
PLANNING AN ONLINE MARKETING STRATEGY IN RUSSIA

Case: Valkeakosken Waltikka Oy



Bachelor's thesis

International Business and Administration

BNI10

Victoria Shishkova

Victoria Shishkova

Valkeakoski
International Business and Administration
Global Marketing

Author

Victoria Shishkova

Year 2013

Subject of Bachelor's thesis Planning an Online Marketing Strategy in Russia

ABSTRACT


Current thesis is commissioned by hotel Waltikka located in Valkeakoski town, Pirkanmaa region. The purpose of the thesis is to discover possible ways of online marketing to Russia in order to increase the amount of individual tourists staying at the hotel. The objectives of the present Bachelor's thesis are (1) to observe theory of digital marketing concerning the nature of digital consumer, components and objectives of digital marketing, social media, email marketing, online advertising, mobile marketing, and measurement of digital marketing communications; (2) to conduct a research for the purpose of finding out the current situation at Waltikka hotel; (3) to analyze the data gathered from the research in order to find problems and challenges that Waltikka is facing at the moment when conducting marketing online; (4) to propose a development plan and recommendations for the future online marketing communications of Waltikka based on the conducted research results and introduced theory.

Budgets spent by companies for digital marketing increase each year, whereas, spending for other advertising decreases across all channels. Digital marketing allows close interaction with a help of multiple channels and creates applications for marketers. Online consumers are same humans but possess different behavioral traits when searching for a product or service online. That is the reason why the model of the online buying behavior is introduced in this thesis in addition to components of digital marketing and its measurement. For the purpose of desk research, a number of books, professional blogs and previous research papers on digital marketing have been examined. Primary research was conducted in a form of face-to-face interviews, phone interviews and email questionnaire. In order to examine Waltikka's online audience, data gathered from Waltikka's Google Analytics account have been analyzed.

With a help of research conducted, the needs of Russian individual customers were identified so as their Internet usage habits which formed the proposed improvements to Waltikka's digital marketing communications.

Keywords Digital Marketing, Social Media, V Kontakte, Russia, SEO, Finnish hotel

Pages 61 p. + appendices 21 p.



CONTENTS

1	INTRODUCTION	1
1.1	Background Information	1
1.2	Assigning Company	1
1.2.1	Hotel Industry in Finland.....	2
1.2.2	Russian Tourist Profiles	3
1.2.3	Situation Analysis SWOT	4
1.2.4	Situation Analysis - PEST Analysis	7
1.2.4.1.	Political.....	7
1.2.4.2.	Economical.....	7
1.2.4.3.	Social.....	8
1.2.4.4.	Technological	8
1.3	Research question.....	9
1.4	Objectives.....	9
1.4.1	Methodologies	10
2	DIGITAL MARKETING	10
2.1	Importance of Digital Marketing.....	11
2.2	Objectives of Digital Marketing	11
2.2.1	Sell	12
2.2.2	Serve	12
2.2.3	Speak	13
2.2.4	Save	13
2.2.5	Sizzle	13
2.3	E-consumer in Russia.....	14
2.4	Components of Digital Marketing	16
2.5	Website.....	16
2.6	Social Networks in Russia.....	20
2.6.1	Vkontakte – Personal User	22
2.6.2	Vkontakte - Business User	23
2.6.3	Vkontakte Usability	24
2.7	Email	26
2.8	Mobile Marketing.....	28
2.9	Online Advertising	29
2.10	Measurement of Digital Marketing with Web Analytic Tools	31
3	CURRENT SITUATION AT WALTIKKA	33
3.1	Customer Analysis	34
3.2	Waltikka and Digital Marketing.....	35
3.3	Digital Marketing and Russian Potential Customers	36
3.4	Waltikka’s Previous Customers and Their Needs.....	37
3.5	Waltikka’s Website	38
3.5.1	Google Analytics Analysis	40
3.5.2	SEO Analysis.....	45
3.6	Other Digital Marketing Campaigns	47
4	CHALLENGES AND PROBLEMS OF WALTIKKA	47
4.1	Discoveries	47
4.2	Challenges and Problems	50

5	DEVELOPMENT PLAN AND RECOMMENDATIONS	51
5.1	Site Content	51
5.1.1	Homepage	52
5.1.2	Hotel	52
5.1.3	Must See	53
5.1.4	Offers	53
5.1.5	Gallery of Fame	54
5.1.6	Reserve a Room.....	54
5.2	Search Engine Optimisation.....	54
5.3	Online Advertising	56
5.4	Customer Database and Email Marketing.....	57
5.5	Social Media Marketing on Vkontakte	57
5.6	Framework for Digital Marketing Measurement	58
5.7	Recommendations	58
6	CONCLUSIONS	59
6.1	Company	59
6.2	Digital marketing.....	59
6.3	Research	60
6.3.1	Limitations.....	61
6.4	Development Plan and Recommendations.....	61
6.5	Future Research.....	61
	SOURCES	62

Appendix 1	REFERRAL TRAFFIC TO WALTIKKA WEBSITE
Appendix 2	GEOGRAPHIC LOCATION OF RUSSIAN WEBSITE VISITORS
Appendix 3	WEEKLY TRAFFIC FROM RUSSIA
Appendix 4	KEYWORDS THAT ARE USED BY VISITORS
Appendix 5	WHAT PEOPLE LOOK ON INTERNET WITH “FINLAND”
Appendix 6	VIRTUAL BUSINESS CARD
Appendix 7	EMAIL CAMPAIGN COPY
Appendix 8	WALTIKKA’S FACEBOOK PAGE
Appendix 9	RESERVATION CONFIRMATION
Appendix 10	MEASUREMENT TEMPLATE
Appendix 11	INTERVIEW QUESTIONS FOR WALTIKKA
Appendix 12	QUESTIONS FOR RUSSIAN CUSTOMERS

1 INTRODUCTION

1.1 Background Information

The importance of online marketing communications cannot be underestimated. Each year it saves companies a lot of money and allows to be reached and served customers who are geographically dispersed. This thesis is important to the Finnish hotel industry as it emphasises the importance of the online marketing to the Russian people and can be used by other hotels in Finland to help them in reaching Russian audience online. Reaching Russian audience online will become crucial and will provide a competitive advantage as more Russians become computer literate and use Internet when traveling abroad including Finland.

Present thesis consists of six sections. First section is introduction of the topic, commissioning company, grounds for choosing the topic and methodology. Section two is regarded to the theory of digital marketing. Section three discusses the current situation at Waltikka hotel. Based on information provided in section three, section four deliberates on challenges that are currently faced by Waltikka. Section five is a development plan designed as improvements for Waltikka's digital communications aimed at Russian market. Section six is the concluding part.

One of the reasons for choosing the topic was the own interest of the student in the field of digital marketing, social media and web analytics. Moreover, the increasing importance of online marketing for Finnish businesses formed the topic, due to the usefulness of the topic for Finnish hospitality industry in the future. In the beginning the topic was not clear since Waltikka did not have a clear indication on how it can create awareness on Russian market. The importance of online marketing was emphasised and both parties agreed on the topic in digital marketing.

1.2 Assigning Company

Hotel Waltikka is a three star hotel located in Valkeakoski town, Finland in the Pirkanmaa region. It is 35 km away from Tampere which is the third largest city in Finland. Tampere is one of the most popular destinations for tourists visiting Finland. Tampere has a good transport connection to the main cities (Helsinki, Turku, and Western Finland) by bus, road, and train; therefore, it is easy to reach other parts of Finland from Valkeakoski. Valkeakoski has a good bus connection with Helsinki and Tampere.

According to Valkeakoski town website (2013), in 2013 there are 21,154 residents predicted to be living in the town. It has a well-established infrastructure for sports, leisure and other activities. Valkeakoski is a typical small Finnish town but it can be an enjoyable place to stay as it has infrastructure compatible to larger cities but at the same time it is quiet and peaceful area. This place would suit people who would like to be surrounded by nature but at the same time participate to the events organised

throughout the year. Since it has a near location to Tampere, it can be a nice stop over place before going to Tampere or flying from Pirkkala airport to another European destination. The hotel is located in especially peaceful area next to the Mallasvesi lake and walking area. Waltikka is an average level hotel and provides services similar to many hotels in Finland such as comfortable but simple accommodation, buffet breakfast, sauna service and also meetings and conferences facilities. It hosts many evening events which are sold as package offerings.

Waltikka has 83 rooms and some of them can fit up to four people. It also has three suits with own sauna and three rooms that are specially designed for disabled people. Each room has a terrace or a balcony on the lake side and wireless Internet connection. The average price per person is 42.50 euro a night. It is possible to bring animals for an extra charge. At Waltikka each person staying overnight is provided with a full breakfast. During the day it is also possible to dine but for an extra charge. The kitchen is open till 10 pm and, depending on the time you arrive, it is possible to eat buffet or a la carte dinner. Waltikka has two restaurants: American and Italian food restaurant Scretto and Walentina that is used for celebrations and events and fits up to 350 people. During evenings, Waltikka is hosting events with Finnish sport and music celebrities that are very popular among locals and Finnish people from outside of Valkeakoski. Waltikka also has a sauna place where there are four traditional saunas and a Turkish sauna (Waltikka, n.d.).

At Waltikka's facilities, that include 8 conference auditoriums fitting up to 180 people and 6 rooms for a group work, it is possible to have a conference. Waltikka can also make arrangements for dining and activities programme for conference participants. Each room has projector, DVD and audio system. In addition, there are wedding services for just married couples from celebrations to an overnight stay provided at the hotel. Waltikka is a popular place for local people because it provides high standard restaurant service for those who would like to go out for a dinner and also attend some events.

There are two types of customers who are accommodated by Waltikka: individual and organised tourists. Individual customers are mostly from Finland and Russia. Organised groups are sport teams coming to Valkeakoski for a practice period and leisure tours that come through the travel agency in Russia. Waltikka hotel is aiming to increase the number of individual travellers from Russia who book directly from Waltikka as the number of Russians travelling to Finland is increasing each year.

1.2.1 Hotel Industry in Finland

The hotel industry is well developed in Finland and, as predicted by Statistics Finland, accounted for 635 hotel establishments across the country in 2012. All together there were 50,623 rooms and the usage of those rooms accounted for 52.6 per cent. On average, the price of the hotel room reached the level of €90.91 and the price for overnight stay is €54.40 (Statistics Finland, 2013). Finnish hotel industry is dominated by the chain ho-

tels such as Sokos and Cumulus and small hotel establishments that have at least 20 rooms. Most hotels have a website and big industry players have it in Russian language as they understand the importance of Russian tourists as customers.

1.2.2 Russian Tourist Profiles

Recent “Rucola Plus” project revealed four profiles of Russian tourists in Finland (Tourism and Experience Management Cluster OSKE, 2012). Russian visitors are coming to Finland in order to see, hear, do and enjoy. Depending on the tourist type, Russians have different goals for a vacation, expectations, values, and quality standards, attitudes to a holiday efficiency, independence and holiday programme. Sightseer is an efficient traveler who would like to see main tourist attractions at the destination. Usually sightseers have high expectations which are difficult to exceed. He also compares seen attractions to other European cities and St. Petersburg. Today, they come to Finland for a short shopping trip or for a skiing holiday. This type of Russian tourist is similar to Finnish tourists in Tallinn.

Entertainer is a spontaneous traveler who leaves for a trip due to the state of mood or interesting activity. He is seeking for an adventure in a good company, surprising, unique, interesting activities and experiences. At the moment, Russians-entertainers come to Finland with a group of friends to a cottage in order to celebrate New Year or go to watch rally. Trip is usually planned by other people.

Summer visitor is seeking for an active vacation for a longer period of time in Finland. He values independency, safety, control of the situation and own rhythm of the holiday. He usually comes with a family and children. Explorer is travelling to Eastern Finland because the length of the vacation is short (weekend trip). He is searching for information about places and accommodation beforehand on the web. He values unique and small places, inexpensive options, simple luxury, finding out about cultural differences and finding hidden (Tourism and Experience Management Cluster OSKE, 2012).

According to TAK (2013), the amount of trips abroad made by Russians has been growing since year 2000. Travelling to Finland has been increasing continuously since 90s and Finland remains to be the most popular tourist destination amongst Russians for vacation and business trips. The most popular destination in Finland is Lappeenranta where 41 per cent of all Russians traveling to Finland have visited in the year 2012. Lappeenranta is followed by Helsinki and Imatra. Around 77 per cent of Russian visitors stated that they traveled to Finland for shopping purposes and only 32 per cent for a vacation (TAK, 2013). According to TAK (2013), those Russian tourist visiting Finland are usually between 25 and 44 years old. Around 59 per cent are clerks and supervised employees. Entrepreneurs and directors account for 28 per cent (TAK, 2013). 90 per cent of Russian tourist came to Finland by own car or with a bus.

1.2.3 Situation Analysis SWOT

In order to plan Waltikka’s future marketing strategy, it is important for the company to be aware of its internal (strengths and weaknesses), and external (opportunities and threats) marketing environment. Good companies will assess its internal capabilities and focus on profiting from the opportunities while reducing the possibility of threats.

Table 1 SWOT Analysis

Strengths	Opportunities
<ul style="list-style-type: none"> •Location (quietness of small city but convenience of large city) •free parking •extra services (sauna, breakfast) •sport possibilities •concerts/events hosted at the hotel •multilingual website •multilingual service •the only established hotel in Valkeakoski •Facebook presence, regular posts 	<ul style="list-style-type: none"> •more Russian tourists coming to Finland •social media presence in Russia •elimination of visa requirements for Russian visitors •more contacts with agencies in Russia •use of database •construction of new sport facilities •construction of new shopping facilities
Weaknesses	Threats
<ul style="list-style-type: none"> •location (35 km away from Tampere city) •no prices available on the website •not full translation of the website in every language mentioned •Facebook posts are only in Finnish •price level is similar to hotels in Tampere 	<ul style="list-style-type: none"> •less Russian travellers •sport facilities do not keep up with teams’ expectations •introduction of higher taxes for businesses in Finland •bad ranking on Booking.com •competition from hotels in Tampere •inability to keep up with technological advancements in hospitality industry

In order that Waltikka is able to identify opportunities, it is important to recognise internal strengths and weaknesses. Hotel Waltikka has a very convenient location in a peaceful area not far from Tampere city, shopping and sport facilities. The road and bus connection are well established and allows reaching main destinations in Finland easily. Parking available free of charge allows convenience for people who come with a car as they do not have to look for a parking as opposed to a bigger city such as Tampere. Various sport facilities in Valkeakoski satisfy any need for past time activities and are not remotely located from the hotel (i.e. swimming pool, running track, gym, tennis court, skating rink). There are also shopping possibilities in Valkeakoski which were recently improved with an opening of new shopping mall. Ideapark is the largest shopping mall in Scandinavia and is located 20 km away from Valkeakoski. According to the Finnish Council of Shopping Centers (2013), during the summer 2013, Ideapark was the third best mall in terms of the sales during the discount

period across Finland. The first two shopping malls are located in Helsinki. That shows that people are interested in shopping in Ideapark and it can be a destination to visit for tourists coming to Pirkanmaa region. Waltikka offers service for its clients that is similar to other hotels in Finland – comfortable accommodation, buffet breakfast, sauna service, concerts, events and conferences services. The website can be viewed in Finnish, English and Russian languages that facilitate its target audiences coming from these countries. The personnel who work at Waltikka are multilingual and deliver service in Finnish, Russian, English and Swedish languages when there is a demand. Waltikka is the only established hotel located in Valkeakoski. The hotel maintains its presence on Facebook by posting regularly about the events and commenting on the posts made by the users.

However, location of the hotel is not favourable as many individual travellers prefer staying in the centre of everything and might choose Tampere as a better city to stay overnight. In addition, the price for overnight stay set by Waltikka is not cheaper compared to hotels located in Tampere and can be sometimes higher. The website does not enable user to see the final price of the room offer unless it is an event package. The price enquiry can be made through the website and the price is quoted to the customer within some time by email or phone. The website does not provide a sufficient translation in all languages mentioned previously. Facebook posts are only in Finnish language.

External environment analysis is performed by listing opportunities and threats which are relevant to Waltikka and are not controlled by the business. One of the opportunities is the increasing number of individual Russian travellers visiting Finland and Pirkanmaa region. In 2012 Russians made 3.8 million trips to Finland (TAK, 2013). Currently, 80 per cent of those Russians coming to Finland reside in St. Petersburg. According to the research conducted by TAK (2013), during the last year 1.2 million Russians stayed overnight in Finnish hotels accounting for 2.6 million nights altogether. The number of nights spent at the hotel depended on the area in Russia where tourists were coming from. Tourists from St. Petersburg slept 0.77 nights, from Moscow – 2.5 nights and from Leningrad area – 0.46 nights. In addition to the continuous increase in number of Russians visiting Finland, visa exemption might encourage Russians to travel to Finland even more.

Whether a visa entry for Russian tourists to Schengen area is exempted, the amount of trips to Finland made by Russians will double up to 7.1 million a year (TAK 2013). So as the amount of money spent by Russians is going to increase up to 3.38 billion euro a year from the current 1.15 billion euro. From the table below, the amount of money spent by consuming Russians at the moment and after visa exemption can be seen.

Table 2 Russian spending in Finland 2012 and estimated spending after visa exemption. Source: TAK Viisumivapauden vaikutukset –selvitys.

	Russian spending 2012	Spending after visa exemption	Increase in spending	Visa exemption effects on employment
Total	€ 1 154 bn	€ 3 384 bn	€ 2 230 bn	12 200
Goods	€ 879 bn	€ 1 913 bn	€ 1 034 bn	3 330
Accommodation	€ 108 bn	€ 579 bn	€ 471 bn	3 100
Dining	€ 105 bn	€ 417 bn	€ 312 bn	2 800
Other services	€ 62 bn	€ 475 bn	€ 413 bn	3 000

The amount of money spend by Russians will triple. As it can be seen from the table above, the biggest increase in spending (in five times) is expected for accommodation services due to an increase in travelling from Moscow. Tourists from Moscow are tend to book longer stays at hotels which is a big opportunity for all Finnish hotels including Waltikka. TAK (2013) estimates that visa exemption will result in 11.4 million overnight stays in Finland made by Russians with an average 3.2 nights for tourists from St. Petersburg, 9.1 nights for tourists from Moscow and 4.5 nights for tourists from Leningrad area. Consequently, tourists from Moscow will be encouraged to stay longer in Finland and, therefore, spend more money. Finally, by spending 11.4 million nights in Finland per year, Russians will overtake all other foreign visitor groups in Finland in terms of overnight stays. With current hotel capacity Finland will not be able to satisfy demand for accommodation services from Russia.

Due to continuing increase in the number of Russian travellers to Finland and technological advancement of Russian people, it is possible to engage with them through the social network websites. The most popular social network website in Russia is Vkontakte and accounts for over 200 million users. Businesses that target Russian audience must consider establishing its presence on Russian web. Moreover, it is possible to establish more contacts with the agencies that organise tours for Russian people to Finland and sport team annual practices. The negotiation of the visa abolishment for Russians who travel to European Union has reached its best improvement. Hopefully in the future there will be no requirement for a travel visa to EU countries meaning that Russians who did not travel to Finland before will be encouraged to visit it. The construction of new sport and shopping facilities in town of Valkeakoski can make the area more attractive for tourists and bring more business for Waltikka hotel. The use of customer database will allow Waltikka to stay in touch with customers and make its marketing campaigns more effective.

On contrary, there is an increased competition in the hospitality sector from the hotels located in Tampere region and next to it. Current unfavourable economic conditions may affect Finnish and Russian tourists who in turn may travel less. The reviews on Booking.com and other user

generated content websites created by Waltikka's customers are not controllable and negative comments may affect hotel's reputation. The introduction of higher taxes by Finnish government makes it more difficult for the hotel to keep the same margins as before. Waltikka has no choice and needs to pass this increase on customers or cut in profit margins.

1.2.4 Situation Analysis - PEST Analysis

It is essential to include the analysis of macro-environment forces including political, economic, social trends and technological developments when performing a full situation analysis for a company. For that purpose, a PEST analysis for Waltikka has been done.

1.2.4.1. Political

The political situation in Finland is stable. Government supports small and medium sized enterprises and favours tourism industry as it is considered to be an important part of the economy. Tourism sector contributes significant share of tax revenue accounted for €4 billion in 2008 which is expected to increase up to 7.5 billion euro by the year 2020 (Tourism Board, 2012). According to Eurostat (2012), Finnish restaurant and hotel services are the fourth most expensive in European Union making them less price competitive compared to the rest of Europe. Value added tax for services is set up at 23 per cent which is one of the highest rates in EU. Moreover, labour and operation costs remain high. Hotel is an electricity consuming business as it needs to provide all required services to customers 24/7; nonetheless, the price of the electricity for the service industry is 1.70 cents/kWh as opposed to manufacturing industry which is 0.70 cents/kWh from the January 1, 2011 (Tourism Board, 2012). It is considerably unfair since service industry employs around 1.1 million people compared to the 0.6 million for the manufacturing.

1.2.4.2. Economical

Finland is a highly industrialised state and a part of Scandinavian area which is known for its secure economic situation in EU area. Finland has a strong economy which is known for its technologic know-how and high quality of products produced. The inflation in January 2013 slowed down to 1.6 per cent (Statistics Finland, 2013). In 2012 public debt accounted for around 102 billion euro which is 53 per cent of GDP. According to Statistics Finland (2013), in 2012 GDP of Finland equalled 194.5 billion euro. Finnish trade account is -1.6 per cent of GDP (Statistics Finland, 2013). Finland is perceived in Europe as an expensive country and Finnish people possess stronger purchasing power compared to other European countries as the salary in Finland is amongst highest in Europe (Business Insider, 2011).

