



Internet marketing project in Estonian LAG Development Center

LEADER
EESTI



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Euroopa investeeringud
maapiirkondadesse



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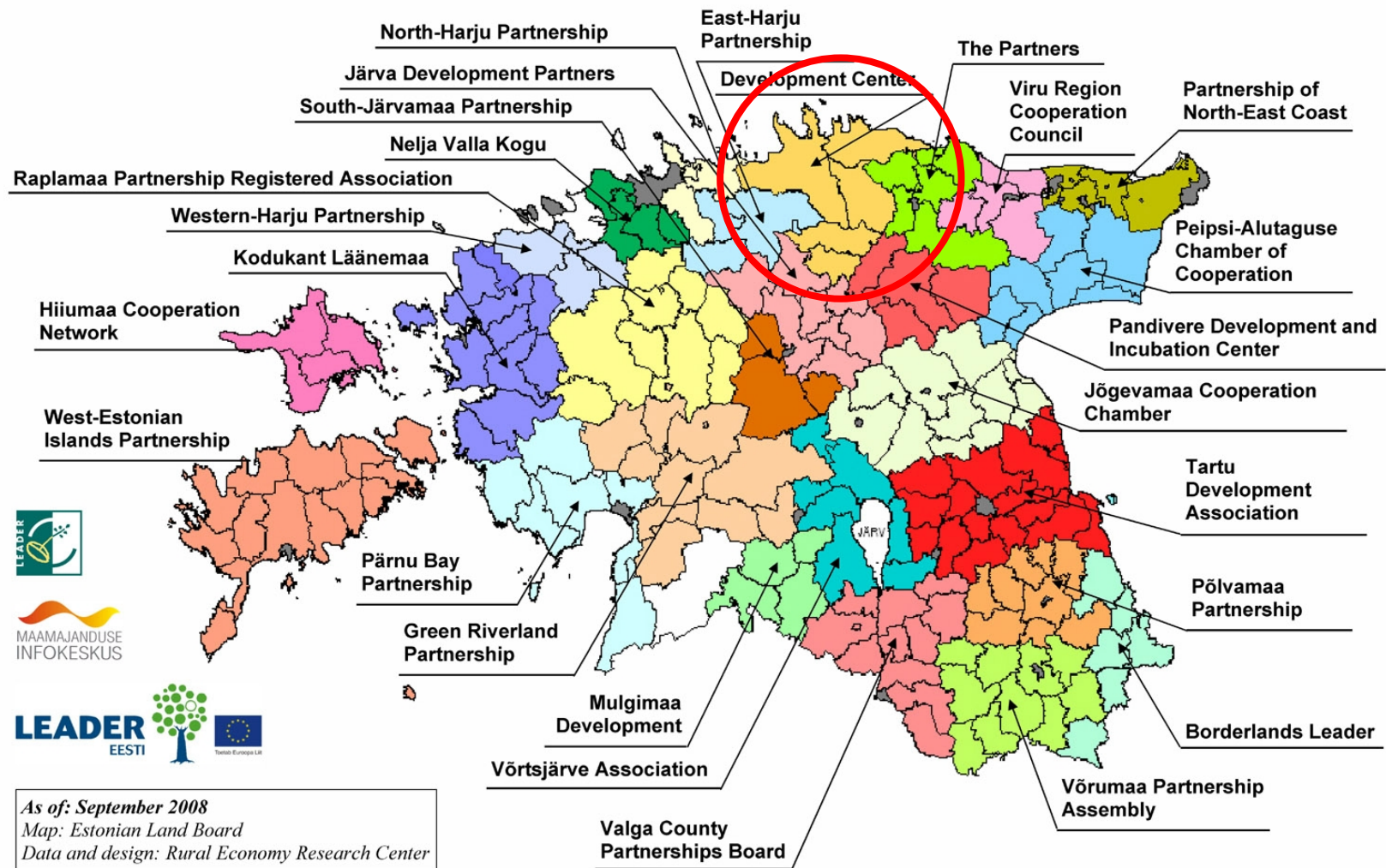
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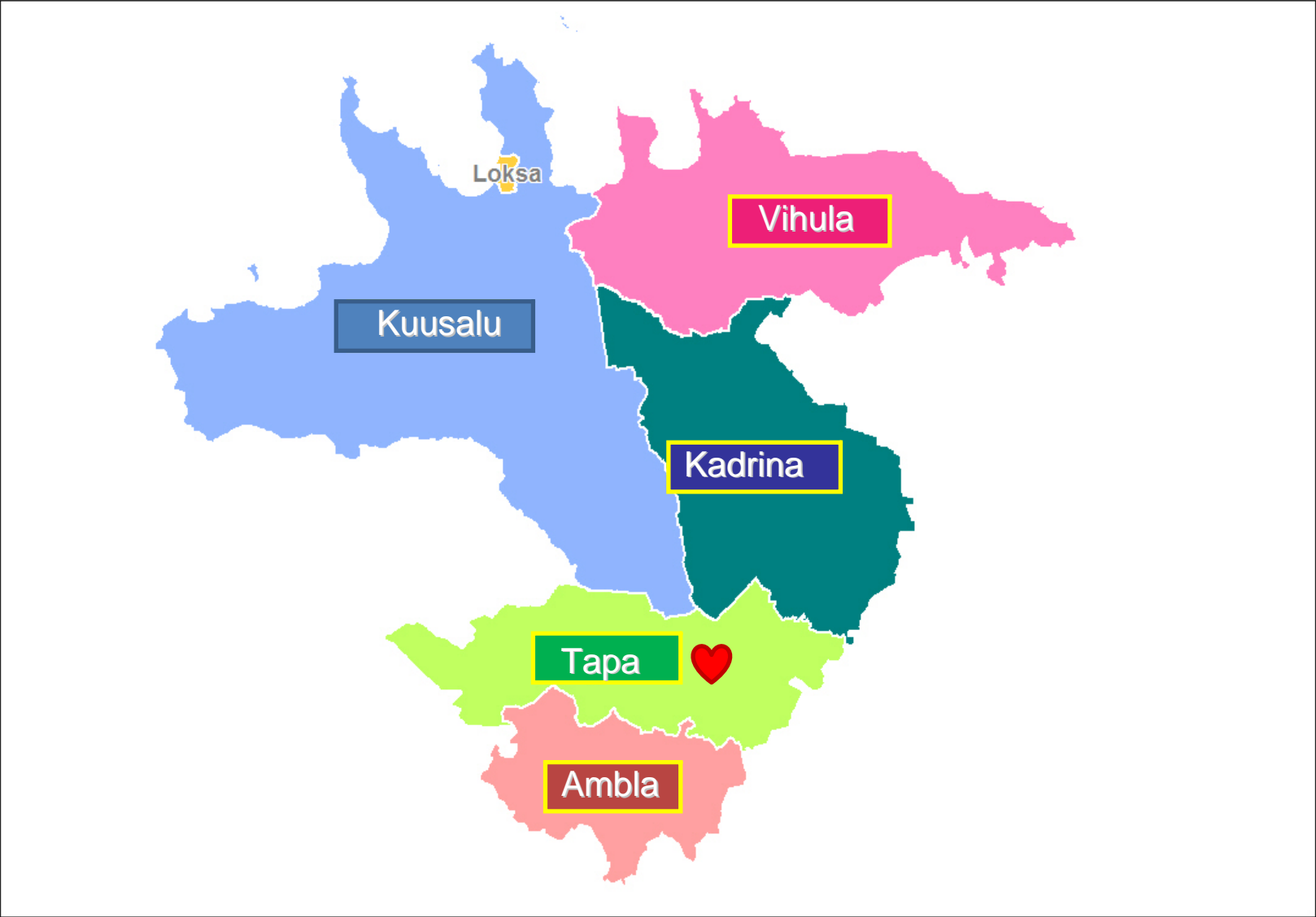
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LEADER ACTION GROUPS IN ESTONIA





