



GO GLOBAL SMART CONSULTING

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GO GLOBAL SMART

The GoGlobalSmart platform offers the most agile way to the international trade for your company

They have a wide and continuously growing network around the world, that you can easily exploit in your project.

PROJECT TASK

Commissioner wants us to evaluate the business concept and demand for it in Scandinavia and make a marketing plan for consulting services.

We decided to focus on Sweden.

OUR THOUGHTS

- Find organisations that can help expand like Business Sweden, Business Finland, banks, events and networking meetings.
- Blomster Consulting and Ecca Nordic. Both companies are owned by Finnish individuals living in Sweden.
- Kauppakamari Chamber of commerce.
- Arbetsförmedlingen helps you find employees in Sweden
- Bolagsverket
- IFS – international Entrepreneur Association in Sweden

OUR IDEAS

I. Campaign

- Invest in social media marketing and advertisement; Facebook, LinkedIn etc. (on fb to reach 1000 people avg. cost is 5€, each click costs 30snt)
- Tell own story on website/facebook to create emotional connection
- Marketing ads for Sweden “Why Go Global Smart is right choice for you?”

2. Universities

Go Global Smart is already cooperating with University of Oulu, is there a possibility to work with Universities of Sweden on a similar project like Bridge?

University of Luleå and University of Umeå both have International Business programs available to their students.

Also cooperating with Swedish student associations

MARKO'S DECISION

- He was very happy and enthusiastic about both of our ideas. He told us to move forward with our ideas.
- We decided to combine those two ideas into one complete solution.

WHAT'S NEXT FOR US?

- Marko will send his companys story to us so we can use it for the marketing material.
- Connect with universities in Sweden
- Create social media profiles for his company and provide content to them.
- Start planning and executing the marketing.

WORK IN PROGRESS (AFTER BRIDGE WEEK)

- We made a Facebook business page for GoGlobalSmart and update the page for him
- Contacted Universities of Luleå and Umeå
- Created a marketing guide for Marko. For example a year clock for posts to Facebook and a guide to FB ads, Google marketing and key words.
- He can implement these marketing plans, when the companys financial situation allows it



Go Global Smart
Create Page @Username

Home

Services

Reviews

See more

Promote

Manage Promotions



Like

Follow

Share



+ Add a Button

Create Post

Live

Event

Offer



Write a post...



Photo/Video



Get Messages



Feeling/Activ...

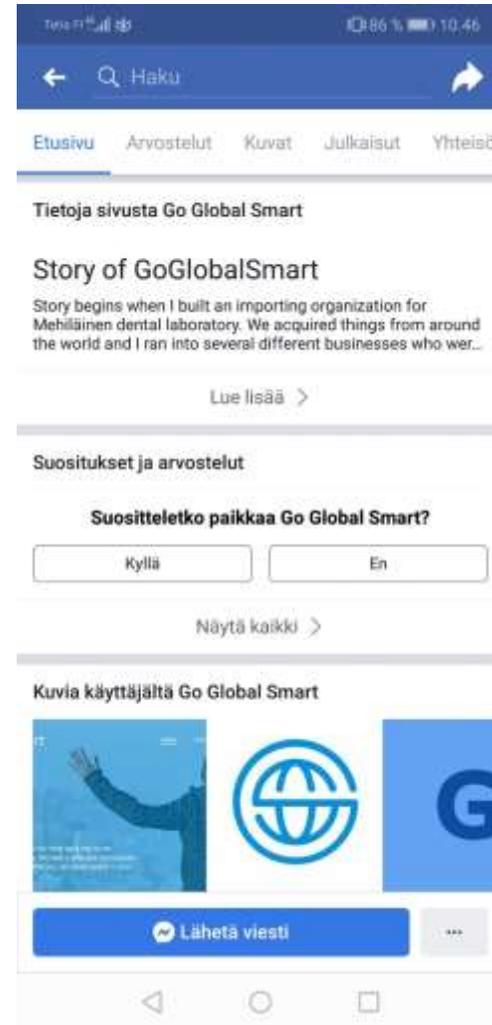
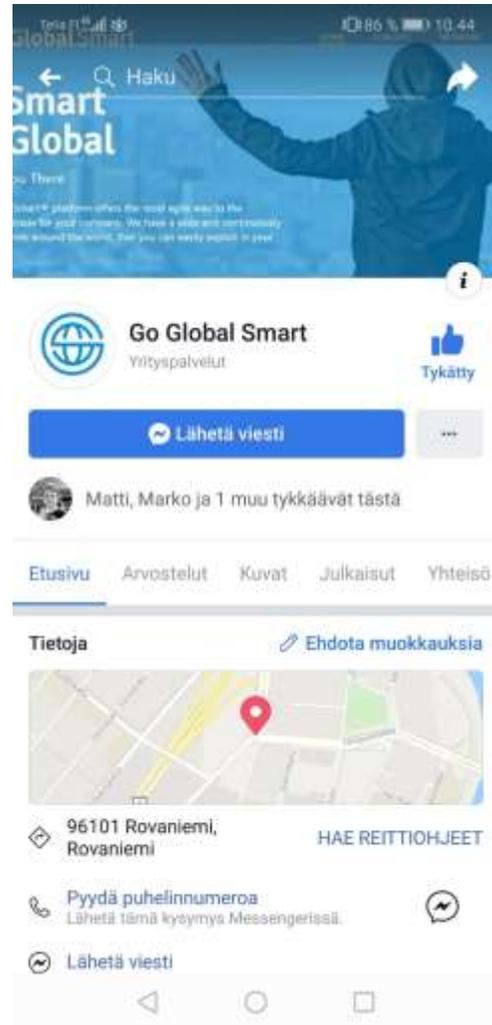


