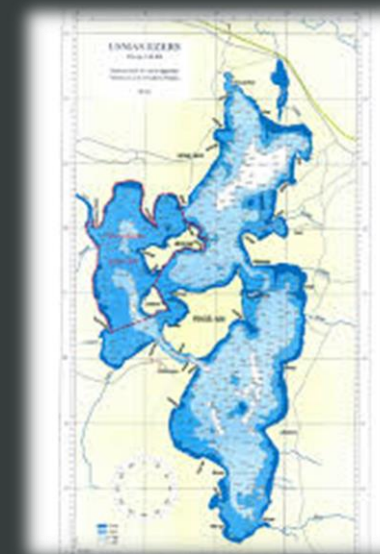


Individuālās tirgvedības stratēģijas attīstīšana

ZĪMOLVEDĪBAS NOZĪME

Andris Klepers
26.02.2019.



RETROUT
Sustainable Trout Fishing Tourism in the Baltic Sea

Interreg
Baltic Sea Region



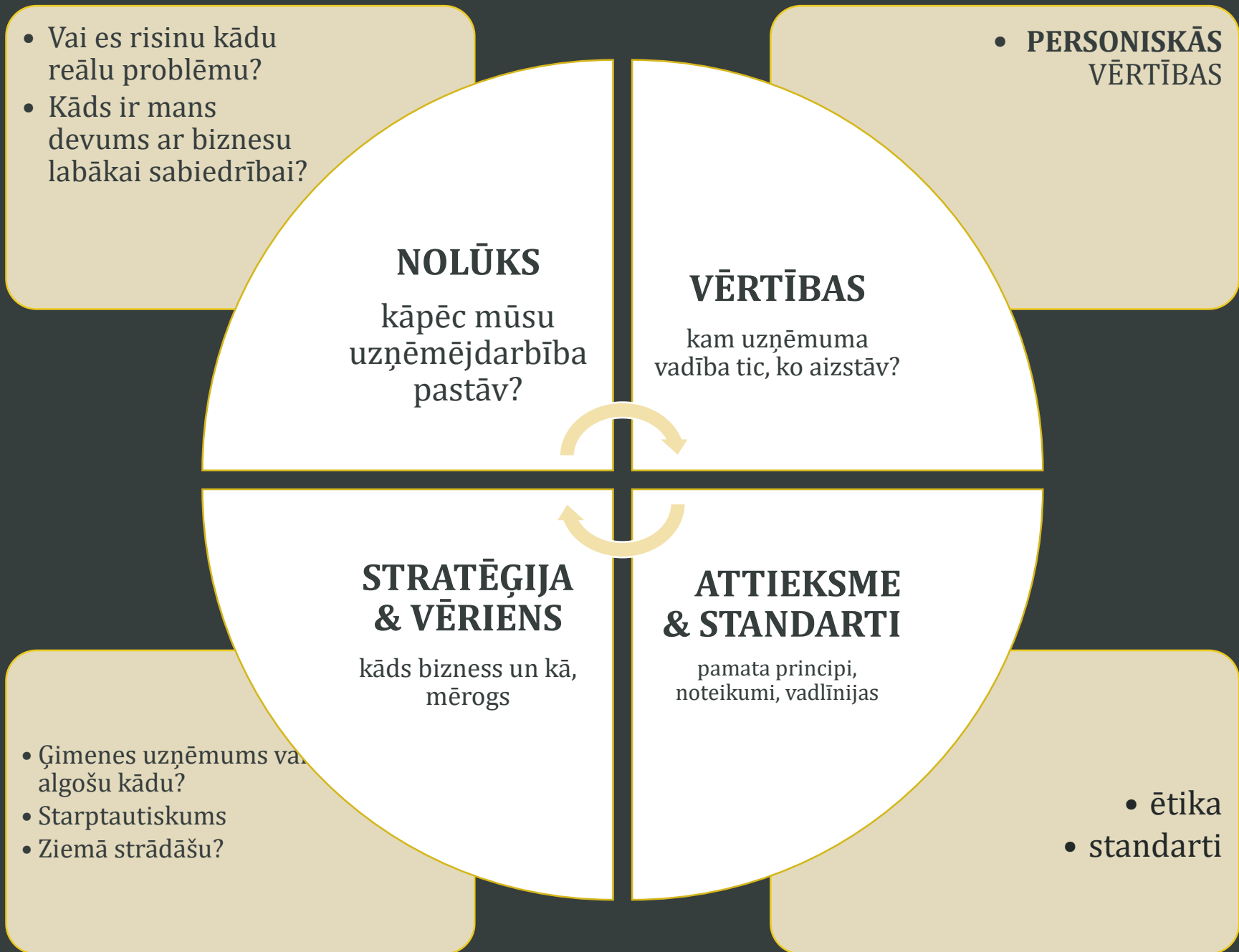
EUROPEAN UNION

EUROPEAN
REGIONAL
DEVELOPMENT
FUND



KURZEMES
PLĀNOŠANAS
REĢIONS

Ar misiju saistīts business





I DREAM OF FISH

Solving World Hunger One Fish at a Time

OUR MISSION

I Dream of Fish is a non-profit organization dedicated to solving world hunger one fish at a time.

According to the United Nations, 805 million people are malnourished. (Malnourished means they aren't eating enough healthy food.) One in every nine people on our planet go to bed hungry each night. One out of six children -- roughly 101 million -- in developing countries is underweight.

How are we going to solve world hunger with fish? Through Aquaponics! Aquaponics is a food production system that houses fish on the bottom, and gardens on top. The fish live happily on the bottom- eating, mating, and creating waste. The dirty poop water is pumped up to the garden. The plants use the dirty water as fertilizer and because the water is so rich in nutrients, the plants grow at hyperspeed! The clean water then flows back down to the fish and the cycle goes on and on!

