



Eksterne rapporter
og undersøkelser



Egne undersøkelser



Trender



Effektmåling/
Resultat



Markedsinnsikt



Målgruppevalg



Prioritering av marked



Markedsstrategi
og tiltaksplan



Konseptualisering
og årshjul



Innholdsproduksjon



Travel Trade



Nettside



Kampanjer på SoMe



Organisk SoMe



Presse

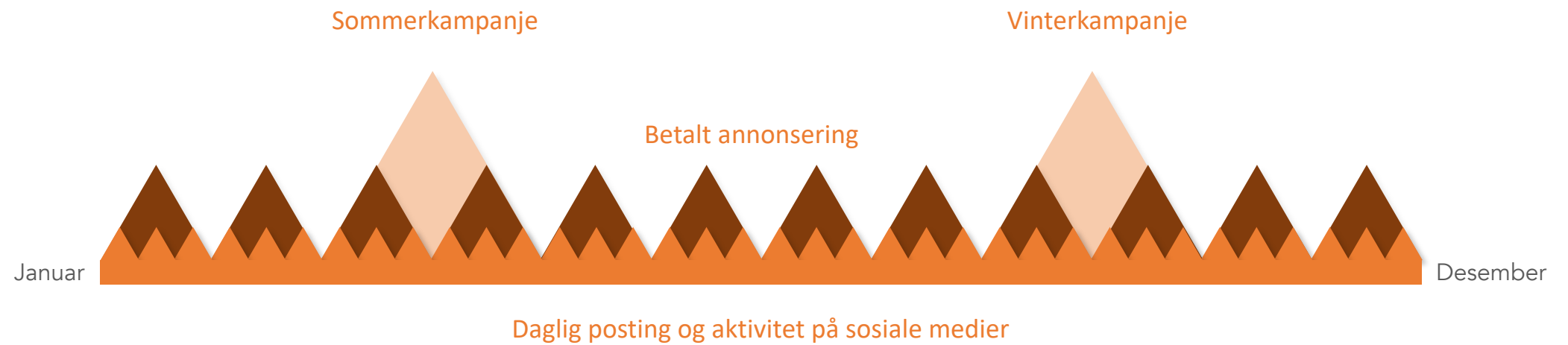
