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Changing your strategy on the go

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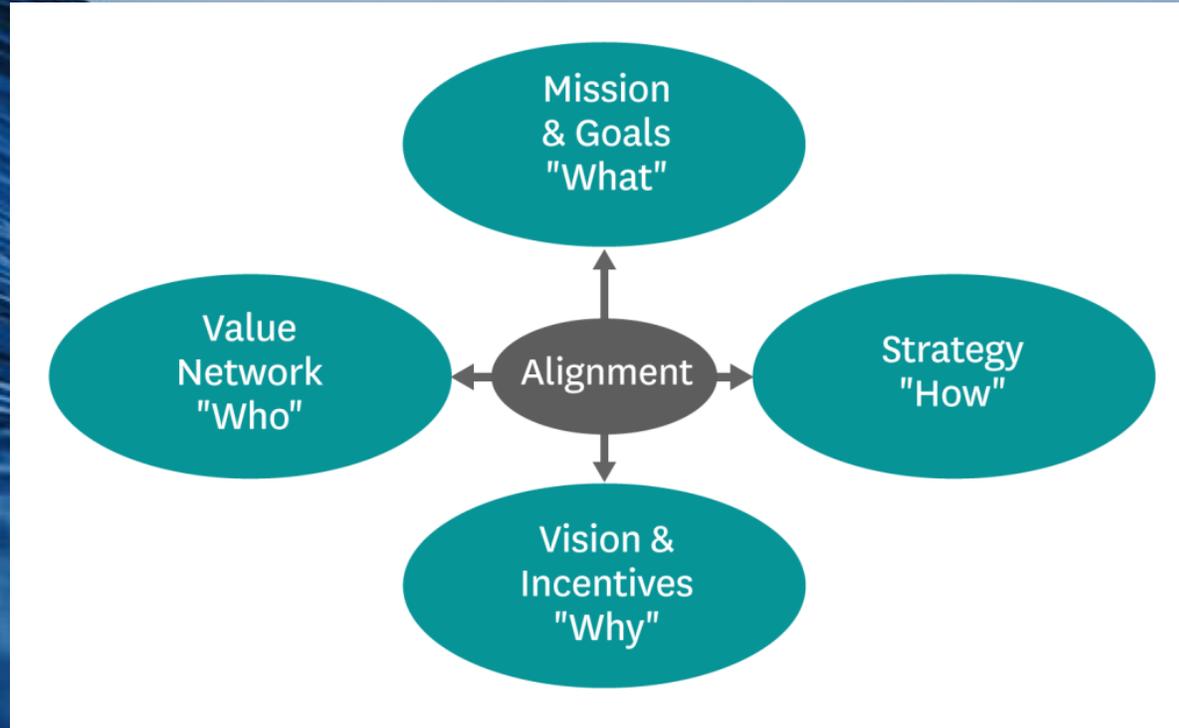
What is the definition of Business Strategy?

“A business strategy is a set of guiding principles that, when communicated and adopted in the organization, generates a desired pattern of decision making”.

Can (and should) a Business Strategy change?

“A good strategy provides a clear roadmap, consisting of a set of guiding principles or rules, that defines the actions people in the business should take (and not take) and the things they should prioritize (and not prioritize) to achieve desired goals”

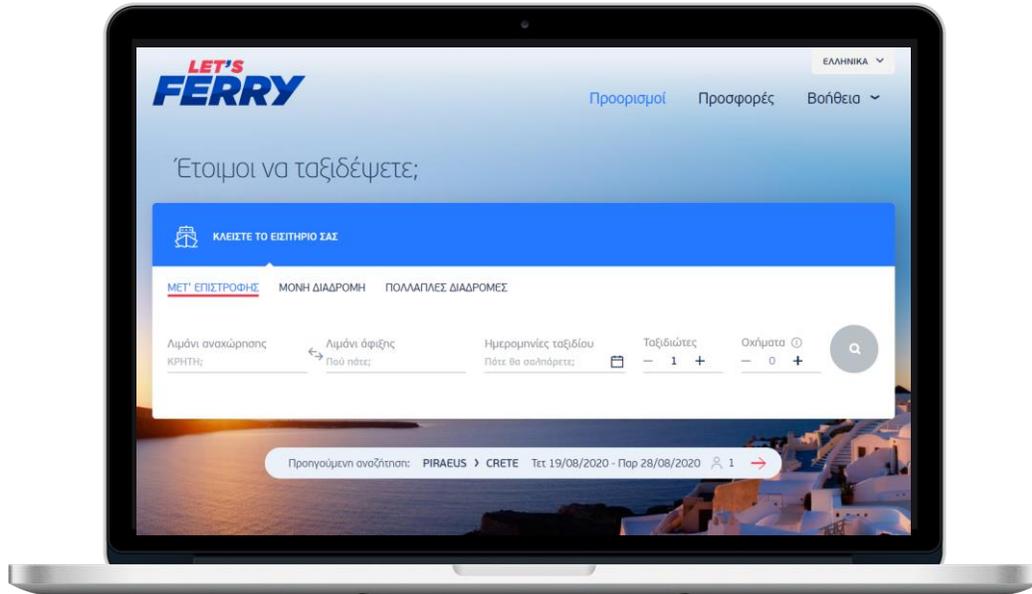
So?



