



Finland's position, potential
and segmentation

WHAT TO DO IN PRACTISE?

Recommendations and approaches for segment
utilisation

Key conclusions for the Finland's potential

There is potential in several different segments

Although the research identifies three segments in which Finland is inherently strong, it is clear that there is potential in several segments and Finland currently reaches all target groups at least to some extent

An individual service provider can succeed in any segment, even if some target groups are more difficult than others

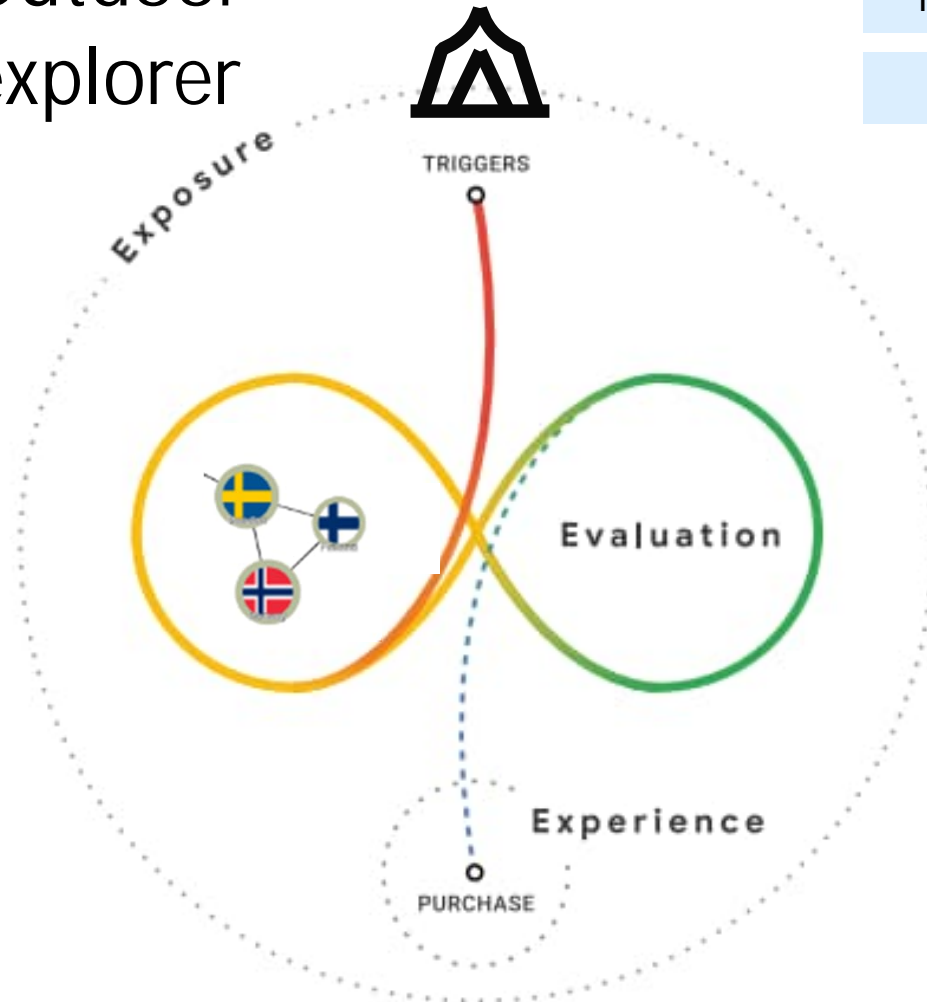
By developing a competitive service offering and effective marketing, it is possible for an individual business to succeed in any segment. However, it is clear that, for example, in the Sun and Beach or Foodie segments, the starting situation is more difficult than in other segments

Growth takes place through the strengthening of awareness and relevant offering for each segment

Growing the segment requires both awareness and the development of a truly relevant and interesting offer. The easiest way to build this is for those segments where Finland's attraction is already relatively strong

How to develop your offering?