1.2.4.3. Social

Current hotel clients are computer literate and prefer booking travel arrangements by themselves directly from the supplier. Social media is a new medium by which customers communicate and gather information on services and products they consume. According to the research conducted by m1nd-set in relation to the usage of social media and mobile devices by travellers, social media is used by the tourists on the regular basis for the information search purposes before actual booking (M1nd-set, n.d.). Social media platforms which are used to give ranking for the hotels and restaurants such as Trip Advisor influence on customer purchase decision. Customers are willing not only to read comments but also create reviews themselves. Independent opinions shared on social media have a crucial impact on buying decision as it is considered to be more reliable than information supplied on companies' websites. More and more customers use mobile devices for information search about services before and during the trip. Customer expectations are increasing; whereas the price they are willing to pay decreases. Travellers are health conscious and would like to be served in healthy environment (such as well constructed buildings, healthy food for breakfast). As for the Russian travellers, there has been a significant increase in amount of middle class members. According to the article in Kauppalehti (Kiuru 2013, Kauppalehti, 16.07.2013, B11), people who belong to the middle class in Russia have savings and are able to travel abroad many times during the year. Kauppalehti also lists top ten destinations for Russian people as package and individual, self-organised, tourists. Finland is listed as top second destination for the individual travellers after Ukraine, meaning that Finland is the most visited EU country by tourists from Russia. With no doubt Russians bring business to Finnish enterprises and it will grow more as there are many potential travellers to Finland from Russia. From all Russian population only 25 per cent have visited foreign countries and only 17 per cent possess a valid travel passport (Kiuru 2013, Kauppalehti, 16.07.2013, B11). There has been a lot of discussion about the abolition of visas for Russian citizens coming to the EU. According to the results of the survey conducted by the PAM research company, half of the Finnish politicians support visas abolishment which would significantly benefit Finnish economy by increased number of Russian tourists (Yle, 2013).

1.2.4.4. Technological

The hotel industry accommodates the expansion of the new technologies. Post-modern society experiences demanding consumers who are seeking individually tailored experiences in the hotel and new technologies adopted by the hotels are taken into consideration. In the future, hotels are able to collect information about customers every time they stay at the hotel. Each individual will have a profile where all preferable characteristics of the room will be recorded and adjusted in the room prior to the customer arrival. For instance, by inserting a hotel card at the time of entering the room, individual preferences are scanned and TV channels, bed position, room temperature and lightning are set at the level customer requires. The

trend for the environmental materials used for the interior with improved usability and durability, easy and less expensive to maintain in tidy condition is increasing. The need for water and electricity usage reduction requires hotels to use energy reduction materials and be constructed in environment friendly way (Björkqvist, 2009). The Web 2.0 technology allows customers to generate reviews and feedback on hotels which can be accessed by potential customers (i.e. Twitter, Foursquare). Mobile applications used by companies can be also used for customer feedback in order to make an immediate action if customer is not satisfied with something. Web analytic tools enable companies to measure effectiveness of marketing campaigns and allocate marketing budgets better.

1.3 Research question

According to Tonder (2013), Internet is a perfect marketing channel especially for Russian audience. Not so many foreign companies identified opportunities on Russian Internet either entered there which makes competition quite small. So, this is the most suitable time to start appearing on Russian web. Therefore, Finnish companies should now plan their online marketing strategies targeted on Russian audience in order to be a step ahead of others. Thus, Waltikka should improve its digital marketing and attract individual Russian travelers. The purpose of current thesis is to find an answer to the following question: What needs to be improved in Waltikka's online communications to Russia, so that more Russian customers will be encouraged to stay at Waltikka?

1.4 Objectives

The purpose of the present thesis is to analyse the digital marketing communications and plan an online marketing strategy for Waltikka in Russia. In order to fulfil the purpose of the research, a number of objectives have been established.

Firstly, theory of digital marketing communications and online marketing is to be reviewed. This will provide with an extensive understanding of the importance and the purpose of online marketing, nature of online customers, and the tools that are available for companies to conduct online marketing communications and measure the effectiveness of the latter.

Secondly, the current state of the online marketing communications at Waltikka is to be evaluated. This is to be achieved through in-depth interviews with marketing manager of Waltikka. In addition, via phone interviews it is possible to identify how Waltikka's customers are using Internet in traveling purposes, why they came to Valkeakoski and whether they use social media. Waltikka's website statistics gathered by Google Analytics helps to understand website audience and its behaviour better.

Thirdly, based on the interviews and the theory, contemporary challenges facing Waltikka when marketing online are to be analysed.

Fourthly, considering the results of the research, an online marketing strategy for the Russian market is to be developed. At this stage, an in-depth understanding of the theory, best practices in conducting online marketing, and insight to the challenges faced by Waltikka help to develop an online strategy that will help Waltikka in attracting individual tourists from Russia.

1.4.1 Methodologies

In order to achieve the objectives stated above, a number of methodologies are established. To conduct research for the present thesis, a secondary research is undertaken through the review of the literature regarded to the subject of digital marketing and social media, a number of relevant online sources such as professional blogs and online articles on digital marketing, newspapers and professional magazines as well as results of the previous research papers. By conducting secondary research, a student is able to establish theoretical backgrounds of the subject and acquire an in-depth understanding of the topic before conducting a primary research. Primary research consists of the face-to-face interviews with Waltikka's marketing manager. In addition, interviews with Waltikka's previous Russian customers are conducted through phone interviews and email. Interviews are aimed at acquiring detailed information about the current situation at Waltikka and technological literacy of Russian tourists who stay at Waltikka. It is also used for acquiring information about what customers are interested in when staying at Waltikka which helps in improving Waltikka's offer online. Microsoft Excel is used for the data analysis which is generated by Google Analytics from Waltikka's website. The development plan is drawn up based on the theory and results of the primary research conducted that lead to suggestions for improvements that can be made for the online marketing plan of Waltikka in Russia.

2 DIGITAL MARKETING

Digital marketing is a type of marketing that is conducted online by means of digital communications tools. Digital marketing institute defines digital marketing as "the use of digital technologies to create an integrated, targeted and measurable communications which help to acquire and retain customers while building deeper relationships with them" (Smith, 2007). Due to the expansive development of the Internet, the online presence of the companies became an essential part of the marketing communications. Having an online presence by means of the website or other tools enables companies to serve customers 24/7 and reach audience which is geographically dispersed. Establishing online presence only is not sufficient for the successful digital marketing. Digital marketing does not only include establishing a website, but also search engine optimization (SEO), email

marketing, social media presence, online public relations, mobile marketing, etc.

2.1 Importance of Digital Marketing

The prime benefit of conducting marketing online is the ability to reach customers globally outside of working hours. At the present time, companies can save considerable budgets when conducting their operations online purely or partially. Moreover, having online presence established, companies bring more value to customers as they are able to shop online when it is convenient, learn more about the services, products and brand and interact with interesting content.

In addition, the major benefit of digital marketing is that it is precisely measurable as opposed to traditional marketing methods. A number of vendors such as Google, Adobe, IBM, ClickTale, etc. provide companies with tools that measure return on investment of all marketing initiatives online. This helps in identifying online visitor behaviour and optimising online marketing, so that visitor converts increasing sales leads. Reporting on the effectiveness of online campaigns, enables companies to identify the best marketing mix and, therefore, allocate marketing budget more effectively. Google Analytics (GA) is the leader of web analytics industry and enables companies to see how their digital marketing communications are performing. GA provides with standard reporting, real-time analytics, and in-page analytics. Moreover, GA enables companies to analyse data gathered from the website in relation to the visitor behaviour with the use of segments and filters. Having GA installed on the website and using it when making decisions on marketing initiatives and online budgets is a requirement for the companies as it is free tool that brings value (Google Analytics, n.d.).

Digital marketing allows companies to be closer to the customers and understand their needs better. Digital marketing ensures the online brand awareness and viral marketing that is free and the most powerful marketing. The budgets spent on the advertising in the year 2012 have decreased by 3 per cent. There has been a cut in marketing budget across all channels except Internet. Internet budget of Finnish companies accounted for 17.8 per cent of all marketing budget which was 1,353 million euro (TNS Gallup Oy, 2013).

2.2 Objectives of Digital Marketing

Setting objectives before going online is crucial for businesses. Without a structured plan and set objectives business is likely to have a failure plan instead. According to Marketing Excellence (Chaffey & Smith, 2013), main benefits of e-marketing that make companies to go online are possible growth in sales, additional value to customers, possibility to get closer to customers, cost reduction and opportunity for completely new marketing for a brand. These benefits formed a 5S model that summarized objec-

tives for digital marketing. These objectives include sell, serve, speak, save, and sizzle.

2.2.1 Sell

Almost everything nowadays can be sold online (Chaffey & Smith, 2013). Companies such as Dell and IBM sell their products and services online; therefore, their digital marketing has a direct online contribution. However, many products and services are bought partially online because many customers conduct information search and price scanning prior to an actual purchase as a part of the buying process. This means that in many cases digital marketing communications contribute to online revenue indirectly. “Indirect online revenue contribution is a proportion of sales that are influenced by digital communications” (Chaffey & Smith, 2013). There are different ways a business can market itself online i.e. actual website, online advertising, search engine marketing, email marketing, etc. which can be used in a combination. A customer might first see a website of the company but decide not to purchase anything. Then on the same day he gets an email with the special offer but still avoids entering into a transaction. However, on the next day he is using a search engine and sees a text ad, follows the link and converts. In this case a website and an email have an indirect contribution in the conversion and business owners shall use web analytics in order to identify the indirect contribution of these channels in order to utilise the online marketing budget more effectively. Different digital marketing tools as well as the importance of its measurement will be discussed later in the thesis.

2.2.2 Serve

Another important objective of e-marketing is to serve customers (Chaffey & Smith, 2013). Digital marketing enables companies to provide more value for customers as they are able to search for information about the products and services whenever it is convenient for them. Companies are able to engage with customers via interactive social media platforms and creative websites. This enhances customer experience with companies’ brands online and contributes to an overall experience with the company. Companies are able to serve customers 24/7 in different parts of the world and provide with extra information about their products and services, upcoming events and news in the industry, therefore, keep customers up to date and educated about the company helping to convert them into loyal. Customers have an ability to share their company experiences online with people who have same interests about the brand and communicate information about the brand to potential customers - “world of mouse”. In some businesses, digital marketing can be a part of the product. For instance, in the bank services website is an integral part of the offering as it is the place where customers can conduct online transactions, request for an interest rate quotation, apply for a mortgage, etc. Without these services supplied on the Internet, customers cannot imagine modern banking ser-

VICES. To sum up, the main purpose of the digital marketing is to help a customer to find the right product.

2.2.3 Speak

The prime purpose of digital marketing is to get to the customer closer through dialogues and continuous participation. Web created a perfect opportunity for companies to speak with customers off the shop floor as well as listen to them.

2.2.4 Save

Digital marketing channels are considerably cheaper compared to the traditional advertising on television, newspapers, magazines, radio, and direct mail (Chaffey & Smith, 2013). Moreover, digital marketing is more effective. In reality, customers are trying to escape from the advertising by using commercial skipping devices, changing the radio station, and binning the unwanted mails, whereas, the population of the Internet users is increasing each year. Customers must read an ad online because it is coming during the search as a solution to the customer's problem. More than that, new Internet technologies are continuously developing and allow marketers target their online marketing communications at customers who are likely to be interested in the offer. Web analytics technologies let companies to understand needs of the customers better as they allow to monitor user activity i.e. which parts of the website are the most useful for the customer, which information has lead customer to convert, which online marketing tools contributed to the conversion, from which pages customer is leaving, and which pages customer is bouncing. All this information helps companies to be relevant and advertise to right customers, to optimise their websites and make them user friendly, to understand which online marketing components contribute to purchasing decision the most, therefore, allowing investing more to the marketing channel that works better.

Social media provides a bridge that is connecting a customer and a company and allows building customer relationships relatively cheap. It is wrong to state that social media or digital marketing is free. It is and it is not. To create a good-looking website company should invest in web design, content building and web site construction which are not free. Social media requires people who would dedicate their work hours for the creation of value to the user, who would understand what users are willing to get and what communication style they accept.

2.2.5 Sizzle

Extending brand online – sizzle – is one of the benefits companies get when creating quality online marketing communications. As a consequence, an interaction with companies' marketing online will create mem-

orable positive experience with the brand that customer will pass to his family, friends, and peers.

2.3 E-consumer in Russia

When talking about digital marketing, it is a must to mention about customers and what is changing when they go online. Companies should understand the nature of e-consumer in order to ensure their marketing is effective. Still people who are surfing the Internet are same customers that visit in to a store but their behaviour is changing. Consumers are doing the same as they do in real life – communicating to each other (Ryan & Jones, 2009). When in real life they are not able to speak to many people at a time, on Internet it is more than possible. Customers go online to get an experience and they are looking for marketers who are able to enhance it. The period of mass marketing has passed and now consumers are looking for personalised niche information specifically targeted on them. Online technologies enable marketers to create individually tailored instead of generic communications and, therefore, create a dialogue instead of monologue. The main characteristic of online customers is that they do not wait. In the store customer can wait for what he came for, but online he will not. If company is not able to deliver a product or service now and fails to live up with customer's expectations, it will erode an experience and customer will be gone forever. Some of them will go and tell about their spoiled experience to the group of potential customers (Ryan & Jones, 2009).

The behaviour of digital customers has been studied over the years helping to identify the behavioural traits e-customers reveal. Digital customers are very comfortable with the medium since they have been using Internet for quite a long time and even older people are getting on with this way of communication. They want product or service all on its own and they want it now. Time of people is precious and they do not want to waste it. E-consumers want to scan an offer for the relevance before investing time, so it is important to make sure the scan ability of the offer. Moreover, online consumers are active and are in the control of the situation. So, in case a company is not complying with customer's expectations, he will not only fail to engage but actively disengage as it does not require much effort but one click. Due to the transparency of the Internet, customers are fickle and are less loyal to a brand. Customers are able to compare offers of competing brands and choose the best value proposition. More than that, e-consumers like telling about their experiences online whether positive or negative (Ryan & Jones, 2009).

In order to satisfy customer needs online, it is important to know what is happening at each stage of online buying process (Chaffey & Smith, 2013). Problem recognition can occur due to the changing circumstances (i.e. getting a better job) or because of the marketing communications (online advertising) that help customers to recognise their needs. After recognising the need, customer starts searching for information offline or online. Internet is commonly used for search at this stage. It is important to know the difference between searching and surfing. So, in order to get a

customer, it is vital to be relevant when customer is seeking for a solution to his problem. At evaluation stage, it is necessary to provide all benefits of the product or service on the website, so that customer is not able to say “no”. In order for customer to take an action, an incentive such as “Buy now” needs to be included (Chaffey & Smith, 2013). Post stage is where the marketing begins and the relationship with the customer starts. Here email can be used for keeping in touch with the customer.



Figure 1 The online buying process. Source: Chaffey & Smith (eMarketing Excellence, 2013)

The online buying process has changed as it was affected by Internet. Now problem recognition starts with a generic search. Supplier search is performed by visiting comparing sites. Reviews that are not coming from the company marketing communications but from other users have a crucial impact on decision. Brand becomes important at later online buying stages (Chaffey & Smith, 2013).

Knowing the online buying process stages helps to decide on the website content a company should provide. Awareness about the company is created though search engines, blogs and opt-in email. It is important that company is searchable on search engine and provides a good product description on the website for the purpose of evaluation. Company can trigger an action by providing discounts, service promise and secured guarantees. The purchase stage should be very easy for the customer and should not demand much effort. Support should be provided through email notifications and FAQs and e-newsletter or competitions can be used as a reward (Chaffey & Smith, 2013).

Russia has its own Internet culture. Tourism and Experience Management Cluster OSKE has been running numerous projects that focused on building Russian customers profiles and identify Russian internet user's behaviour. With a help of Finnish government, it has recently completed “Ruocola Plus” project which revealed that Russian customers prefer using Internet in Russian language (Tonder, Personal Communication 16.10.2013). The reason is poor foreign language skills of Russian people. Still, Russian Internet accounts for 80 million internet users and this number is constantly increasing. It is not a secret that Russian Internet is in Russian language; therefore, Russian customers expect to be served in Russian language online. In 2010 the amount of goods and services purchased by Russian customers online accounted for 4 billion euro with an annual growth of 30 per cent. Russian search engine Yandex is used by 61 per cent of the Internet users for daily search and Google was claimed to be used by around 25 per cent of the users – mostly students who have a need for information from outside of Russia (Tonder, 2013). Facebook is used only by 5 million users, whereas, Vkontakte has more than 200 million

registered users. Communication on Vkontakte looks very different from Facebook at a glance. Vkontakte is mostly visual communication channel, even though it has same technical features as Facebook.

According to Tonder (Personal Communication, 16.10.2013), Internet culture of Russian people has been affected by history and cultural traits. Nearly 70 per cent of Russian customers claim that recommendations of relatives and friends affect them the most when making a purchase decision. Russians are a community and a social society which is one of the reasons Russian utilise internet. Russians are looking for emotionality and personality online, which means less sense and more visualization and amusement (Tonder, 2013).

2.4 Components of Digital Marketing

The era of digital marketing has started with a creation of the World Wide Web that allowed companies to create their presence online. The first stage in online presence creation was a website that looked static. The continuous evolvement and spread of the Internet created an opportunity for customers, who before had visited a company's physical location, to access information also on the web. This created a necessity for companies to make sure that the first interaction with the company would create a positive experience and company perception and customer will be willing to continue the business. In order to create a good image, companies were obligated to utilise other digital marketing channels in addition to the website.

2.5 Website

As it was stated above, website is the starting point for a company in online presence creation. Of course there are companies that decide not to have a website, but utilise only a social media platform. It is a good way of saving money but social media would not provide with the same website benefits such as special applications, widgets, creativity, etc. A website is a company's business card on the web and it is where usually a customer has the first interaction with the business. Since first impression is crucial and on that impression the next stage of business and customer loyalty would depend, companies should create a website that would comply with needs of the user. This can be achieved only with an understanding of customers who are being targeted as well as their needs in order to provide helpful content and user friendly pages. Considerable resources required including time, people and money before a company is able to create a good website visually and technologically. Once the website is created, it is important that the user will be able to find it. There is no point in any investments into the website unless customers find it. It is possible that returning customers might know company's name or link which they use to find a company on the web. However, there are plenty of potential customers who have no idea about the company but who are interested in the product or service. Usually these people go on search engines in order to find solution to their need. The importance of search engines has grown incredibly over the past years. According to Alexa

(2013), Google remains the most visited website globally with around billion searches daily. Every day Google finds an answer to a billion questions in 146 languages in 181 countries around the globe (Google, n.d.). Therefore, it is vital to consider search engine's guidelines on how to improve website's search rank. Search rank can be improved by means of search engine optimisation. "Search engine optimisation or SEO involves achieving the highest position or ranking in the natural or organic listing on the search engine results pages after a specific combination of keywords or key phrase has been typed in" (Chaffey & Smith 2013, 352). Natural or organic list means that the results are displayed in accordance with the relevance, importance, popularity, authority, and trustworthiness of the site, therefore, it excludes paid search. The purpose of the search engine is to help people to find what they are looking for. The more optimised the website, the more likely it comes up on the first pages in the organic search which increases chances of the company to start business with a customer.

In order to achieve higher ranking in search engines, it is essential to understand first how search engines work. Each search engine has a unique algorithm – the rules of search. An algorithm can vary from one search engine company to another but the core idea is still alike. Search technology is likely to involve the following processes (Chaffey & Smith, 2013):

The purpose of **crawling** is to identify relevant pages for indexing. It is also done for the purpose of accessing pages and recording whether and what have been changed on these pages since the last visit made by robots. The process of the crawling is performed by robots (bots) or spiders. Latter visit pages and record a reference URL that is used later by search engines for analysis and indexing. An index is created during the **indexing** process. Indexing ensures that the most relevant pages containing the query typed in to the search box are found. By performing indexing, search engine creates a table of documents containing words from the "inverted" index. By doing so search engine avoids searching the query phrase on the page every time it is searched by the user, instead it refers to the table created. The table includes all pages that contain search terms for a particular query, but they are not sorted in relevance. **Ranking** of the documents is performed in real time, at the time query is entered. The factors that are affecting ranking are going to be discussed later. The results yielded from the search query sometimes can differ due to the location. The reason of this is the user's IP address which is identified by the search engine at the time a search term is typed in. When the location is identified, the request is sent to the relevant data server for processing. Ranking occurs at the same time and the list with search results is then returned to the user sorted in relevance order.

According to Alexa (2013), Yandex is the most visited site in Russia. This shows that even though Google is the most popular search engine in the world, it did not achieve same popularity in Russia. In comparison between Yandex.ru and Google.ru, Google clearly gives up to Russian search engine.

Consequently, it is essential to be visible in Yandex search results list for those businesses that target Russian audience. Most probably Russians who decide to look up something on Internet will go on Yandex. Yandex, as Google, has guidelines reports that give hints on site optimisation and ways of increasing search ranking. Complying with the guidelines will help to optimise a website but does not guarantee that it will appear high in search results. The following discussion is going to address the most important areas in website optimisation that should be considered when designing a website and are part of Yandex website development recommendations (Yandex, 2011).

SEO is supposed to be a free way of getting website to appear high in search results and includes two types: on-site on off-site optimisation. Any illegal or unfair way in increasing a search rank usually results in disclosure by the search engine. It is relatively easy to reveal a machination due to the high transparency of the Internet. Attempts to increase the search rank artificially i.e. by buying extra links from directories or staffing page with keywords (putting keywords that are same colour as background) will be discovered sooner or later. The website rank of the websites accused in unfair SEO practices is then pushed to the bottom of the search list. It is very difficult to return same trustworthiness and search rank for the site to the level it used to have before.

Without a doubt website content is the most important issue that affects site ranking because it is where user finds the best answer for the query. Before designing the site, a company should answer the following question: “what questions does the site answer?” In order to score high in search, a site should be relevant, meaning not only the query keywords that match words on the page, but also the fullness and structure of information. Structure means that text is easy to perceive, it is grammatically correct and outlined accurately. Still, it is important to conduct a keyword research before starting the site. Yandex provides keywords statistics service.

