



Nokia case study

Nokia Corporation (OMX: NOK1V, NYSE: NOK, FWB: NOA3) is the world's largest manufacturer of mobile telephones, with a global market share of approximately 36% in Q4 of 2006. The corporation also produces telecommunications network for a diversity of platforms.

Case specifics:

Background

Nokia faced a great launch period with up to 6 new websites world-wide per week. They needed help with strategic search marketing on how to best build each countries site with search in mind. The task was to optimise each web site for search engines to find and rank them and also to direct searchers to the correct site without conflicting with each other. Nokia has one technological platform that serves all their local websites and webmasters around the world.

Challenge

Nokia is a global company with a decentralised organisation that communicates locally. This creates a great challenge to coordinate the different markets without competing with each other. Maybe the searcher is looking for a business solution instead of a handset; do you direct them to the business pages? On what market? This is a difficult task, if you let each market have their way then you will run into image problems. If you manage it centrally you will loose the local touch. These were the problems Relevant Traffic was to find solutions for.

Krister Karjalainen, Digital Marketing Manager, Nokia, Strategic Marketing, - We made a strategic decision to work with search marketing experts and wanted Relevant Traffic's consultants in as early in the process as possible so when going live the sites would be strategically optimised and ready to go. The work Relevant Traffic's consultants put in before we went live have been crucial to us.

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Relevant Traffic is a company with both global presence and competence which suits a company like Nokia with its vast size and structure”

- Krister Karjalainen, Digital Marketing Manager,
Nokia, Strategic Marketing





Relevant Traffic is a Pan European full service Search Engine Marketing firm founded in 1995 with offices in France, Germany, Spain, Sweden (HQ) and the United Kingdom.

Relevant Traffic offers services in search engine optimisation and marketing with multilingual expertise. Clients range from large e-commerce, banks and travel companies to midsize B to B companies.

Relevant Traffic's mission is to maximise a client's ROI within the search market; including search engines, contextual environments and price comparison services. This is facilitated by using a proprietary technology platform and with staff speaking more than 11 European native languages. Relevant Traffic's technology; the SEM Toolbox; is third party audited.

Solution

Relevant Traffic's consultants made an in-depth study of Nokia's complex network and then strategically mapped out technological functions and content with search in mind. The key point was to make Nokia's country specific websites get a strong presence in a natural as well as in sponsored links search. Relevant Traffic set up a central competence centre that is constantly updating the CMS tool and acts as a support with creating guidelines and implementing changes to keep all websites looking and behaving the same.

Result/Outcome

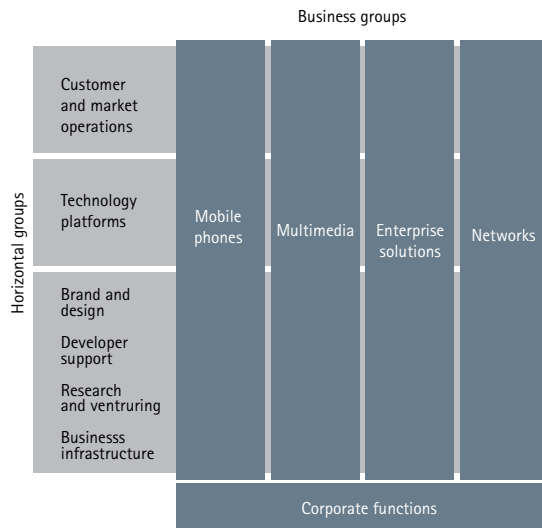
Nokia has now integrated a local search marketing structure into their overall global marketing strategy, and all Nokia's online websites are optimised accordingly.

Future

Search marketing is truly a 24/7 activity that you constantly have to master. We have been focusing on search marketing for a while and found that Relevant Traffic with their knowledge and geographical location was the right partner to work with not only on separate projects but in helping us being on top of our search marketing strategy. -Says Krister Karjalainen, Digital Marketing Manager, Nokia, Strategic Marketing.

Relevant Traffic SEO Consulting

Search engine optimisation is a cost efficient method to get relevant visitors to your website. But to get good rankings on highly competitive keywords on large markets is difficult. Therefore it takes experienced consultants to get the best results. Our SEO Consultants are there to analyse your websites and propose strategic moves to improve the flow of relevant visitors. We will always stretch the importance of keeping a close eye on the constant change in search engine behavior and adapt accordingly. We see this service as a strategic partnership rather than a one-off business deal. With local presence and language knowledge that cover all the major European countries, we are able to give all your website versions, no matter what language, the same competitive edge in both global and local search engines.



For more information about Relevant Traffic or our products please visit: www.relevanttraffic.com or email info@relevanttraffic.com