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Subject: Student Competition in Online Marketing - SME Information Request

Dear [SME Company Name],

We hope this message finds you well. We are excited to inform you about an upcoming student competition in the field of online marketing, where talented students will have the opportunity to develop digital marketing solutions or campaigns for selected Small and Medium-sized Enterprises (SMEs). We believe that your participation can provide a valuable learning experience for students and potentially benefit your business.

As part of this initiative, we kindly request your assistance in providing essential information that will enable students to create proposals for effective online marketing strategies and operations for your company. Your involvement is crucial to ensure the success of this competition. Below, we have outlined the key details we require:

1. Liiketoiminnan yleiskatsaus:

1. Yrityksen nimi ja lyhyt esittely
2. Toimiala tai sektori, jolla yrityksesi toimii
3. Kohdeyleisö tai asiakkaiden demografiset tiedot
4. Tärkeimmät tarjotut tuotteet tai palvelut

1. Arina Invest Oy (Medipool is the brand/marketing name of the service provided)
2. MediPool is working within the healthcare staffing industry
3. Our target group is healthcare professionals (ie. doctors, dentists, nurses) and private healthcare HR & staffing companies who need healthcare personnel/professionals/employees.
4. We offer recruiting services mainly for private healthcare HR & staffing companies.

2. Nykyinen verkkoläsnäolo:

1. Yksityiskohtaiset tiedot nykyisistä verkkomarkkinointitoimistasi (jos sellaisia on).
 2. Verkkosivuston URL-osoite (tarvittaessa)
 3. Sosiaalisen median profiilit (tarvittaessa)
1. There are none at the moment. We did a short pilot on Meta platform. Pilot was done using a sales funnel (ad on Meta and a landing page where prospects may fill in a form about their desired work). Pilot was a success and proof of concept in sense of getting leads (applicants sending their desired job description) from healthcare professionals. The next step will be contacting the possible clients (healthcare staffing companies) who will hire these applicants. Medipool makes it's revenue from recruitment fees, ie → 1 nurse recruited to a client cost 1 month nurse salary etc.
 2. www.medipool.fi
 3. There is one in Facebook but not really done properly yet.

3. Markkinoinnin tavoitteet ja päämäärät:

1. erityiset markkinointitavoitteesi ja -tavoitteesi (esim. verkkosivujen kävijämäärän lisääminen, sosiaalisen median sitoutumisen lisääminen, liidien luominen jne.)
2. Aiemmat markkinointistrategiat / -toimet, joita olet käyttänyt, ja niiden tulokset.

1. The aim is to get as many valid jobseekers as possible who have filled in their jobseeker's expectations on the jobseeker's application form. These jobseekers can then be offered to private recruitment agencies for a fee.
2. One test has been carried out on the Meta platform and it showed that the advertising/myth funnel works and a dozen job applications with job offers have been received. In this pilot, the marketing budget was around €300.

4. Talousarvio ja resurssit:

1. likimääräinen budjetti verkkomarkkinointitoimia varten
 2. Kilpailua varten käytettävissä olevat resurssit (esim. grafiikan, sisällön tai teknisen tuen saatavuus).
1. It is advisable to start with a reasonable advertising budget, as the guarantee is that these applicants will also be employed. In other words, depending on the situation, advertising will then be adjusted as necessary.
 2. My own technical knowledge is quite limited. My friend Sampsa Sipilä has made the MediPool website and he can help with the technical stuff.

5. Competitive environment

1. Information on competitors in the sector
 2. Strengths/weaknesses in relation to competitors
1. There is NO known comparable operator in the sector. This has both pros and cons. Clients need to be "taught" to use this kind of "headhunting" service in the recruitment of health professionals.
 2. There are no known direct competitors.

6. Desired outcomes/challenges you want student groups to address

1. Possible challenges/problems you are currently facing with your online marketing
2. What marketing results do you hope to achieve through this student partnership?

1. The challenge will be to sell the service to staffing firms. I believe that applicants will be found, but getting the service known to the customer interface can be a challenge. Another challenge is targeting the right audience so that the advertising budget is not spent on the wrong target audience. Meta does not allow targeting recruitment ads on the grounds of non-discrimination.

2. I hope to get a lot of job seekers and ready-made advertisements that can then be put on different platforms as and when needed to attract job seekers.

7. Contact information (for the administration of the student competition; name may be withheld if desired) Name: Harri Oksanen

E-mail address: harri@arinaconsulting.fi

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Website: www.medipool.fi

We genuinely appreciate your interest in participating in this competition and providing future digital marketers with a genuine learning experience!

If you have any questions, please contact me: Kai Schleutker 040

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