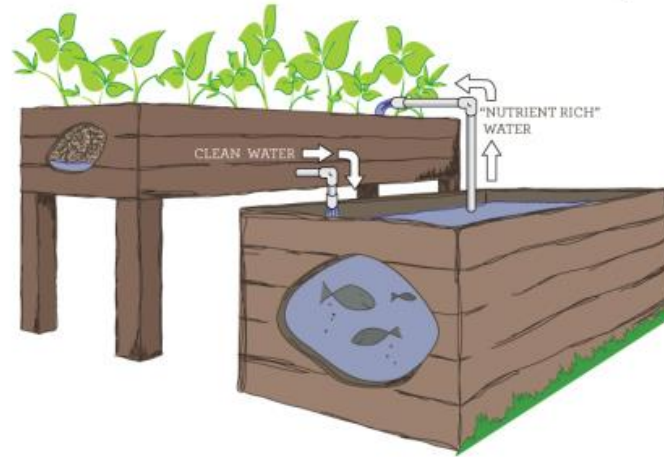
Aquaponics works well in many environments because of its small size and ability to produce large amounts of protein (from the fish) and vegetables (from the garden). It also works well in areas with limited water because of the closed-loop filtration system.

I DREAM OF FISH hopes to solve world hunger through the installation of aquaponics and farms locally and globally. We can only do this with your help.

WHAT IS AQUAPONICS

Aquaponics is a food production system that houses fish on the bottom, and gardens on top. The fish live happily on the bottom- eating, mating, and creating waste. The dirty poop water is pumped up to the garden. The plants use the dirty water as fertilizer and because the water is so rich in nutrients, the plants grow at hyperspeed! The clean water then flows back down to the fish and the cycle goes on and on!

THE SCIENCE BEHIND AQUAPONICS



WHAT WE DO

I DREAM OF FISH raises funds to partner with Aquaponics and farming experts around the world. These experts assess the needs of the community, survey the land, and build systems that will help support the local people.

WHERE WE WORK

We currently have farms in India, Uganda and Haiti. View our map to see our farm locations [here](#).

DONATE TO END WORLD HUNGER



I DREAM OF FISH

Solving World Hunger One Fish at a Time

[HOME](#) [DONATE](#) [GET INVOLVED](#) [OUR PROJECTS](#) [SHOP](#) [ABOUT US](#) [BLOG](#)



that everyone tells us they sleep in them! Or you can show the world how to end world hunger and look stylish while doing it. A of a tri-blend cotton to give them extra softness. FREE SHIPPING!!!!



ADULT Large BLUE
\$25.00

[Buy Now](#)



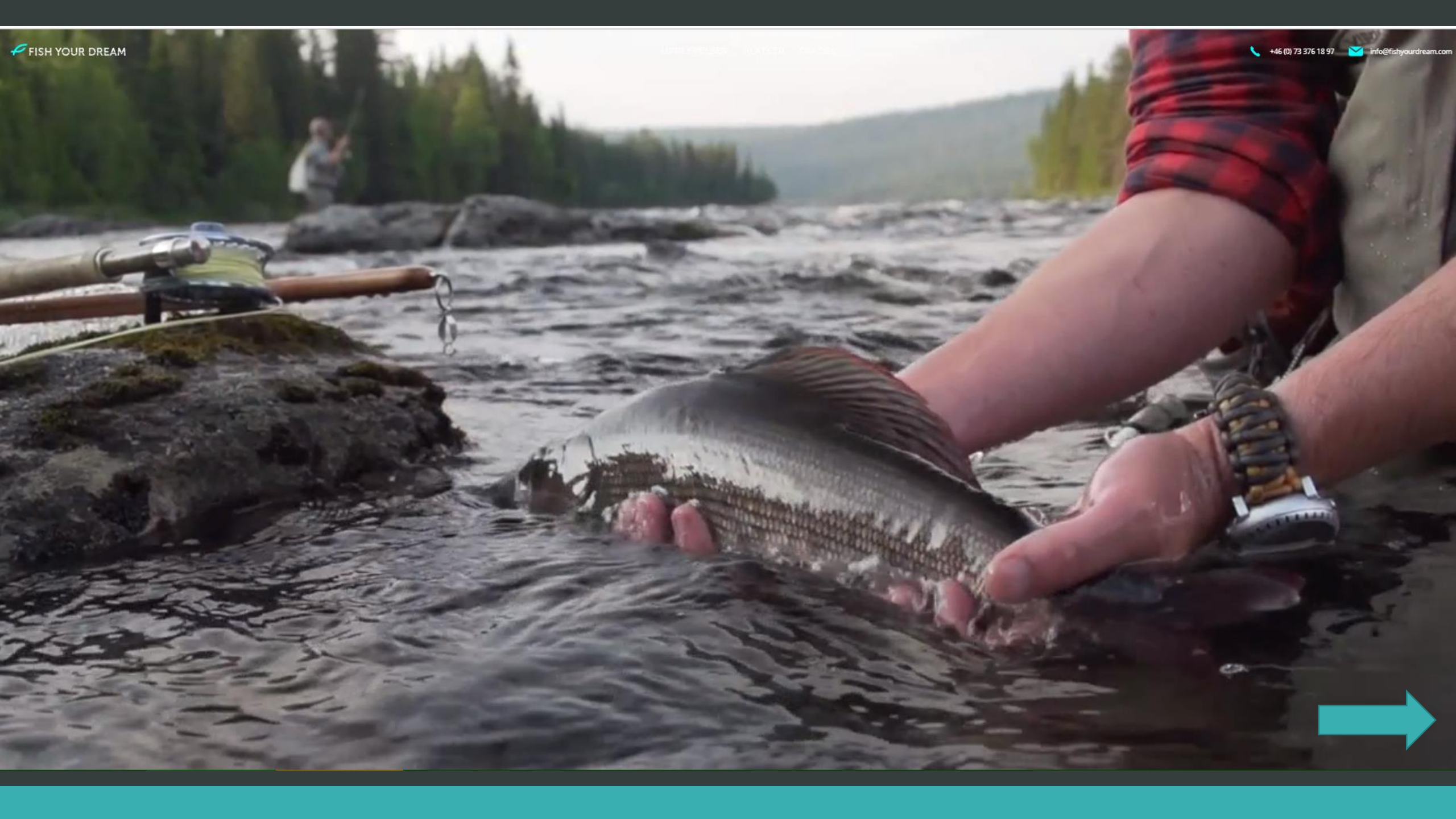
ADULT Medium BLUE
\$25.00

[Buy Now](#)



ADULT Small BLUE
\$25.00

[Buy Now](#)





FISH YOUR DREAM

Fish Your Dream was conceived by Per Jobs in 2006, the idea was to offer fishing trips on the island of Gotland in southern Sweden. He saw a potential in bringing anglers from all over the world to search for sea trout on the rocky lime stone island. Gotland already had a touristic infrastructure in place, which stood more or less unused in the sea trout season. Today Fish Your Dream offer three destinations; besides Gotland you can visit Ammarnäs or Tjuonajokk in Northern Sweden. This way Fish Your Dream has a varied fishing season that stretches throughout the year. Accommodation, meals, transfers, guides and more are part of the package at all destinations.