The image shows a screenshot of Google search results for the query 'Hotels in Finland'. The results are displayed in a list format. Each result includes a title, a URL, and a description. The first result is from Booking.com, the second is from TripAdvisor, and the third is from Scandic Hotels. The text is as follows:

Title	Description
Booking.com: Hotels in Finland. Book your hotel now!	Book a hotel in Finland online. Hotels from budget to luxury. Good rates. No reservation costs. Read hotel reviews from real guests.
Finland Hotels: Compare 451 Hotels in Finland, with 28,656 ...	Finland Hotels on TripAdvisor: Find 28656 traveler reviews, candid photos, and prices for 451 hotels in Finland.
Scandic - Hotels in Finland	Our hotels in Finland. Finland is currently considered one of the most interesting places to visit. Its rugged and untouched nature is quite unique, and the sound ...

Figure 2 Search results. Source: Google

The following metatags should be filled on each page by a webmaster. With the help of <Title> a webmaster lets Yandex to know what kind of information is on the page. This text will display in search results and also it is the name of the browser's frame. It is not just a technical matter, the interest and an action taken by the user to proceed to the page would depend on the title. It is good idea to include keywords into the title and also short description of services since it is always relevant and appropriate. A short description is recorded into <Description> metatag. Keywords can be also added to <Keywords> metatag. However, search engines pay less value in ranking to keywords metatag due to possible machinations in website design.

<H1>, ..., <H6> tags structure information, guide the user throughout the page and help Yandex robot to index the page. Moreover, it is important that the website is seen similarly in different browsers – cross-browseriness. It is possible that some websites are seen differently in some browsers and sometimes do not appear at all. Therefore, there is a high susceptibility that the user will bounce the page without reaching it in case his browser cannot display a website properly.

Before registering website URL in search engine registry, it is important to choose a right one. It is recommended that some of the main keywords are included into URL and a domain name has an address where site's target audience is located. For example, if a site is targeting Finnish audience, its domain name should end with “.fi”. However, if it is targeting Russian people, it should end with “.ru”. This lets search engine know which website is more relevant for a particular audience. For the convenience of the search engines, each site should create a sitemap that helps robots to find pages. It is created in XML format. Yandex provide a service where the sitemap can be created. It is also wise to mention the frequency of the updates, so that robot plans the next visit to the site in time.

On-site optimisation is a base of all SEO. Each page on the website should have a distinct URL address that would comply with the content on the page. Apart from title, description and keywords metatags, alternative image text or alt text should be written for each picture. The purpose of alt text is to give a text description of an image to a user in case he cannot see a picture. This is one way of increasing keywords frequency on the page. For example, text about the company can be assigned as alt text to a company's logo. However, due to the search engine spamming, alt text possesses small relevance. It is a good practice to link pictures with pages located on the website. This can pay role of internal linking within a website in addition to external linking. It also helps a user to navigate on the website and improves his experience. It is important to make sure that all links possess a relevant anchor text. For example, it is better to avoid anchor text like “see here” and write an actual keyword of the page which is being linked to.

Due to the interconnection of the web, it is important to remember that mentions on social media and other websites about the company also contribute to search rank. It is especially relevant for the hotel because customers are keen on going online in order to leave a review about their stay.

It is a good idea to check what is being told about the company. Yandex allows searching blog mentions about companies.

When acquiring external links, company should consider the content of the linking website. The best when the site is in the same business area as the original one. When exchanging links with other websites, it is vital to ask for a good anchor text. Some companies decide to buy links from other pages thinking that this will help to increase site's search rank. However, it is not true. Search engine will automatically notice an increase in links within a short time and reduce the rank inexcusably. Companies should remember that good linking sites is possible to acquire by having a good content on the website, so, content creation is the first step in all SEO.

2.6 Social Networks in Russia

Simplyzesty (2009) defines social media as practice of creating, engaging, sharing and consuming the content within the online community which is not restricted to geographical boundaries. Prime characteristics of social media are the User Generated Content and the active audience which commits to the content it consumes. Today, users do not just scan the activity of other users online but they integrate, comment, share and take part in discussions with other users. Such activity is possible nowadays due to the applications based on Web 2.0. This term was first mentioned in 2004 and the main idea behind it is content which is created not by just a separate individual, but continuously modified by variety of end-users in collaborative manner. According to Kaplan and Haenlein (2010), these days everything is about social media. For some industries, being absent from Facebook and Youtube means not being a part of World Wide Web any longer. Social media is the tool which permits companies to communicate better with the end-consumer directly and timely at lower costs compared to traditional marketing channels.

Vkontakte (vk.com) is a Russian social network created by Pavel Durov in 2006. The name Vkontakte means "In Touch" when translated into English. As classified by Kaplan and Haenlein (2010), social networking is an application which requires high level of the self-disclosure from a user and medium level of social presence. Social network is a website where people create their personal profile and by means of messages connect to each other. According to statistics provided by Vkontakte (2013), there are over 200 million users registered at the moment and the number is increasing daily. Vkontakte is the most popular social network in Russia and is also known in Eastern Europe (i.e. Estonia, Latvia, Lithuania, Ukraine and Belarus). The website has been created based on Facebook model but some of the unique features have been added to differentiate from Facebook and make it more appealing to the users. Regardless the popularity worldwide, Facebook has only 7.5 million users in Russia which is almost 5.4 per cent of the total market (Socialbakers, 2013). Facebook has announced its plans to expand on the market but Russian people seem to be loyal to Vkontakte, the first social network on the market available in Russian language. Interestingly enough, Vkontakte maintains significant mar-

ket share and is the second most visited website in Russia after Yandex. Notably, until 2008 Vkontakte did not have any commercial advertisements on its website as Durov was strongly against websites created for commercial motives only. The revenue was coming from selling virtual presents and providing extra entertainment (Vkontakte has created its own currency). Starting from 2011, new users of Vkontakte could register only if are invited by an existing user. This was initiated in order to prevent website from users who “spam” Vkontakte with commercials but this initiative did not last long. In August 2011 Vkontakte has acquired a new domain name vk.com and announced about its goal to expand to foreign markets. In 2010, Vkontakte was translated into several foreign languages and, in the beginning of 2012, all users have been transferred to vk.com. It also got its new logo VK which is easier to recognise abroad.

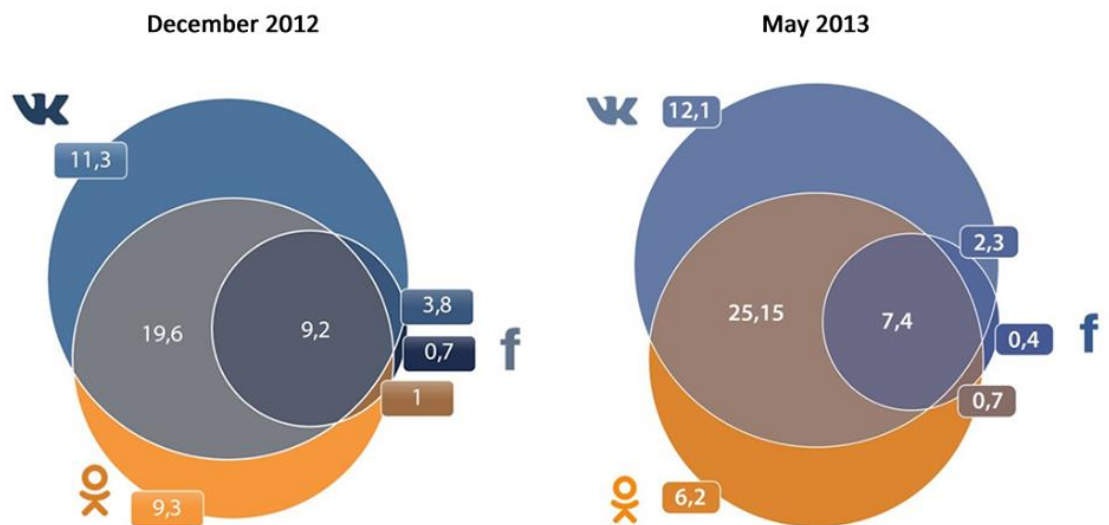


Figure 3 Active visitors in Russia on Facebook, Vkontakte and Odnoklassniki comparison (millions). Source: Russian Searching Tips

According Live Internet (n.d.), Vkontakte has over 40 million unique visitors per day. In 2011 Russia has become the biggest internet user in Europe, followed by Germans (The Economist, 2012). Spending on social network websites 9.8 hours on average a month in 2010, Russians were called the most engaged internet users by Com Score. Today, Odnoklassniki (“Classmates”) and Facebook are the only competitors of VK on Russian market. Vkontakte does everything to keep up with the users’ expectations by updating its website and creating new interesting features. Odnoklassniki used to be the main rival especially when Vkontakte was launched but it lost its popularity as not many people wanted to network with people who are over-forties. After Odnoklassniki announced that new users were going to be charged for a registration, many users considered using Vkontakte. The popularity of social network websites can be seen from Figure 3. The recent report made by ComScore revealed that Facebook has lost its market share in Russia by 18 per cent, whereas, Vkontakte increased its share by 22 per cent (Oshkalo, 2013). According to comment of Pavel Durov (2013), main goal of Vkontakte is to achieve 70 per cent market share in Russia and after that expand on foreign markets.

In September 2013 Vkontakte set a record – 50.9 million visits in a day (Durov, 2013).

2.6.1 Vkontakte – Personal User

Vkontakte accounts for over 200 million personal profiles registered. In order to register, it is necessary to provide a real name and phone number to where an activation code is sent. There is no restriction what kind of number it should be (i.e. restriction to Russian phone numbers only) as long as it is valid number and no other pages are linked to it on Vkontakte. Users can provide a very detailed summary about themselves by mentioning interests, hobbies, contacts, relatives, education, etc., and control the access to this information in privacy settings.

However, privacy settings are not as good as on Facebook, for example, users cannot see posts of others where he/she has been tagged, so the post is going to appear in the newsfeed prior to the user examination. There is no activity log as on Facebook, so once the post is deleted, it is not possible to recover it. It is easy to search for people because the search can be defined with many different metrics and segments such as by country, city, gender, age and education. This sustains website's main goal - to help people connecting with their peers. Detailed people search on Vkontakte is one benefit over Facebook from the company point of view. Content generated by users is more entertaining compared to Facebook. Users are allowed to watch full-length movies, even those which are not realised on DVD, listen to music for free, able to share videos across personal and community pages, share documents, write notes, draw graffiti, mark locations, and play games. Users can host and also follow communities by interests.

Following communities is the biggest advantage for users. It brings people who are interested in something together and provides useful content in relation to the subject daily. Compared to Facebook, users of Vkontakte are more passive and prefer following communities rather than hosting them. Not long ago, it became possible to call friends with a camera. In 2011, Vkontakte created its first app for smartphones. For instance, VK Music app allows having same computer playlists in a smartphone, search for new songs and download them into the app when connected to the Internet. After, songs can be organised into playlists and played offline. Music and video content available on Vkontakte for free has created an image of illegal database which is one of the drawbacks. Vkontakte was also accused for hosting illegal materials such as pornography and was sued several times for the breach of copyrights; however, only in two cases it was obliged to pay compensation. Vkontakte claims that it monitors illegal content by deleting pirate video and audio files. In addition, privacy settings are not sufficient and users are exposed to spammers (not so much anymore but still more frequently than on Facebook). More than that, if users follow many communities, newsfeed is updated regularly and it is impossible to search for the previous posts thereafter unless user likes the post. In that way liked post is going to appear in the bookmarks and it is

easy to find a post later (same applies to videos, pictures, etc.). Moreover, there is a limited amount of messages users can send to strangers which has its applications when talking about marketing.

2.6.2 Vkontakte - Business User

In addition to personal account, users can create public pages and groups. Public pages are usually used by celebrities and companies that would like to integrate with its followers. Having a public page for the business makes sure that all updates posted are going to appear in the follower's newsfeed. On public page a company can provide a description of the business and the area it operates in, share links to other communities, pictures, videos, audio files, places, organise events and create a discussion board for customers (i.e. FAQ). Vkontakte similarly to Facebook provides targeted advertising of two types: pay-per-click and pay-per-impression. Company is required to set a cost of an advertisement on its own but the recommended price varies from 16.92 to 38.53 roubles (which is around 0.50 to 1 euro). Vkontakte Ads are geographically and demographically targeted. Users can also be targeted in accordance to their interests. However, when running an advertisement campaign, it is important not to over target the audience and also take into consideration that the information provided by the users is not always trustworthy. The advertisements are usually placed under the left side menu. Vkontakte Ads are also run on authorised partner websites which are listed on vk.com.

One disadvantage is that Vkontakte does not encourage hyperactivity. Administrators who engage with users, post frequently on the wall of the community they administrate as well as on other communities get a CAPTCHA response, a challenging message from the system every time they create a post. Moreover, their profiles can be even blocked. It is also difficult to acquire followers. Vkontakte provides administrators with insight analytics to the public page. Statistics is available straight from the beginning and no exact number of followers is required as it is on Facebook. Statistics insights record information about the number of unique visitors in the community, their age and location and how many times the content has been seen. It also shows the number of users who jointed or left the community. As it was mentioned before, many Vkontakte users are passive and would like to follow communities by interests. This creates a challenge for small businesses since people do not look for a brand but they look for interests and hobbies. According to Cormack Consultancy (2011), a social media management firm in Eastern Europe, five most popular pages on Vkontakte are related to humour, funny videos and pictures meaning that Russian people like having a good laugh online. Owing to this fact, it is important that the company customises the content for Russian audience and do not host the page in the same manner as on Facebook (Facebook users tend to like text and brands more). There are some good examples of Finnish companies that host a community on Vkontakte. For example, Himos ski resort, Cottages in Vuokatti and 2Finland have acquired quite many followers. Their posts contain interesting facts and information about Finland and also updates on what events are going to happen in the area. They also make posts about offers, especially for the

time when Russian people have holidays. Their publications are extremely visualised with good quality pictures. When visiting these communities, user has many possibilities for engagement i.e. watching videos about the area, watching pictures in galleries, interact with other people in discussion forums and asking questions related to Finland. These communities also organise contests where Russians can win a free holiday in Finland. This creates buzz on Vkontakte because many people share information about community (usually promotion of community is the goal of the campaign), so other people are joining the community.

Some famous celebrities have established their presence on Vkontakte as well. Shakira and Enrique Iglesias appeared on the website in the year 2012. An unlimited amount of public pages can be created on Vkontakte so there is a big competition between communities when delivering the message to the target audience. The message can be lost among other posts. It is more problematic if a user has a setting which shows only top news in the newsfeed. In order to make sure that the message is visible in the newsfeed, it is important to get a user to share a post with his friends. Only in that case the post will appear in the newsfeed. Vkontakte is a social network which adopts many features first implemented by Facebook. In many cases those features are not great, complicated to use and take long time to get used to; however, it is always improving.

2.6.3 Vkontakte Usability

Vkontakte is used mostly in Russia and one third of its users come from Ukraine, Kazakhstan, Moldova, Belarus and Eastern Europe countries. Most users are young people. The main reason internet users stay loyal to Vkontakte is that it provides an opportunity to stay in touch with friends, share pictures, follow communities by interests (for those who travel, study languages, like cooking, watch movies), listen to music and watch full-length movies for free. More than that, Vkontakte was the first Russian language social network. The nature of Russian audience creates applications for businesses. Vkontakte has its own search engine where users can search for people, communities, news, podcasts and videos. Those Russians who have an idea what they would like to know about are searching with general keywords, therefore, if small Finnish company is trying to be found with its name i.e. Waltikka, user will not find it. That is why some companies are naming their communities like “Know everything about Finland”, so that community is more searchable. Russian internet is in Russian language, so Vkontakte users are expecting posts to be in their native language. Thus, community should be hosted by a person who has excellent Russian language skills.

Having a Russian person or better a group of Russians as administrators promoting the community is one benefit for a foreign company. Most probably, Russian person has a long established profile on Vkontakte and has friends with help of whom it is possible to start getting followers. Inviting own friends into a community is a first step in community promotion. When creating a community, it is important to be focused and know target audience. This will help to know in which communities target audi-

ence exist and where it is relevant to advertise a community. Moreover, it will help to decide on the content. In addition, knowing the target will help in finding random people who might be interested in the community. Administrators can send personal invitations to people who might be interested in the community but the amount of messages to strangers is limited up to 40 a day. That is why if company wants to have a fast promotion campaign, it should have a group of Russian people who know how Vkontakte works and are able to create interesting and good quality content for Russian audience.

These are basically all fair ways to promote communities on Vkontakte, however, there are some extra. Usually users are reluctant about joining the community which is new and has few followers. Some sites are offering a programme for a fee that boosts the amount of followers up to thousands creating a sense of popularity. So, real users would like to follow the community because they think that there are many other people following. More than this, it also increases the number of shares and likes for posts, so that community looks interactive. All this is made by robots that are flooding the community; therefore, it is fake and not sustainable for companies that would like to have a good quality promotion and audience. Sooner or later Vkontakte will find out hyperactivity on the page and ban a community. It is better to stay away from this kind of programmes because you never know whether it is going to affect community search position on Vkontakte in a negative way.

There are some tips to remember about social media marketing in Russia (Tourism and Experience Management Cluster OSKE, 2012).

Not to do:

- make spamming forum discussions
- use boring official language
- use bad quality images
- make infrequent updates (once a month)
- communicate in Finnish or English languages to Russian audience
- Answer questions a week later

To do:

- use a lot of beautiful and good quality pictures
- write posts in Russian to Russian people
- check Russian text with a Russian native speaker before posting it
- check what people are writing about your service on Yandex blog
- put Facebook and Vkontakte widgets on the webpage
- answer any messages promptly
- translate everything on website into Russian
- use videos
- put social media address to all print material (bills, brochures, guides, etc.).

2.7 Email

Email or electronic mail marketing brings many benefits to companies as they can use it for establishing relationships with customers both prospects and current. Email has lower cost of fulfilment compared to direct marketing and at the same time encourages an immediate action. It is relatively easy for customer to click through and go to company's website where an offer can be redeemed. Email marketing can become an integral part of the overall marketing plan. Email can be used for offerings and promotions communications, newsletters, thank you letter, etc. According to Bird (2007), email marketing is a modern direct marketing. Over the years marketers have proved direct marketing to be one of the most effective ways of marketing. The design of the email campaign starts from designing the list and customer segmentation, with a purpose to ensure that the offer is communicated to the right person. It is a reality that email campaign will fail no matter how good offer or creative is as long as it is sent to the wrong recipient; however, even poorly designed email campaign can succeed if it is sent to the correctly segmented consumer. The letter should include an incentive that will make recipient to react immediately in order to acquire the benefit. Moreover, there should be a time frame so that customer would understand how much time he has to respond. However, the incentive and offer should be good enough to make the recipient to respond at the time he opens an email; otherwise, it is forgotten. All companies should comply with the laws protecting information of individuals and follow law requirements not only at home country, but also abroad.

In order to ensure the success of email campaign, it is important to design it properly. Authors of the eMarketing Excellence (2013) suggest following 'CRITICAL' abbreviation to ensure that email message is good enough to make customer to take an action immediately. Creative means designing email with appropriate and interesting design of the layout by using colours and images. An email coming to in-box folder needs to be relevant, otherwise it is sent to the trash folder. The email should contain an incentive that will make customer to react. Every time the email is opened a customer is going to look for a value. What is it for me if I click a link in this email? The email campaign should be targeted and timed relevantly. The email should be at the right place at the right time. Timing means the time of the day, day of the week, point of the month and time of the year the email is received. Each email campaign should have lists of segmented customers. The email message should be integrated and support other marketing communications. The copy refers to the creative itself. The message should be clearly structured and allow to scan the offer and get an idea of what it is about easily, what recipient needs to do to avail of the offer, style of the communication, location of the links that customer needs to click and time when offer is valid to trigger customer to act immediately. Attributes include the message characteristics such as the subject line, from and to addresses, date/time of receipt and format (HTML or text). It is important to offer both format options in order to let customer to choose. Landing page is one of the most important parts of the email. This means that all links included in the message are connected to

the pages to where customer needs to come in order to convert. It is important to make sure that all parts of the email to where customer might click are linked to the landing page in order to make it easier for the recipient.

Successfully designed email attracts attention of the recipient straight from the subject line and the overall copy of the message. It is brief and relevant. It is personalized. It provides pop-out or unsubscribe option. The link in the message brings a customer to the page where he can find more detailed information. The email is calling for an action and explains what needs to be done throughout the message. The email has been tested and is created within the legal and ethical requirements of the country (Chaffey & Smith, 2013).

Each company should be aware of the rules of marketing online. It is required not only to comply with legal requirements of a country in where a company is located geographically, but also of a country to where it is sending emails or any promotional messages. Each country has legal requirements on how customer contact information is collected and in which cases it can be used for marketing purposes. For example, in Finland a company has a legal right to send direct emails to customers when their contact details are collected through a transaction whether by email, phone call, phone message, voice message or a picture. Moreover, subsequent marketing of other products or services should be in relation to previously purchased products. Every message should include an option to opt-out at any time with no charges. If company decides to keep customer personal information it should report about its intent. A person whose information is recorded in company's register has a legal right to elaborate what information a company has recorded and it is obligated to disclose it upon a request (Tietosuoja Suoramarkkinoinnissa, 2011). Finnish data protection office advises companies to check on direct marketing legal requirements also in foreign countries. According to the Federal Law "About Advertising" in Russia (179/2006) paragraph 18, subsection 1, companies are obligated to acquire customer's consent before sending any marketing material. It also should have a proof of that consent; otherwise, company is breaching the law. In case customer contacts a company and reports illegal marketing communications, company should immediately stop exposing a customer to advertising.

In most cases a customer has to opt-in before he receives an email offer. Otherwise, the email is SPAM and illegal. It is important to update email lists regularly and remove people who opted-out.

Before sending an email, it is essential to have a good list. Companies should gather past customers contact details at every possibility as well as consider options for acquisition of new contacts through cold email (email to person whom you do not know and who does not you), co-branded email (an email is combination with another brand), and placements in third-party emails (newsletters). These options can vary depending on the country's law (Chaffey & Smith, 2013).

There are many email services that supply companies with a possibility to design and build own email campaign. One of these services is MailChimp. It allows creating email campaigns and tracking them. This service is currently used by around 4 million users regardless the size of a company. For a company that is willing to try email marketing, MailChimp can be a suitable option because it is free for campaigns up to 2 000 subscribers (MailChimp, n.d.).