Outdoor
explorer



REAL NATURE

BIKING

CHILDREN

ACTIVE

HIKING

Start from the segment's
needs and think how well
your offering meets its needs



HIKING

BIKING

ACTIVE

REAL NATURE

CHILDREN

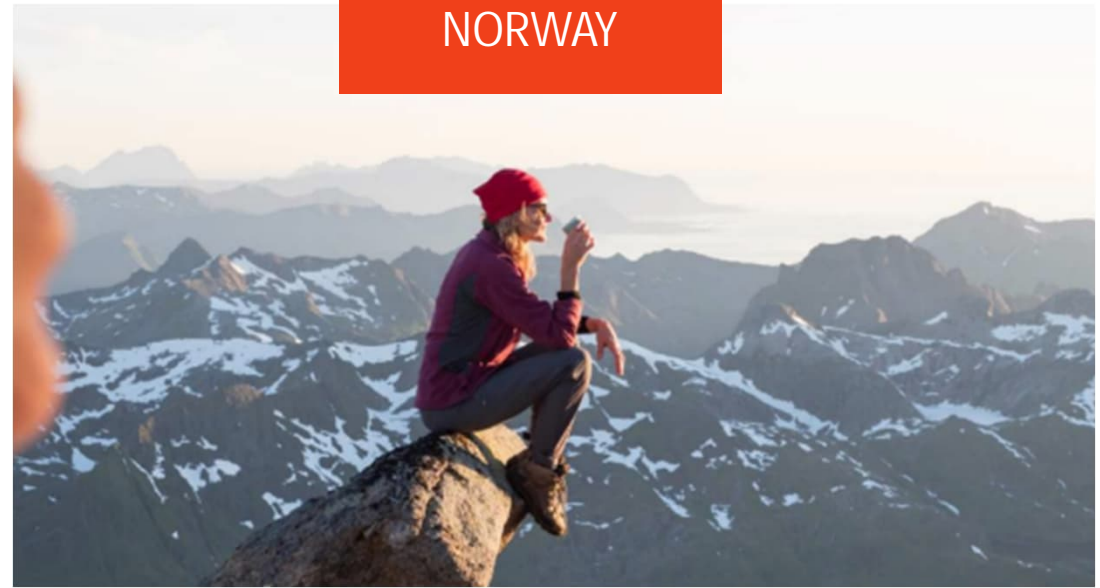


It seems that there are a lot relevant offering for Outdoor Explorer based on VisitFinland website

FINLAND



NORWAY



We went gravel biking with Formula 1 star Valtteri Bottas and fell in love with Finland's trails

F1 driver Valtteri Bottas shows off his slice of gravel heaven, and some seriously fun groads



(Image credit: Thomas Moheux)

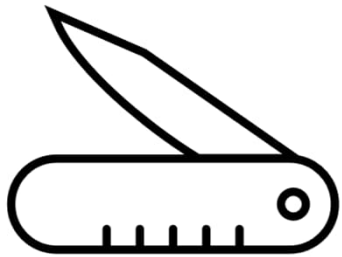
Try to find relevant, interesting and unique aspects to your communications. For example, an interesting story about biking possibilities can be a deal breaker and create needed uniqueness

Examples how to use segmentation



Service offering
inventory
exercise

1. QUESTION: What are we currently offering to each segment?
2. EXERCISE: Current offering i.e offering concepts, USP:s, marketing messages are divided to each segment. Each offering has to be placed only on a single segment
3. OUTCOME: Offering distribution by segment. In addition there could be short a description why
4. ANALYSIS: Why is the distribution this? Was it difficult to match the segments and offering? What should we change or develop?