The Fish Your Dream Family is growing. In season, more than 20 people have their hands full.

Per Jobs considered the sustainable aspect of entrepreneurship to be extremely important from the beginning. Fish Your Dream is rewarded with the national quality label of Natures Best and is an active members of the Swedish Ecotourism Society as well as the global Adventure Travel Trade Association.



Labās prakses
piemērs, bizness
salīdzināšanai no
Zviedrijas

Tirgvedība: segments

LOHI = LASIS *somiski*



Ar misiju saistītu
rīcību iekļaušana
uzņēmējdarbībā

atlaid mammu!



Zīmolveidības
piramīdas
pieeja

VIETAS IDEJA

zīmola
kodols

**VIETA -
PERSONĪBA**

zīmola vēstījums
cilvēciskā raksturā

EMOCIONĀLIE LABUMI

kā JŪSU vieta liek justies
klientiem (galvenajām
mērķgrupām)

FUNKCIONĀLIE LABUMI

materiālie ieguvumi un izdevīgums
klientiem (galvenajām mērķgrupām)

IEZĪMES UN SIMBOLI

kas atšķir no citām vietām

Sārnates akmens laikmeta apmetne

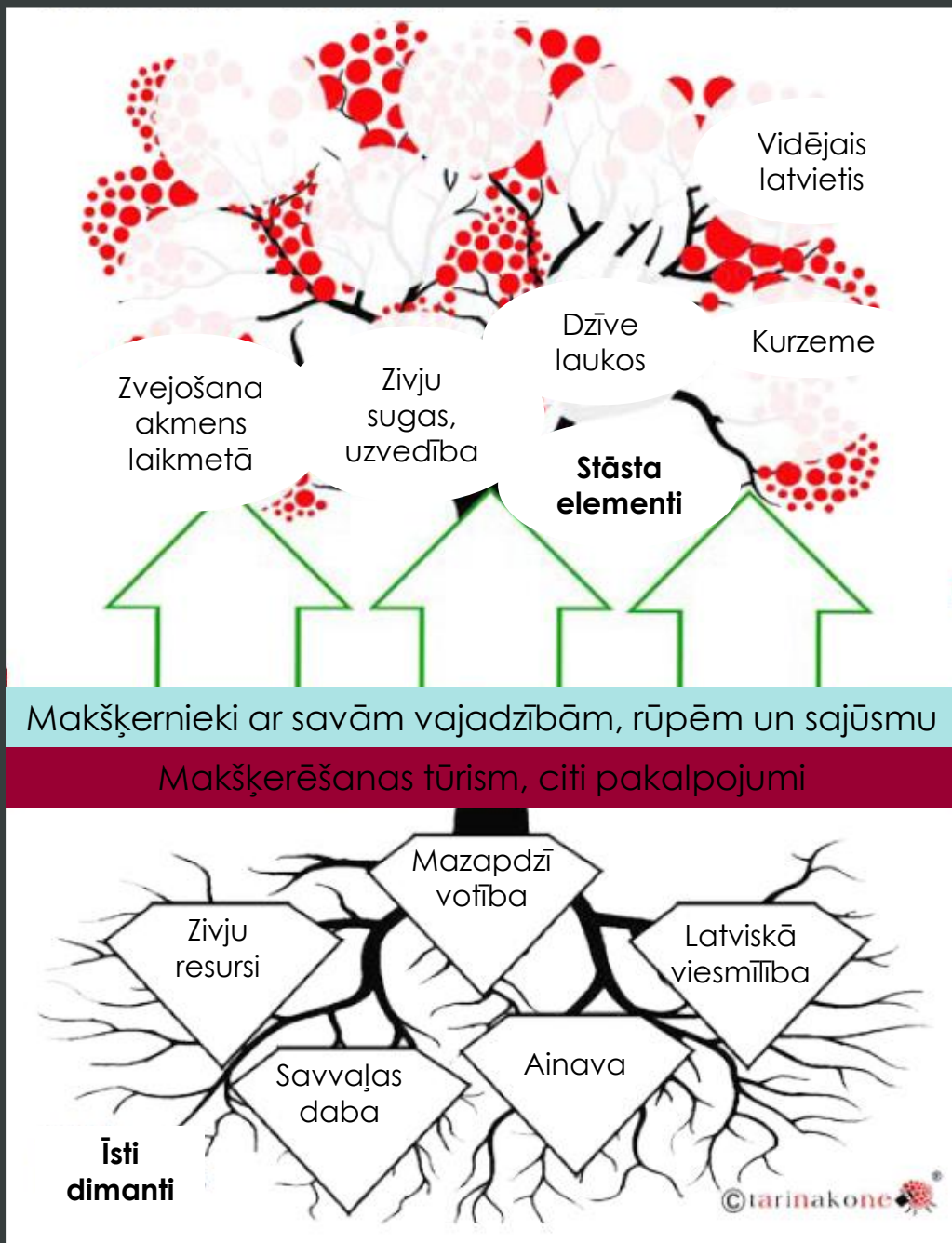
- Daba un cilvēks Sārnatē: akmens laikmets Rietumkurzemē un makšķerēšana | zvejniecība pirms 5000 gadiem
- Bagātīgs artefaktu materiāls Liepājas muzejā



Zīmolvedība: stāstu koks

Sirdsvētra prāta vētras
vietā:
stāsti un emocijas, sajūtas
kas pastiprina ar vietas
vērtībām, misiju un
ideāliem

Pakalpojuma
pieredzējuma
pamatelementi, citāda
savs rokraksts
pakalpojuma veidošanā