Introduction of LAG Development Center (54)

Members: 54 (municipalities – 6, NGOs – 26, Businesses – 22)

Area : 1835 km²

Inhabitants: 28 391

Two priorities:

- Improving the quality of life in rural areas (open 4 measures)
- Use of new know-how and new technologies to make the products and services of rural areas more competitive; (open 3 measures)

2009-2010 selected projects: 188 (1,36 mio EUR)

Project name

"Possibilities of activities and development of cluster based entrepreneurship networks in internet"

Project promoter: NGO Local Development Support Structure

Period: 4. March – 16. June 2010

The target group: small businesses, companies and collective non-profit organizations who are interested in internet-marketing and symbiotic marketing in Internet.

Target group of the project



- Small businesses, companies and collective non-profit organizations who are interested in internet-marketing and symbiotic marketing in Internet in LAG area: Tapa, Ambla, Kadrina, Vihula, Kuusalu municipalities and Loksa town

Why this project?

- Micro and small rural companies have lack of knowledge how to use marketing possibilities on Internet?
- To understand that location of companies in rural area and small financial possibilities are not so important!
- But - not enough knowledges and skills



Project goal

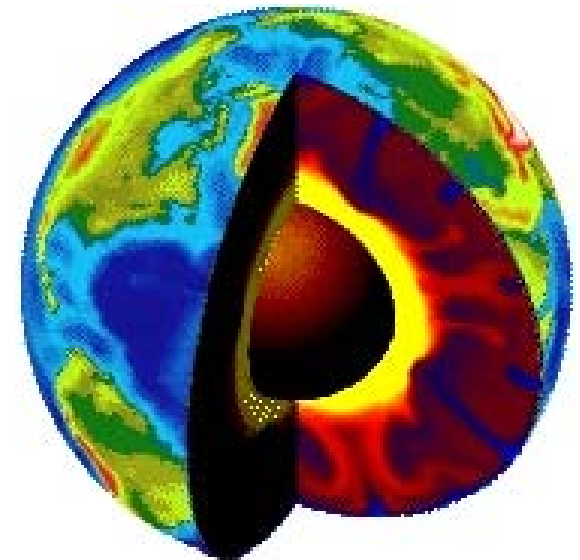


to rise knowledges and skills of rural companies on Internet-marketing and common-marketing.

Main activities of project

The first steps:

1. During 2 months the basic principles of Internet marketing was introduced in articles in local newspapers and WebPages' of municipalities in area.
2. Information of soon starting training-courses.

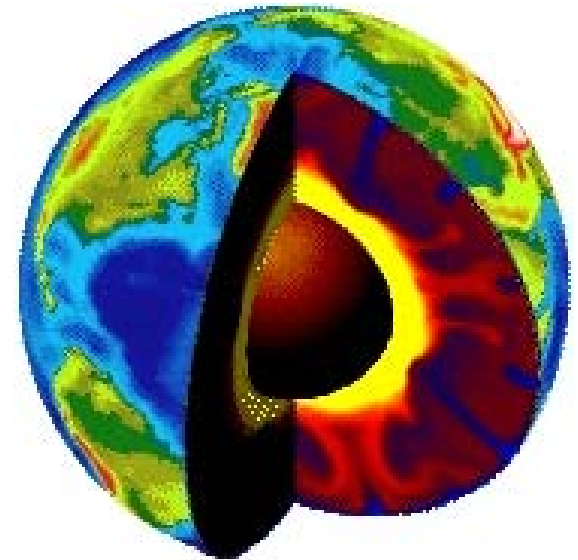


Participants

- Total number of representatives from rural companies: 80
- Participants of basic seminars: 50
- In-depth Internet-marketing courses: 15
- 10 companies get in-depth WebSites analysis.
- 5 companies did new Internet homepage.

