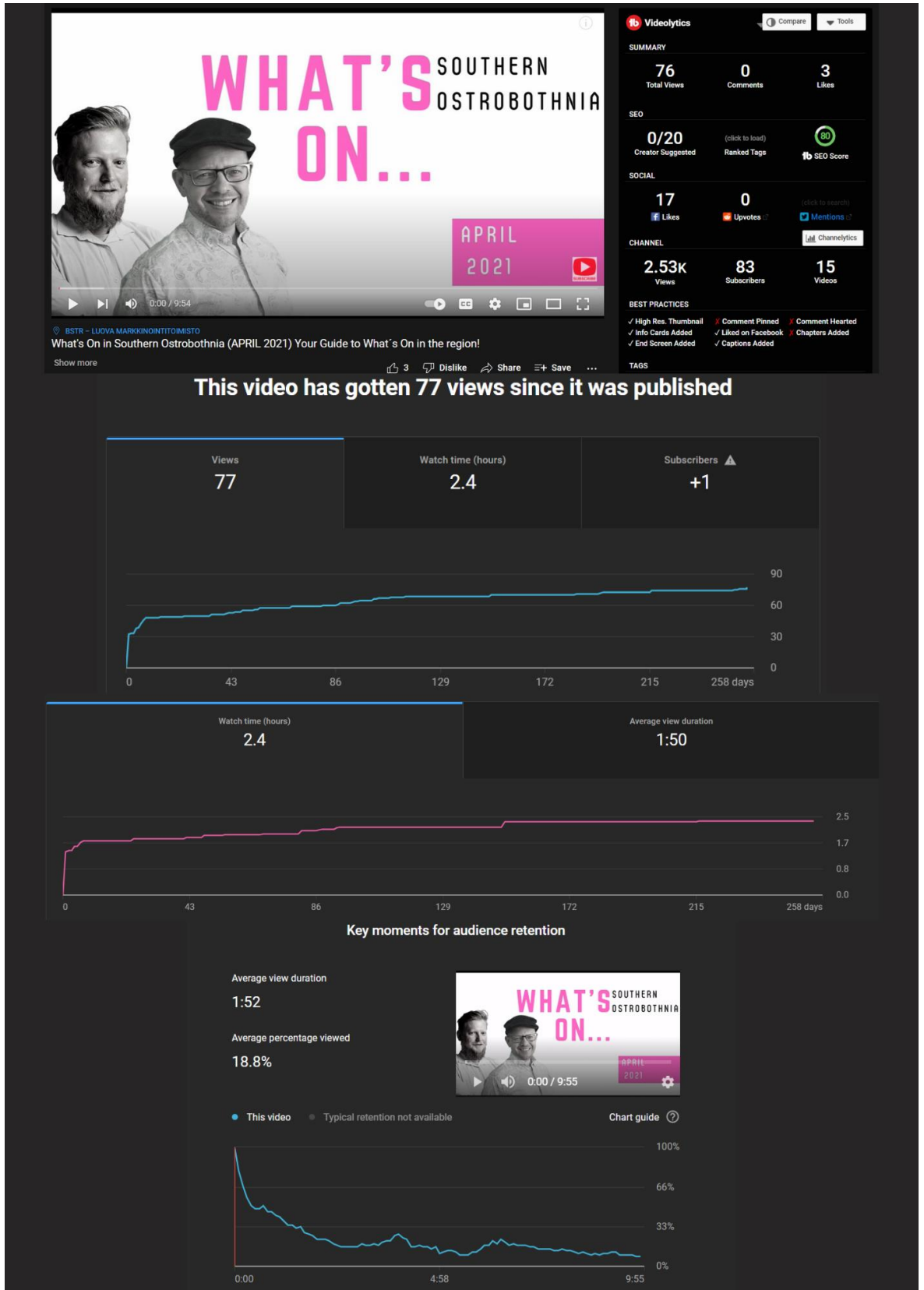


Figure 14. Shows one of the early shows in the series of YouTube videos entitled What's On in Southern Ostrobothnia. The TubeBuddy app for chrome browser has helped view our ratings and maintain them.