Make sure your offering and message is **sharp and consistent** for each segment

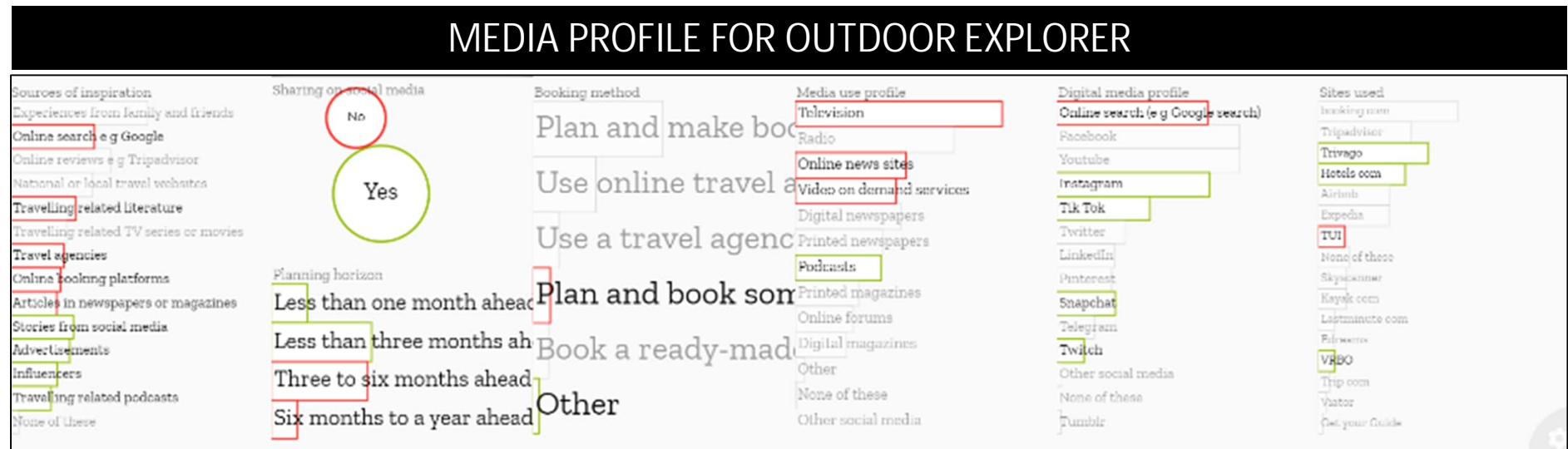
Segmentation should be utilized so that communication and services are developed separately for each target group. In this way, the offering could be made to meet the needs of consumers more precisely and also stand out more from the competition

Interesting offering is not enough



In addition you need to make sure that you reach your audience using right channels

Instagram and social media are good channels to reach Outdoor Explorer



Selected N = 493/ Total

How to reach Outdoor Explorer?