2.8 Mobile Marketing

One important feature of a website is its mobile adoptability. Today many customers will search for information on their mobile device, therefore, it is important that they are able to access a website and have experience similar to if they do it on their personal computer. In the future, the usage of mobile devices – smartphones and tablets will increase; hence, companies should take this into consideration when designing a website. However, mobile device is still going to be primarily used for its original functions - calling and receiving messages. Mobile marketing can be performed by sending SMS messages with promotions or sending Bluetooth messages to customers (in this case company does not need to acquire customer's phone number). Bluetooth is a good marketing channel for products that can be consumed or bought impulsively when customer does not plan to buy but buys because of a good offer. This can be the case for restaurants, beauty salons or products (as a special coupon, discount or offer). It is harder for a hotel to conduct this kind of marketing since customers plan their stay at the hotel beforehand. Moreover, one disadvantage of mobile marketing through Bluetooth is that a customer needs to be close to a business location. However, mobile marketing can be a good way to add value for a customer when reminding about his stay, providing information when check-in can be done, reminding dinner time and so on. This is done by SMS messages. One benefit of SMS is that phone owner is likely to open a message as many people are predisposed to checking the message as they hear the beep. Nonetheless, due to the data protection laws, companies are allowed to send SMS only if a customer has opted-in and supplied the phone number.

The expansion of smartphones helped companies to create innovative ways of marketing communications with a help of QR codes (quick response codes). QR codes allow smartphone users to access webpages quickly via QR reader application. QR codes can redirect users to pages with special offers or to where they can find more information about services and products. QR codes can be placed on the marketing materials. There are many sites where companies can generate a QR code for their landing page for free.

The adoption of smartphones in Russia was really slow compared to other countries in European Union. Two years ago only one per cent of total population has owned a smartphone. However, usage of smartphones has grown dramatically (Oshkalo, 2013). By the end of 2012, 36 million Russians have been using online Internet. J'son & Partners consulting (2013) reported that in Q2 of 2013 there were 3.6 million smartphones sold in

Russia, accounting for 55 per cent for all phone sales. Recent research conducted by Google and TNS has examined smartphones usage in 45 countries including Russia. This time 36 per cent of respondents confirmed that they use a smartphone. On average a Russian is using 2.1 devices that is considerably less than in EU countries. A half of smartphone owners use mobile Internet for a daily search. People are surfing on mobile Internet everywhere at work, store or on their way (J'son & Partners Consulting, 2013). Nowadays, it is not important on which device a user is surfing the Internet, but when and where. Google, for example, allows a company to adjust online ads for PC or mobile devices depending on time of a day (multiscreen advertisements).

2.9 Online Advertising

Online advertising is the marketing messages displayed in advertising purposes in form of banners, pay-per-impression ads, pay-per-click ads (ppc) and pop-ups on Internet. Online advertising does not only include advertising on search engines which can be done with a use of text ads and display ads, but also with e-newsletters, e-magazines, e-newspapers and so on. With the development of Internet technology, online advertising allows customizing promotional messages based on search history and online behaviour of a user. This makes online advertising one of the most effective channels as it is highly relevant. Major search engines provide companies with user friendly interfaces making it easy to build and control own advertising campaigns, for example, Google Adwords or Yandex Direct. Yandex remains the most visited website in Russia, so companies that target Russian audience should consider doing online advertising on Yandex, thus, using Yandex Direct.

The most effective way to increase visitor traffic to a website and make sure that user will notice the offer is pay-per-click (ppc) search engine advertising. It is important to understand the idea behind ppc advertising. As it was explained previously in the thesis, whenever a user enters a search keyword into a search string on the search engine, he gets the organic list of the search results in correspondence with his query. It is possible for the website to be on the top of the organic search results list only if it is well-optimised and optimised better than its competitor sites. Webmasters are striving to create well-optimised websites since it is free and users tend to choose results from the organic listings rather than from paid search listings since it is more trustworthy. However, reaching the top of the organic search lists with SEO only is quite difficult task, especially for the industries where competition is high. That is why companies decide to utilise ppc ads because it helps to create awareness and a company is charged only for performance (only if a user is clicking an ad).

Most online advertising on the web is obeying similar rules; however, Yandex Direct is slightly different. For instance, Yandex does not utilise pay-per-impression ads but only pay-per-click advertising. Online advertising on Yandex or context advertising how it is also named is divided into two types. Search advertising is text ads that appear in Yandex search

results list. Theme advertising is shown on Yandex partner sites whether it is of the internet user interest. There are different categories of ppc ads in Yandex and price varies depending on the place where ad is placed. The figure below shows ad locations on Yandex. On October 14, 2013 Yandex published Rules of Advertising where different ad locations were explained. Each Yandex search results list includes “Special Placement Ads” which appear at the top of the search results list and are the most expensive ads (possibility up to four ads). “First Place” and “Guaranteed Shows” appear whether at the bottom of the search results list or on the right side (possibility for up to four static ads). At the bottom of the second search results list “Dynamic ads” are placed by Yandex according to the best value calculated with a formula (click-through-rate times price per click). When choosing which ad is to be placed, Yandex is taking into consideration the following: click-through-rate, quality of an ad and advertiser’s click bid (cost of the click). Minimum price for a click is 30 kopeck or 0.01 conventional units. Minimum budget for Yandex Direct campaign is 300 roubles or 30 conventional units (Yandex, 2013).



Figure 4 Ads placements on Yandex

The major benefit of online advertising on Yandex is the effectiveness. Indeed, online ads do not require a customer to get distracted from his business in order to see an ad, but online ad becomes a part of his searching process. In this case, seeing an ad becomes a normal way of reaching the goal. Yandex audience is as big as the audience of Russian major TV channels including 1TV, Rossiya, NTV and STS. Apart from that, by us-

ing online ads on Yandex, companies pay only for the result at the same time reaching the biggest Russian audience on Internet. Time and geographic information is adjusted to the area where business is located. As a result of the built ad campaign, a company also acquires a virtual business card which is placed in the search results list. Yandex provides a company with a budget control, daily statistics on how keywords are being effective, professional technical support, and personal manager in case a company would like to outsource an online advertisement campaign creation.

Yandex ads are shown on web search results, Yandex company directory and Yandex Maps. Yandex also has partner sites including mail.ru – major email service in Russia, livejournal – a famous blog hosting site in Russia, irr.ru and avito.ru – free announcement site in Russia. This allows companies to increase their audience reach in case advertising on Yandex is not enough. In order to create a good online ad, Yandex recommends to write correct title for an ad, include keywords into an ad text, choose correct keywords, create separate ad for slightly different groups of keywords, state regions where ads are needed and do not include brand name into an ad unless it is a famous brand (n.d.).

2.10 Measurement of Digital Marketing with Web Analytic Tools

Using web analytics has become a critical requirement for companies that are having a website and are striving to succeed in business. By using web analytics, companies are able to measure the effectiveness of a website that serves the most valuable assets of the company - customers. In addition, web analytics enables companies to identify the setbacks related to a website performance and take faster and informed measures to fix the problem. Web analytics allows companies to understand needs of the customers better and modify a website in a way that brings higher value for customers and enhances their experience online. Good experience with company's website contributes to positive perception of the company by customers. Enhanced brand image, customer experience, higher customer satisfaction, lower costs and increased sales are the benefits that can be yielded from using web analytics. The industry of web analytics has grown significantly and noted an increase in number of companies that supply web analytics tools and solutions for different types of websites.

Google Analytics (GA) are one of the many web analytics tools that is used by over 10 million websites and the number of users is increasing since more companies discover the benefits of web analytics (McGlee, 2012). Owing to the fact that GA is a free tool, it is more affordable for companies which helped GA to acquire market share similarly to Google Search in web analytics industry. GA provides standard reporting on key metrics that are worth measuring such as number of visits, pageviews, average time on website, bounce rate, conversions, average order value, etc. Reports can be viewed by different dimensions such as visitor type, country, device, source, etc. Various filters and advanced segments can be applied to reports in order to provide with in-depth customized information. GA enables a user to build dashboards so that user with no technical skills is able to obtain knowledge at a glance. In addition, in-page analytics pro-

vides with an ability to see parts of a website which have highest usability for a user and parts which need modification as they do not bring much value. In order to yield a full benefit from GA, a company should have business objectives and goals via which it is going to achieve the objectives. Company should specify key performance indicators (KPI) for each goal and metrics that are going to measure KPIs, so that it is easier to monitor whether business objective is being reached.

Web analytics industry has noted a number of companies that provide off-site web measurement tools. Off-site and on-site measurement tools use different methodology which leads to differences in the reported data. According to Clifton (2012), off-site web analytics tool measure potential site audience, whereas, on-site web analytics tools measure visitor traffic arriving to a website. Third party research companies contribute substantially to the off-site web analytics.

Alexa is one of the most popular off-site analytics tools owned by Amazon that provides supplementary information which is used for competitor research in the industry. The information on traffic supplied by Alexa derives from historical data aggregated by Alexa Toolbar users and other diverse traffic sources (Alexa, n.d.). Analysis on website traffic and visitor statistics can be found in Alexa search. Alexa supplies traffic statistics that can be viewed by various metrics i.e. traffic rank, percentage of reach, percentage of pageviews, pageviews per user, bounce rate, time on site and percentage of visitors who come from the search engine which are quite similar to those reported by on-site analytics such as GA (KissMetrics, n.d.). Alexa displays a traffic rank for the current day, 7 days, month and three months and also a percentage in traffic change for that period, thus gives an insight how the website is performing in comparison to previous period and other sites on the web. Data can be graphically visualized. Website traffic rank can be compared to four other sites and enables companies analysing the difference in traffic to their competitor sites. Websites with top traffic can be searched accordingly to the product, industry, and country providing an overall picture of the web for the companies. Users can register in Alexa and install an Alexa Toolbar which will allow seeing more information. Alexa also reports on ranking of the website in question globally as well as regionally and lists top countries where a particular website has higher ranking. It also calculates the average load time for a website and top keywords as well as opportunity keywords with which it can be found. In audience section a specific demographic data is reported such as age, gender, education, browsing location and children. It also lists top countries from where visitors are coming and displays them on the map. Clicksteam shows where people were before they came to a website and to where they went after visiting it. A website can be also ranked by visitors and be given comments. Based on the reviews, a website is given a reputation rank out of five golden stars. Apart from the insights provided for a particular website, Alexa gives a list of the websites that are top globally, by country and category.

Google Trends allow companies to explore the search traffic for a particular word or combination of words. Results on search traffic can be filtered by country and can be set for a specific period of time. Google Trends also

allows comparing the search traffic for different sets of words that may have similar meaning. That gives an insight for the marketer on what sets of words have more search traffic and therefore enables them to set better keyword for the website. Google Trends display sites that are top for the search traffic and also sites that are rising in search traffic which can be viewed by a specific region or a time range. The search of the trends can be limited to a web search, image search, product search, news search or YouTube search. Trends search can be also done for a particular industry. All trends searches are visualized in graphs which provide an insight on how trends are changing over time. Industry players can avail of these tools by regularly checking what is happening on the web. It makes easier to optimize digital marketing communications when knowing what internet users are searching for, what is popular at the moment for a particular industry and what possible trends in the future are (check the rising trends).

Marketing Grader is a free tool which is hosted by HubSpot and useful to utilize. Marketing Grader provides an in-depth report on a particular domain name and grades it in terms of content and site quality. When grading the website, marketing grader is taking into consideration the site rank, links linking to the website, blogs, social media, Twitter activity, web analytics utilization, etc. Marketing Grader gives recommendations which may help to improve a website and make it to score higher in Google search and increase traffic to the website.

To sum up, there are plenty of third-party companies that are providing useful information for website owners often for free. Website such as Alexa allows comparing the traffic to different websites including competitors and seeing the audience demographics. There are websites that give an insight on the trends in the industry such as Google Trends and help companies to optimize their content and marketing communications; therefore, get more traffic to the website. Websites such as HubSpot provide with tools that grade the website in terms of SEO and gives recommendations on how site can be improved. By utilizing these tools, marketers can stay up-to-date in terms of how the competitors are performing and also make better strategic marketing decisions.

3 CURRENT SITUATION AT WALTIKKA

The current situation analysis is done through assessment of Waltikka's digital marketing communications. In order to understand the core idea behind all online communications of Waltikka, an interview with Pertti Schönberg, Waltikka's marketing manager, is conducted. The purpose of the interviews with Russian tourists is to find out the importance of the Internet for them when searching for information before the trip, their technical literacy, hotel booking behaviour and willingness to use internet technologies. In addition, the interviews were aimed at getting information about what attracts Russian tourists in Valkeakoski and at Waltikka and what can be improved.

3.1 Customer Analysis

Hotel Waltikka has two major types of customers: individual customers and organised groups. Individual customers are travellers who travel to Finland for leisure, business or cultural purposes. According to Statistics Finland, in November 2012 there were 95,086 nights spent in hotels of Pirkanmaa region, out of which 81,532 nights were spent by Finnish residents (Statistics Finland, 2012). Pirkanmaa region is the second most popular travel destination for the trips with paid accommodation for domestic leisure travellers (Statistics Finland, 2012). In view of those facts, it is logical to state that Finnish individual travellers are an important customer segment for Waltikka hotel. Finnish people are practical and expect high quality core service from the hotel including comfort, practicability, good breakfast, sauna facility and Internet connection. Many Finnish travellers purchase an event package and stay in Waltikka hotel as a part of an event offering. Waltikka is preferred place for overnight stay for traveller with an own car because it is conveniently located and has a free parking place.

As it was mentioned before, Finland is one of the most popular travelling destinations for Russian tourists. With a visa exemption more Russian tourists are likely to visit Finland in the future (TAK, 2013). Most reservations made by Russian individual tourists come through Booking.com. Those Russians mainly come from St. Petersburg because it is not far from Finland and has good connection by road and train. The fact that the reservation is done via Internet demonstrates that those customers are technology literate and organise travel arrangements on their own, therefore, they can be associated with explorer tourist type profile. The reasons for staying in Waltikka are short distance to Tampere which is the main destination for the trip, free parking, quiet overnight stay, breakfast, scenic area and availability of shopping facilities. According to the Finnish border research conducted by TAK Research and Analysis Centre (2012), 49 per cent of respondents, Russian travellers, search for the information before travelling. Hotels and shopping locations as well as services available in the hotels are the most searched information by Russian travellers. Hotel websites and social media pages are examined by Russians for the purpose of travelling. 60 per cent of respondents have an account on Vkontakte, and 20 per cent are on Facebook. Eila Potapova, a student of Saimaa University of Applied Sciences, has conducted a research regarding the Russian consumer behaviour in Finland and described a typical Russian traveller as a couple without children who hold a managerial position or are directors of a company. Those Russians who travel to Finland are usually between 30 and 44 years old. Russian travellers are usually from the middle class and like value (Potapova 2012).

Organised groups from another important segment of Waltikka's customers can be divided into two sub segments: sport teams and leisure tours. Waltikka's location and nearby facilities determine the willingness of sport teams to come and attend an annual gathering which is usually up to three weeks long. Waltikka hotel was able to serve this customer segment by cooperating with a travel agency Artoriiks Oy based in Helsinki which redirected professional teams coming from Russia to Waltikka's facilities in the past; although this cooperation is no longer existent. Usually all-

inclusive service is required for sport teams meaning three meals per day, laundry services and sauna as well as meeting facilities and entertainment programme.

Leisure groups come through tourist agencies located in St. Petersburg that have a contract with Waltikka in place and they can be associated with sightseer tourist type profile. Online presence of Waltikka hotel is more likely to be a concern for individual travellers only as they search information on Internet as part of buying process. The importance of the Internet as a medium for the information search is going to increase in Russia as more people are becoming technology literate and prefer booking their trip by themselves. So, Waltikka has to ensure that its website is able to supply sufficient information for Russian travellers – explorers, in respond to their needs.

3.2 Waltikka and Digital Marketing

As a part of the research, it was decided to conduct an interview with Pertti Schönberg who holds a position of marketing manager at Waltikka. This would allow understanding Waltikka's opinion about marketing, what the goals, actions and results of the marketing campaigns are. The questions were addressed in an open form during face to face interview in order to get a broad understanding of the current situation at Waltikka. Internet is an important marketing channel for Waltikka and an assistive device. It is used for direct marketing and as a complement tool for marketing offline. Apart from Internet, Waltikka is using traditional marketing channels. It is looking for cooperation with companies in St. Petersburg (travel agencies) and attending international tourism fairs. Waltikka is aiming to attract businesses to work with them. The main purposes of the website are to make customers aware of the services offered, acquire new customers and sell services. According to marketing manager, Waltikka's website is helping customer by providing information about hotel, its services and events, and is dedicated to all customers (Pertti Schönberg, 16.09.2013).

In order to succeed in marketing and in answering customer's questions with a help of the website, marketers and web designers should know to which customer questions they need to answer. Thereafter, they need to provide answers on the website. Mr Schönberg did not succeed in naming possible questions of Waltikka's customers. Waltikka is trying to convert customers by marketing accommodation for a lower price. Mr Schönberg believes that Russian individual customers come to Waltikka because of the hotel itself, not because of Valkeakoski town. That was one of the reasons why they decided not to promote Valkeakoski town so much on Waltikka's website. In order to make customer return, Waltikka is striving to provide good service which is compatible to competition in Tampere.

Waltikka's website has been created four years ago by Roihu Creative Oy located in Tampere. Currently the website is being renovated by another local company in Valkeakoski. Pages are updated every week or more often if it is necessary. The reason why Russian people cannot access Rus-

sian translation of the site from Waltikka's home page is that it was put down due to the mistakes in translation. The website effectiveness is not measured. Waltikka did not run any marketing campaigns targeted on Russian individual travellers. Mr Schönberg noted that Waltikka is trying to acquire business via Russian travel agencies that organise i.e. New Year trip to Finland with a stay at Waltikka. There is no individual customer database. Waltikka is communicating its offer by contacting other companies in tourism industry by email or personal meetings.

Mr Schönberg described a Russian customer staying at Waltikka as the following: 50 years old, comes with a group of other Russian people not with a family, or if individual comes with children, and likes value in Waltikka's offer.

3.3 Digital Marketing and Russian Potential Customers

There were phone interviews conducted with three men over 40s who are entrepreneurs and travel to Finland more than once a year. They live in St. Petersburg and travel to Finland for short trips (to "open" visa) and longer trips for 3-4 days long. All of them travelled to Eastern Finland and Helsinki none to Tampere or to its neighbourhood. Prior to travelling they search for information online. They have an account on Vkontakte but do not use it. One of them does not organise trip and all planning is done by his wife who utilises Yandex or Rambler (another search engine in Russia) for information search because Google is not a "friend" of their family. He travels with his family by train. He stopped going to Finland by car due to an unpredictable situation at the border control. He travels for a vacation and shopping and would like to know what is happening in Finland. Interesting events can be one reason to travel to Finland. He travels to Finland usually during the holidays and is very suspicious if service is done in Russian. Before he used to be glad when he heard Russian but now he is trying to escape from his countrymen. He stops at the same hotel in Helsinki year after year because he is satisfied with his choice. He does not see possible visa exemption between EU and Russia affecting his travelling to Finland nor other EU countries.

Another respondent has travelled to many cities in Finland rather than just to Helsinki and Eastern Finland. He has been to Turku, Jyväskylä, Oulu and Lapland. He plans his future trip to Rovaniemi. He usually avoids time when all other Russians are crossing the border and is travelling when he has free time. His transport is car or motorcycle. He uses Google in order to search for information because it allows translating webpages into Russian. Communication in English for him is not a problem; however, he believes that it is possible to know considerably more when served in Russian language. As the first respondent, he does not believe traveling to Finland more or less even if there is no visa required for Russians. He does not look for a hotel beforehand but picks the nearest one during the trip.

Next respondent travelled intensively in Finland but never visited Tampere. He travels by car with his family and never comes to Finland during

holidays in Russia. He likes nature, so usually when he is in Finland on vacation he rents a cottage. He did not remember himself looking for information on Internet before coming to Finland. Basically, what he is interested in Finland is nature, so he does not need to look for information. He books same cottage every year and if he needs to know other information he asks for a recommendation from his friends. If he needs to stay overnight at Finnish hotel he spontaneously looks up for an available one through GPS during the trip.

3.4 Waltikka's Previous Customers and Their Needs

One objective of the thesis is to find out how previous customers of Waltikka came up with visiting at Valkeakoski. It was decided to contact customers who stayed at Waltikka during summer and partially autumn 2013, so that they still remember something from their trip. There are 19 customers altogether that were coming from other cities in Russia rather than just from St. Petersburg. In addition to tourists from St. Petersburg, there were customers from Gatchina, Svetogorsk, Minsk, Petrozavodsk and Vologda. Two came from Moscow. Most of them stayed only a night at Waltikka, except customers from Moscow who stayed at least 3 nights. Interviews were done by phone and email. It was decided to prioritise phone calls and call to customers who stayed at Waltikka more than a night and the rest were sent an email with same questions. Before calling, the comments left by customers on Booking.com were observed. All customers were satisfied with the hotel and its location. The biggest benefit of Waltikka is near location by walking paths, nature and silence. On Russian customer opinion, Valkeakoski is a nice small town that can be a good place to stay on the way to Pirkkala airport or just relax. Some negative issues mentioned concerned poor breakfast (not so many choices), high price of the restaurant during the evening, narrow choice of soft drinks in the restaurant, unstable Internet connection and chilly air in the room.

There were nine responds. During the phone conversations it became clear that customers have much in common. Respondents travel to Finland often and go further from the Eastern border of Finland. There are two types of individual customers: one group who travel just for a holiday and another group who have a purpose to come to Valkeakoski.