Stāsta elementi
iesaista vērtības,
ideālus, misiju, ko
rada koka saknēs
ieslēptie dimanti

Vēl citas galvenās
konkrētās vietas
vērtības, ar ko
saistās stāsti, ko var
sasaistīt ar
produktu

Stāstizācijas process



Sajūtas par mūsdienu Latvijas garšu...analoģiski par Latvijas ūdeņu zivīm, kur tās kļūst par galvenajiem varoņiem

”Mēs esam tikai cilvēki, kas prot gatavot. Šajā stāstā karalis būs produkts - kaņepes, cūku pupas, rāceņi un vēl citi. Un karalis patiesi būs kails. Mēs meklējam kailumu zem karaļa ādas, līdām zem karaļa kauliem un miesas. Jo mums ir jāredz tālāk, mēs gribam zināt, kas ir aiz kauliem, aiz miesas. Plēsām, lobījām un atklājām. Tur ir sirds. Mūsu karaļa sirds – dzīva, elpojoša un pukstoša. Tur ir tā sāls – tā garša un smarža. Kailumā. Īstumā. Mūsu zemes garšā.”

Dzintars Kristovskis

TĪMEKĻA TIRGVEDĪBAS STRATĒGIJA

ATSLĒGVĀRDI (biežāk lietotie)	https://adwords.google.com/select/KeywordToolExternal
-------------------------------------	---

MEKLĒŠANAS OPTIMIZĀCIJA (SEO)	Mājas lapas struktūra, visrsraksti un birkas, Precīzs saturs Saites uz jūsu mājas lapu
-------------------------------------	--

PIRKTA TIEŠSAISTES REKLĀMA	Maksa par klikšķi, par darbību
----------------------------------	--------------------------------

SOCIĀLIE MĒDIJI	<i>FaceBook, Instagram, Youtube u.c.</i>
--------------------	--

PIRKTA TIEŠSAISTES REKLĀMA

- Maksa par klikšķi – par darbību
- Atslēgas vārdu plānošana

Tirgvedības eksperiments: 30 + 30 EUR
tēriņš uz vienu nedēļu mērķtiecīgi
plānotai reklāmai.

Pay Per Click Campaign Process

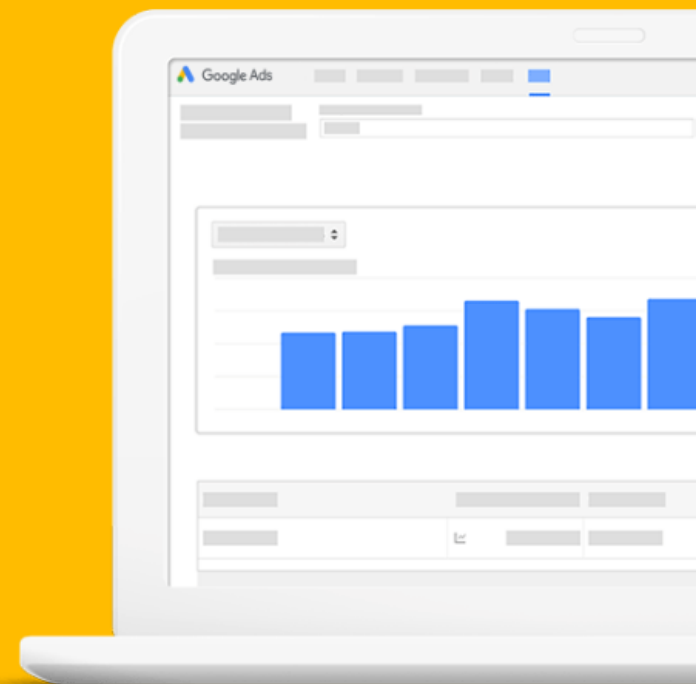


Tirgvedības rīcība: «maksāt par klikšķi» darbību izsekošana pa soļiem. Maksāt par mērķtiecīgi atlasīto mērķgrupu tiešāko interesi par mūsu produktu. Iegūt precīzākus atslēgvārdus.

Sasniedziet pareizos klientus ar pareizajiem atslēgvārdiem.

Iegūstiet atslēgvārdu idejas kampaņu izveidei, izmantojot Google Ads rīku Atslēgvārdu plānotājs.

[SAKT LIETOT ATSLĒGVĀRDU PLANOTAJU](#)



“Mēs varam sekot līdz atslēgvārdu tendencēm, lai precīzētu meklēšanas kampaņas un nodrošinātu

All campaigns

Your account isn't active - Your ads aren't running because your account has been cancelled.

Removed campaigns are hidden

Overview

Campaigns

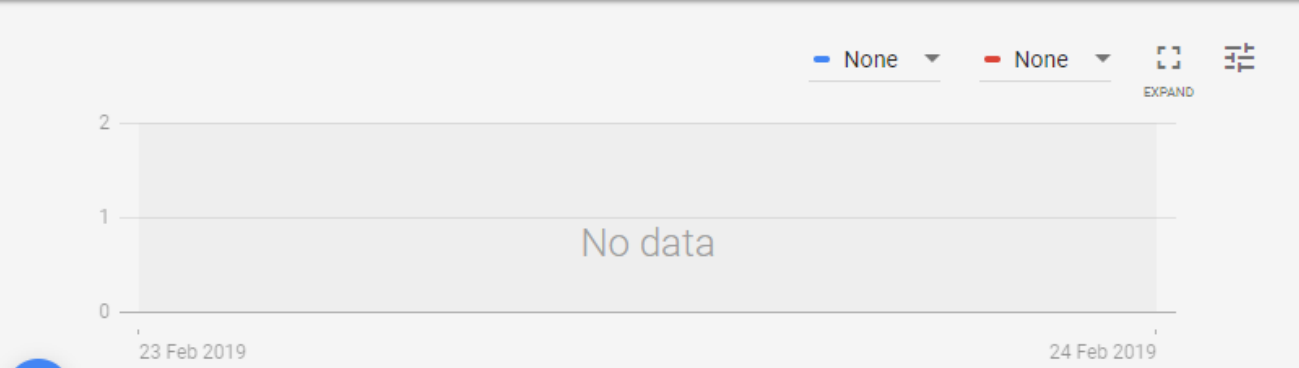
No matching campaigns

Campaigns

Settings

Locations

Change history



FILTER
SEGMENT
COLUMNS
REPORTS
DOWNLOAD
EXPAND
MORE

Campaign status: All but removed Add filter

<input type="checkbox"/>	<input checked="" type="radio"/> Campaign ↑	Budget	Status	Campaign Type
--------------------------	---	--------	--------	---------------