No Rating Yet

English (US) · Русский · Suomi · Svenska · Español



Information about Page Insights Data

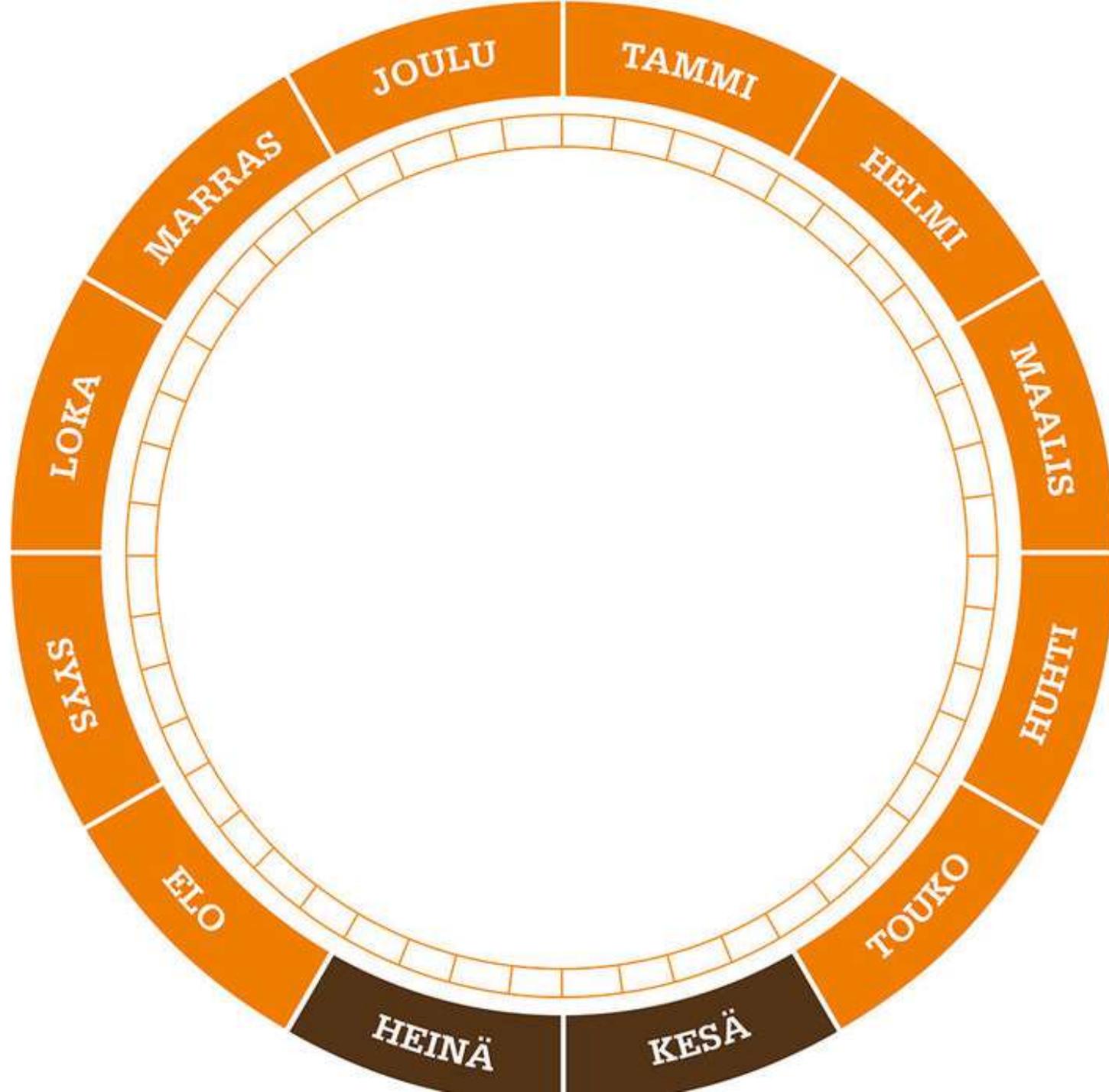


YEAR CLOCK

- Year clock is a way to manage your companys marketing and for example social media posts.
- For social media posts it is a way to remember and it gives a friendly image to your customers and this helps with creating a bond with them.
- We gathered a list of common celebratory days from each month. This helps in making topical social media posts and consistent marketing becomes easier to do.
- Year clock is also a way to plan how much money company use every month for marketing, important events etc.

CONTENTS

- January – New Year
- February – Valentine's day
- March – Women's day
- April – Easter
- May – May Day, Mother's day
- June – Summer holidays and jobs, Midsummers eve
- July – Summer
- August – Back to school and work
- September – International day of charity
- October – Halloween
- November – Father's day
- December – Christmas, Finnish Independence day



COOPERATING WITH UNIVERSITIES

- We contacted Universities of Luleå and Umeå.
- Unfortunately they never responded to our emails.
- We'll provide Marko with those contact details, if he would like to contact them in the future himself.
- We believe there is a good opportunity to cooperate with other finnish universities in the future.

PROPOSE TO MARKETING

- Google Ads: You can choose what kind of ads you display. There are search engine ads, display ads, Youtube ads and mobile ads. The cost of these vary depending on your location, line of business, type of ad and keywords. You can select for what you pay for, either when customer clicks the ad or just for displaying it.
- Facebook Advertisement: You can for example target the ads based on age, gender, location and language. Costs vary based on target audience.