Gammel modell



NordNorsk
Reiseliv AS



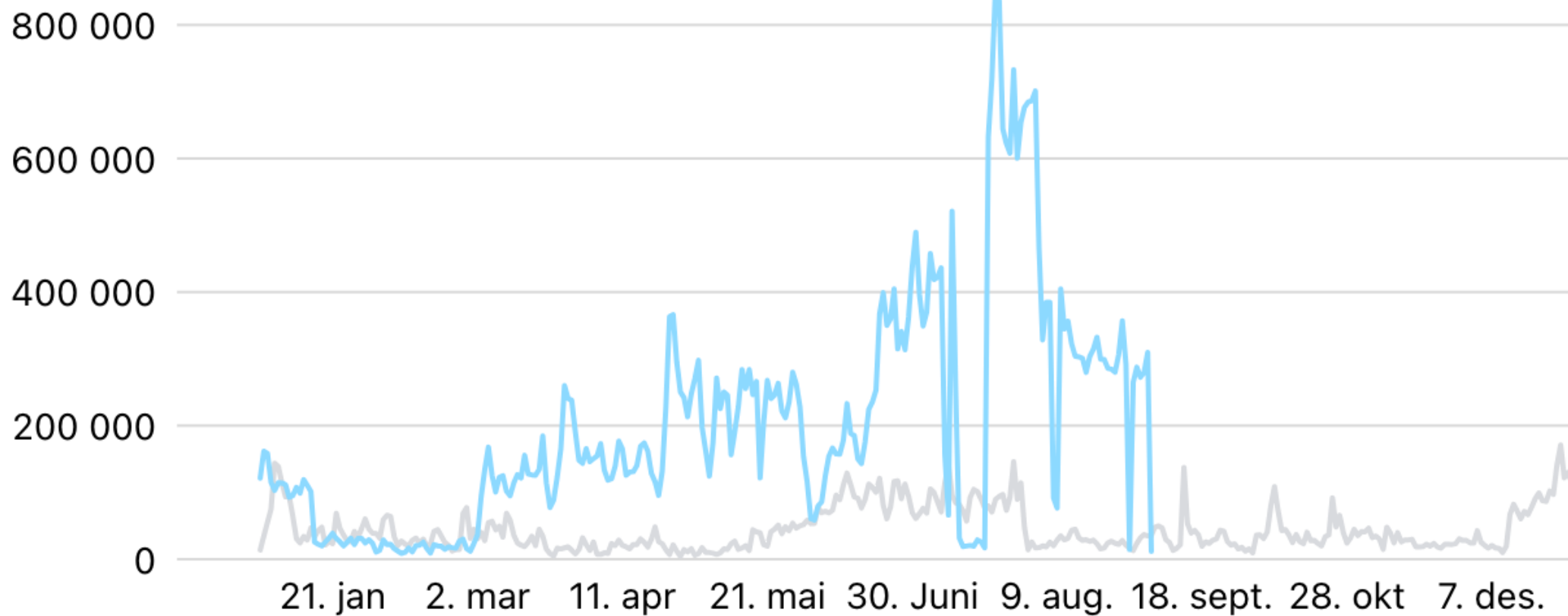
Ny modell



facebook



NordNorsk
Reiseliv AS

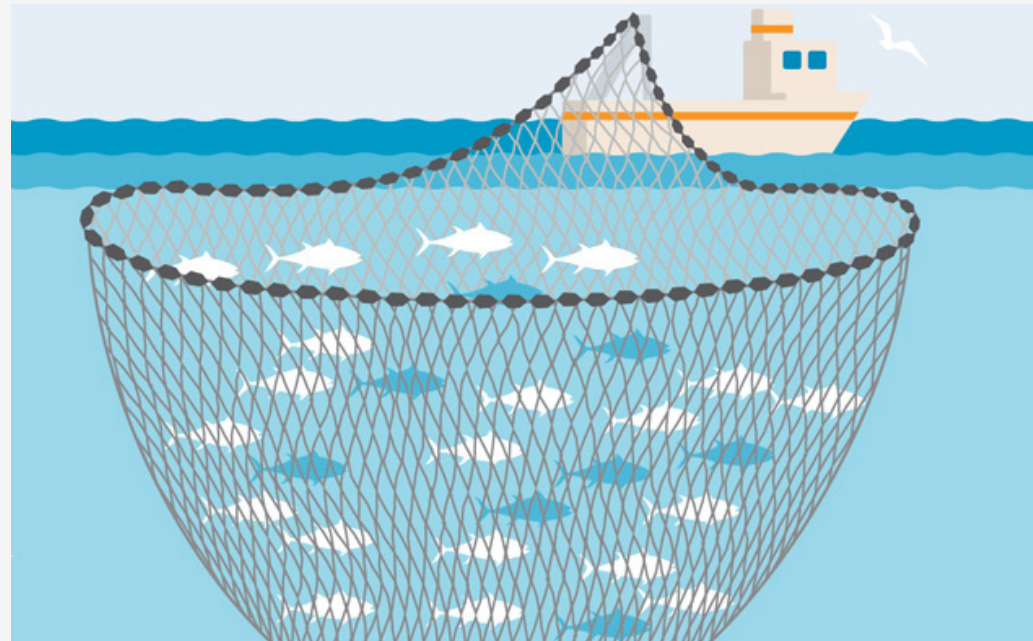


En nordnorsk datafangst



NordNorsk
Reiseliv AS

- Kan sorteres utfra interesse og geografi ++
- Skaper målrettet annonsering
- Sammen er vi sterkere enn om vi har en budkrig mot hverandre