You don't have any enabled campaigns

[+ NEW CAMPAIGN](#)

Total: Account ⓘ	€0.00/day		
------------------	-----------	--	--

Select the goal that would make this campaign successful to you [?](#)



Sales



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



App promotion



Create a campaign without a goal's guidance

Select the goal that would make this campaign successful to you 



Sales



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



App promotion



Create a campaign without a goal's guidance

Select a campaign type 

Search



Reach customers interested in your product or service with text ads

Display



Run different kinds of ads across the web

Shopping



Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web

Your account isn't active - Your ads aren't running because your account has been cancelled.

- 1 Select campaign settings
- 2 Set up ad groups
- 3 Create ads
- 4 Confirmation

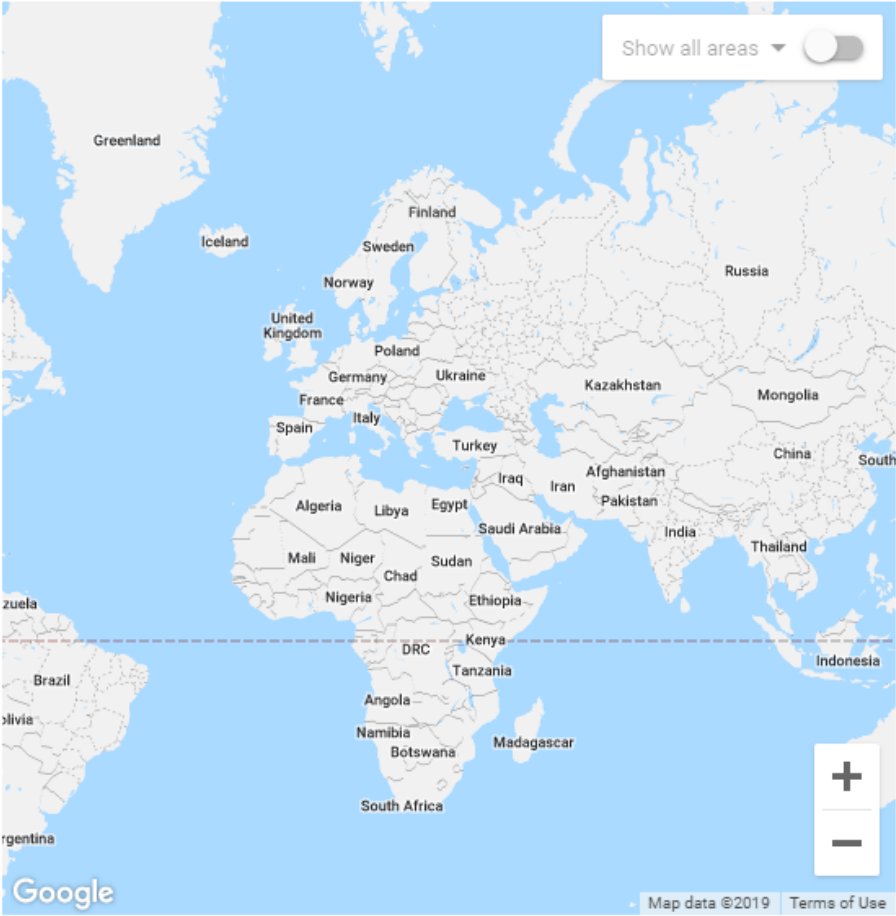
Location Radius

Add locations in bulk

Enter a location to target or exclude

For example, a country, city, region or postcode

To narrow your targeting from all countries and territories, add a location



Map controls: Show all areas (dropdown), zoom in (+), zoom out (-), Google logo, Map data ©2019 Terms of Use

- People in, or who show interest in, your excluded locations (recommended)
- People in your excluded locations

Location Radius

Enter a place name, address or coordinates

500 km

Targeted locations (2)

