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*Discovering Finland*

DIGIMARKKINOINTIA  
MATKAILUYRITYKSILLE

Lappi kesä ja ruska 2024  
yhteismarkkinointi

**RAPORTTI**

1.10.2024

[www.discodigimedia.fi](http://www.discodigimedia.fi)

[www.discoveringfinland.com](http://www.discoveringfinland.com)

## Lapin kesä ja ruska 2024 yhteismarkkinoinnin tulokset

### Kampanja-aika 4 kk: 10.5.-10.9.2024

Kumppanit Santa's Hotels, Visit Ylläs, Harriniva Hotels & Safaris, Kolmen Koukun Majat, Hotel Levi Panorama, Ranua Finland, Hetan Kota, Karhu Kuusamo, Hotel Ivalo

**Kohdennukset:** UK, Saksa, Espanja, Ranska ja Hollanti

**Kampanjan sisältönä** olivat kampanjasivut (EN, DE, ES FR ja NL), ja niihin kirjoitetut sisällöt ja artikkelit

### META-MARKKINOINTI JA -MAINONTA

#### Julkaisut Discovering Finlandin Facebook-sivustolla tavoittivat:

- Yhteensä kampanjan sai keskimäärin vähintään **85 000 näyttöä (reach) / viikko** orgaanisille yleisöille (1 360 000 / 4 kk)
- Julkaisut saivat suuren määrän jakoja ja tykkäyksiä
- Lisäksi kampanjaa markkinoitiin **reels- ja stories-julkaisuilla**

#### VISIT YLLÄS (julkaisu kerran viikossa):

- **omat julkaisut: n. 314 200 näyttöä** (reach orgaaninen)
- **oma Reels-video joka jaettiin usein myös FB ja IG Stories >>**

#### Meta-mainonta tavoitti (tavoite: lukijoita artikkeleihin / kampanjan sivuille):

- **5 259 € mediabudjetti maksetulle mainonnalle (Meta)**
- sai **614 918 mainosten näyttöä** (reach)
- Click rate links **5,99 %**, cost **0,07 €**,
- Click rate all **7,22%**, cost **0,05€**
- **74 147 lukijaa kampanjan sivuille**

### JOHTOPÄÄTÖKSIÄ

- Kampanjalla tavoitettiin onnistuneesti kohdeyleisöt
- Kampanjan toimivuudesta kertovat mm. **korkea sitoutuminen, klikkausprosentti ja alhaiset kontaktihinnat**

## FACEBOOK MAINONTA

### Facebook kaikki maksettu mainonta ("traffic" -mainos - klikit - kampanjasivut ja artikkelit)

Country	Reach	Amount	Link clicks	Cost / link click	Click rate link %	Clicks (all)	Click rate all %	Cost / click (all)	Video plays	Cost / video play
FR	190231	€1,056.93	28456	0,04 €	6,79 %	33219	7,93 %	0,03 €	44989	0,02 €
ES	160541	€1,057.29	18769	0,06 €	5,30 %	21123	5,96 %	0,05 €	43277	0,02 €
GB	124963	€1,063.23	11843	0,09 €	6,02 %	15164	7,71 %	0,07 €	12749	0,08 €
NL	75950	€1,052.32	7554	0,14 €	4,60 %	10247	6,24 %	0,10 €	17358	0,06 €
DE	63233	€1,029.23	7575	0,14 €	5,58 %	10020	7,38 %	0,10 €	11475	0,09 €
<b>TOTAL</b>	<b>614918</b>	<b>€5,259.00</b>	<b>74197</b>	<b>0,07 €</b>	<b>5,99 %</b>	<b>89773</b>	<b>7,22 %</b>	<b>0,05 €</b>	<b>129848</b>	<b>0,04 €</b>

## Laskeutumissivut

Laskeutumissivuina käytettiin kohderyhmän kielellä luotuja kampanjasivuja, sekä kolmea kampanjalle kirjoitettua artikkelia (esitelty myös kampanjasivulla)