The data above is at day 258 after this episode was uploaded to YouTube. This shows a total watch time of 2.4hrs with an average of 1:50 mins watch time on the video which for a 9 min 54 sec video is not bad. The use of TubeBuddy helped to guide the Nordic Explorer Productions with SEO optimization and as shown in the above figure.... 80 out of 100 has been achieved even 258 days after first being uploaded to YouTube, with no update to the video description and content since its initiate release. 77 views have been achieved in this time.

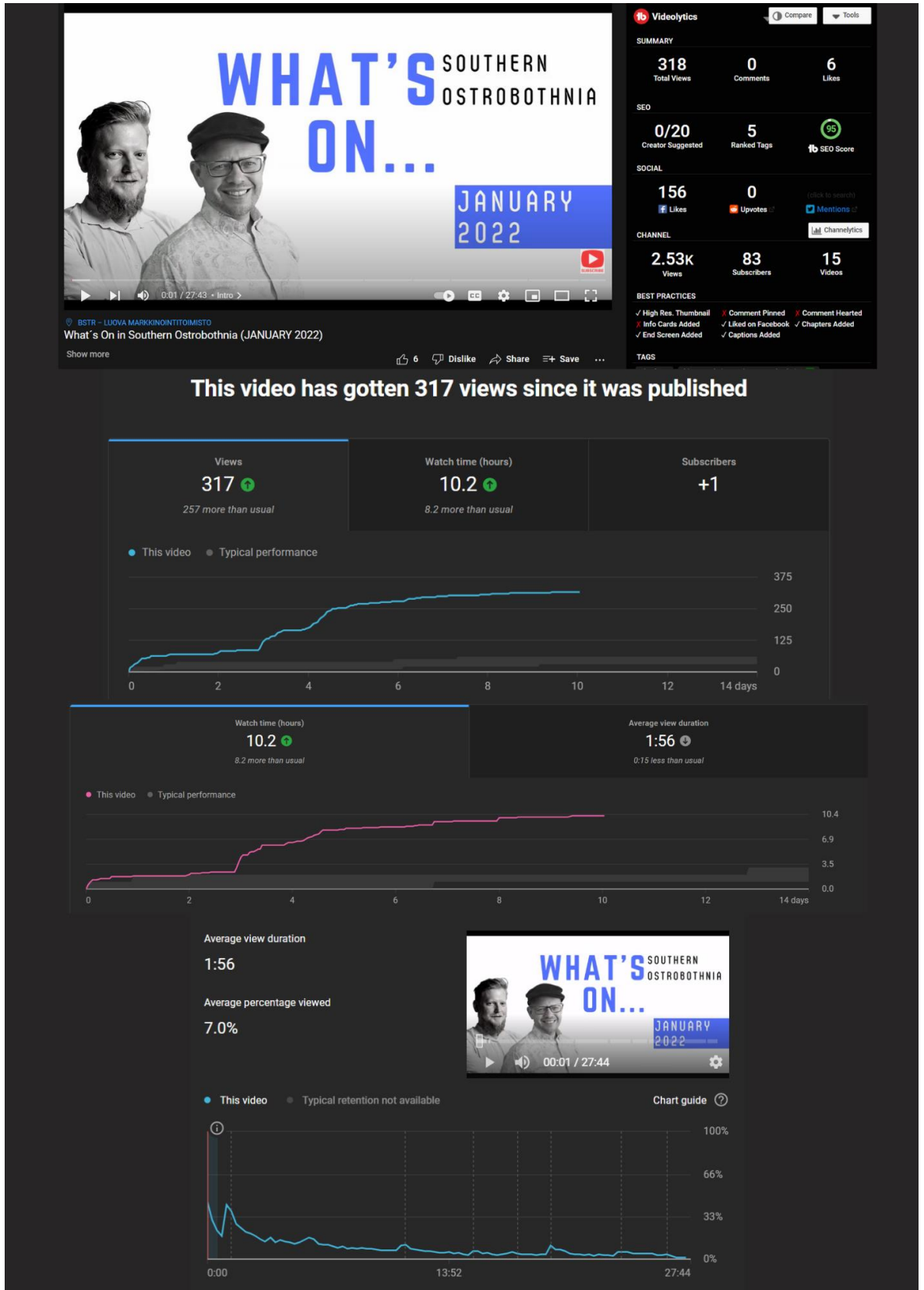


Figure 15. Shows the latest show in the What's On in Southern Ostrobothnia show.