Datafangsten skal komme alle til gode

Datafangsten



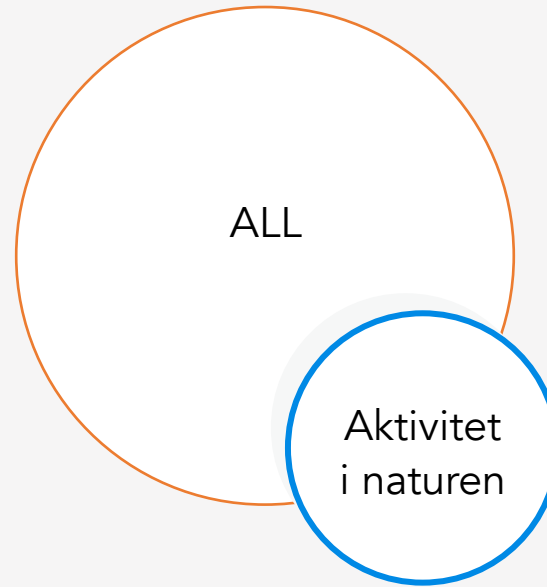
Nordnorsk
Reiseliv AS

ALL

Datafangsten



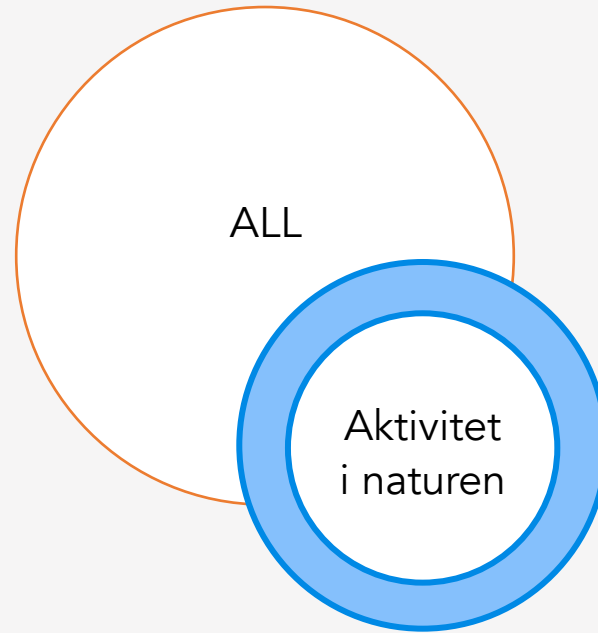
NordNorsk
Reiseliv AS



Datafangsten



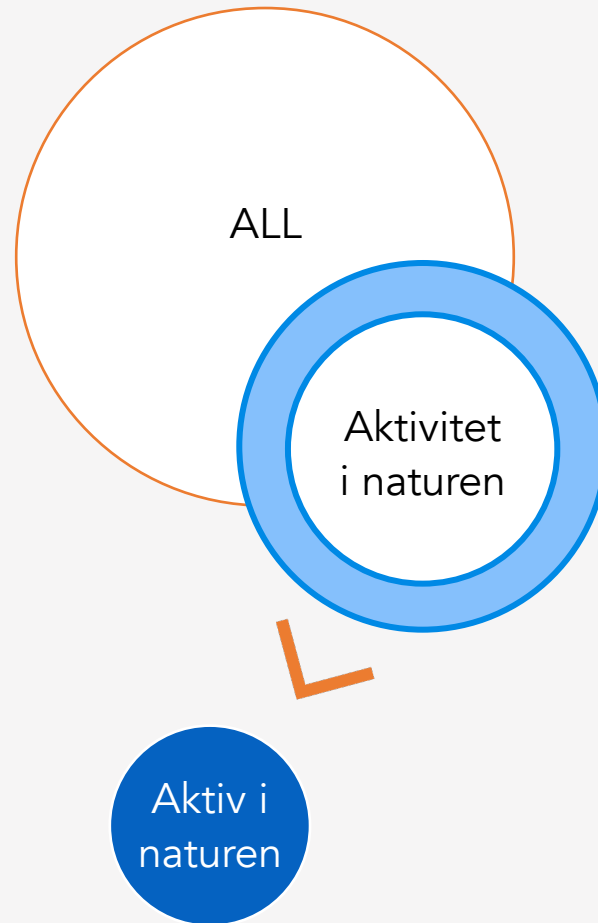
Nordnorsk
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Datafangsten