Basic Internet marketing seminar

- Useful tips and tricks how to sell in Internet!
- Sharing ideas
- Discussion of working out and using common area trade mark (logo).
- What can be done together – common marketing
- NB! In area is 1000 companies.



Internet marketing training

- Target group: already functioning Internet WebSite and are able to operate it.
- however, 12 companies started to designe an entirely new website (needed to revise programme content and lenght).
- Results: Lots of practical advice and tips was given.

Website designe classes

- Target group: companies who did not had Internet WebSite, but wanted to learn and operate it by themselves (without buying services).
 - 16 h of theoretical and practical excersises (was a bit too short)
 - Results: 10 new functioning Websites.

WebSite Analysis

- Target group: companies who had Internet WebSite already, but wanted to analyse its functioning.
- participants got analyse and recommendation how to improve the Site (consultation and in paper).
- How to use more pfotos, videos and to be more attractive for costumers.

What we have learned?



1. Important experiences how to teach local rural business sector.
2. Need to be more patient and plan more time for courses.
3. LAGs and rural areas need more this type projects

Plans for future



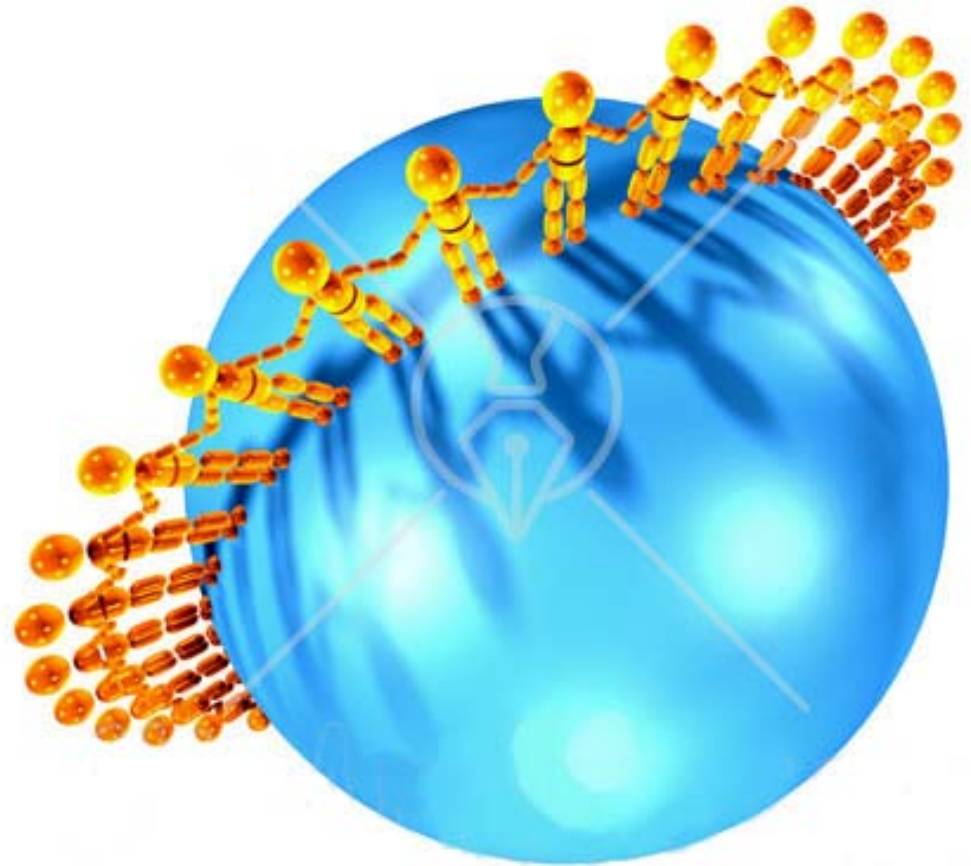
To start next project

To help other LAGs.

Ready for co-
operation

Conclusion

1. More intensive co-operating projects
2. Internet is your possibility no matter where you locate of how big is your budget.



Thank you!

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