As you can from the above figure.... The What's On in Southern Ostrobothnia show has had a massive increase in engagement and viewership since the first pilot in April 2021 almost one year ago. As you can see this is for the period of only 10 days since this video has been uploaded with it already reaching views up over 300, with a better average watch time at 1:56 mins per viewer. This might not sound like an increase as the average view time is only 6 seconds more, but taking into account that videos are now consistently over 30 mins rather than the 9 mins of the first pilot, and adding chapters to break up the video into smaller sections has also helped the Google search engine find chapters in the videos to recommend to people rather than the whole video making for better search ability in internet search engines. This is apparent if you look at the spikes at the starts of each chapter. This helps them find what they want and go straight for the information they require rather than clicking out of the video before they get to the sections, they might have been interested in. Also, it is evident that in just 10days the total watch time has increased greatly over the 2.4 hours watch time in 256 days as to that of 10.2 hours in only days.

There has been a clear uptick in viewership when comparing January 2022 (most recent) to the April 2021 pilot. Things that have also been attributed to the viewership increase include things such as better filming techniques and location along with better equipment used and a more refined structure as the Nordic Explorer Productions has settled into a rhythm of releasing once or even twice monthly depending on how many events being held during the month.

As there has only been an increase in data that provides enough knowledge to see that the growth is there and is still happening. This report has shown that continuing into the future to grow this idea would be a worthwhile venture.

The feedback also obtained from many different companies and individuals that the idea has been pitched to has also made this a worthwhile venture with comments such as.

"These two gentlemen make a matter-of-fact insight into their program with a relaxed twist. The content is very relevant and extensive. English language content from our area is always welcome and that is why it is a good addition to marketing the leisure activities in our area."

Lauri Mäntykoski, cultural and leisure instructor at the City of Kurikka.

“There are a few websites / event calendars which aim at promoting events, but very often the information doesn’t reach the public. Glenn has developed a new model of promoting events with innovative content that offers more visibility and can attract more participants to different events.”

Jiuliano Prisada, Project Manager at INNOwinternational

“Information isn't spread very well in the area in my opinion, especially for those who are new to the area... Having one place to be told about these events by real people is an asset.... as it's easy to follow, simply formatted and doesn't have needless information.”

Spencer Cutlan, Marketing Manager at Verge and Ex. Pro Crocodiles Seinäjoki American Football Player.

6.2 Playlist Types

6.2.1 Wild West of Finland Playlist Vs What’s On Playlist

This series of videos, podcasts and blog posts produced by the Nordic Explorer Production, were designed at putting content on the internet, as there has in the past, been a lack of information covering things to do, places to go and culture to experience within the Southern Ostrobothnian region. If you were not able to read

or converse in Finnish language, then there were no sources that would accommodate you. This would hence make the area all but invisible to the international audience looking at possible holiday destinations and even visitors to the area on work or study trips.

The idea for this series came about out of a need for information by international exchange students. They would have free time but not know anything they could do outside their school environments. Other areas around Finland and the Baltic region would benefit from the lack of information on the region. Capitalizing on the revenues these students bring semester after semester. No price was too much as most of the exchange students were prepared to pay what the costs of a Lapland, Sweden or Norway trip would be!