- EN [kampanjasivu >>](#)
- DE [kampanjasivu >>](#)
- ES [kampanjasivu >>](#)
- FR [kampanjasivu >>](#)
- NL [kampanjasivu >>](#)

## Discoveringfinland.com Lapland -kampanjan sivut - Google Analytics (maksettu mainonta ja orgaaniset kävijät - "discoveringfinland" on maksettu mainonta)

Session medium	%Sessions
organic	25.84%
discoveringfinland	67.63%
referral	3.23%
(none)	3.22%
(not set)	0.08%
<b>Grand total</b>	<b>100%</b>

	Country	Active users
1.	France	25.07%
2.	Spain	17.9%
3.	Germany	15.15%
4.	United Kingdom	15.13%
5.	Netherlands	9.29%
6.	Finland	3.21%
7.	United States	2.19%
8.	Switzerland	1.96%
9.	Austria	1.09%
10.	Sweden	0.8%


## ESIMERKKEJÄ - FACEBOOK-POSTAUKSISTA - linkit kampanjan sivu / artikkelit

Reach 195,168 Higher than typical  
 Impressions 195,168 Higher than typical  
 Interactions 4,485 Higher than typical

Reach 14,742 Higher than typical  
 Impressions 14,742 Higher than typical  
 Interactions 246 Higher than typical

**Discovering Finland**  
 Published by Pauliina Raitosola  
 · 6 September at 09:41 ·

Finland's autumn season, Ruska, is perfect for visitors to head out on hikes in clean, crisp air as the woods become dotted with wild berries and mushrooms, creating a fantastic foraging adventure. Autumn Magic in Finnish Lapland: <https://www.discoveringfinland.com/.../autumn-magic.../>




Studioravintola Tundra, Levi and 4K others · 63 comments · 348 shares

**Discovering Finland**  
 Published by Pauliina Raitosola  
 · 31 July ·

🌲 Renowned for its untouched wilderness and captivating landscapes, Finnish Lapland invites travelers to discover its enchanting beauty year-round, not only in winter but also in summer ☀️ and autumn 🍂. During these warmer seasons, Lapland becomes a vast playground for outdoor enthusiasts, offering a wide range of activities and adventures against a backdrop of endless daylight ☀️ and vibrant foliage 🌿. Read more - recommended destinations in Lapland: 🙌🙌🙌 <https://www.discoveringfinland.com/lapland-northernmost-region-finland/>

MORE TO EXPLORE:

- ☀️ Discover Ylläs, 🏞️ a beloved Lapland destination! 🌲 Enjoy year-round activities, especially in summer and autumn. From hiking, kayaking, and fishing to Finland's largest bike park 🚲 with breathtaking views from Ylläs fell, there's something for everyone.: <https://bit.ly/4bOu89Q>
- ☀️ Experience Lapland in comfort and style with Santa's Hotels! 🏠 Choose from cozy log cabins or unique igloos with stunning Arctic views. Perfect for a memorable stay amidst the enchanting scenery. 🌟🌟🙌 <https://bit.ly/4bV9h50>
- ☀️ Explore Lapland's raw beauty with Harriniva Hotels & Safaris. Open this summer, visit two resorts and Torassieppi Eco Reindeer Resort for unforgettable reindeer farm visits. Immerse yourself in thrilling summer and autumn adventures! 🦌🌿🙌 <https://bit.ly/4bVO4I7>



