

## Abstract about our Bridge-project (Tervola Kurkiaura Oy)

Our commissioner is Matti Alatalo from Tervola Kurkiaura Oy.

Tervola Kurkiaura Oy is a company in Tervola that makes handmade flatbread from their own-made flours. They also have their own mill.

Matti wanted more foreign clients, tourists and visibility in social media. Now the clients are basically local people buying fresh bread.

We started to think how we could get more clients. Answer was easy: social media. Nowadays it is easier, sufficient and cheaper way to get visibility but you must do it right. That's why we gave multiple advice on how to reach the goal of visibility and what actions there could be made to make it easier.

We designed a marketing year-clock to help Matti market his company in different seasons. We also gave an example post of Facebook and Instagram to show what kind of posts attracts people. In the end we also did a little social media advice package, just to help him to get started.

In outcome, we think that more social media visibility made right → more clients across the world. Matti has a good organic product that is produced right in the spot. It is very important nowadays. People value it and you can make most of it when marketing this kind of product.