Meaning the area misses out on revenue that the SeAMK uni exchange students bring to the area. If this is the case for people that are residing in the area for 3 months and up to 10-12 months in some cases then how will the region attract external tourism from outside Finland for example Russia, Germany or Britain the three largest visitor demographics to Finland as a whole in pre corona 2019 tourist markets. (Statistics Finland. 2021)

Content was made for this series and showed promise early on however the time and money out lay to produce this series at the startup point of the Nordic Explorer Productions, was too great and this series end up taking a back seat to the series What's On in Southern Ostrobothnia!

The market for this series type was however tested for three episodes and showed the following results.

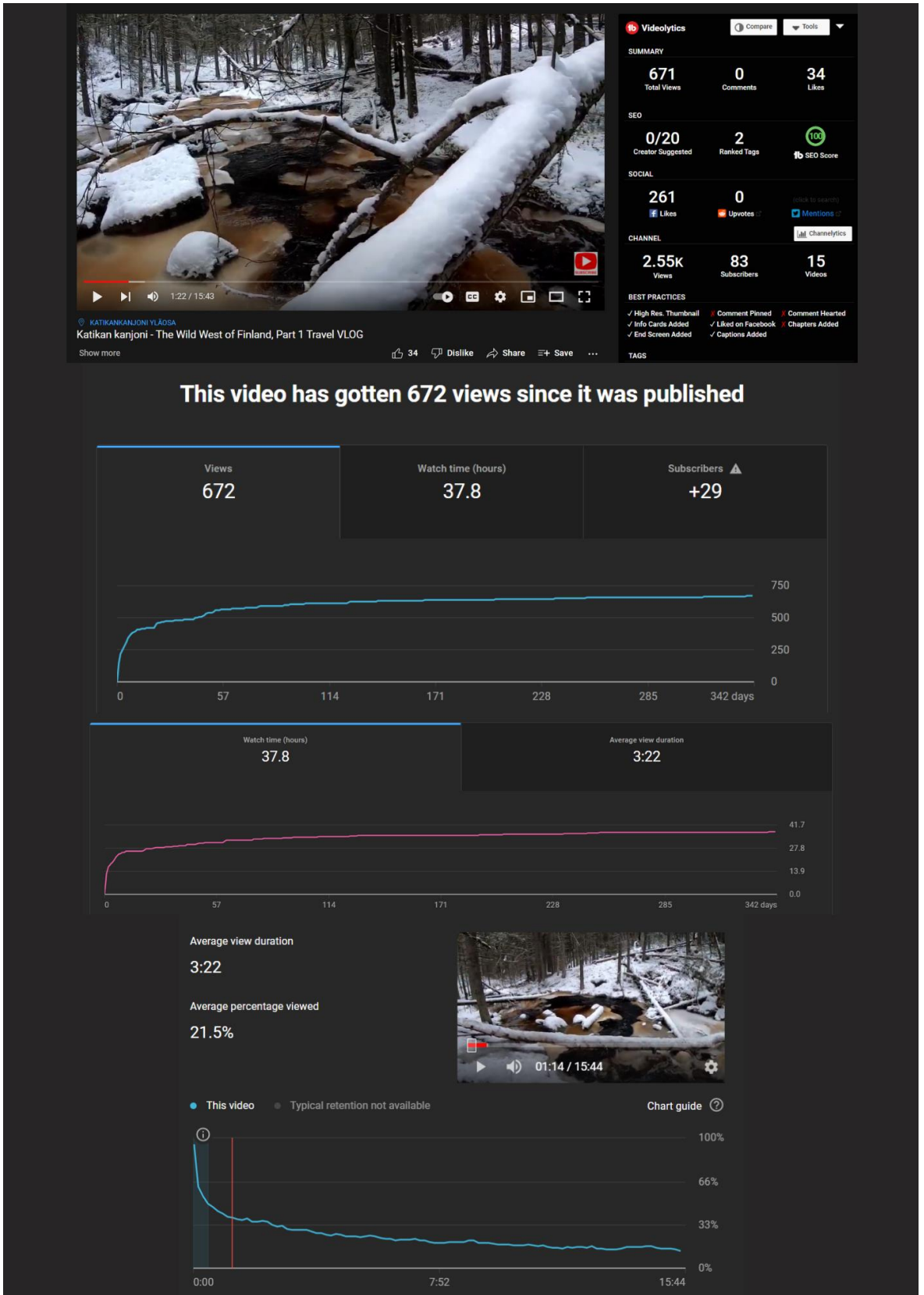


Figure 16. Shows the very first video released onto the Nordic Tourist YouTube channel and is the data of the video after 342 days of being uploaded.