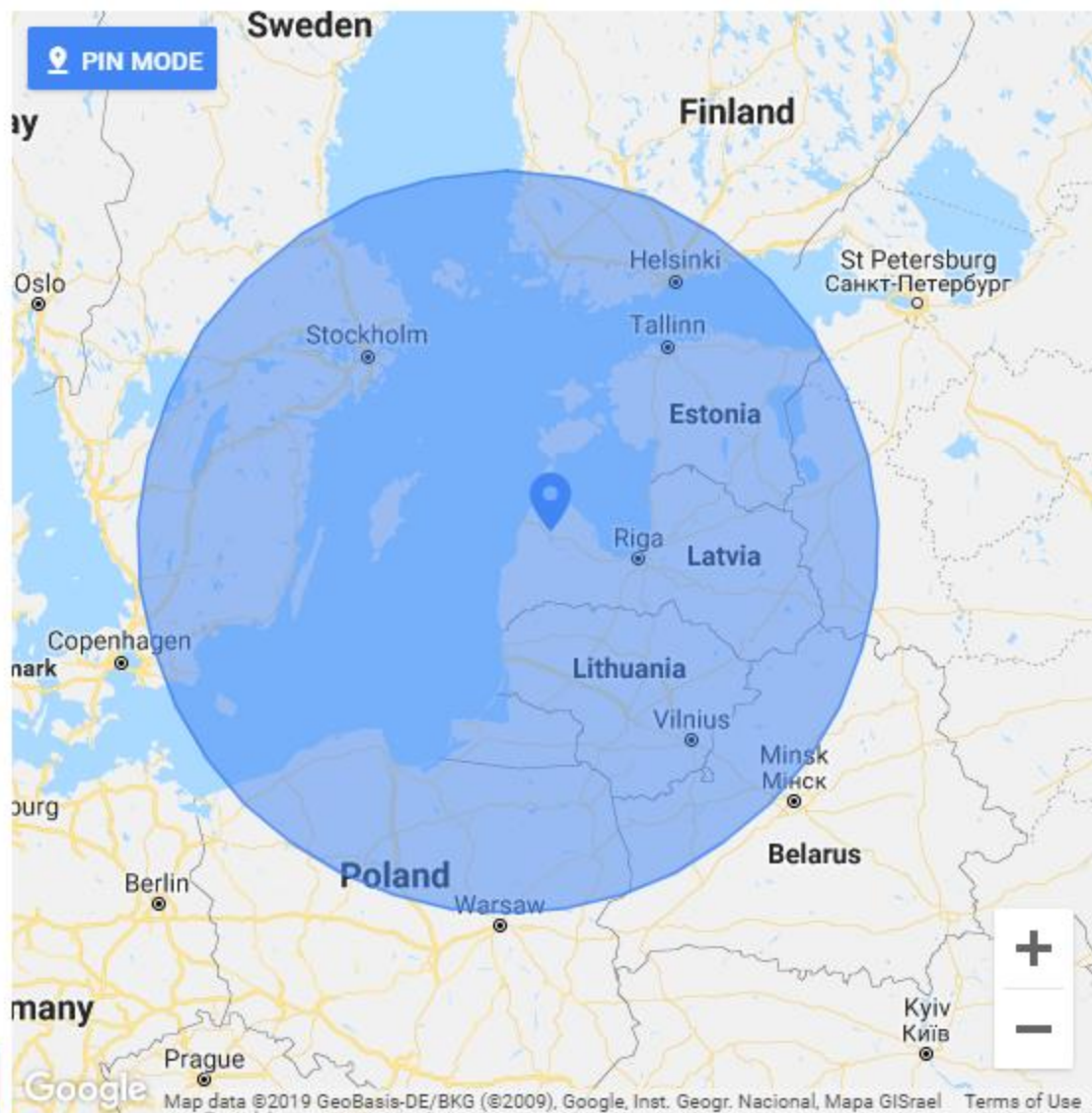
500 km around Pāvilosta, Pāvilostas pilsēta, Latvia radius

20 km around Usma, Usma parish, Latvia radius

Reach ? x

— x

— x



CANCEL

SAVE

Your account isn't active - Your ads aren't running because your account has been cancelled.

- 1 Select campaign settings
- 2 Set up ad groups
- 3 Create ads
- 4 Confirmation

Audiences Select audiences to add to this campaign

SEARCH	BROWSE	IDEAS (14)	2 selected	CLEAR ALL
← What they're actively researching or planning			In-market audiences	
<input type="checkbox"/> Sweden <ul style="list-style-type: none"> <input type="checkbox"/> Trips to Stockholm <input type="checkbox"/> Trips to Switzerland <input type="checkbox"/> Trips to Turkey <input type="checkbox"/> Trips to Vienna <input type="checkbox"/> Trips to the UK <input type="checkbox"/> Trips to Latin America <input type="checkbox"/> Trips to North America <input type="checkbox"/> Trips to the Middle East & Africa 			Travel > Trips by Destination Trips to Europe ×	
			Sports & Fitness > Outdoor Recreational Equipment Fishing Equipment ×	

Audiences targeting setting for this campaign

- Targeting** *formerly 'Target and bid'*
Narrow the reach of your campaign to the selected audiences, with the option to adjust the bids
- Observation (recommended)** *formerly 'Bid only'*
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected audiences

Your account isn't active - Your ads aren't running because your account has been cancelled.

- 1 Select campaign settings
- 2 Set up ad groups
- 3 Create ads
- 4 Confirmation

Budget and bidding

Define how much you want to spend and how you want to spend it

Budget

Enter the average you want to spend each day

€ 100

Delivery method

- Standard
- Accelerated

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

Accelerated: Spending budget more quickly. This may cause your budget to run out early.

Bidding

What do you want to focus on? [?](#)

Clicks ▼

Recommended for your campaign

Maximum CPC bid limit (optional) [?](#)

€

Clicks are when someone clicks on your ad. ^

[Learn more](#)

i Based on the selections, this campaign will use the **Maximise clicks** bid strategy [?](#)

Ad group type ⓘ : Standard ▾

An ad group contains one or more ads and a set of related keywords. For best results, try to focus all the ads and keywords in an ad group on one product or service.

Ad group name

Fishing

Fishing
fishing gear
fishing poles
fishing rod
fishing equipment
fishing accessories
fishing tackle
fishing stuff
fishing pole
fishing tools

Match types help control which searches can trigger your ads

keyword = Broad match "keyword" = Phrase match [keyword] = Exact match [Learn more](#)



NEW AD GROUP



SAVE AND CONTINUE

CANCEL

Get keyword ideas

<https://www.usmasezers.lv/en/fishing/>

fishing

	Keywords	Monthly searches
+	discount fishing tackle	—
+	freshwater fish	—
+	fishing tackle shop	—
+	fish seasoning	—

[ADD ALL IDEAS](#)

ATSLĒGVĀRDI (biežāk lietotie) - angļiski

ENGLISH

Fishing

fishing gear

fishing poles

fishing rod

fishing equipment

fishing accessories

fishing tackle

fishing stuff

fishing pole

fishing tools

fisheries supply

bass lures

bass fishing lures

fishing tackle online

fishing reels

fishing gear online

fish shop

fishing lures

fishing line

best fishing lures

discount fishing gear

fishing lures online

bass fishing tackle

fishing store

online fishing store

fisheries

fishing gear

fish

angler fish

the anglers

angler ek

the angler fish

bass fishing tackle

angling shops

angler kit

anglers fishing tackles

angler fishing rods

fising

fishing in

fising fish

anglers fishing store

angling

fishing for anglers

anglers fishing supply

angling store

fishing bait

angler websites

angler virus

fishing license

anglers hotel

fish on anglers gear

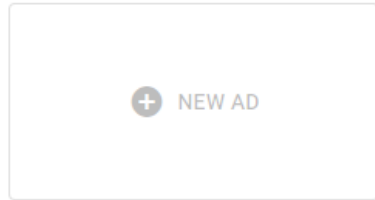
Your account isn't active - Your ads aren't running because your account has been cancelled.