Google Ads

Suositukset

Kampanjat

Mainosryhmät

Mainokset ja laajennukset

Laskeutumissivut

Avainsanat

Dynaamiset mainoskohteet

Yleisöt

Demografiset tiedot

Aiheet

Sijoittelut

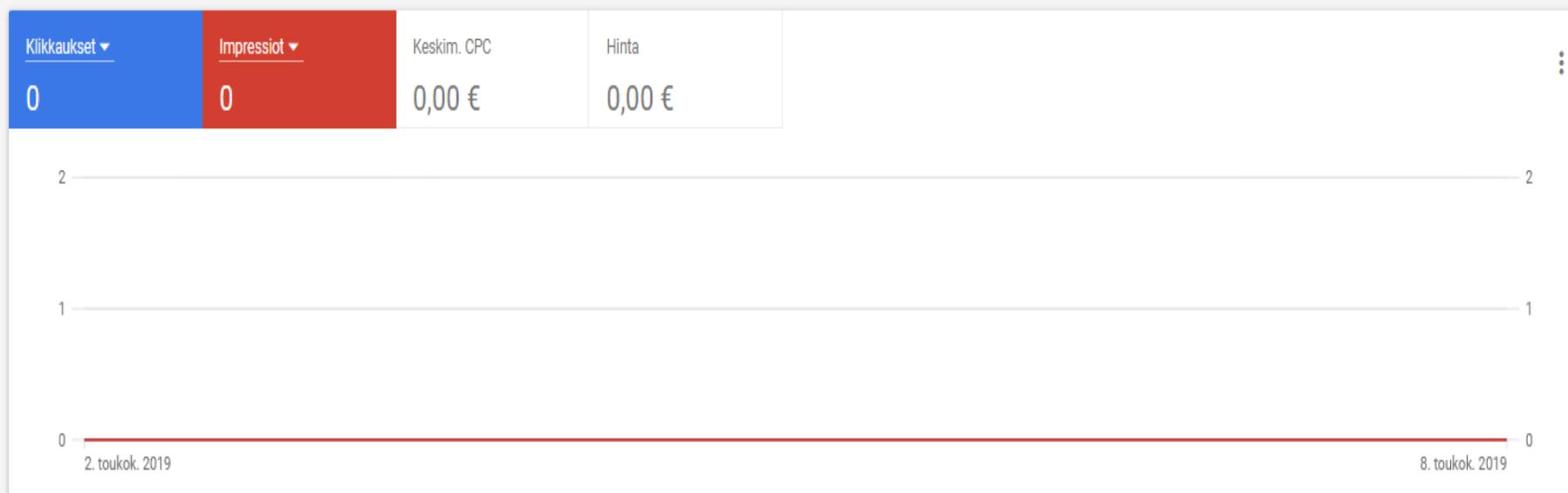
Asetukset

Sijainnit

Mainosten esitysaikataulu

Laitteet

Tarkennetut hintatarjouksen muokkaukset



Kampanjat

	Hinta	Kliikkaukset	Klik.pros.
● Hiihtolomat 2012	0,00 €	0	0,00 %
● Pääsiäisloma 2012	0,00 €	0	0,00 %
● Liikenne verkkosivustolle - Haku - 5	0,00 €	0	0,00 %
● Liikenne verkkosivustolle - Haku - 6 Koulutukset	0,00 €	0	0,00 %
● Liikenne verkkosivustolle - Haku - 7 - Kesäkurssit	0,00 €	0	0,00 %

[KAIKKI KAMPANJAT >](#)

Haun avainsanat

	Hinta	Kliikkaukset	Klik.pros.
● Hiihtokeskukset	0,00 €	0	0,00 %
● Laskettelukeskukset	0,00 €	0	0,00 %
● Laskettelu	0,00 €	0	0,00 %
● Lasketteluurinteet	0,00 €	0	0,00 %
● Suomen laskettelukeskukset	0,00 €	0	0,00 %

[KAIKKI AVAINANAT >](#) Sivu 1/5 ^ v

Hakumainokset

Mainosryhmä: [Mainosryhmä 2](#)

[\[Dynaamisesti luotu otsikko\]](#)
[\[Dynaamisesti luotu näkyvä URL-osoite\]](#)
 Punnittua asiaa digitaalisesta markkinoinnista. Käy, lue ja tilaa artikkelit.
 Huomioteksti 3 · Huomioteksti 4 · Huomioteksti 1 · Huomioteksti 2
[Ota yhteyttä](#) [Toimitusehdot](#)

Mainos	Impressiot	Kliikkaukset	Klik.pros.
● Käytössä	0	0	0,00 %

[KAIKKI HAKUMAINOKSET >](#) < 3/6 >