Guillaume Sébire - Photography and 229 others · 1 comment · 16 shares

## ESIMERKKEJÄ - FACEBOOK-POSTAUKSISTA - linkit kampanjan sivu / artikkelit

Reach ⓘ **36,923**  
Higher than typical

Impressions ⓘ **39,115**  
Higher than typical

Interactions ⓘ **523**  
Higher than typical

Reach ⓘ **11,939**  
Higher than typical

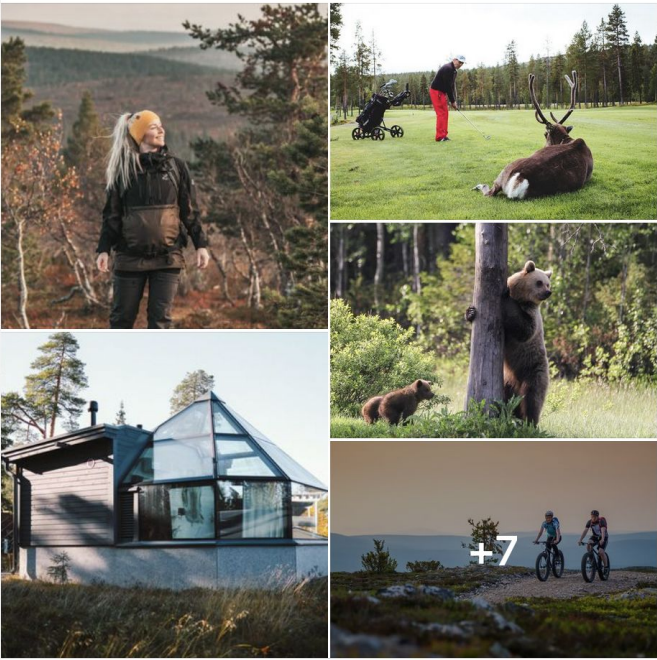
Impressions ⓘ **12,132**  
Higher than typical

Interactions ⓘ **172**  
Higher than typical

**Discovering Finland**  
Published by Pauliina Raitosola  
· 7 July · 🌐

Finnish Lapland, known for its winter beauty and Northern Lights 🌌, becomes a vibrant destination in summer and autumn. With endless daylight from the Midnight Sun ☀️ and the chance to see the Northern Lights starting in late August, the region offers a wide range of activities for visitors to enjoy during these seasons. 🌿🍂

👉👉 Read our article "From Endless Summer Days to Autumn Aurora: Lapland's Seasonal Adventures": <https://www.discoveringfinland.com/blog/endless-summer-days-autumn-aurora-laplands-seasonal-adventures/>