From all respondents, four persons decided to stay in Valkeakoski as a part of their trip around Finland. One reason to stay in Valkeakoski was the interest about the area and location near by Tampere. All respondents noted that they used Internet for planning their trip to Finland. They searched for information in Russian on both Yandex and Google, but spent more time on Yandex. All respondents were satisfied with the hotel and Valkeakoski town. They liked nature, lake and walking paths. One respondent spoke negatively about food at Waltikka, but she noted that narrow food choice is a common problem in many Finnish hotels. All respondents have an account on Vkontakte but they do not use it or use it for other purposes than traveling to Finland. One person mentioned that they did not have anything in their memory about Valkeakoski than nature because there was no information in Russian language available. One of

them stayed at Waltikka for the first time three years ago in order to celebrate his birthday. In total, he stayed at Waltikka for two times and he was really satisfied with the hotel. He stated that the price of his stay was not the cheapest, but he was ready to pay because higher price might be the reason why the hotel is so quite. He used Yandex for searching information in Russian and is using Vkontakte. He is planning his trip to Finland for a New Year holiday.

There are customers who have a goal to come to Valkeakoski. One respondent have been staying at Waltikka for forth time because she visits Valkeakoski as a part of her work trip to Finland. She did not see the town but she likes the hotel. She prefers looking up information in English on Google or Yandex and would like to have service at the hotel in English. A year she makes up to 15 trips to Finland.

Other two customers of Waltikka stayed at the hotel because they have their children studying at HAMK. This was not the first stay at Waltikka and probably they choose this hotel again. Both customers liked Valkeakoski and hotel very much and are going to recommend it to their friends and relatives. The best is the service at the hotel, nature, wild animals (squirrels) and possibilities for fishing. They look for information by using Yandex more than Google since they do not have good English language skills. Usually they travel with their children and do not mind service in English; however, alone it might be quite difficult. One respondent reacted very negatively about service in Russian language because he does not like his countrymen abroad.

Other two customers decided to stay at Waltikka because it was a convenient stop-over before flying to other EU countries from Pirkkala airport. They both travel to Finland around three times a year and did not spend long holiday in Finland. This is because they continuing traveling to other countries from Finland. They liked the hotel and the price for their stay was a good value, on their opinion. One of them has heard about Waltikka from Russian groups that stayed at the hotel before. They both use Yandex more when searching for information about Finland and have profile on Vkontakte. They both prefer service in Russian.

3.5 Waltikka's Website

Website pays an important role for the company because it is where the first interaction with a digital customer happens; therefore, it is highly important that the website can provide with information customer is looking for and transfer marketing message to the customer. In order to evaluate how well website is organised, it is important to discuss each section to where customer will look at.

Table 3 Waltikka’s Website Pages in Russian

Website section	Content
Home Page	This page contains a photograph of Waltikka, a brief description of the location and facilities, a link to reservation form, Facebook icon and contact information.
Rooms	This section contains rooms’ photographs and a short description of the rooms available at Waltikka.
Conference Facilities	On this page there is a description of the conference facilities offered in Waltikka with pictures. The page is linked to reservation form. Information is partially in English.
Activities	This page lists activity opportunities in Waltikka including tennis, volleyball, fishing, sauna and walking. On the page a picture of the front facade is placed. This page of the website is linking to Ainoklinikat Oy that is Waltikka’s partner. Information is partially in English.
Restaurant	This page contains a description of two restaurants (Walentina and Scretto) and pictures of them. Visitor can download a menu in Russian language by accessing a link from this page.
Shopping	This whole separate page is regarded to Ideapark shopping centre.
Sport	This page is dedicated to sport teams that are considering an annual practice at Waltikka. The content of the page is textual and promotes Valkeakoski as a popular place for professional sport teams. The photo gallery can be viewed from the page where pictures of all possible sport facilities in Valkeakoski are displayed.
Contacts	This page includes address of Waltikka, telephone and fax numbers, emails of the reception desk as well as sales office. This page also refers to reservation form and to the map of Valkeakoski city centre.
Feedback	This page contains feedback form which can be filled by a customer and submitted to hotel directory.
Reservation form	On this page a visitor can make a reservation of the room or a price quotation. Russian language is quite poor here. In the end there is no field where a customer can opt-in.

According to Web Marketing Association’s (2012), the Hotel Puente Romano in Spain has been awarded a web award as the Best Hotel and Lodging Website in 2012. This website sets a benchmark for Waltikka hotel. The website is very interactive for the user. It is designed to reflect the hotels image. Vibrant colours and high quality pictures which alternate over time transmit high service standards. The navigation is user friendly which makes it easy to find a room for an individual taste by going through the description of the rooms. Hotel has a Google map embedded into the website which gives a visitor an idea of where the hotel is located. On-site booking engine enables visitors to compare offers in terms of prices and book accommodation.

It is preferable that Waltikka provides more information on rooms and inserts a map, so that visitors can see where the hotel is situated in Finland. Pictures gallery should be modified and provide more beautiful sceneries

of Valkeakoski are attracting Russians to come to Valkeakoski. It is also beneficial to have pictures with Waltikka's customers on them who are pictured while using the facility. Alternating pictures on the homepage will help to improve the site in terms on interactivity. There could be more information about Valkeakoski town, its neighbourhood, events and attractions, so that Russian tourists are more informed and can plan their vacation better.

3.5.1 Google Analytics Analysis

For the purpose of the research, it was decided to study website statistics for the past year starting from September 1, 2012 up to August 31, 2013. The reason for that was to study audience of Waltikka's website based on the data gathered for visits from Russia only by using a custom segment in Google Analytics (GA). Since monthly traffic to the site from Russia is not numerous, it was decided to look on the traffic over the year in order to get a broader picture of the user activity from Russia.

The total traffic over the chosen period has accounted for 33 733 visits, 861 of them were from Russia. It can be seen that internet users from Russia are not the biggest audience of the site. Total visits from Finland accounted for 31 367 which is 92.98 per cent from all visitors. This is a huge part of all visits to the site, thus, Finnish customers are the target audience of the site. Website content in Finnish language is updated more regularly; therefore, Finnish customers have a reason to visit a page. Website is complemented with Facebook communications where Finnish audience gets recent updates on events at Waltikka and is encouraged to visit Waltikka's website in order to book a package holiday. Most likely that audience from abroad is not going to be interested in events as much as Finnish customers. Customers from abroad are likely to visit the website if they know Waltikka or got the reference link from other sites (search engines, travel blogs, social media, etc.) By comparing all visits made not from Finland, it is possible to identify how big the Russian audience is.

From the figure below it can be seen that Russians are the largest audience from foreign countries. From all foreign visitors they account for 861 visits or 36.39 per cent of all foreign audience and 55.58 per cent from the top five foreign visitor groups. Apart from Russian users top 5 visitor groups in terms of visits to the site include Sweden, Germany and United Kingdom. It can be seen that average pageviews per visit made by Russians has been accounted for 5.3 which is the largest number compared to other foreign visitor groups. Waltikka's website is translated into Finnish and English languages. If a Russian person is looking for a Waltikka with keywords in Russian, search engine might bring him to the Russian version of the site. However, if a person enters the site via homepage (link to the homepage is usually placed on the partners sites), the Russian version of the site is available only in PDF form. Having a PDF file for the reading online is one of the ten top mistakes in web design classified by Jakob Nielsen from Nielsen Norman Group (2011). In his article he discusses reasons why users hate PDFs which include a broken flow of the user activity and caused technical problems. PDF files are originally meant for

printing and it is recommended that information is put on the website, not in PDF file format. Russian language translation should be a priority since it is the biggest foreign visitor group. Interestingly, Russian visitors not only have the most foreign visits to the site, but also view the highest number of pages per visit. This is another reason why Waltikka should have a Russian language site rather than a short PDF brochure. Higher number of pageviews can be caused by interest of Russians to learn more about hotel services, activities and other service related issues. The latter confirms once again - good quality web pages in Russian language should be created.

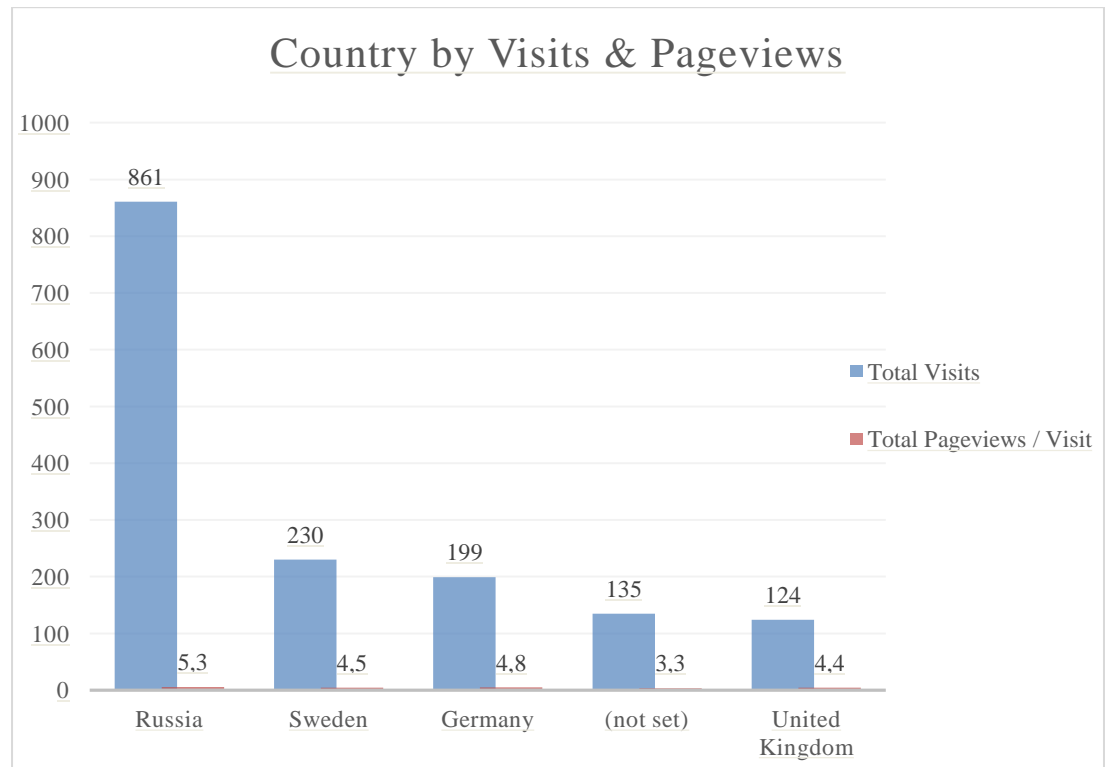


Figure 5 Top Foreign Visitors to Waltikka's Site. Source: Google Analytics.

Since Russian users are the largest group of foreign visitors to the website and are the most interested in the content of the website (the number of pageviews is relatively high), it is relevant to study their activity more closely. For that purpose all data has been acquired by using customs segment that allowed observing data related to the visitors from Russia only.

From the table below it can be seen that biggest share of traffic comes from search engines with Yandex heading the list. With Google comes around 40 per cent of all traffic. No surprise that Yandex is at the top of the list – it is the most visited website in Russia. Moreover, all visitors coming from organic search have relatively low bounce rate meaning that they found a correct page. Referral traffic accounts for 283 visits or 33 per cent.

Table 4 Organic Traffic Waltikka. Source: Google Analytics.

Source	Total Visits	Avg. Bounce Rate
yandex	191	24 %
google	154	26 %
go.mail.ru	15	33 %
rambler	7	14 %
bing	5	20 %
Grand Total	372	23 %

There are several referral sources (Appendix 1) that stand out in terms of number of visits:

- iceskating.ru – Russian website regarded to ice-skating that started off in Saint-Petersburg. Its mission is to inform visitors about everything that is related to ice-skating in Russia and abroad.
- grant-tour.info – travel agency located in Saint-Petersburg (New Year tour in Valkeakoski is one of their offers)
- visittampere.fi – information for Tampere visitors
- e.mail.ru – Russian email service
- valkeakoski.fi – information for Valkeakoski visitors

Two first referrals are likely to be a referral source of traffic related to group customers. Visits from e.mail.ru can be done as a result of email campaign or friends recommendation. Visittampere.fi or valkeakoski.fi can be a source for traffic made by individual travellers because websites' mission is to provide information to private not organised tourists. Four visits came via link on Vkontakte or vk.com. As it can be seen from the referral sources list, not many visitors come through social media. There were no visitors from Facebook since this social media tool is targeted at Finnish customers only. It might be useful for Waltikka also analyse referral traffic for Finnish customers in order to see how well their Facebook communications are performing. The bounce rate for vk.com referral source accounted for 75 per cent meaning that 3 out of 4 visitors left site straight away because it was irrelevant for them. Another reason for high bounce rate can be a broken link. The rest of the traffic (206 visits) is direct traffic meaning that users came to the site by entering Waltikka's website address directly into the address bar.

Table 5 Waltikka's customers Operating System usage. Source: Google Analytics.

Operating System	Visits	Pages / Visit	Avg Visit Duration	% New Visits	Bounce Rate
Windows	722	5,53	0:03:32	73,82 %	24,93 %
iOS	80	4,28	0:02:27	61,25 %	38,75 %
Macintosh	32	3,63	0:02:45	65,63 %	34,38 %
Android	23	3,87	0:03:18	56,52 %	26,09 %

Linux	3	3,00	0:01:14	66,67 %	0,00 %
Windows	1	3,00	0:01:28	100 %	0,00 %
Phone					

Most visitors used personal computer with Windows operating system. Around 12 per cent or 104 visits we made with a mobile device or a tablet. Mobile compatibility is important due to increasing usage of mobile devices by consumers. Those who come with a Windows operating system stay longer on the site, therefore, view more pages, have less bounce rate and bigger percentage of new visits.

From Appendix 2, the regions of Russia from where Russian customers were accessing Waltikka’s website can be seen. There are three regions from where Russians come the most: Saint-Petersburg, Moscow and Sverdlovsk Oblast. By being online, Waltikka can reach all audience not only in Russia but in other countries; however, it is wise to take into consideration the fact that Russians from these three regions are potentially more interested in Waltikka’s offer. Thus, they should be targeted in Waltikka’s promotion campaigns first. In addition, Waltikka should also consider Russian customers living in Leningrad area and Moscow area. Their visits were not as numerous as from the first three regions, but due to the location they can be also interested in offers. Interestingly enough, there were only 4 visits from Republic of Karelia and Murmansk area. Their geographic location is favourable for travelling to Finland. Central Finland is quite far, therefore, they decide not to travel there but only to the areas that are close to them.

From all visits, it is possible to calculate average monthly traffic to the website from Russia. Average number of monthly visits accounted for 71.75 visits. In Table 7 below, months during which traffic was higher than average are listed.

Table 6 Monthly traffic by total visits to Waltikka’s website. Source: Google Analytics

Month	Total of Visits
jun2013	102
feb2013	94
jul2013	92
march2013	84
may2013	81
jan2013	74
Grand Total	527

It can be seen that in 2013 the traffic to the website was higher compared to the last year. This is the time when Russians have holidays and time to travel; however, they are likely to search for a destination beforehand. It is relevant to look at the traffic weekly in order to recognise during which time traffic to the site increases. According to the work calendar for the last year (Pridannikova, 2013), Russian citizens had the following holidays that they could use for travelling:

- 3-5 November 2012 Day of National Unity (weeks 44 and 45)
- 30 December-8 January 2013 – New Year and Christmas holiday (weeks 52, 1 and 2)
- 8-10 March 2013 – Women’s Day (week 10)
- 1-5 May 2013 – Labour Day (week18)
- 9-12 May – Victory Day (week 19)

Appendix 3 shows the traffic to the website weekly. The biggest traffic happened during week 28 which is between 8 and 14 of July 2013. The reason of that can be holidays that some Russians have or increased traffic due to the organising matters for Russian sport teams. During weeks 7, 13, 23, 24 and 38, Russian people do not have holidays either these dates are close to holidays. Increased traffic might be created by travel agencies or other companies that cooperate with Waltikka or exceptionally by independent individual travellers. However, it is not the case since most referrals come from the websites aimed at companies. Week 44 is the week in the end of which Russians had the National day of Unity and during this week they might visit Waltikka’s site for the booking or more information.

For the next year (2014) Russians are going to have long holidays during the following dates (Zvonova, 2013):

- 1-8 January 2014 – New Year and Christmas holiday
- 22-23 February 2014 – Defender of the Fatherland Day
- 8-10 March 2014 – Women’s Day
- 1-4 May – Labour Day
- 9-11 May – Victory Day
- 12-15 June 2014 – Day of Russia
- 1-4 November 2014 – Day of National Unity

As it can be seen in Appendix 4, all keywords that were searched by site visitors contain “waltikka” or “валтика”. Only 96 visits came to the site by searching some other search terms excluding “waltikka”. Indeed, if person makes too broad search such as “hotel in Finland” or “Hotel in Tampere”, he will not be able to find Waltikka’s page because it does not appear in the first pages of the search engine results list. In order to increase traffic to the website for people who make generic search for the hotels in Finland but not with the known brand name, it is important that Waltikka’s site is well-optimised.

It is worth looking at search statistics for words “hotel in Finland” and “Finland” provided by Yandex. Every month thousands of Russians look for “Finland”. The most searches happened on October, November, December, April, and May. This is the time before holidays in Russia start, so Russians go online and look for holiday options beforehand. By comparing search statistics to the previous period, it can be seen that the amount of searches about “Finland” increased considerably for the past year; around 8 851 Russian people searched for term “Hotels in Finland” (Appendix 5).

Table 7 Statistics for search word “Finland” in Russian. Source: Yandex Wordstat.

Period	Total Search
01.09.2012 – 30.09.2012	773 619
01.10.2012 – 31.10.2012	1 032 289
01.11.2012 – 30.11.2012	1 142 433
01.12.2012 – 31.12.2012	1 093 050
01.01.2013 – 31.01.2013	908 456
01.02.2013 – 28.02.2013	845 372
01.03.2013 – 31.03.2013	844 563
01.04.2013 – 30.04.2013	1 001 367
01.05.2013 – 31.05.2013	1 205 293
01.06.2013 – 30.06.2013	694 856
01.07.2013 – 31.07.2013	777 623
01.08.2013 – 31.08.2013	810 378

3.5.2 SEO Analysis

Marketing grader has allocated a score of 40 out of a hundred points for the quality of Waltikka’s digital marketing. Waltikka’s website has 56 indexed pages altogether and was given a Mozilla Rank score of 4.6 (Marketing Grader, 2013). There are 40 sites linking to the Waltikka’s site and most of them are Finnish sites (Opensiteexplorer, 2013). Strannik Travel and Grand-Tour are Russian travel agency websites that are linking to Waltikka because they are advertising tours to Finland with an overnight stay at Waltikka. Grand-Tour has been bringing some traffic as a referral source. In order to increase a site rank on Russian search engines, it is important to acquire more links from Russian quality sites. Asking partner travel agencies in Russia to link to Waltikka’s website is one way of getting more links from Russia. Marketing grader also recommends creating a blog for the website (Marketing Grader, 2013).

From below, it can be seen that alternative text for Waltikka website pictures is not sufficient.

```
</a> | <a href="rus/index.html">
</li>
<li></li>
<li></li>
```

Figure 6 Image alt text. Source: Waltikka

The title, description and keywords metatags are well-optimized for the Finnish language pages only. For the Russian audience Waltikka’s website metatags are not optimized since they are not written in Russian language.

```
<title>ОТЕЛЬ Waltikka</title>

<meta name="description" content="Hotel Waltikka offers high-quality accommodation in Valkeakoski. Ask for more information!" />

<meta name="keywords" content="index,hotel,46altikka46ki,46altikka,overnight,hotel,hostel" />
```

Figure 7 Metatags. Source: Waltikka

URLs on Waltikka’s pages are descriptive and correspond to the content on the page. The website does not have any XLM map. It is important to have an XLM map since it improves rank on search engine by easing the page indexing process.

As we can see from the table below Waltikka’s site appears in first 100 search results on Google and Yandex only if a user is looking for “Valkeakoski” or “Waltikka”. Website is not well-optimised for more generic search terms. It can be seen here that Waltikka in English is ranked better on search engines than in Russian (“Валтиikka”).

Table 8 Rank check for relevant keywords. Source: Seogadget

Keyword	Yandex	Google
гостиница в Финляндии (hotel in Finland)	-	-
отдых в Финляндии (vacation in Finland)	-	-
отель в Финляндии (hotel in Finland)	-	-
отель в Тампере (hotel in Tampere)	-	-
отель недалеко от Тампере (Hotel near Tampere)	-	-
Отель в Валкеакоски (Hotel in Valkeakoski)	3 http://www.valkeakosken-waltikka.fi/Waltikka_esite_venaja.pdf	16 http://www.valkeakosken-waltikka.fi/Waltikka_esite_venaja.pdf
отель Валтиikka (Hotel Waltikka)	4 http://www.valkeakosken-waltikka.fi/rus/index.html	-
отель Waltikka	2 http://www.valkeakosken-waltikka.fi/rus/index.html	1 http://www.valkeakosken-waltikka.fi/rus/
Новый год в Финляндии (New Year in Finland)	-	-
в Финляндию на выходные (Finland for a weekend)	-	-
отель на берегу озера (hotel on the lake side)	-	-

In order to rank higher for more generic search, it is important to add content to the site that will include popular search words about Finland. More pages on the website with relevant content is an important improvement that needs to be done for Waltikka's website. Extra information and interesting content can appeal to the customers. In addition, the pages on the website should to be revised and content should include more text that is responsive to the search terms of the customers (i.e. New Year in Finland).

3.6 Other Digital Marketing Campaigns

Waltikka hotel maintains Facebook page as a social media tool. The presence was established on 29th of August, 2011 and at the moment there are 234 people who liked the page (on 26.10.2013). Waltikka's posts are mostly promoting the business, the events happening at Waltikka and the price of meals and entrance tickets. Waltikka has two applications installed on the page: events and feedback field. Waltikka creates an event on Facebook every time it hosts some event. The feedback application did not receive any suggestions or complaints. One reason of this is that the feedback is not anonymous and that might make the visitors to hesitate to put any comments. The posts are done frequently in Finnish language. Waltikka maintains communication with the customer and responds to posts of other people, though it does not have pictures showing customers using services. Waltikka has also a Twitter account established, where it is interacting with Finnish customers. All posts are mostly about what is happening at the hotel and tickets. On Twitter Waltikka has 69 tweets, 33 followers and is following 54 profiles. Social media buttons are placed on Waltikka's homepage of Finnish version of the website. Waltikka does not have individual customer database but has for B2B customers (travel agencies). B2B customers contact information is used for sending emails with offers manually. Waltikka does not have any promotional videos on YouTube nor conducts any online advertising i.e. Google Adwords. Since Waltikka hosts many events, it easily gets publicity in local newspaper Valkeakosken Sanomat. The benefit is that it can be read online but still it has only local significance. Waltikka also sponsors motorsports in Valkeakoski which adds to the publicity online (Valkeakoski Motosport, 2009).