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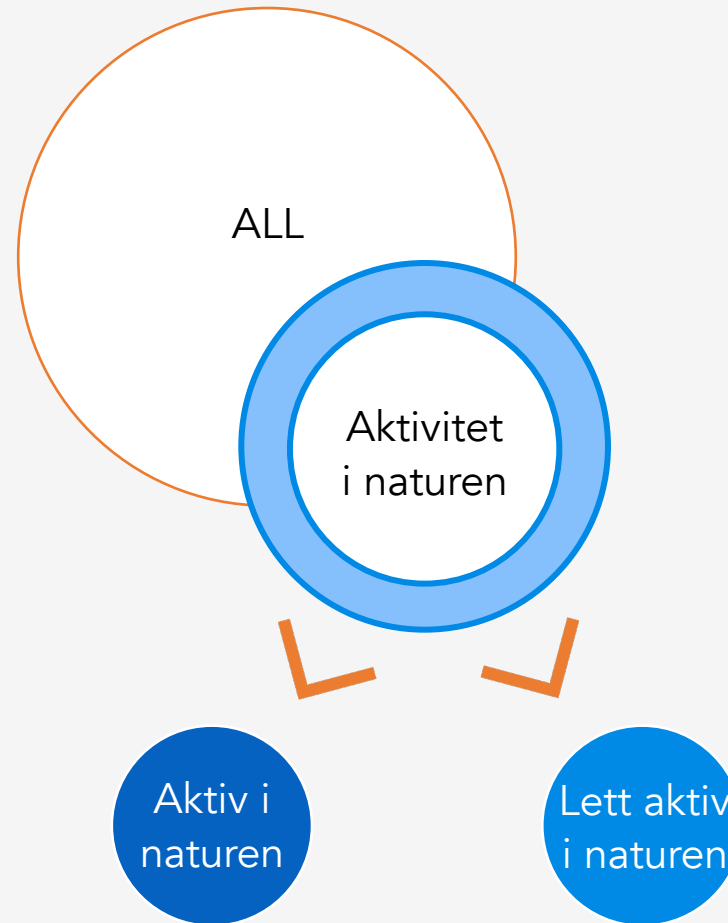


Vinter

Datafangsten



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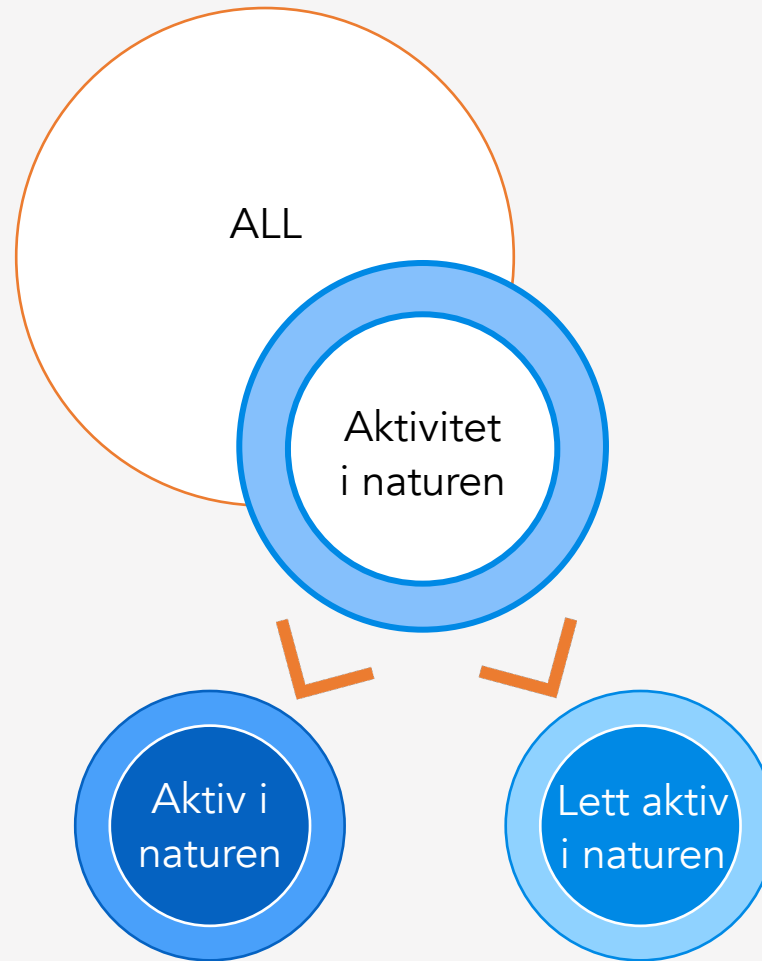