The analytic data from this video shows promise as it has easily the most views of the channel and was at the very start of the learning process in developing Videos for YouTube. All SEO scores are at their highest and this is one of the top searches for the Topic Katikankanjoni now in the YouTube algorithm. This video shows the most watch time on average despite it not being the longest video on the channel, while also having easily the most likes as well. It also shows that there were 29 new subscribers at the time of release, the most in the channel's history. This data all points in the direction that content made with a storyline and more information on just one topic in particular has more interest to the content consumers. The test of this series has proven that in future when Covid 19 has subsided that information given in these videos might be useful in attracting tourists to the area as it is some of the only English content on the subject matter on the net. Coupled with scoring high in the SEO scores making it more searchable in the Google search engine. It is hoped that it can help repel Southern Ostrobothnians tourism marketing in the right direction. Whether it be by direct influence to the holiday goers or kickstarting others to do the same to help develop and build this area profile which can only be good for all the region's inhabitants.

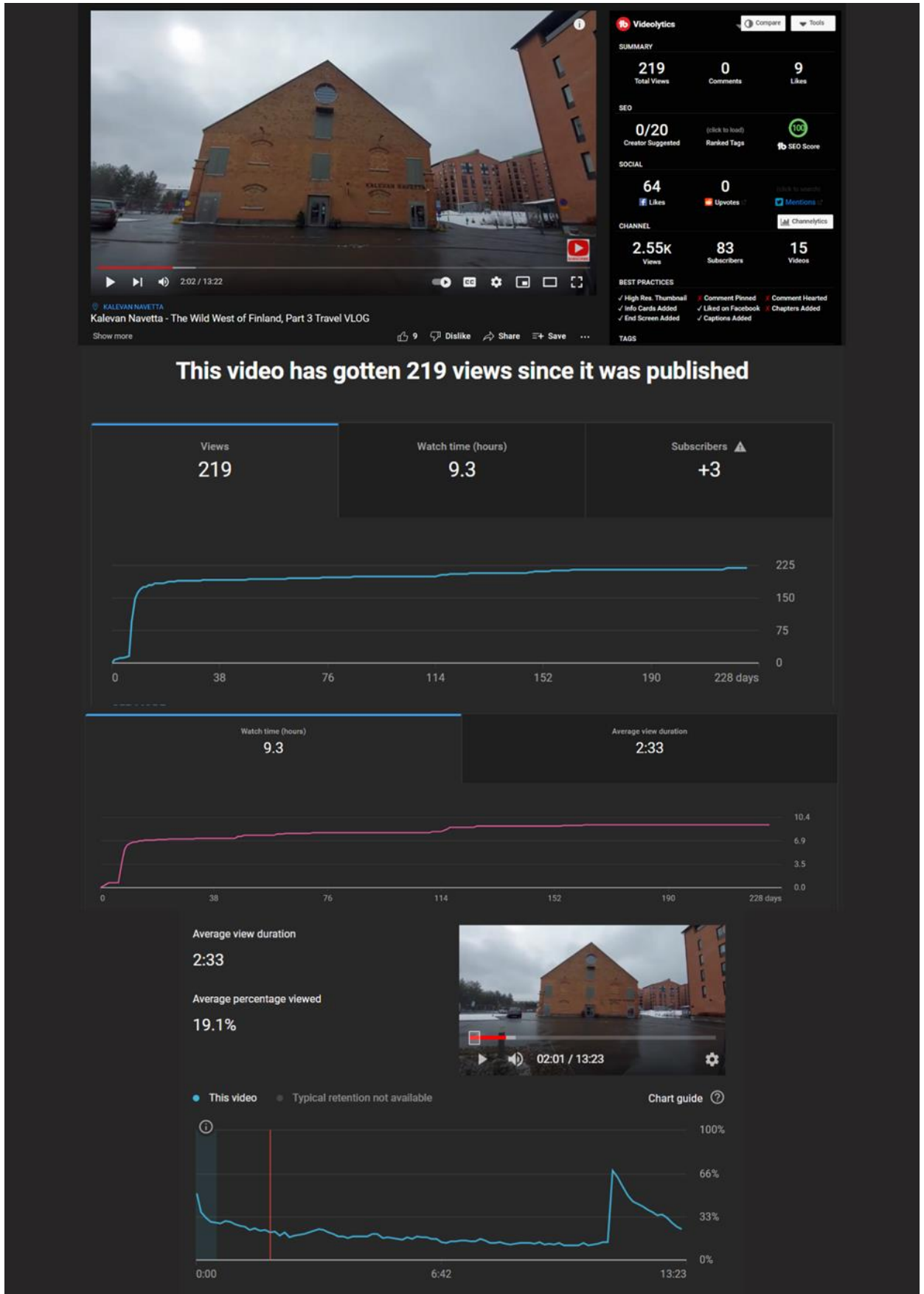


Figure 17. shows that although the Wild West of Finland series in popular, subject chose is also very important.

Although the nature trails of the Southern Ostrobothnian region seem to bring watchers in. The data above, about the Culture Centre Kalevan Navetta in the Seinäjoki area and its history, is important enough for it to be included in the Tourist Guide Section. But time allocation and resources should be thought about as to not take up more resources than those deemed to be more interesting to our demographic content consumers. In 228 days this video has only managed to obtain 219 views which is not that good if you compare it to even the latest What's On from January 2022 which has up close to 100 views more, in a video that took a mere fraction of time to make and produce and regarding it has only been up 10 days. This is but another reason why the Wild West of Finland series will be taking a back seat to the What's On show. The Nordic Explorer Productions are however going to continue to make and produce Wild West of Finland Vlog videos but at a slower rate and as to maintain the series and continue to build on what has already been achieved.