<input type="checkbox"/>	<input type="radio"/>	Mainosryhmä	Kampanja	Tila	Korkein klikkauskohtainen oletushintatarjous	Mainosryhmän tyyppi
<input type="checkbox"/>	<input checked="" type="radio"/>	Laskettelu	Hiihtolomat 2012	Kelvollinen	0,80 € 	Vakio
<input type="checkbox"/>	<input type="radio"/>	Remarketing	Campaign #1	Kampanja keskeytetty	1,25 €	Display
<input type="checkbox"/>	<input checked="" type="radio"/>	Vuokramökit	Pääsiäisloma 2012	Kampanja päättynyt	0,80 € 	Vakio
<input type="checkbox"/>	<input checked="" type="radio"/>	Displaymainokset	Pääsiäisloma 2012 Display	Kampanja keskeytetty	0,80 €	Display
<input type="checkbox"/>	<input checked="" type="radio"/>	Mainosryhmä 1 Konsultointipalvelut	Liikenne verkkosivustolle – Haku – 5 SaloheimoCom	Kelvollinen	automaattinen 3,15 €	Dynaaminen
<input type="checkbox"/>	<input checked="" type="radio"/>	Mainosryhmä 2	Liikenne verkkosivustolle – Haku – 5 SaloheimoCom	Kelvollinen	automaattinen 3,15 €	Dynaaminen
<input type="checkbox"/>	<input checked="" type="radio"/>	Koulutukset kevät 2019	Liikenne verkkosivustolle – Haku – 6 Koulutukset	Kelvollinen	automaattinen 2,34 €	Vakio
<input type="checkbox"/>	<input checked="" type="radio"/>	Mainosryhmä 1 Kesäkurssit toukokuu 2019	Liikenne verkkosivustolle – Haku – 7 - Kesäkurssit toukokuu 2019	Kelvollinen	automaattinen 1,74 €	Vakio

facebook



How would you like to grow your business?