Vinter

Datafangsten



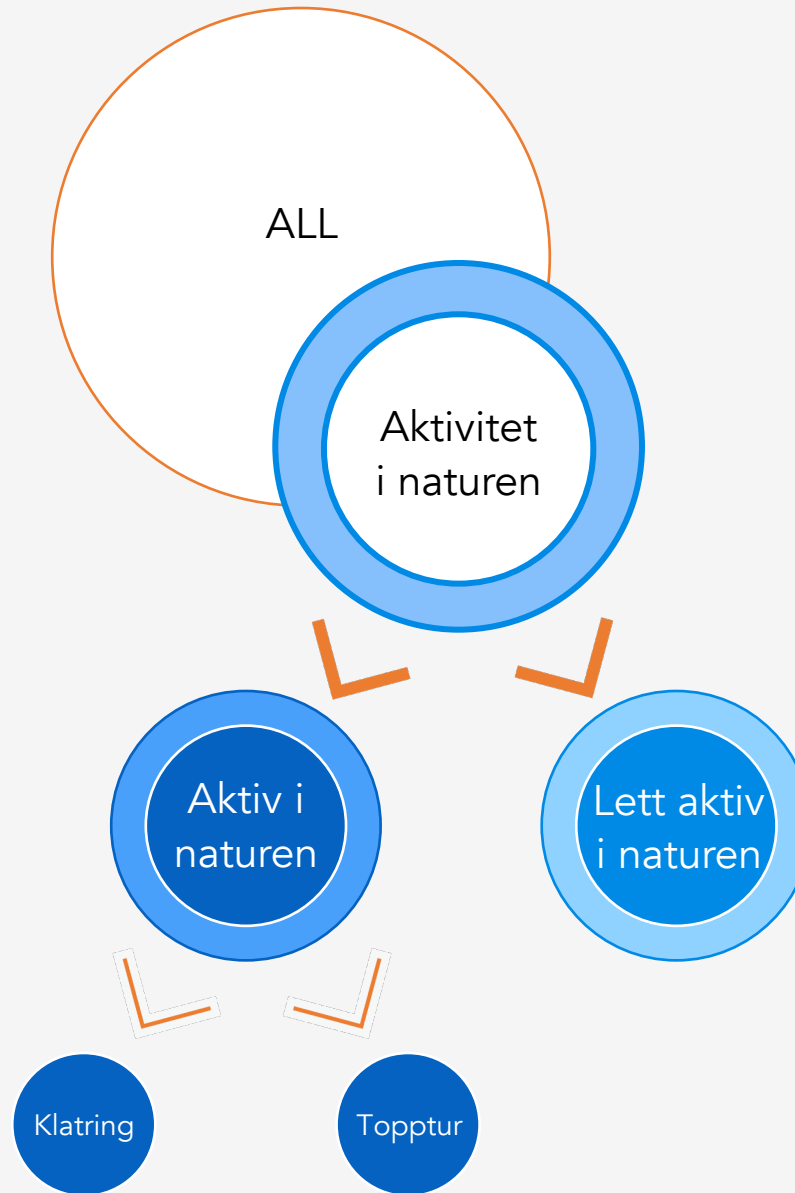
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Datafangsten



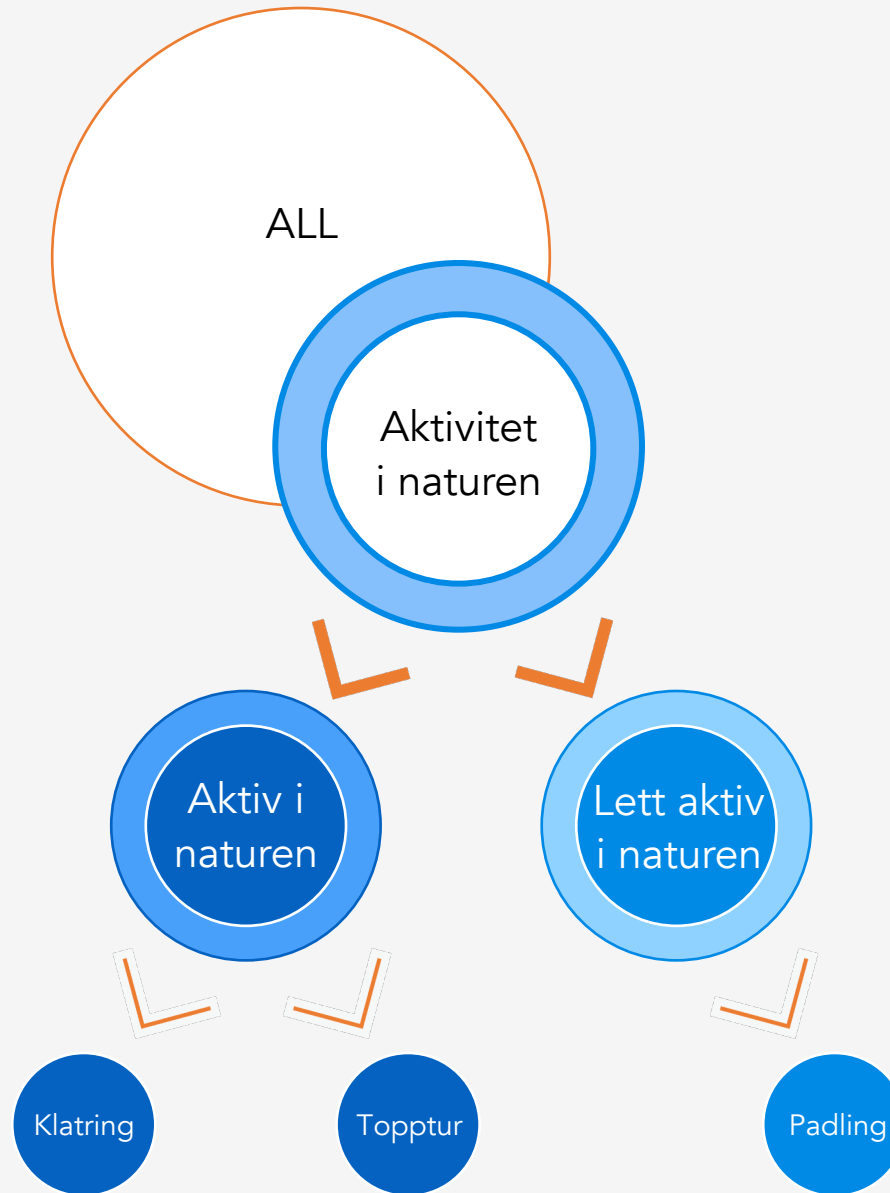
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Datafangsten