The average viewer duration is still longer than most What's On episodes which are in line with expectations. As witnessed in the data also from the Katikankanjoni file one particular topic are more popular. However, view time is only 40 seconds more on average and for a video that took over double the time to plan, produce and make that is not that great!

This is also evident in that 9.3 hours total watch time in close to a year is all that this particular topic has managed to a crew in such a long time being up.

7 Conclusion

After going through data from both playlists targeted at different demographics. I have focused on the video analytic data, solely for the fact that a better conclusion can be drawn from this data. Both other media types showed less engagement, those being the blog and podcast, hence a conclusion of success cannot be drawn from that data obtained via those means and should not be taken into account in this instance.

The conclusion can be drawn about the success and ease at which the What's On series can be filmed, edited and produced to create a content package including videos, podcasts and blogs. Along with its target consumers being locals, living in the region of Southern Ostrobothnia, in a time where only local travel is allowed due to corona restrictions. Makes this the better option to pursue in future.

However the playlist The Wild West of Finland or(Tourist guide) whichever route you take in viewing the content (either YouTube or from the Nordicexplorerproductions.wordpress.com site) shows promise as well and shouldn't be totally given up on. This is all dependent on the content of the videos. For now, an occasional video to add to the series is a good idea, to keep the playlist series from dying and becoming stagnant as the company builds further and techniques are refined into the future. A renewed business plan would also be a good idea, to revisit ideas that have evolved and changed slightly as new ideas have come about and potential revenue streams changed. Along with partnerships with other companies and relationships that have developed over the time spent developing from the previous business plan.

All the effort and time producing tourism content for the area of Southern Ostrobothnia. Whether it be for local tourism or external tourism, the hope of the Nordic Explorer Productions is that the way the marketing of tourism, specifically to this region changes and others take what the company is doing and become inspired to take action to grow the region as its all there we all just need to market and sell it to the world!

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