- ✓ Select campaign settings
- ✓ Set up ad groups
- 3 Create ads
- 4 Confirmation

Create ads

For each ad group, we recommend that you create at least three ads that closely relate to the theme of your keywords.

Ad group: Fishing
 Keywords: Fishing, fishing gear, fishing poles and 48 more



New text ad

Final URL ?

Headline 1 ? 0 / 30

Headline 2 ? 0 / 30

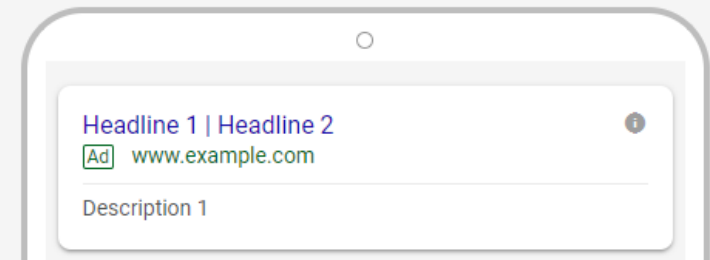
Headline 3 NEW ? 0 / 30

Display path ?
 www.example.com / Path 1 / Path 2
 0 / 15 0 / 15

Description 1 ?

1 of 3 previews < >

Mobile



Your ad might not always include all of your text. Some shortening may also occur in some formats. You can make sure that certain text appears in your ad. [Learn more](#)

[Viss](#)[Attēli](#)[Video](#)[Maps](#)[Ziņas](#)[Vēl](#)[Iestatījumi](#)[Rīki](#)

Aptuveni 15 900 000 rezultāti (0,47 sekundes)

Lake Trout Fishing Canada | Ultimate 5-Star Fishing | ArcticFishing.com

Reklāma www.arcticfishing.com/ ▼

Ultimate 5-Star **Fishing** at Tukto Lodge. Book Now for 2017 Season! Endless Summer Days. Experienced Guides. **Canadian** Hospitality. Amenities: Luxury Lodging, Legendary Guides, **Canadian** Hospitality, Ultimate Trophy **Fishing**.

Trophy Lake Trout

Home to Some of the Biggest
Lake Trout in the World.

Plan Your Trip

Your Journey to the Arctic
Starts Here.

Trophy Brook Trout | Newfoundland and Labrador.

Reklāma www.anglingnewfoundlandlabrador.com/ ▼

Giants Weighing Up to 10 Pounds. Free Guide to Angling Outfitters. Sign Up For Email.
Knowledgeable Guides.

[Trophy Brook Trout](#) · [Angling Packages](#) · [Wild Atlantic Salmon](#)



Toughing it out with sea trout • Outdoor Canada

<https://www.outdoorcanada.ca/toughing-it-out-with-sea-trout/> ▼ [Tulkot šo lapu](#)

2017. gada 18. janv. - Or, you can **fish** in the sheltered bays when summer **sea trout** are at their absolute prime. Trolling lures is the most common and effective ...



Search



Map

[Species](#)

[Angling Stories](#)

[Outfitters](#)

[Packages](#)

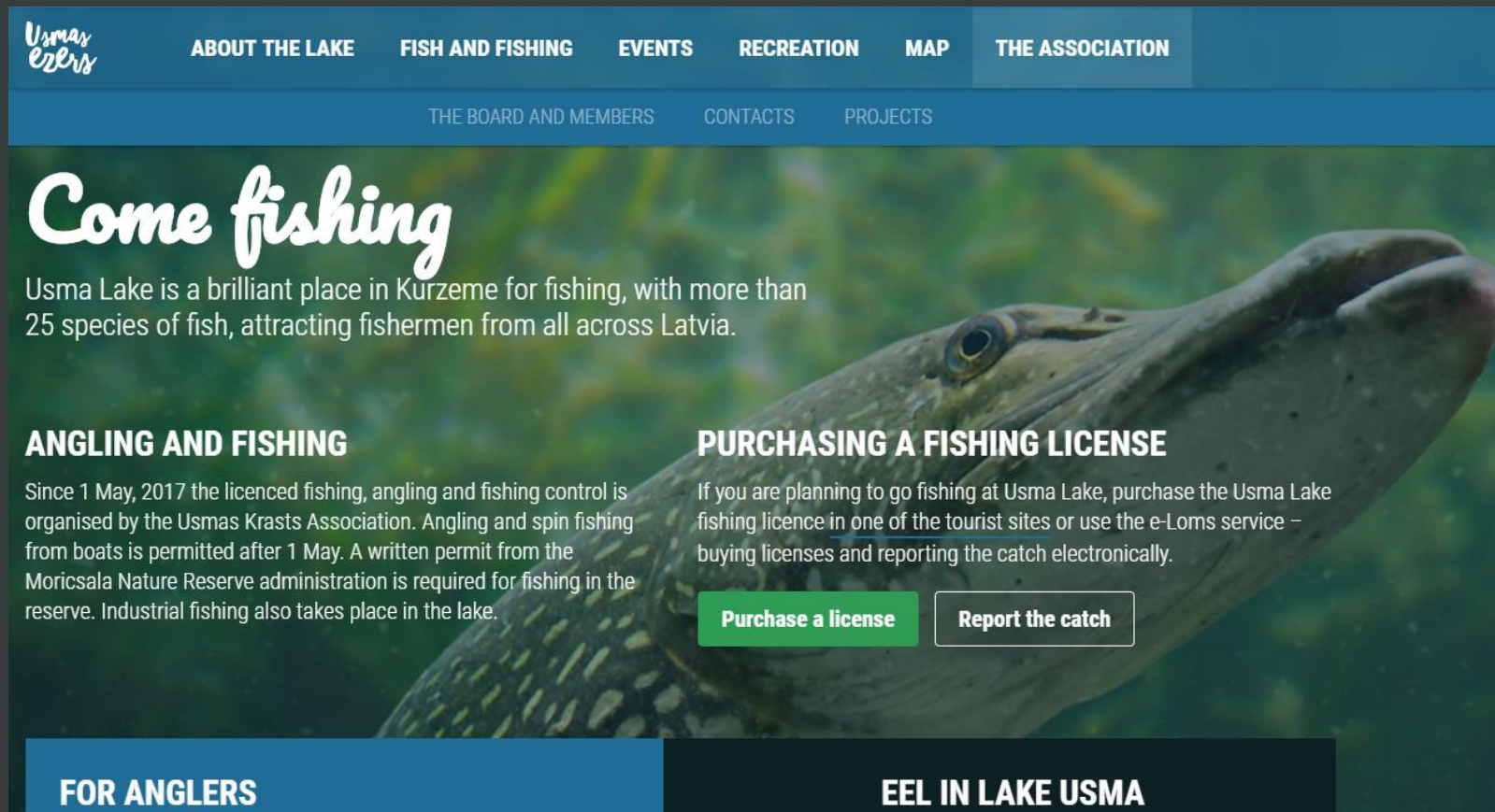
[About this Place](#)