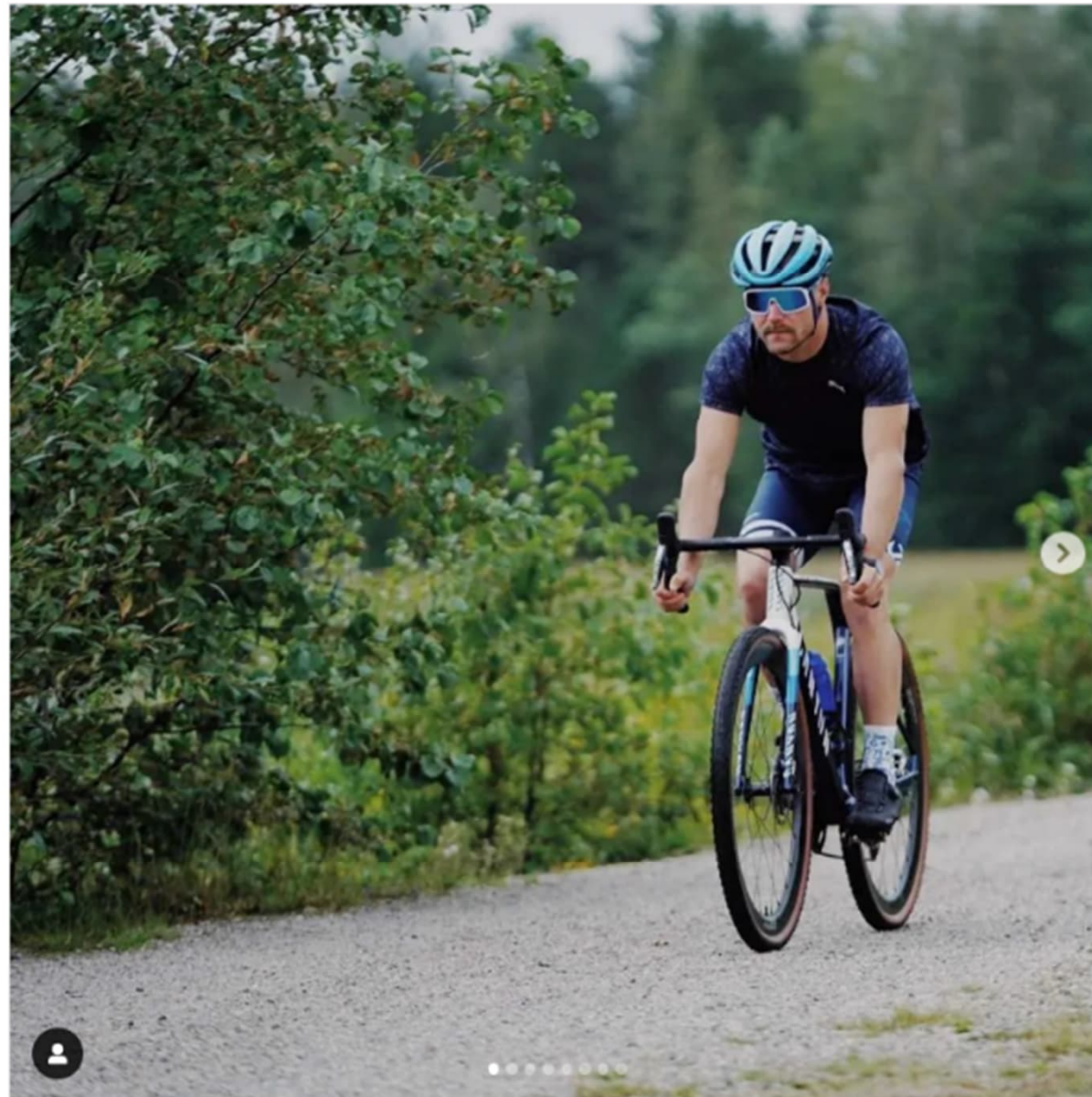


Social media stories and sharing reach better than average

Instagram and Tik Tok are profiling channels

Likely to start planning later than average

Instagram would be a good channel for this kind of a message



gravelcyclist • Follow



gravelcyclist Formula 1's @valtteribottas & @sbtgrvl team up for @fnldgrvl Finland! "Formula 1 driver Valtteri Bottas and the team behind SBT GRVL have announced FNLD GRVL, a new gravel event in Lahti, Finland, planned for June 2023. @visitlahti_official Details in the press release over at GravelCyclist.com 🤩 🏆 #gravelroads #gravelcycling #gravelcyclist #gravelgrinder #visitlahti #valtteribottas

48w



1lovemountains looks epic!



47w 1 like Reply



plater.steven Finland is one big



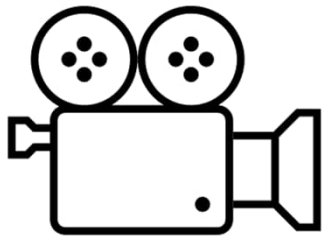
776 likes

MAY 31, 2022



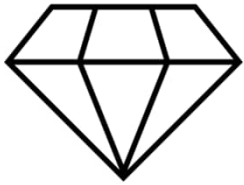
Add a comment...

Post



Match **channels and content** for better reach

It's not enough just to have a relevant message or service, but the message must also reach the target group. Successful communication requires the right combination of content and channel, which segmentation also provides support for



FINLAND'S OFFERING NEEDS TO BE **SHARPER AND BETTER TARGETED AT** DIFFERENT SEGMENTS

In order to stand out, Finland's offer must be more strongly focused on the needs of different segments. Differentiation from Norway and Sweden in a relevant way is extremely important