Creating an ad helps get you more of the business results you want.



Get Started With Automated Ads

Get personalized ads that adjust over time to help you get better results



Boost a Post



Promote Your Page



Promote Your Business Locally



Recommended

Get More Website Visitors



Get More Leads

Your Info

How would you categorize your business?

Business Service

Business Consultant

Select all the ways you do business

Online

<https://goglobalsmart.com/en>

Add some common interests that your customers share.

Business

Business-to-business

International

You can edit these answers by going back

Choose Your Plan

Based on the answers you provided, these types of ads could help you reach your business goal.

Recommended

Suggested Budget: €3 per day



Get More Shoppers to Visit Your Website **i**

Set Up Your Ad

Create up to 6 different versions for this ad objective. The most engaging versions will be shown more often. These photos from your Page might perform well.

Get More Shoppers to Visit Your Website

1 version



Edit Version 1 of 1

Format

Choose the type of image or video format you'd like to use in this version.

Single Image ▼

Single Image

New Feature!

Use free stock photos in your ads.



Back



2

3

4

Next



Go Global Smart

Sponsored · 



GoGlobalSmart® palvelualusta tarjoaa yrityksellesi maailman ketterimmän väylän kansainvälisille markkinoille. Meillä on laaja ja jatkuvasti kasvava verkosto maailmalla, jota hyödynnät helposti hankkeessasi.

[See Translation](#)



GOGLOBALSMART.COM

Go Global Smart

SHOP NOW



Like



Comment



Share

Edit Audience



Make sure to save your edits once you're done.

Gender ?

All

Men

Women

Age ?

18

65+

Locations ?

Finland

📍 Finland

Add locations

Detailed Targeting ?

INCLUDE people who match at least ONE of the following ?

Add demographics, interests or behaviors

Suggestions

Browse

Exclude People



Your audience size is **defined**. Good job!

Potential Reach: 2,600,000 people ?

Cancel

Save

Automated Ads



Choose a Daily Budget

Your ad will run continuously on an average daily budget. You can change your budget or pause your ad anytime.

€2.00 a day

€3.00 a day

€5.00 a day

Choose your own

Actual amount spent daily may vary ?

Currency

Euro

Back



Cancel

Promote

Review Your Plan

Your ad will run until you turn it off. Over time, we'll help you adjust the settings and let you know when to make changes, like refresh the images.

Get More Shoppers to Visit Your Website

Version (1)



Estimated Results

10-61 clicks per day ?

Audience

Location - Living In Finland

Age 18 - 65+

Marko Merkkiniemi (3621...)

Ad Set Name SW Business

Switch to Quick Creation

- Campaign
 - Objective
- Ad Account
 - Create New
- Ad Set
 - Traffic
 - Dynamic Creative
 - Offer
 - Audience**
 - Placements
 - Budget & Schedule
- Ad

Drive more conversions by creating an offer people can save and get reminders about. Learn more.

Audience

Define who you want to see your ads. Learn more.

Create New Use a Saved Audience

Sweden Business

Location - Living In: Sweden

Age: 18 - 65+

Language: Swedish, English (UK), English (US) or Finnish

People Who Match: Interests: business owner

Interest expansion: Off

Edit

Placements

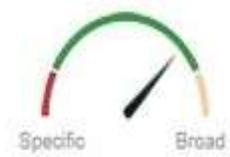
Show your ads to the right people in the right places.



Estimate Doesn't Include Facebook Stories

Because Facebook Stories is a new placement being released gradually, audience and reach estimates aren't currently available. These estimates are based on the other placements you've selected.

Audience Size



Your audience selection is fairly broad.

Potential Reach: 5,600 people

Estimated Daily Results

Reach 260 - 1.2K



Close

RESULTS

- At the end of this project we have accomplished our goal.
- We started doing social media for our commissioner and planning for its future.
- We contacted Universities in Sweden.
- We created a guide for our commissioner about how to start advertising, where to start and what kind of advertisement. Guide also includes contact details of universities.

THANK YOU !