TROPHY BROOK TROUT



MEKLĒŠANAS OPTIMIZĀCIJA (SEO)

- Mājas lapas struktūra, virsraksti un *birkas*
- Precīzs saturs



MEKLĒŠANAS OPTIMIZĀCIJA (SEO)



- Saites uz jūsu mājas lapu
- *Sitemap* kodi

The screenshot shows a Google search for "zaķu krogs". The search results include several entries:

- Zaķu Krogs Jūrkalnē | Zemākās cenas garantija | booking.com**
Rezervēt Zaķu Krogs, Jūrkalne. Saņemiet tūlītēju apstiprinājumu. Lasiet atsauksmes. Mēs runājam jūsu valodā.
Rezervēt rītdienai: Ērta, ātra un droša rezervēšana! Jauni piedāvājumi katru dienu.
Bez rezervēšanas maksas: Ērta, droša rezervēšana tiešsaistē. Lasiet atsauksmes un rezervējiet!
- Zaķu krogs - Jūrkalnes stāvkrasts**
www.jurkalnesstavkrasts.lv/kur-paest/zaku-krogs
"Zaķu krogs" piedāvā baudīt garšīgus ēdienus, atspirdzinošus dzērienus, banketu zāli svinībām un semināriem, kā arī klājam galdus Jūsu svinībām. Naktsmīnes ...
- Zaķu krogs | Cafe/Krodziņš un viesnīca Jūrkalnē**
https://zakukrogs.wordpress.com/
2018. gada 16. nov. - Ja Tavā kalendārā tuvojas kāds svinīgāks datums, Zaķu kroga komanda labprāt parūpēsies par to, lai Tavs svētku galds paliktu uz mūžiem ...
- Zaķu krogs - Home | Facebook**
https://www.facebook.com/Places/Jurkalne,Latvia/HotelResort
★★★★★ Vērtējums: 4,4 - 150 balsu
Zaķu krogs - Ventspils novads, Jūrkalne, Latvija-3626 - Rated 4.4 based on 150 Reviews "The business and service just going better and better (compared..."
- Kafejnīca "Zaķu Krogs" - Ropažu novads**
https://ropazi.lv/turisms/kur-paest/zaku-krogs/
Kafejnīca "Zaķu Krogs". Tūrisms Kur paest? Kafejnīca "Zaķu Krogs". Kafejnīca "Zaķu Krogs". Kontakti. 67958117. mezaressia@inbox.lv · "Mežāres", Zaķumuīža ...
- Zaķu Krogs, Jūrkalne – aktuālās 2019. gada cenas - Booking.com**
https://www.booking.com/Latvija/Kurzeme/Ventspilsnovads/Viesnīcas,Jurkalne

The detailed listing for "Zaķu krogs" on the right includes:

- Address: "Jaunarāji", Jūrkalne, LV-3626
- Rating: 4.3 stars (245 Google reviews)
- Phone number: 26 133 995
- Check-in: "Jūs esat apmeklējis šo vietu"
- Check-out: "Tāruņa numurs: 26 133 995"
- Availability: "Reklāmas" Pārbaidiet pieejamību
- Calendar: "piektd., 8. marts" and "sestd., 9. marts" (2 people)
- Room options:
 - Booking.com: 2 viesi - Bezmaksas anulēšana - Bezmaksas Wi-Fi - 33 €
 - 3 viesi - Bezmaksas anulēšana - Bezmaksas Wi-Fi - 43 €
- Link: "Skatīt citas numuru cenas"

Klientu apmierinātība & lojalitāte



Pakalpojuma produkts un klientu vēlmes

Dominē četras klientu vēlmes, kuras varam iedalīt pēc svarīguma pakāpes. Zemākā līmeņa vēlmes ir primārās, kuras būtu jāapmierina vispirms.

[Mahan Khalsa. 2005. Let's Get Real or Let's Not Play]

Specifiskais apmierinājums, kas ir konkrētā pakalpojuma rezultāts
Kopējais apmierinājums, kas ir pakalpojumu kompleksa rezultāts



Klientu apmierinātība: vajadzības & vēlmes

- **Nezināmās vajadzības** (klients par tām nav gatavs runāt, nav viegli uzminēt, taču ja izdodas – bingo)
- **Neizrunātās vajadzības** (arī ir nezināmas vajadzības, taču par tām klients ir gatavs informēt pakalpojuma sniedzēju. Svarīgi - jāieklausās klientā un jāmēģina izpildīt. Klients šo vajadzību izpildi uzskata par obligātu. Šo vajadzību izpilde ir proporcionāla klientu apmierinātībai)
- **Nesaprastās vajadzības** (klienta galvenās prasības, kuru izpildi viņš gaida bez speciālas atgādināšanas. Ja nespējam izpildīt šīs vajadzības, tas noved pie neapmierinātības)

Klientu informācija un kritika

- Nepilnīga servisa gadījumā daudzi klienti izvēlas necelt nekādas pretenzijas, jo uzskata, ka tas paņem pārāk daudz laika un nav vērts vai vienkārši nevēlas būt kašķīgi.
- Ja šo klientu pretenzijas tiktu ātri un efektīvi novērstas, tad viņi būtu vēl apmierinātāki, kā tad, ja viss būtu bijis pareizi jau no paša sākuma.
- Tāpēc ir svarīgi iedrošināt klientu izteikt esošās pretenzijas un novērst tās efektīvi.