4 CHALLENGES AND PROBLEMS OF WALTIKKA

4.1 Discoveries

During the research it was discovered that online target audience of Waltikka is Finnish customers. They are the only customers with whom Waltikka is interacting via other Internet channels rather than website only. Russian customers are the second biggest audience on the website; however, they are not able to access Russian translation of it neither it is

translated properly in Russian language. There is more information in other languages rather than in Russian language on the website.

Most Russian Waltikka's website visitors come from Yandex search engine prior entering keywords containing "Valkeakoski" or "Waltikka", so that the website is found on search engine results list. The reason of this is poor optimisation of the website. By observing what Waltikka's website is lacking in, it is possible to identify what should be improved:

- Website metatags are not optimised for Russian audience and are not written in Russian language
- The content of the site is lacking in good quality information; lack in content is the main reason of low search rank; therefore, more content should be added
- There is no good alternative text for pictures placed on Waltikka's website
- There is no XML map for the website
- There is not social media activity targeted at Russian audience

Russian customers stayed at Waltikka can be separated into two groups. They have some characteristics in common and also some differences. Their needs and characteristics can be seen in the figure below.

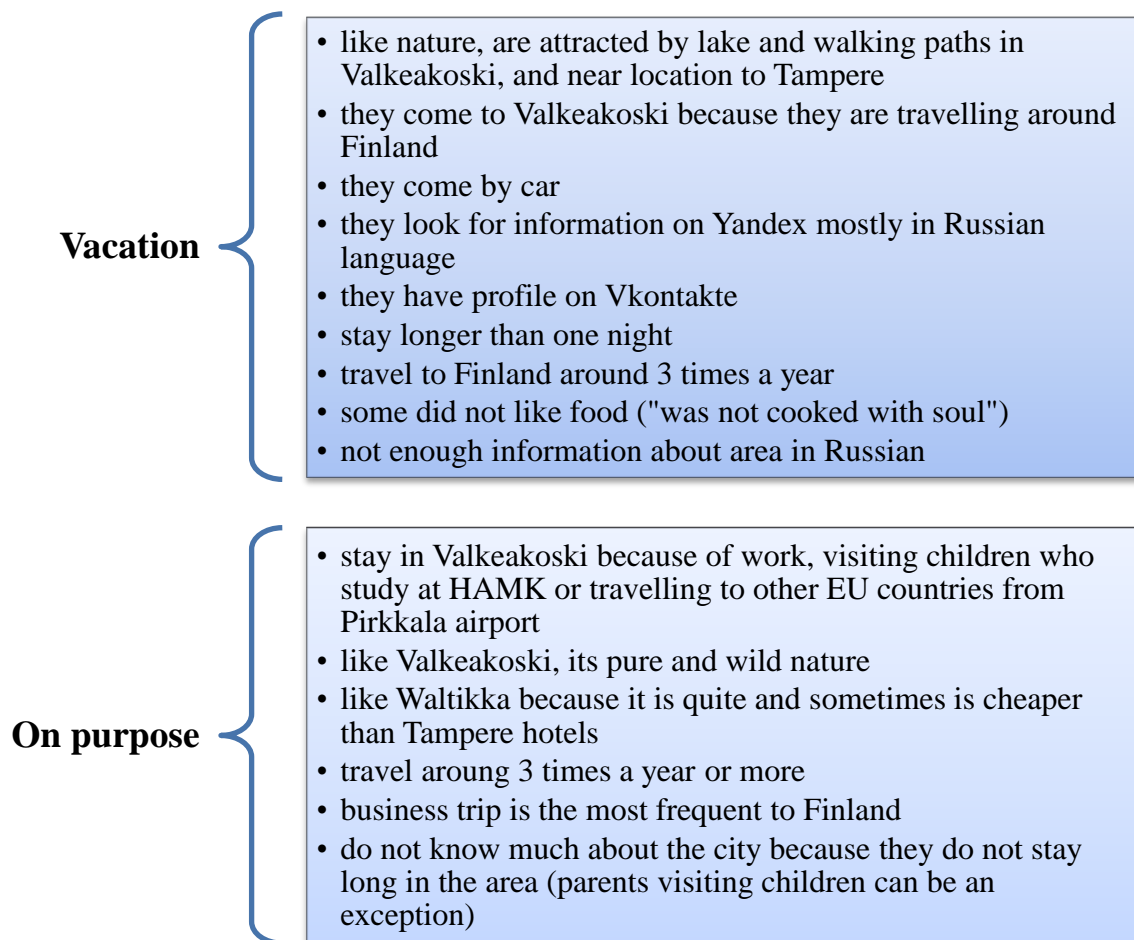


Figure 8 Needs and characteristics of Waltikka's Russian individual customers.

An increasing number of Russian tourists in Finland and also trend for individual travelling create an opportunity to acquire Russian individual tourists. Waltikka is able to provide everything what Russian individual tourists are seeking for when travelling to Finland. Area of Valkeakoski can be an attractive place to stay for Russian tourists not because of the price of accommodation but because of the nature, activities and good quality food. Also those who are interested in shopping can stay in Waltikka. Most probably those Russians who come to Western Finland are interested in shopping less than those who visit Eastern Finland. At the moment, those customers who arrive to Waltikka's website cannot fully acquire information about area, places to visit and activities available in Russian language. Valkeakoski town webpage is not in Russian, either there is good information on Waltikka's website. Russian groups stay at Waltikka because of a good offer but they do not need any information because everything is organised by a travel agency. Thinking that Waltikka is able to attract Russians only by a cheaper price is incorrect. Russians that come to Finland are able to pay for staying overnight even more expensive price as long as it is worth visiting the area.

Just by having brief information about the area, what tourists can do in Valkeakoski, some updates on events and some unique attractions can create a better value for Russian customers. Many Russians do not know much about Finland, they do not know about Finnish food, so it is good, for example, to tell on restaurants pages about traditional Finnish food that can be tasted at the restaurant. By thinking that Valkeakoski area does not need to be marketed by Waltikka at their expense is wrong. Aggregation of information on the website is an investment and creates better value for Waltikka's customers. By not having a good description of the service, thus, the area, Waltikka is losing an opportunity to attract Russian tourist that are looking for a vacation in a beautiful nature, in quiet and picturesque landscapes. Even if Valkeakoski town is not interested in attracting Russian tourists, Waltikka should play an active role and encourage them to do so. Moreover, adding more information on the site does not cost that much extra but in turn will make Russian customers more satisfied and leave some good memories about their stay in Valkeakoski.

The amount of searches on Russian Internet related to Finland is increasing year after year as well as the amount of Russian tourists in Finland. Russian people are willing to have a short vacation when they have work off days and relax. Moreover, not all tourists from Russia have shopping as their travelling purpose. The popularity of nature, fishing, and heritage tourism is increasing. Russian people would like to know as much as possible and Waltikka's website can be a good source for providing information not only about hotel but also about nearby places to visit in Valkeakoski such as scenic place of Sääksjärvi. In addition, Russian tourists would like to be served in Russian language online and in person.

All respondents stayed at Waltikka recently noted that they used Yandex more than Google for searching information about Finland. They also searched information in Russian language, but some were able to look for it in English. Probably the language skills of Russian people are improving

and online translation is also available for those who do not know the language. The reason is that Russians think that there is always more information in foreign languages which is true in case of Waltikka. It was also discovered that those Russians who are travelling to Finland already now are not going to travel to Finland more or less when the visa exemption is implemented. This means that Finland is going to be visited by those Russians who have never been to Finland either possibly abroad. The importance of the information in Russian language is going to increase and those sites that are educating Russians about local area, foods and customs would bring value for Russian tourists who would like to discover more about Finland.

4.2 Challenges and Problems

From the research regarded to the current situation at Waltikka, it is possible to identify challenges and problems that Waltikka is facing while achieving its goal to attract more individual Russian customers. At the moment, most Russians staying at Waltikka are coming with an organised tour. This is a good business but it is essential to attract individual customers who will provide Waltikka with a continuous, therefore, sustainable business. Individual travellers if they stay at Waltikka are likely to book a hotel with a booking engine (i.e. Booking.com) because Waltikka's website is not optimised enough in order to win competition on search engine. Having other sites appearing in the search results list before Waltikka's website reduces chances of Waltikka to acquire a customer. Waltikka's website is the only source from where individual Russian customers can find out more information about the hotel, its offers and services because they look for information on Internet. Thus, by attending travel fairs and contacting travel companies in Russia, Waltikka does not get individual customers, but group customers.

At the moment, Waltikka does not do enough that Russian tourist traveling to Finland get to know them on Internet. They do not market themselves anywhere else than on the website. Moreover, Russian people do not find Waltikka's website unless they use word "Waltikka" as one of the keywords in search phrase while searching for accommodation in Finland. Waltikka does not encourage Russians who stayed at Waltikka previously to share their experience with friends and relatives, nor encourage them to return. The opportunity to make customers return is lost as Waltikka does not utilise customer contact details that are provided with a booking. Waltikka does not have a database where contact details of individual customers can be recorded for the latter use. Waltikka does not have a Wikipedia article which is quite common source for information search. Waltikka's website not only is hidden in the search results but also not visualised and quite outdated. Website is lacking in good pictures and modern design. Waltikka's website does not have a good Russian translation and does not provide with interesting, eye-catching and full information on activities in Valkeakoski area in Russian language.

Not measuring a website is a common mistake that companies do. Website is a valuable asset of the company and company's business card. Usually

an experience of a user on a website will affect his decision to go to Valkeakoski and book a room at Waltikka. Therefore, it is important to keep an eye on what is happening on the website, who is visiting it, when visitors come, what they look, what pageviews result in booking or contacting the hotel. To make marketing effective, Waltikka should know how much financial resources they are using and what kind of return on investment marketing communications result in. Not having a budget means that there is no control over how much resources are used and how effectively. By measuring return on investment, Waltikka can find out what should be included in their marketing so that Russian individual tourist would be interested to book with them.

It seems that marketing staff at Waltikka perceive marketing as an expense. One reason why Waltikka does not do any marketing for Valkeakoski town is because Valkeakoski itself is not focused on attracting tourists. Waltikka's marketing department has done much effort to cooperate with them in tourism and asked to make Russian translation of the Valkeakoski town website and a visitor guide. It needs to be understood that any marketing is an investment spreading awareness about their hotel to Russian customers and also about Valkeakoski. On Waltikka's opinion, marketing online is expensive and the result is hard to measure. It seems that website is made just because all other companies are creating it and having a website is a big trend nowadays. If there is no understanding what the goals of the site are and whom it is attracting, it is pointless to have any website. It is a mistake to consider that doing marketing online is too expensive. Digital marketing is considerably cheaper marketing channel than traditional media. There are plenty of companies that are providing web design, analytics tools, online campaign design, etc. making their services cheaper due to competition.

Not using other digital channels for marketing to Russian individual travellers but using only a website results in lost opportunities that are so plentiful. As an example, not using search engine paid search in order to bring Waltikka's website higher in the search results during times when Russian people search for a place to go for a holiday in Finland results in lost opportunity to get new customers. Nonetheless, it is possible to improve online communications of Waltikka and development plan with recommendations deliberates on that.

5 DEVELOPMENT PLAN AND RECOMMENDATIONS

5.1 Site Content

As it was mentioned previously, Russian people would like to have full and eye-catching information about the hotel and the place where it is located. Russian individual customers are not interested in the events that are organized for Finnish customers (Finnish singing bands) nor conference services but they like events and packages that are suitable for vacation when Russians have a day off (when there are feast days in Russia).

Waltikka should have a section on the site that will list special offers for feast days in Russia. This page should include approximate cost and also a link via which a package can be booked.

Waltikka can ask Russian customers to write a review about their experience in Valkeakoski and create reviews section on the website. Reviews should be in Russian and some of them might include pictures of the people. This will make it easier to Russian people to decide if Valkeakoski is a good place for them. Conference services should be in special section that is regarded to corporate customers. Individual tourists are not interested in corporate meetings and marketing in this case is not relevant. Each page of the site should have relevant internal and external linking, so that it is easy for users to navigate on the website. Below, there is an example of pages Waltikka might consider to create on their website in Russian language.

5.1.1 Homepage

The homepage in Russian language can include a short description of the hotel, where it is located in Finland and should be written in good quality Russian language selling the place and the hotel. Description can also include some information about the town, for instance, amount of residents and note that there is an international university in town where students from many parts of the world come to study, etc. It also should include information about lakes and nature. It could be a good idea to place pictures of wild animals that you can meet on Valkeakoski streets. More specific information can be added on “Activities” or “Must see” pages. On same page a map of Finland could be placed at the bottom. The map should have distances information between Vaalimaa and Valkeakoski, Valkeakoski, Tampere and Helsinki. The hotel should be marketed as a hotel located in Central Finland in Pirkanmaa region near by its centre – Tampere and Pirkkala airport. It is worth mentioning that Valkeakoski has a short way to many other destinations in Finland i.e. to Hämeenlinna. The homepage is usually the first page a visitor will look at, so it needs to have good design, user friendly navigation and much visualised content.

Front page can be also a place where Waltikka can get customer information. It is important to include “Newsletter” feed subscription, so that Finnish or Russian customers have a possibility to subscribe for updates. It is also good idea to include some sort of calendar or some other widget that will be showing or counting time for the upcoming event. This will allow users to see what is on at Waltikka at the time they enter the site, so that they do not need to look for it later.

5.1.2 Hotel

In this section of the site, Waltikka can tell about accommodation they have and extra services provided such as breakfast, sauna, Internet connection, etc. Approximate prices should be listed on the page. Russian individual travellers are not interested in conference facilities, this information can be left for corporate customers. Here the information about restaurants

can be provided with prices. It is important to include good quality pictures and also it could be relevant to update information about Waltikka daily specialities. This will provide more feasibility for a customer and often updates will make pages not static looking.

Especially for Russian customers, Waltikka can place some information about Finnish traditional dishes that can be tasted at the restaurant. Also for those who are staying at the hotel it can be a good idea to include information about times when the breakfast, lunch, dinner, sauna times are, so it is easier to plan for those who are coming to Waltikka from far away. It also should emphasise the natural view to the lake from rooms and may post some photographs showing that.

5.1.3 Must See

This page can include a gallery where pictures of the landscapes and touristic attractions of Valkeakoski all year around can be placed. The header of the page can be: "Four seasons in Valkeakoski". Information on this section of the site can be divided into subsections. For example, one subsection can inform about walking paths in Valkeakoski including Riipusiltojen lenkki and Lotilan lenkki showing the distances. Rapolanharjun natural path should be also mentioned and a redirecting link to the picture gallery should be made to Valkeakoski town website. It also should mention ski resort, skiing possibilities, skating rinks, tennis courts, swimming possibilities, public sauna, and running track. Waltikka can offer a bike rent and propose cycling to Sääksjärvi bridge. It can be a good way of spending time during a summer day. There can be also a mention about an adventure park for children located in a close distance.

Most Russians probably notice "Valkeakoski – strawberry place" banners, especially if they come by car. It could be informative to mention when the strawberry season is in Finland and where Russians can taste sweet Finnish strawberries in Valkeakoski. Also "Must see" section should shortly list museums where Russians can visit and provide information about shopping opportunities (i.e. Ideapark, Citymarket, etc.). A subsection "Events" can be included and Waltikka can supply updates on what is happening at the hotel or in the area. This page can also include information about public holidays in Finland, so that Russian tourists are aware of opening hours and plan their trip properly.

5.1.4 Offers

This part of the site should include information about special offers (i.e. holiday packages) for Russian people. Waltikka can update this page regularly depending on what kind of holiday is coming in Russia. This part of the website should also include information for companies about conference possibilities and organized parties. Information from this part of the site can be integrated in email marketing campaigns.

5.1.5 Gallery of Fame

Here Waltikka can place information about hockey teams and other sportsmen who stayed at the hotel for practicing. In order to make it more interesting, Waltikka can put some comments from team coaches in Russian language and also put team pictures that are already placed in hotel's hall.

5.1.6 Reserve a Room

This part of the website should include only option for booking (now it has a price quotation and a booking option). Approximate prices for rooms should be stated because it is always good for a customer to know about the cost. In the booking form there should be information on how promptly the hotel is going to process the request. Waltikka can use this form for acquiring customer information by adding opt-in field. In the confirmation email Waltikka should include information about what a customer should do if he is not going to stay at the hotel. If booking is done in Russian language, it should be responded in Russian. In Appendix 9, a current email confirmation to a booking in Russian language can be seen. Apart from being written in Russian language, a message should be personal and show that hotel is looking forward to a customer's stay. The usage of phrases such as "Dear" customer and "We are looking forward to seeing you at Waltikka" is vital.

5.2 Search Engine Optimisation

The page rank on search engines depends on aggregation of complex issues. There is a set of rules that apply to every webpage no matter how big business is. In order Waltikka's website is more searchable in Russian Internet, it should undergo SEO in Russian language.

First of all, website of Waltikka should be crawlable meaning that search engine robots can come to the page in order to index it. In here, good quality content is the key because robots like text only and they do not pay any attention to pictures and design. It is important to have good looking website in order to attract people coming there; however, the first goal is to get people to the website. It is important to make site work for both spiders and visitors and ensure that each page has enough text.

Each page should have its metatags filled. There are title, description and keywords metatag and they all need to differ based on the page content. From the research we found out what the most common search phrases on Yandex that include "Finland" are. Hotels in Finland are not top in the list, therefore, it is important to place other information on the website so that it will meet other popular keywords on Yandex i.e. New Year in Finland. Keywords can be divided into long-tail and short-tail keywords. Traditionally short-tail keywords are one or two words that are general in its nature but promise a big volume of traffic. The competition for these keywords is high; therefore, the cost for paid advertising is high. Long-tail keywords are specific and usually have low search and bring lower traffic to the site.

As a result, long-tail keywords yield higher return on investment for pay-per-click campaigns (Ryan & Jones, 2009). The following keywords might be suitable for Waltikka's website: Hotel in Finland, Valkeakoski, Central Finland, near Tampere, book the hotel, best, inexpensive, vacation, New Year, hotel by the lake, 3-star hotel, reviews, and nature. (Отель в Финляндии, гостиница, Валкеакоски, Центральная Финляндия, недалеко от Тампере, забронировать отель, лучшие отели, недорого, отдых, отель на берегу озера, 3 звезды, отзывы, Новый год в Финляндии, природа).

The title tag and description tag appear on search engine search results list, therefore, they should be attractive enough in order to make internet users to proceed to Waltikka's website. Considering the desire of Russian people to spend their vacation in the nature, to find out interesting things about Finland and the area, it is important to make title and description of the hotel that will make them to think that Waltikka is the best place to stay. The following examples of title and description metatags can be taken for the Waltikka's new webpages in Russian language.

<Title> Отель Валтикка – живописный отдых в центре Финляндии
(*Hotel Waltikka – peaceful vacation in centre of Finland*).

<Description> Отель Валтикка предоставляет Вам отличную возможность отдохнуть от городской суеты на берегу озера в Центральной Финляндии. К Вашим услугам комфортабельные номера, качественное питание, обслуживание на высоком уровне и многое другое. Приглашаем Вас в уютный город Валкеакоски, где Вы сможете приятно отдохнуть на природе, а также заняться активными видами спорта. Добро пожаловать! (*Hotel Waltikka offers you an excellent opportunity to rest from a busy city life on the lake side in Central Finland. For your convenience there are comfortable rooms, good quality food, high standard service and more. We invite you to cosy and intimate Valkeakoski where you can truly enjoy your vacation and do active sports. Welcome!*)

After creating good website content and filling all metatags required, Waltikka should acquire good quality links. Asking Russian travel agencies to link to Waltikka is one option. Waltikka should also consider asking HAMK to place their link in potential student's information section. It can be relevant for HAMK as well because those students who would like to come to Valkeakoski will be in need of accommodation and Waltikka can provide them a stay. At the moment local business such as theatre of Valkeakoski, Ainoklinikat and town of Valkeakoski are linking to Waltikka (Opensiteexplorer, 2013). Waltikka should find more local business that can link to them. It is important to ask a relevant anchor text when linking with partner websites. It is important that Waltikka is searchable on Yandex Maps, therefore, it is essential to supply information about the hotel to Russian search engine. Below Waltikka's map location on Yandex Maps can be seen.

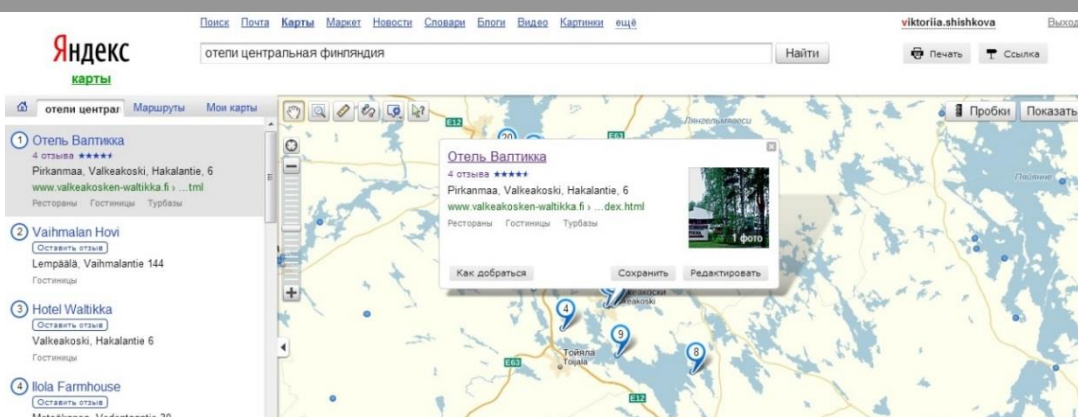


Figure 9 Waltikka. Source: Yandex Maps

5.3 Online Advertising

As a part of the SEO strategy, Waltikka can utilise online advertising in the form of pay-per-click advertising. This can be done when Waltikka has a spare budget and the time when Russians have holidays is coming. Since half of Waltikka customers came from St. Petersburg, it is important to take this into consideration when deciding where in Russia online ads must be seen. In the figure below an example of an online text ad on Yandex is demonstrated. At the top there is a title of an ad: “Waltikka – hotel in the centre of Finland” followed by a short description: “Hotel Waltikka – active vacation on the lake side in Central Finland”. This ad includes a link to the landing page – a booking form. Yandex provides a virtual business card together with an ad which can be seen in Appendix 6. When designing an ad, Saint-Petersburg and Leningrad oblast were included as regions where ads need to be shown. Leningrad area includes seven cities Gatchina, Tihvin, Kirishi, Vyborg, Volhov, Vsevolozhsk, and Sosnovyi Bor. People living there tend to travel to Finland more since it is relatively close. Waltikka might consider also Moscow and other cities on the North of Russia that are close to Finland later, after the visa exemption (Petrozavodsk and Murmansk). After the visa exemption, people from these regions might be interested in traveling to Finland.