YES

Strategy is about the how and it can change on the go.

Pro Coronavirus Strategy



Marketing focus on international

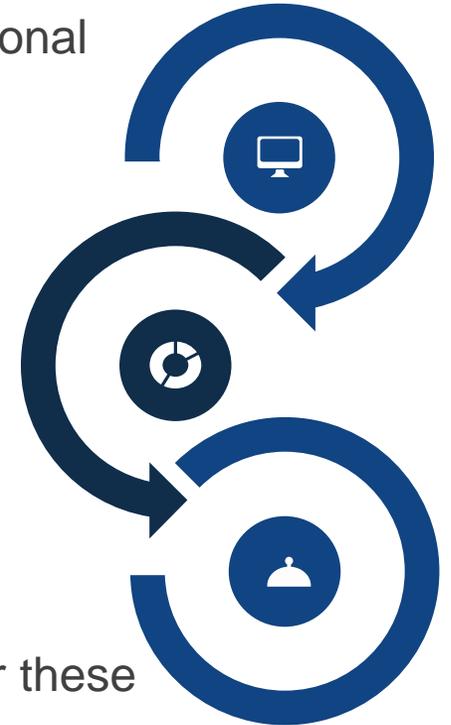
Markets: Europe and Russia
Americas
Asia

SEO based on these

Markets: Destinations Content
Blog Articles
Routes Content

Customer Care designed for these

Markets: Employees speak French, German, Spanish and Italian
Focus on written communication
Social media posts and timing designed around these markets



Daily Transactions right after lockdown lift

Country	Transactions
Greece	168
France	23
United Kingdom	11
Netherlands	10
Switzerland	8
Germany	8
Belgium	6
Spain	4
Denmark	3
Italy	3
Norway	3
Poland	3
United States	2
Bulgaria	2
Hungary	1
Finland	1
Austria	1
Cyprus	1
Lebanon	1



Numbers were telling a big truth:
An urgent change of strategy was needed

Addressing the Greek Market

Ensure that everyone, from top to bottom knows about the new strategy

CEO, CFO, IT, HR, Accounting,
Tech support, Customer care,
Procurement, Marketing

Break it down to new tasks

Suddenly people do not know what to expect and what to do.

Break everything down to specific tasks and give examples, examples, examples!



Addressing the Greek Market

New Content

Content Optimised for Greek Audience.



New Customer Care Rules

Different alert rules, different mix (more calls, and facebook, less emails).



New Marketing Mix

Less Google ads, more greek websites and facebook ads.

New Website Features

e Ticket and web Check in, OAED discounts, island hopping, more destinations in one booking.

Immediate Results



Traffic Increase due to:

1. Cooperation with strong Greek sites
2. Focus on Greek SEO
3. Better support of Greek Affiliates
4. A bit of Guerilla Marketing

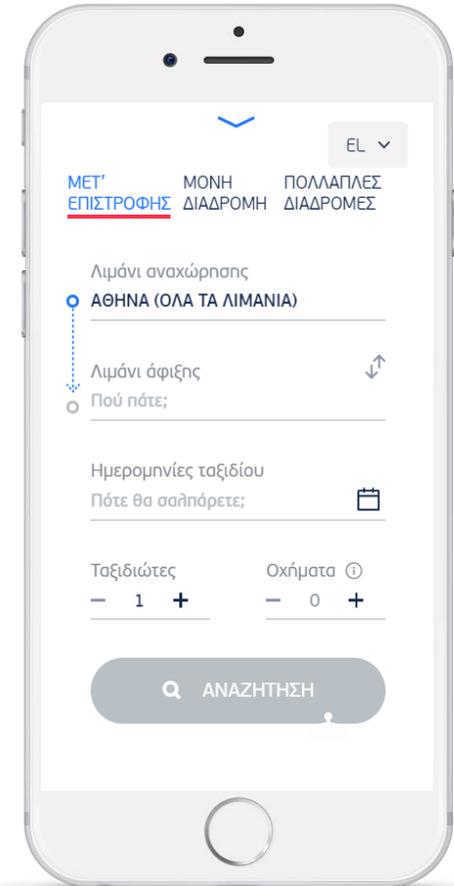


Loyalty Increase due to:

1. Customer Care empowerment
2. Greek Newsletter campaigns
3. Improved customer journey
4. Addressing of specific audiences



Performance Increase



Success

Addressing the Greek Market has been a success!

1. Better Conversion Rate, Improved ROI
2. Increased Greek Customer Base on Newsletters, excellent open rates
3. Expanded vacation period for certain audiences
3. Acquired experience on Greek market needs
4. Built strong team for next year



In a nutshell

**Business Strategy can successfully
change on the go if the need arises.**

Just don't forget to tell the business!

A large, powerful blue wave is crashing over a horizon line. The water is a deep, vibrant blue, and the sky above is a clear, light blue. The wave's crest is breaking, creating white foam. The overall scene is dynamic and energetic.

Thank you

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