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Høst 2023 – Totale tall



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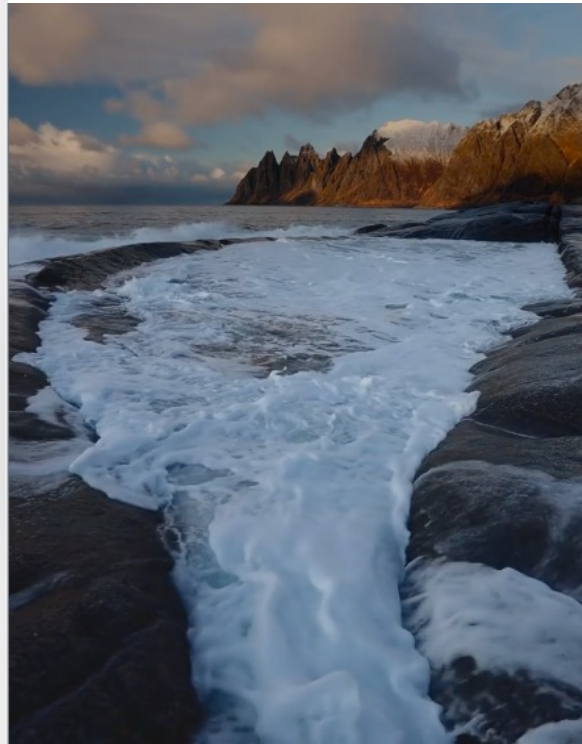
Rekkevidde

12 millioner



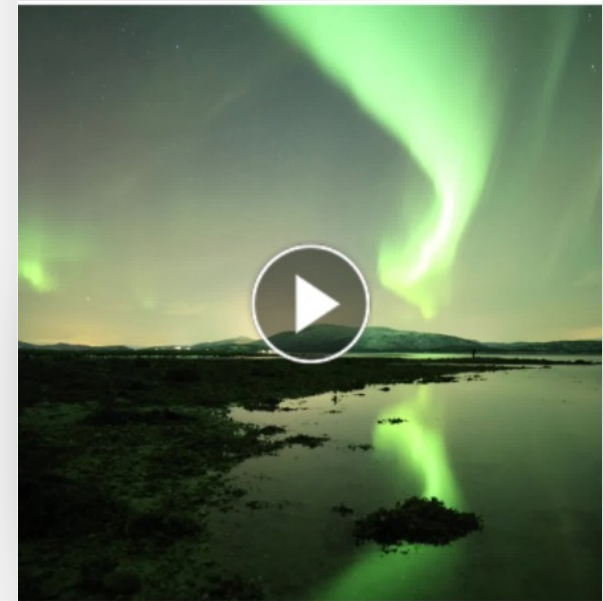
Visninger

45 millioner



Klikk

418 134



nordnorge.com

The best time to look up
Autumn northern lights

Finn ut meir



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mennesker