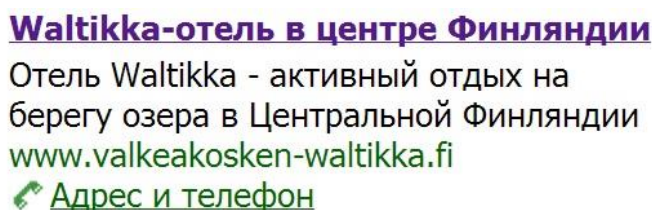


Figure 10 Waltikka text ad. Source: Yandex Direct

Considering that Waltikka does not have a big budget for marketing, a guaranteed place for an ad on Yandex has been chosen because it is not the most expensive option. Yandex helps to predict the budget of online advertising for the next month considering the place of an ad. According to Yandex, a monthly budget for online advertising for Waltikka optimised for keywords mentioned in SEO part will account for 290.74 con-

ventional units or 8 722 roubles. According to Forex (2013), this amount equals 222.49 euro. A good thing about online advertising is that it can be stopped when Russians do not look so much about Finland on Yandex. Waltikka can also stop a campaign in case it does not have enough money. Apart from full control of an online campaign, Waltikka also gets information about how it is performing. By accessing its GA account, Waltikka can see whether traffic coming to the website has increased from the paid-search source “Yandex” and what were the keywords that brought users to the site.

5.4 Customer Database and Email Marketing

It is important that Waltikka is utilising a customer database. All contacts should be gathered legally. This can be done through encouraging people to sign up for updates by inserting a newsletter field on the homepage or opt-in option in a booking form. After contacts are gathered, Waltikka can utilise them in email marketing. This can be done for building relationship with the customer who just booked a room and also for later marketing. Building a relationship with a new customer can be done, for example, through contacting customer and asking his arrival time and providing more information on extra services (the time of lunch or dinner, sauna time).

Email can be also used as a part of post-purchase strategy. A “Thank you” email can be sent to a customer after he leaves the hotel. Moreover, some information that is accumulated on the “Offers” page can be redirected to customers via email (i.e. special offer for a holiday weekend). A copy of an email example can be seen in the Appendix 7.

5.5 Social Media Marketing on Vkontakte

It was noted earlier in the thesis that it is quite difficult to promote a brand on Vkontakte unless it is very popular. For Russians brand associated with Finland is Finland itself especially from the tourism point of view. Good travel campaign on Vkontakte can be done in cooperation with, for instance, Central Finland or Pirkanmaa region cities. A campaign can be done through creating a community on Vkontakte that is regarded to the area in Finland (Pirkanmaa). Valkeakoski town should be an initiator and try to cooperate with Tampere, the centre of Pirkanmaa region. Local businesses can participate and post offerings on community wall. However, community should be primarily created for a region promotion, so that Russians will be willing to come. This can be done through providing interesting information about attractions, events and activities with good quality pictures. Vkontakte community can build cooperation (mostly through linking) to other communities about Finland that are already existent on Vkontakte. This is where a target audience can be found. At the moment there is no community that would be regarded to Pirkanmaa, but there are Tampere, Helsinki, and Eastern Finland communities that can be good partners and can help in promoting the community. In addition, followers can be found through advertising on Vkontakte and inviting people

who might be interested in Finland and found through a specified search on Vkontakte.

5.6 Framework for Digital Marketing Measurement

In order to see how digital marketing campaigns are performing, it is important to measure traffic to the website and keep an eye on traffic sources. Using Google Analytics, eases measurement of the campaign performance since it is recording all needed statistics. Before conducting any measurement, it is necessary to create Key Performance Indicators (KPIs) that should be measured with relevant metrics. There would be no reason in investing into digital marketing if nothing is measured after all. As a part of the thesis, a digital marketing measurement template is created which can be seen in Appendix 10.

Waltikka's business objective is to increase marketing effectiveness in Russia, so that more Russians come to Waltikka. Increased traffic to Waltikka's website can signify the interest of Russian customers in staying at Waltikka. When implementing digital marketing campaigns proposed in development plan, Waltikka should examine traffic from Yandex search engine and Vkontakte. Waltikka should first state clear KPIs that are measurable and achievable (i.e. increase new visitor visits from source "Yandex" by 12 per cent). Traffic should be observed from the area where Waltikka is running its campaigns i.e. St. Petersburg. The goal is to increase repeat visits to the website directly, increase repeat visits to the website from social media (Vkontakte) and increase repeat visits from organic search (i.e. from Yandex). "Repeat visits from Russia from St. Petersburg" is an example of KPI.

5.7 Recommendations

Waltikka should play an active role in marketing to Russian customers and encourage Valkeakoski town to promote itself as a good place to visit in Finland. Waltikka can be a business that helps financially, but the prime initiative should come from Valkeakoski town. In addition to digital marketing, it could be relevant to ask for an article and an ad in some border magazine. It is important to write an article where Valkeakoski town is presented as peaceful town not far from Tampere and Pirkkala airport. Via this channel, Valkeakoski and Waltikka will reach Russian tourists who do not use Internet for travel purposes or never found them on Internet. Border magazines are popular reading material for Russian tourists who wait in the line for border control. Next time they go to Tampere or fly from Pirkkala airport, they will already have a place to stay in their mind and will not even need to go on Internet to look for other options. This will help Valkeakoski town to make Russians aware where it is located and what it is offering for them.

An article on Wikipedia should be written in Finnish, Russian and English languages. After trying advertising on Yandex, Waltikka might try Google Adwords for online marketing and then compare on which search engine it

is more effective to advertise. All campaigns should be tested and communicated in professional Russian language.

6 CONCLUSIONS

6.1 Company

Valkeakoski town has everything that Russian tourists are looking for when traveling in Finland. Scenic nature, lakes and peacefulness are appreciated by tourists since they come mostly from St. Petersburg where number of citizens nearly equals the number of citizens in Finland. Close location to Tampere, Pirkkala airport and sport facilities are advantages of Valkeakoski. However, it is lacking in number of tourists, so as local businesses that are operating in tourism industry. Waltikka is not an exception. Waltikka provides services for organised groups from Russia but individual tourists do not come so often. The reason of this is that Russian tourists, who are the biggest foreign tourist group in Finland, do not visit Pirkanmaa region and mostly travel to Helsinki or Eastern Finland. Moreover, Valkeakoski town does not market itself as a touristic area and does not even have a webpage translated in Russian language. Waltikka is a single established hotel in Valkeakoski and it is aiming to attract more individual Russian customers to stay at the hotel as it recognises the opportunity of increased traveling from Russia. Like many other hotels, it is utilising Internet as a part of marketing communications. The biggest share of Waltikka's customers comes from Finland, so mostly communications on Internet are done in Finnish language. Indeed, Waltikka organises events, meetings and concerts for this segment of customers and uses other digital marketing channels such as Facebook and Twitter in order to reach Finnish customers. Due to the favouring circumstances for traveling from Russia, the expected demand on accommodation services is going to increase, so as the spending. Internet is one channel that Finnish companies should recognise when marketing to Russia. Russian people are getting computer literate and arrange their trip with a help of Internet. Waltikka is willing to utilise this channel for communications also for Russian customers.

6.2 Digital marketing

Establishing presence online is a must during current economic situation. Companies' marketing budgets are shrinking when need in customers remains the same. Digital marketing is one of the most effective ways of marketing since it is cheaper than mass media and is precisely measurable. Marketing online brings many benefits to companies because it helps serving customers who are geographically dispersed during 24/7. The goals of digital marketing are sell, serve, save, speak, and sizzle. It is clear that not being accessible on the web is a negative aspect for the company because modern customers actively utilise Internet for information search during

buying process. Multiple digital marketing channels enable companies to interact closely with customers and build long lasting relationships for a cheaper price. The main asset of the company and a starting point in all digital marketing is a website. Website is usually the first place where digital customers will interact with a company and their first impression will affect a decision to proceed for a business. Website should be well-optimised in order to appear high in search engine results. Digital marketing also include online advertising, email marketing, mobile marketing and its measurement with a help of web analytic tools. Each company should have a digital marketing plan; otherwise, it has a plan to fail. Before publishing anything online, it is a common-sense to know target audience and what their needs and values are. It is also essential to know when they are in need of product or service, so it is easier to plan a relevant campaign to relevant recipients timely. By knowing the target, company is able to choose a suitable digital marketing channel where customers can be reached. Measurement of digital marketing is crucial and helps to adjust marketing budgets according to the channel performance which leads to considerable savings.

6.3 Research

Primary research conducted has identified that Waltikka does not do enough in order to attract Russian customers. Few Russian individual customers stay at Waltikka and all of them book with a booking engine (Booking.com). However, Waltikka recognises the importance of the Internet and is willing to improve in order to reach Russian customers online. Waltikka has a website in Russian language which is not fully accessible and does not include sufficient information for individual travellers. At the moment, organised tours and sport teams are staying at Waltikka and they do not need so much information as individual customers. Russian individual customers come to Valkeakoski for a vacation (in the case they are attracted by pure nature and peace) and with a purpose (for a work, to visit children or to stay overnight before flying from Pirkkala airport). All of them search for information on Yandex mostly in Russian language and are present on Vkontakte. They like Waltikka and Valkeakoski but it is difficult to discover the area since there is no sufficient information available in Russian language. For accommodation reservations they use Booking.com. Waltikka's website does not appear in 100 first search engine results unless a user searches for "Waltikka" or "Valkeakoski", meaning that other sites like Booking.com appear at the top of search results. Waltikka's website needs to be optimised for Russian audience with relevant metatags and content in order to increase search engine rank for popular keywords. By doing so, Waltikka will also bring more value for Russian customers since they get a good source of information available when staying in Valkeakoski. By undertaking a process of search engine optimisation, Waltikka might be able to increase traffic to the website from Russia.

6.3.1 Limitations

The number of responds from Waltikka's previous customers was less than a half. Phone interviews with potential customers did not provide relevant information for Waltikka since respondents had similar living situation. All of them were men over forties, entrepreneurs and had family. This type of customers is different from those who stay in hotels in Finland. It could be more relevant to interview Russian tourists with different living situations in order to get a picture of Waltikka's potential customer from Russia. Due to time and financial resources constrain, it was not possible to conduct phone interviews with all respondents.

6.4 Development Plan and Recommendations

Based on theory and research results a development plan with recommendations has been proposed. It is essential to optimise Waltikka's website and make it user-friendly, visualized and modern looking. At the same time, the information on the website should be customized and give answers to customer's questions which they type in on Yandex search engine. Russian version of the website should include the following sections: "Homepage", "Hotel Waltikka", "Must see", "Offers", "Gallery of Fame" and "Room reservation". The content should be highly visualised but also have enough text. Pages' metatags, anchor text, alternative text should be optimised. Information on activities in the area, events and places of attraction should be added. In addition to the website optimisation, Waltikka can utilise context advertising on Yandex. Online advertising campaigns can be run during the time when Russian tourists are searching for possible vacation options for upcoming holidays and used for new customers acquisition. The campaign should be restricted to the time and region (St. Petersburg) where it is shown, in order it to be timely and relevant. Email marketing can be utilised for building relationships with existing customers. A customer database should be created where customer contact details are recorded at every possibility. Vkontakte should be utilised on regional level in cooperation with other cities. Due to the nature of Vkontakte user, Vkontakte community will be attractive for followers if it brings unique valuable content. Waltikka alone is not going to be so significant since it is a small enterprise; however, representing the whole region in Finland can be significant and attract people who are interested in travelling to Finland. Local businesses can spread awareness about themselves by utilising created community. In addition to digital marketing, Waltikka together with Valkeakoski town can ask for an article in border magazine in order to create awareness among Russian tourists offline.

6.5 Future Research

Google Analytics can be utilised for continuing research i.e. for assessing Waltikka's digital marketing aimed at Finnish customers. Since Finnish customers are the target audience of Waltikka's digital marketing communications, it is essential to evaluate their online behaviour and examine the effectiveness of cross-channel online marketing campaigns.

SOURCES

- Alexa. (n.d.). About Alexa Internet. Accessed 25th July 2013.
<http://www.alexa.com/company>
- Alexa. n.d. Top sites in Russia. Accessed 10th September 2013.
<http://www.alexa.com/topsites/countries/RU>
- Björkqvist, A. 2009. Concepting the Hotel for Tomorrow. HAAGA-HELIA R&D Reports. HAAGA-HELIA University of Applied Sciences. Helsinki.
- Bird, D. 2007. Commonsense Direct & Digital Marketing. 5th edition. London: Koganpage
- Business Insider. (2011). Where To Find The Highest Wages In Europe? Accessed on 11th April 2013. <http://www.businessinsider.com/best-salaries-europe-wages-2011-9?op=1>
- Chaffley, D., Smith, PR. 2013. eMarketing Excellence. Planning and Organizing Your Digital Marketing. 4th edition. New York: Butterworth-Heinemann.
- Clifton, B. 2012. Advanced Web Metrics with Google Analytics. 3^d Edition. Indianapolis: Wiley.
- Comscore. 2010. Russia Has Most Engaged Social Networking Audience Worldwide. Accessed 23^d February 2013.
http://www.comscore.com/Insights/Press_Releases/2010/10/Russia_Has_Most_Engaged_Social_Networking_Audience_Worldwide
- Cormack Consultancy. 2011. Advertising on Vkontakte is not a Bad Idea At All. Accessed 22^d February 2013.
<http://cormackconsultancy.co.uk/2011/10/advertising-in-vkontakte-not-a-bad-idea-at-all/>
- Durov, P. 2013. Posts. <http://vk.com/durov>
- Eurostat. 2012. Comparative Price Levels of Consumer Goods and Services. Accessed 2^d February 2013.
http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Comparative_price_levels_of_consumer_goods_and_services
- Federal Law “About Advertising” in Russia. No 179/2006. 27.10.2008
- Finnish Council of Shopping Centers. 2013. Finnish Shopping Centers. Suomen Kauppakeskuksyhdistys ry. Accessed 5th August 2013.

Finnish Tourist Board. 2012. Finland's Tourism Strategy to 2020. Accessed 2^d February 2013.

[http://www.mek.fi/w5/meken/index.nsf/\(pages\)/About_us](http://www.mek.fi/w5/meken/index.nsf/(pages)/About_us)

Forex. n.d. Currency Converter. Accessed on 25th October 2013.

<http://www.forex.fi/en/>

Google Analytics. n.d. Analysis Tools. Accessed 10th August 2013.

http://www.google.com/intl/en_uk/analytics/features/analysis-tools.html

Google. Google Trends. www.google.com/trends

Google. n.d. Facts about Google and Competition. About search. Accessed on 15th August 2013.

<http://www.google.com/competition/howgooglesearchworks.html>

Hotel Puente Romano. n.d. Welcome to Hotel Puente Romano. Accessed 17th March 2013. <http://www.puenteromano.com/default-en.html>

HubSpot. 2013. Marketing Grader Report. Analysis of Waltikka's website. Accessed 25th October 2013.

<http://marketing.grader.com/site/www.valkeakosken-waltikka.fi>

J'son & Partners Consulting. 2013. General Facts about Smartphone Market in Russia. Accessed 16th October 2013.

http://www.json.ru/poleznye_materialy/free_market_watches/analytics/rossijskie_i_mirovye_prodazhi_smartfonov_po_operacionnym_sistemam_2011_-_2016/

Kaplan A. M. & Haenlein, M. 2010. Users of the World, Unite! The Challenges and Opportunities of Social Media. Business Horizons. Accessed 23^d February 2013. http://online.ittralee.ie/bbcswebdav/pid-131251-dt-content-rid-340517_1/courses/SEM2_SWDV71008_47231/SM.Pdf

KissMetrics. (n.d.). How Accurate are Alexa, Compete, DoubleClick and Google Trends? Accessed 11th April 2013.

<http://blog.kissmetrics.com/free-analytics-accuracy/>

Kiuru, M. 2013. Venäjän Keskiluokka Ryntää Ulkomaille. Kaupplehti 16.07.2013, B11.

Live Internet (n.d.). Vkontakte.ru. Statistics (source in Russian). Accessed 21^d February 2013. <http://www.liveinternet.ru/stat/vkontakte.ru/>

M1nd-set. n.d. Social Media and Mobile Devices: Who are the Users? Accessed 11th April 2013. http://www.itb-kongress.de/media/itbk/itbk_media/itbk_image/itbk_apps/itbk_dlc/itbk_dlc_11_03_marketing_day_15_00_david_perroud_en.pdf

[_apps/itbk_dlc/itbk_dlc_11_03_marketing_day_15_00_david_perroud_en.pdf](http://www.itb-kongress.de/media/itbk/itbk_media/itbk_image/itbk_apps/itbk_dlc/itbk_dlc_11_03_marketing_day_15_00_david_perroud_en.pdf)

Mailchimp n.d. About. Accessed 20th October 2013.
<http://mailchimp.com/about/>

Marketing Profs. 2011. Fortune Global 100 Social-Media Savvy, Getting Savvier. Accessed 20th February 2013.
<http://www.marketingprofs.com/charts/2011/4613/fortune-global-100-social-media-savvy-getting-savvier>

Nielsen, J. 2011. Top Ten Mistakes in Web Design. Accessed 10th September 2013. <http://www.nngroup.com/articles/top-10-mistakes-web-design/>

Official Statistics Finland. 2013. Hotellien kapasiteetti ja sen käyttö muutujina Vuosi, Kuukausi, Maakunta ja Tiedot. Accessed 20th April 2013.
<http://pxweb2.stat.fi/Dialog/Saveshow.asp>

Official Statistics of Finland. 2012. Rajahaastattelututkimus 2012. Matkailu Suomeen Venäjältä lisääntyi talvella 2011-2012. Accessed on 16th February 2013. http://www.stat.fi/til/rajat/2012/01/rajat_2012_01_2012-09-19_fi.pdf

Official Statistics of Finland. 2012. Accommodation statistics. Nights spend in hotels, November 2012. Accessed on 5th February 2013.
http://www.stat.fi/til/matk/2012/11/matk_2012_11_2013-01-16_tau_004_en.html

Official Statistics of Finland. 2012. Finnish Travel. Domestic leisure trips by destination region in September-December 2012. Accessed on 16th February 2013. http://www.stat.fi/til/smat/2012/15/smat_2012_15_2013-02-05_tau_002_en.html

Official Statistics of Finland. 2013. Inflation slowed down to 1.6 per cent in January. Accessed 10th March 2013.
http://tilastokeskus.fi/til/khi/2013/01/khi_2013_01_2013-02-19_tie_001_en.html

Official Statistics of Finland. 2013. Nights spent by foreign tourists in Finland up by 4.5 per cent in December 2012. Accessed 2^d February 2013.
http://www.stat.fi/til/matk/2012/12/matk_2012_12_2013-02-22_tie_001_en.html

Opensiteexplorer. n.d. Links to Waltikka site. Accessed 27th October.
<http://www.opensiteexplorer.org/links?site=www.valkeakosken-waltikka.fi>

Oshkalo, A. 2013. Smartphones in Russia. Figures and Facts. Accessed 16th October 2013.
<http://www.russiansearchtips.com/2013/08/smartphones-in-russia-numbers-and-facts/>

Oshkalo, A. 2013. Vkontakte growing. Facebook losing its audience. Russian Search Tips. Accessed 25th October 2013.
<http://www.russiansearchtips.com/category/social-media-in-russia/>

Potapova, E. 2012. Russian consumer behaviour in Finland. Saimaa University of Applied Sciences. Degree program in Tourism. Bachelor's Thesis.

Pridannikova, E. 2013. RIA Novosti. Russian holidays and celebrations 2013. Accessed 30th August 2013.
<http://ria.ru/infografika/20121017/903626174.html>

Ryan, D. & Jones, C. 2009. Understanding digital marketing. Marketing strategies for engaging the digital generation. Koganpage: London.

Schönberg, P. Interview. Marketing Manager. Valkeakosken Waltikka Oy. 16.09.2013.

Simplyzesty. 2009. Business Guide to Social Media. E-Book. Accessed on 21st February 2013. <http://www.simplyzesty.com/ebook/Simply-Zesty-Social%20Media-Ebook-2009-05-May.pdf>

Smith, K. 2007. What is Digital Marketing? Accessed 20th April 2013.
http://digitalmarketing101.blogspot.fi/2007_09_30_archive.html

Social Bakers. 2013. Russia Facebook Statistics. Accessed on 20th February 2013. <http://www.socialbakers.com/facebook-statistics/russia>

The Economist. 2012. The Europe's Great Exception. Internet Business in Russia. Accessed 23^d February 2013.
<http://www.economist.com/node/21555560>

TAK. 2013. Rajatutkimus 2012 esittelymateriaali. Accessed 10th September 2013.
http://www.rusgate.fi/sites/default/files/julkaisut/tak_rt_2012_imatra_lpr.pdf

TAK. 2013. Viisumivapauden vaikutukset. Accessed 10th September 2013.
http://www.rusgate.fi/viisumivapaus/00_viisumivapauden_vaikutukset_yh_teenveto.pdf

Tietosujavaltuutetun toimisto. 2011. Tietosuoja Suoramarkkinoinnissa. Updated 16th June 2011. Accessed 15th August 2013.
<http://www.tietosuoja.fi/uploads/pvx4hd13ns.pdf>

TNS Gallup Oy. 2013. Mediamainonta laski vuonna 2012 verkkomainonnan jatkaessa kuitenkin kasvuaan. Accessed 10th July 2013.
http://www.tns-gallup.fi/doc/uutiset/Lehdistotiedote_29_1_2013.pdf

Tonder, M. 2013. Development Manager. Mediatalo Toimelias Oy. Personal Communication. Rucola Plus Seminar. 16.10.2013.