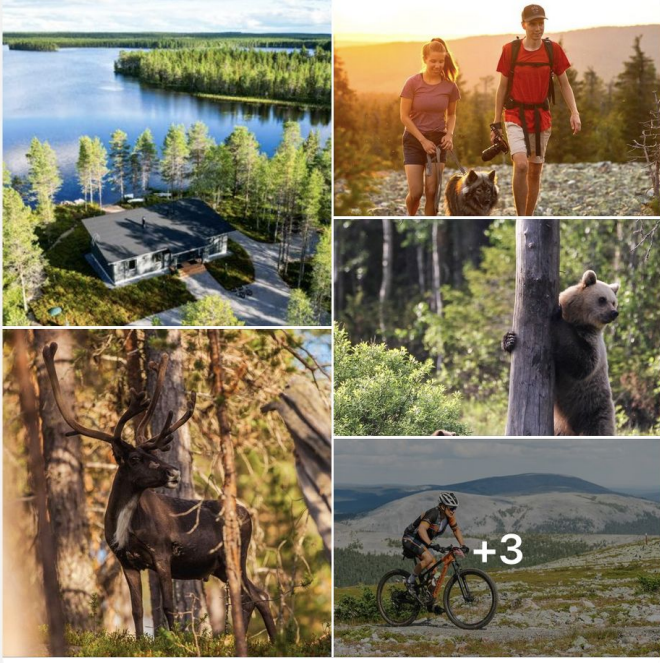


👍❤️ 485      4 💬 30 ➦

**Discovering Finland**  
Published by Alhazred DeSane  
· 25 July · 🌐

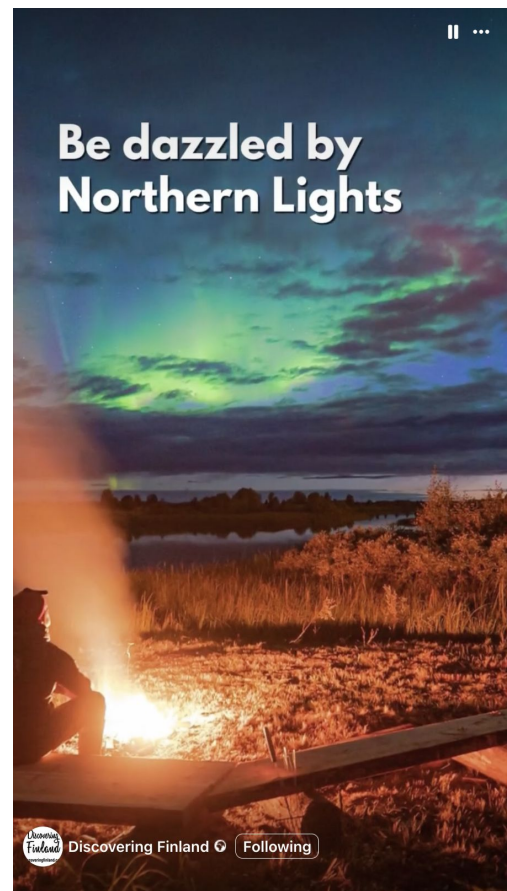
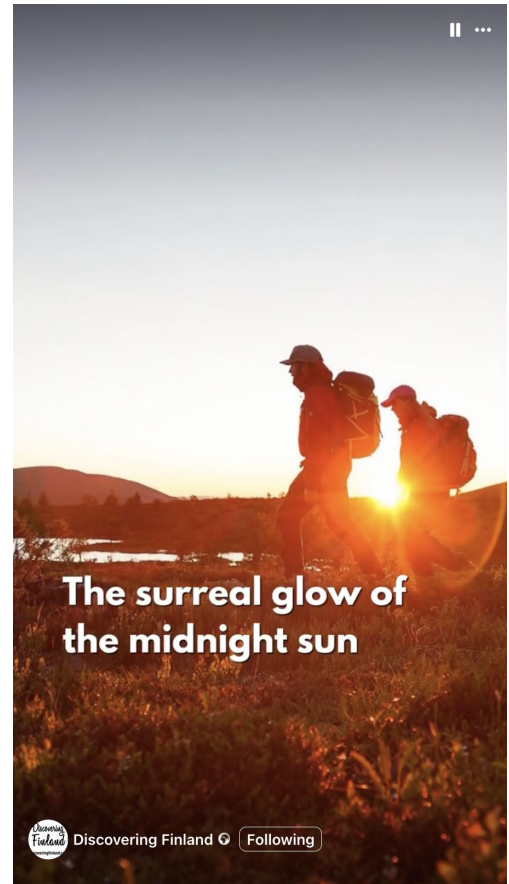
Finnish Lapland, renowned for its wintery allure and Northern Lights, transforms into a vibrant haven of natural beauty 🌿🌸 and adventure 🏔️ during the summer ☀️ and autumn 🍂 months:

<https://www.discoveringfinland.com/.../endless-summer.../>



👍❤️ 162      1 💬 8 ➦


## ESIMERKKEJÄ - REELS / STORIES



## ESIMERKKEJÄ - META-MAINOS (maksullinen / video)

**Discovering Finland**  
Sponsored

🌲🌞 Experience Lapland's Summer Midnight Sun 🌞 and Autumn Wonders 🍂. Renowned for its untouched wilderness and captivating landscapes, Finnish Lapland becomes a vast playground for outdoor enthusiasts, offering a wide range of activities and adventures against a backdrop of endless daylight and vibrant foliage. ✨ Read more: <https://bit.ly/3yzRthq>



DISCOVERINGFINLAND.COM  
🌲🌞 Explore The Wilderness of Finnish Lapland. [Learn more](#)

👍❤️ 233

**Discovering Finland**  
Sponsored (demo)

🌲🌞 Si buscas una experiencia natural única, dirígete a los salvajes montes y la virgen naturaleza ártica de Laponia finlandesa. 🌲 También hay muchas actividades para hacer en verano y otoño; es un destino ideal 🏔️👤 para excursionistas, senderistas, ciclistas de montaña, pescadores y jinetes. ✨ Lee más: <https://bit.ly/45lhCXu>



DISCOVERINGFINLAND.COM  
🌲🌞 Explora la naturaleza salvaje de Laponia finlandesa [Learn more](#)

👍❤️ 173

**Discovering Finland**  
Sponsored (demo)

🌲 Als je op zoek bent naar een unieke natuurervaring, ga dan naar de wilde heuvels en de ongerepte Arctische wildernis van Fins Lapland 🌲🌞. Er zijn ook veel activiteiten te doen in de zomer en de herfst 🍂; het is een ideale bestemming voor wandelaars 🏞️, mountainbikers 🚲, vissers 🎣 en ruiters 🐎.



DISCOVERINGFINLAND.COM  
🌲🌞 Ervaar de betoverende midzomerzon in Fins Lapland! [Learn more](#)

👍❤️ 56

**Discovering Finland**  
Sponsored (demo)

🌲🌞 Entdecke die wilden Fjells, Flüsse und Seen Laplands. Finnisch-Lapland ist ein ideales Reiseziel für Wanderer, Trekker, Mountainbiker, Angler und Reiter. 🏔️👤🎣🐎 Erkunde Finnisch-Lapland im Sommer. ✨ Lies mehr hier: <https://bit.ly/3VZ0Bp5>



DISCOVERINGFINLAND.COM  
🌲🌞 Buche jetzt dein Sommerabenteuer in Lapland [Learn more](#)

👍❤️ 124

## ESIMERKKEJÄ - FACEBOOK-POSTAUKSISTA - Visit Ylläs

Reach **53,997**  
Higher than typical

Impressions **55,058**  
Higher than typical

Interactions **758**  
Higher than typical

Reach **58,602**  
Higher than typical

Impressions **59,522**  
Higher than typical

Interactions **782**  
Higher than typical

**Discovering Finland**  
Published by Pauliina Raitosola  
· 6 August ·

📍 Located 150 km north of the Arctic Circle in Finnish Lapland, **Ylläs** is one of Finland's premier year-round holiday destinations. 🌲 ✨ Ylläs offers a haven for relaxation and rejuvenation, combined with a choice of active adventures in Lapland's stunning wilderness. 🏞️ ☀️  
👉 <https://www.discoveringfinland.com/.../yllas-summer.../>  
👉 <https://yllas.fi/en/>

- ☀️ Witness the mesmerizing midnight sun painting the sky with vibrant hues.
- 👤 Endless daylight for exploration.
- 🏞️ A mountain biking paradise with trails for all skill levels.
- 🚴 Thrilling rides at Ylläs Bike Park for beginners to advanced riders.
- 🛶 Kayaking, canoeing, and packrafting on pristine waterways.
- 🔥🍷 Unwind with a quintessential Finnish sauna experience. From modern panoramic saunas to traditional smoke saunas.
- 🍴 Flavours of locally sourced cuisine.

👉 <https://yllas.fi/en/>

👍❤️ 708      4 💬 38 ➦

**Discovering Finland**  
Published by Pauliina Raitosola  
· 11 June ·

☀️📍 Ylläs in Summer & Autumn: Active Relaxation and Engaging Experiences. ☀️📍 Located 150 km north of the Arctic Circle in Finnish Lapland, Ylläs is one of Finland's premier year-round holiday destinations. 🌲 ✨ Ylläs offers a haven for relaxation and rejuvenation combined with a choice of active adventures in Lapland's stunning wilderness: 🏞️ ☀️  
👉 <https://www.discoveringfinland.com/.../yllas-summer.../>  
👉 <https://yllas.fi/en/>

- ☀️ Witness the mesmerizing midnight sun painting the sky with vibrant hues.
- 👤 Endless daylight for exploration.
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- 🍴 Flavours of locally sourced cuisine.