Tonder, M. 2013. Toimenpiteitä ja kokemuksia Venäjän sähköisestä markkinoinnista. Rucola Plus –hanke. Mediatalo Toimelias Oy. Personal Communication. 16.10.2013.

Tourism and Experience Management Cluster OSKE. 2012. Rucola – Russian consumers' latent needs. Pietarilaisten matkakokemus ja palveluiden löytämisen haasteet. Itseopiskelumateriaali haaste 2. Accessed 16th October 2013. <http://ekulma.kulmat.fi/kirjasto/Rucola2/>

Tourism and Experience Management Cluster OSKE. 2012. Rucola – Russian consumers latent needs. Itseopiskelumateriaali haaste 1. Venäläisten matkailijoiden erilaisille käyttäytymisprofiileille. Accessed 16th October 2013. <http://ekulma.kulmat.fi/kirjasto/Rucola1/>

Valkeakosken kaupunki. n.d. Tilastot ja julkaisut. Updated 29th October 2013. Accessed 30th October 2013. http://www.valkeakoski.fi/portal/suomi/kuntainfo_ja_hallinto/tilastot_ja_julkaisut/

Valkeakoski Motorsport. 2009. Waltikkaralli. Accessed 17th April 2013. <http://www.valkeakoski-motorsport.net/waltikkaralli/>

Vkontakte. 2013. Catalogue of Users Vkontakte. Accessed on 20th February 2013. <http://vk.com/catalog.php>

Waltikka. n.d. About Waltikka. Accessed 20th April 2013. <http://www.valkeakosken-waltikka.fi/>

Web Marketing Association. 2012. Web Award for Outstanding Achievement in Web Development. Accessed 14th April 2013. <http://www.webaward.org/winner.asp?eid=18964#.UnMSuPnddp0>

Yandex. n.d. 10 hottest questions. Accessed 10th October 2013. <http://direct.yandex.ru/help/>

Yandex. 2013. Rules of advertising. Accessed 27th October 2013. http://legal.yandex.ru/direct_display_rules/

Yandex Wordstat. n.d. Statistics for search “Finland”. Accessed 25th October 2013. <http://wordstat.yandex.ru/#!/?words=%D1%84%D0%B8%D0%BD%D0%BB%D1%8F%D0%BD%D0%B4%D0%B8%D1%8F>

Yandex. 2011. Yandex recommendations for website development. Updated 27th May 2011. Accessed 1st June 2013. <http://alexnoob.com/wp-content/uploads/2013/07/recomend.pdf>

Yle. 2013. Kysely: Kansanedustajilta tukea venäläisten viisumivapaudelle. Accessed 20th July 2013.
http://yle.fi/uutiset/kysely_kansanedustajilta_tukea_venalaisten_viisumivapaudelle/6733271

Zvonova, O. Argumenty i Fakty. Russian holidays calendar 2014. Updated 4th July 2013. Accessed 23^d October 2013.
<http://www.aif.ru/dontknow/infographics/calendar/14414>

REFERRAL TRAFFIC TO WALTIKKA WEBSITE

Source	Total Visits	Avg. Bounce Rate
iceskating.ru	94	24 %
grant-tour.info	53	38 %
visittampere.ru	33	15 %
e.mail.ru	25	16 %
valkeakoski.fi	21	24 %
strannik-travel.com	8	63 %
reborda.ru	6	17 %
fonecta.fi	4	0 %
vk.com	4	75 %
omtours.ru	4	25 %
visittampere.fi	3	0 %
tour-spb.ru	3	33 %
mail.yandex.ru	3	0 %
online.dneprovoi.ru	3	33 %
artoriks.com	2	0 %
alternativa-tour.ru	2	0 %
admin.tour-spb.net	2	100 %
maps.google.ru	2	0 %
cms.porsche-clubs.com	2	0 %
mail.aerotravel.ru	1	0 %
rautalanka.org	1	0 %
search.qip.ru	1	0 %
192.168.10.168	1	100 %
reborda.nichost.ru	1	100 %
tiketti.fi	1	0 %
brilliant-tour.spb.ru	1	0 %
plus.url.google.com	1	0 %
turizm.inspb.ru	1	0 %
Grand Total	283	24 %

GEOGRAPHIC LOCATION OF RUSSIAN WEBSITE VISITORS

Region	Visits	Pages / Visit	Avg Visit Duration	% New Visits	Bounce Rate
Saint Petersburg	631	5,63	0:03:35	71,95 %	23,93 %
Moscow	136	4,42	0:02:45	62,50 %	34,56 %
Sverdlovsk Oblast	11	4,27	0:01:09	100,00 %	27,27 %
Moskovskaya oblast	9	2,00	0:01:16	88,89 %	66,67 %
Leningrad Oblast	8	4,63	0:01:21	100,00 %	37,50 %
Nizhny Novgorod Oblast	8	5,63	0:07:17	62,50 %	25,00 %
Orenburg Oblast	8	2,25	0:01:28	50,00 %	25,00 %
(not set)	7	4,71	0:04:34	85,71 %	42,86 %
Novgorod Oblast	6	6,17	0:03:35	100,00 %	16,67 %
Tver Oblast	4	9,00	0:06:49	100,00 %	0,00 %
Vologda Oblast	4	6,75	0:08:23	100,00 %	25,00 %
Voronezh Oblast	4	3,75	0:06:29	50,00 %	25,00 %
Krasnodar Krai	3	10,33	0:02:07	33,33 %	0,00 %
Murmansk Oblast	3	1,33	0:00:02	100,00 %	66,67 %
Tula Oblast	3	1,00	0:00:00	66,67 %	100,00 %
Chelyabinsk Oblast	2	4,00	0:04:23	100,00 %	0,00 %
Kaliningrad Oblast	2	3,00	0:00:30	100,00 %	50,00 %
Lipetsk Oblast	2	2,50	0:00:48	50,00 %	0,00 %
Tyumen Oblast	2	4,50	0:01:56	100,00 %	0,00 %
Arkhangelsk Oblast	1	4,00	0:01:25	100,00 %	0,00 %
Republic of Bashkortostan	1	2,00	0:00:19	100,00 %	0,00 %
Kamchatka Krai	1	4,00	0:03:05	100,00 %	0,00 %
Republic of Karelia	1	1,00	0:00:00	100,00 %	100,00 %
Novosibirsk Oblast	1	1,00	0:00:00	100,00 %	100,00 %

Rostov Oblast	1	2,00	0:01:01	100,00 %	0,00 %
Samara Oblast	1	2,00	0:00:20	100,00 %	0,00 %
Tomsk Oblast	1	12,00	0:08:08	100,00 %	0,00 %
Udmurtia	1	1,00	0:00:00	100,00 %	100,00 %
Volgograd Oblast	1	2,00	0:00:22	100,00 %	0,00 %
Total	863	5,29	0:03:23	71,84 %	26,54 %

WEEKLY TRAFFIC FROM RUSSIA

Week	Total Visits
vk28/2013	44
vk7/2013	36
vk13/2013	34
vk23/2013	32
vk44/2012	30
vk24/2013	28
vk3/2013	27
vk38/2012	26
vk19/2013	26
vk25/2013	25
vk18/2013	24
vk22/2013	24
vk14/2013	24
vk9/2013	23
vk12/2013	21
vk6/2013	21
vk27/2013	20
vk33/2013	20
vk8/2013	19
vk5/2013	18
vk46/2012	17
vk11/2013	17
vk49/2012	17
vk2/2013	16
vk34/2013	16
vk32/2013	15
vk26/2013	15
vk45/2012	14
vk30/2013	13
vk51/2012	12
vk4/2013	12
vk17/2013	12
vk15/2013	12
vk31/2013	12
vk43/2012	12
vk16/2013	11
vk29/2013	11

vk47/2012	11
vk40/2012	11
vk21/2013	10
vk48/2012	10
vk42/2012	10
vk20/2013	9
vk35/2013	8
vk37/2012	8
vk39/2012	8
vk50/2012	6
vk36/2012	5
vk1/2013	3
vk10/2013	2
vk52/2012	2
vk41/2012	2
vk35/2012	0
Grand Total	861

KEYWORDS THAT ARE USED BY VISITORS

Keywords	Total Visits
waltikka	93
(not provided)	70
отель waltikka	41
www.valkeakosken-waltikka.fi	24
hotel waltikka	24
valkeakosken-waltikka.fi	10
waltikka valkeakoski	6
отеле waltikka	5
гостиница waltikka	4
http://www.valkeakosken-waltikka.fi/	4
valkeakosken-waltikka.fi	4
отель валтиikka	4
valkeakoski waltikka	4
отель «waltikka»	4
valkeakosken-waltikka	3
waltikka hotelli valkeakoski finland	3
ледовый дворец в финляндии wargeena	3
(www.valkeakosken-waltikka.fi	3
отелю waltikka	3
waltikka hotelli	3
www.valkeakosken-waltikka	2
валтиikka	2
valkeakosken waltikka oy	2
hotel waltikka finland	2
hotel waltikka трансфер	2
waltikka.	2
www.valkeakosken.fi	2
отеле waltikka (www.valkeakosken-waltikka.fi)	1
валтиikka валкеакоски	1
jntkm dfknbrff	1
mallasvesi рыбалка	1
valkeakoski hotelli	1
rauno arppe	1
«waltikka»,	1
waltikka,	1

валтика валкеакоски	1
sport hotel waltikka	1
гостиница waltikka финляндия	1
www. valkeakosken-waltikka	1
отелм waltikka	1
www. valkeakosken-waltikka.fi	1
waltika hotel	1
спортивная база валтиikka	1
waltikka hotel	1
(www.valkeakosken-waltikka.fi)	1
поиграть в теннис у стены	1
aria спортивный центр	1
hotel waltikka transfer	1
hotel waltikka i	1
hotel waltikka официальный сайт	1
www.valkeakosken-waltikka.fi)	1
как доехать до валкеакоски на автомобиле	1
в отеле waltikka цены на еду.	1
магазины в валкеакоски	1
в отеле waltikka что есть в номерах?	1
bus to ideapark finland	1
валкеакоски адрес отеля валтика	1
отели в тампере	1
валкеакоски валтиikka	1
отель waltikka	1
валкеакоски отель waltikka	1
отель waltikka.	1
валкеакоски отель валтиikka	1
отель валтиikka валкеакоски	1
валкеакоски финляндия спорт центр	1
отелю waltikka,	1
валкеакоски ледовый дворец	1
waltikka hotelli valkeakoski	1
валкеакоски отель валтиikka	1
www.artoriks.com	1
Grand Total	372

WHAT PEOPLE LOOK ON INTERNET WITH “FINLAND”

Keywords	Translation of Key-words	Total Search
финляндия	Finland	893 677
туры +в финляндию	Tours to Finland	43 267
виза +в финляндию	Visa to Finland	40 698
новая финляндия	New Finalnd	39 840
финляндия 2014	Finland 2014	30 702
россия финляндия	Russia Finland	30 701
новый год +в финляндии	New Year in Finland	30 584
новый год +в финляндии	New Year in Finland (with mistake)	30 578
магазины финляндии	Stores of Finland	27 978
коттеджи +в финляндии	Cottages in Finland	26 760
финляндия 2013	Finland 2013	26 022
карта финляндии	Map of Finalnd	25 824
новый год +в финляндии 2014	New Year in Finalnd 2014	19 216
центр финляндии	Centre of Finalnd	16 793
финляндия визовый	Finland visa	15 980
визовый центр финляндии	Visa Centre of Finland	15 167
поездка +в финляндию	Trip to Finland	14 868
цены +в финляндии	Prices in Finalnd	14 611
москва финляндия	Moscow Finland	14 248
зимняя финляндия	Winter Finland	13 001
швеция финляндия	Sweden Finland	12 506
отдых +в финляндии	Vacation in Finland	12 131
консульство финляндии	Consulate of Finland	11 785
товары +из финляндии	Goods from Finalnd	11 542
одежда +из финляндии	Clothes from Finland	11 232
+в финляндию +из спб	To Finland from St-Petersburg	11 145
финляндия туры +из Санкт-Петербурга	Tours Finland from St-Petersburg	10 944
города финляндии	Cities of Finalnd	10 925

туры +в финляндию +из петербурга	Tours from St- Petersburg to Finland	10 488
курорты финляндии	Resorts of Finland	10 118
где финляндия	Where Finland	10 096
интернет магазины финляндии	Online Stores of Finland	9 965
хоккей финляндия	Hockey Finland	9 418
финляндия онлайн	Finland Online	9 193
финляндия +на 1 день	Finland for a day	9 186
финляндия отзывы	Finland reviews	9 064
горнолыжная финляндия	Downhill Finland	8 932
отели финляндии	Hotels of Finland	8 851
финляндия коттеджи +на новый год	Finland cottages for New Year	8 686
новые коттеджи +в финляндии	New Cottages Finland	8 638
финляндия фото	Finland pictures	8 402
сайты финляндии	Finland Websites	7 983
+на границе +с финляндией	On the Finnish border	7 942
детская +из финляндии	Children's Finland	7 831
работа +в финляндии	Work in Finland	7 748
горнолыжные курорты финляндии	Ski-resorts Finland	7 671
финляндия зимой	Finland during the winter	7 512
паром +в финляндию	Boat to Finland	7 421

VIRTUAL BUSINESS CARD

Финляндия, Валкеакоски

 [Напечатать](#)

Телефон:
+358 (3) 57711

Время работы:
пн-пт 10:00—18:00

E-mail:
info@valkeakosken-waltikka.fi

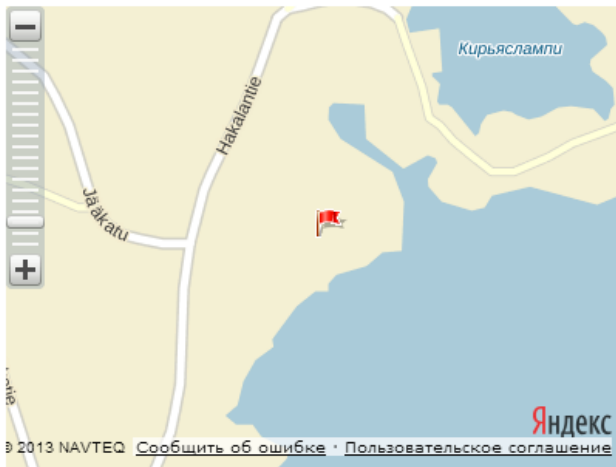
Адрес:
Hakalantie, д. 6

Valkeakosken Waltikka Oy

Отель Валтикка предоставляет Вам хорошую возможность отдохнуть на берегу озера в центре Финляндии недорого и качественно. К Вашим услугам комфортабельные номера, сауна, рестораны и красивая природа.

[Валтикка-отель в центре Финляндии](#)

Отель Валтикка - активный отдых на берегу озера в Центральной Финляндии.
www.valkeakosken-waltikka.fi



[Subscribe](#)[Share ▼](#)[Past Issues](#)[Translate ▼](#)

New Year party 2014

Valkeakosken
Waltikka

Presents...



Don't miss a chance to spend New Year 2014 in Finnish Fairy-tale!

Waltikka hotel offers you a special opportunity to celebrate New Year 2014 in Valkeakoski 30.31.-02.01.

Dear Victoria,

Waltikka is a cosy hotel located on the lake side in peaceful area not far from Tampere. This winter is extremely beautiful in here and makes this place perfect for your New Year vacation in Finland.

Specially for you we plan a New Year party full of entertainment and delicious food. We can also organise activities during your vacation here and help you to spend awesome time here, just contact us! Our offer includes a 3 night stay, breakfast and New Year celebration. Do not miss your chance and avail of the perfect offer, book until 31.11.2013 and get 25 % OFF from your booking. Come with your friends and all of you will get one more night at Waltikka for FREE! Contact us to know more or book your super fairy-tale in Finland.

Sincerely yours,
Taina Lehtonen

Marketing Manager,
Waltikka Oy

tel (03) 57711

myynti@valkeakosken-waltikka.fi



Specially for you in Waltikka



Unforgettable New Year Atmosphere!

Spend your holiday on the
Santa's motherland!

[CONTACT Waltikka](#)



New Year Dinner

On the 31.12.2013 we are
going to celebrate around
the table full of various
traditional Finnish dishes!

[CONTACT Waltikka](#)



Special Guest!

As a part of celebration we
will have a special guest
Joulupukki from Lapland!

[CONTACT Waltikka](#)

FOLLOW ON TWITTER

FRIEND ON FACEBOOK

FORWARD TO FRIEND

Copyright © 2013 Waltikka, All rights reserved.



[unsubscribe from this list](#) | [update subscription preferences](#)

WALTIKKA'S FACEBOOK PAGE

Hotelli Waltikka
234 likes · 35 talking about this · 59 were here

Hotel
Hakalantie 6, 37600 Valkeakoski
03 57711

About – Suggest an Edit

Photos Likes Map Events

RESERVATION CONFIRMATION

Date: [REDACTED]

Reservation Confirmation

[REDACTED]

Res.no: [REDACTED]

Arrival Date: [REDACTED] Sat

Departure Date: [REDACTED] Sun

1 x DblNS

Adults: 2

Total: 85,00 euros / room / night

Breakfast inc. room rate and is served Mon-Fri 6,30-10,00 and Sat-Sun 8,00-10,30.

Please contact to hotel if you arrive after 11pm or Sunday after 1pm.

Regards,

[REDACTED]

Hotelli Waltikka

Hakalantie 6

37600 Valkeakoski

Tel. +358 (0)3 57711

Fax +358 (0)3 5771440

eMail info@valkeakosken-waltikka.fi

www.valkeakosken-waltikka.fi

MEASUREMENT TEMPLATE

Business Objective: To increase marketing effectiveness in Russia

<i>Goal</i>	<i>KPI</i>	<i>How often measure?</i>	<i>How measure?</i>	<i>Responsibility</i>
DIGITAL MARKETING				
Increase traffic to the site	- Number of total unique visitors to the website	Every two weeks	Google Analytics – Audience All Traffic by number of unique visitors (Customs Segment: Location: city contains St. Petersburg)	Web Master
	- Number of repeat visits to the site	Every two weeks	Google Analytics Audience All Traffic Returning visitors. (Customs Segment: Location: city contains St. Petersburg)	Web Master
	- Number of visits from social media	Every two weeks	Google Analytics Audience Social (Advanced filter: Include Source Containing “ru”)	Web master
	- Increase number of visits from search engines	Every two weeks	Google Analytics Audience All Traffic Secondary dimension – Medium. (Advanced filter- Yandex)	Web Master
Improve search rank	Ranking in Yandex Search Engine for top 10 key words/phrases	Every week	Seogadget (Check for Yandex and Google.ru)	Marketing Manager
Create awareness in social media	Number of Vkontakte Followers.	Every three weeks	Vkontakte Statistics	Marketing Manager

INTERVIEW QUESTIONS FOR WALTIKKA

•How important media is Internet for your company? Why?

•Website

1. What is the purpose of the website?

2. How does it help the customer?

3. What questions does the site answer?

4. What kind of customer is it trying to attract?

5. How is it trying to convert to customer?

6. How long ago was it made?



7. How often is the website information updated?

8. Why did you remove a Russian translation of the website?

9. How do you measure the effectiveness of the website?

10. What part in your business does the website play?

Types of DM	Who does it?	When?	What is the purpose?	What type of customer did it attract?	How the effectiveness was measured?
Social Media (Facebook)					
Online Advertising (i.e. Ad words)					
Email marketing					
More, what???					

•Did you make any campaigns online (Facebook, website)? How successful were they?

•Could you shortly tell the purpose, implementation and results of one of the campaign?



•Did you have a clear plan for the campaign? What kind of objectives did it have? Did campaign achieve goals set before the implementation?

•Did you conduct any campaign specifically for Russian individual customers?

•Could you tell about it? What were the results?

•Did you have a clear plan for all campaigns with measurable goals and time frame?

•What challenges did you face in conducting marketing campaigns?

•What challenges did you face when conducting marketing online?

•As regards to Russian individual travellers.

Did you have any Russian individual travellers staying at Waltikka hotel?



Did some of them make booking directly from your site or were they coming via Booking.com or other booking engines only?

What did you do to make them return/recommend to other Russians?

Did you consider advertising on Russian language sites that have audience interested in Finland and traveling to Finland (Fontanka.fi, Russian.fi)?

Have you ever offered special packages (New Year holiday) oriented on Russian individual travellers? If you did, what kind of and how successful was the offering?

Do you have a capacity to collect customer's information?

Do you collect contact details of Russians who stayed at Waltikka? Where are contact details recorded?

How do you utilize their contact details?



If you have the contact details but do not utilize them, then why not?

What kind of picture of a Russian individual customer do you have?

What are their interests and values?

What is the importance of Russian travellers for Waltikka?

How many stays did they make last year at Waltikka?

Why do you think it is important to conduct online marketing in Russia?



QUESTIONS FOR RUSSIAN CUSTOMERS

1. How often do you travel to Finland? (a year)
2. Why did you decide to come to Valkeakoski?
3. Did you stay at hotel Waltikka for the first time?
4. Did you like hotel Waltikka and Valkeakoski town itself? (please tell what you DID like and what you did NOT like)
5. What search engines (Google or Yandex) did you use for information search about Finland? (if you do not remember, please, tell which ones you utilise daily)
6. In which language are you looking for information?
7. Do you prefer service in Russian when you are in Finland?
8. Do you use Vkontakte?
9. What transport do you use when coming to Finland?
10. Do you think how visa exemption between Russia and Finland will affect your travelling to Finland?