👉 <https://yllas.fi/en/>

See insights and ads      Boost

👍❤️ 728      3 💬 37 ➦



## ESIMERKKEJÄ - FACEBOOK-POSTAUKSISTA - Visit Ylläs

Reach ⓘ  
**21,497**  
 Higher than typical

Impressions ⓘ  
**21,497**  
 Higher than typical

Interactions ⓘ  
**468**  
 Higher than typical

Reach ⓘ  
**24,281**  
 Higher than typical

Impressions ⓘ  
**24,513**  
 Higher than typical

Interactions ⓘ  
**426**  
 Higher than typical

**Discovering Finland**  
 Published by Pauliina Raitosola  
 · 15 August · 🌐

📍 Located 150 km north of the Arctic Circle in Finnish Lapland, **Ylläs** is one of Finland's premier year-round holiday destinations. 🌲🌟 Ylläs offers a haven for relaxation and rejuvenation, combined with a choice of active adventures in Lapland's stunning wilderness. 🏞️🌞  
 👍👍 <https://www.discoveringfinland.com/.../yllas-summer.../>  
 👍👍 <https://yllas.fi/en/>

🌞 Witness the Midnight Sun, vibrant autumn colours, and Northern Lights as early as August.


🚴 A mountain biking paradise with trails for all skill levels.

🚲 Thrilling rides at Ylläs Bike Park for beginners to advanced riders.

🛶 Kayaking, canoeing, and packrafting on pristine waterways.

🔥🪑 Unwind with a quintessential Finnish sauna experience. From modern panoramic saunas to traditional smoke saunas.

🍴 Flavours of locally sourced cuisine.  
 👍👍 <https://yllas.fi/en/>



👍❤️ 428      3 💬 34 ➦

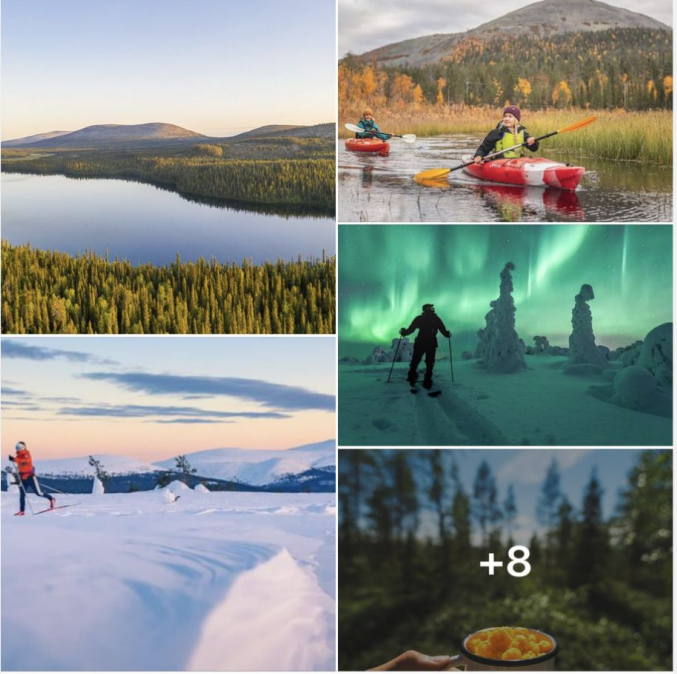
**Discovering Finland**  
 Published by Pauliina Raitosola  
 · 28 August · 🌐

📍 Located 150 km north of the Arctic Circle, Ylläs is one of Finland's premier destinations for adventure and relaxation, no matter the season.

Ylläs boasts eight distinct seasons, each offering unique experiences. Autumn shines with the Harvest Season in August 🍂 and the vibrant Colours of the Fall in September 🌲. The arrival of the First Snow in October and November adds a touch of winter ❄️ magic, setting the stage for the coming polar night 🌑 and the return of the Northern Lights 🌌.

🏞️ Explore the stunning Pallas-Yllästunturi National Park 🇫🇮, with hiking trails for all levels, from easy walks 👤 to more challenging routes. In autumn, Ylläs becomes a mountain biking paradise 🚴. For water activities, you can enjoy kayaking 🛶, canoeing 🛰, and packrafting on the peaceful waterways.

👍👍 <https://www.discoveringfinland.com/.../yllas-summer.../>  
 👍👍 <https://yllas.fi/en/>



👍❤️ 385      3 💬 37 ➦

# YHTEYSTIEDOT

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