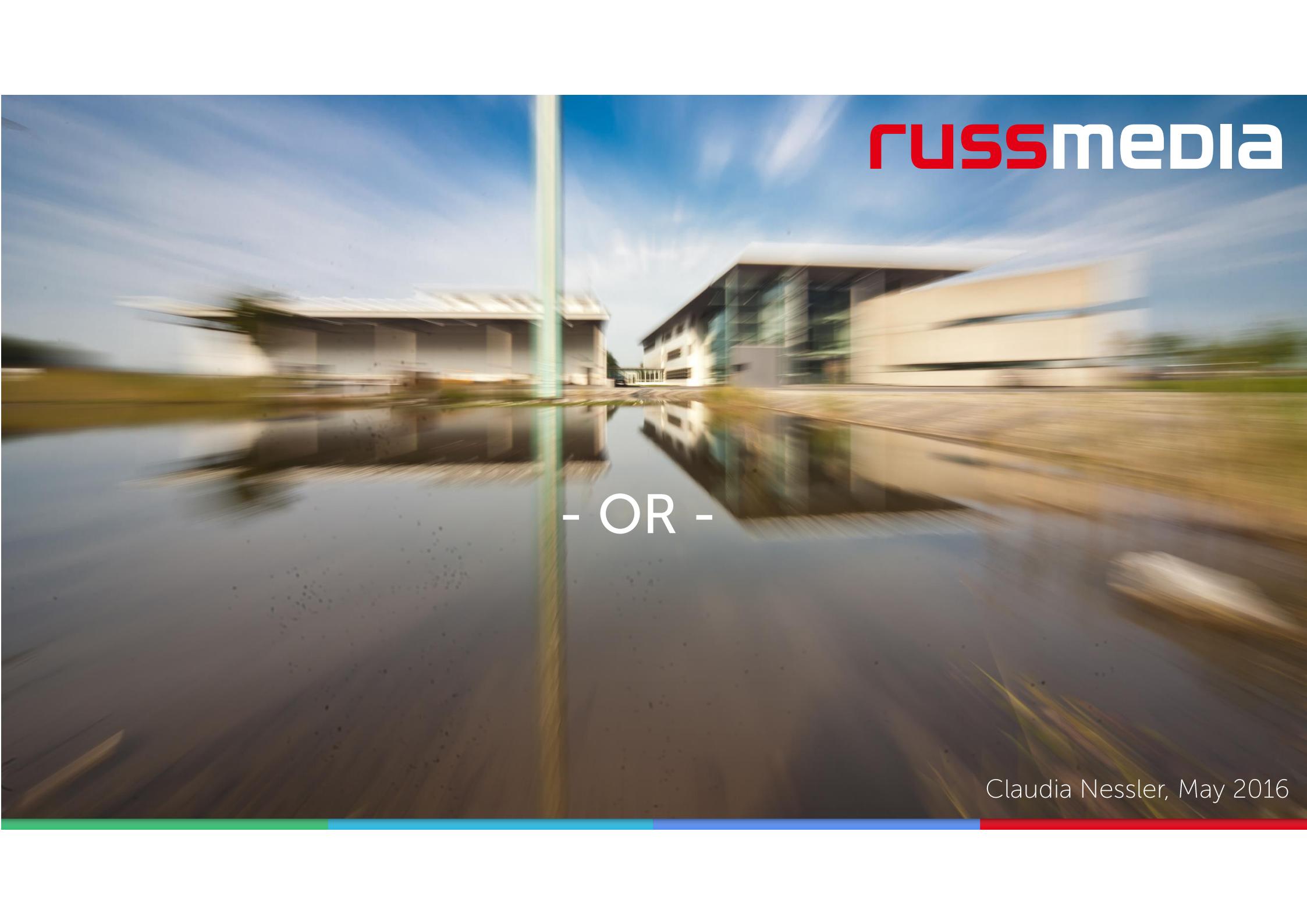




CHALLENGES OF THE REGIONAL MARKET

Claudia Nessler, May 2016



russmedia

- OR -

Claudia Nessler, May 2016

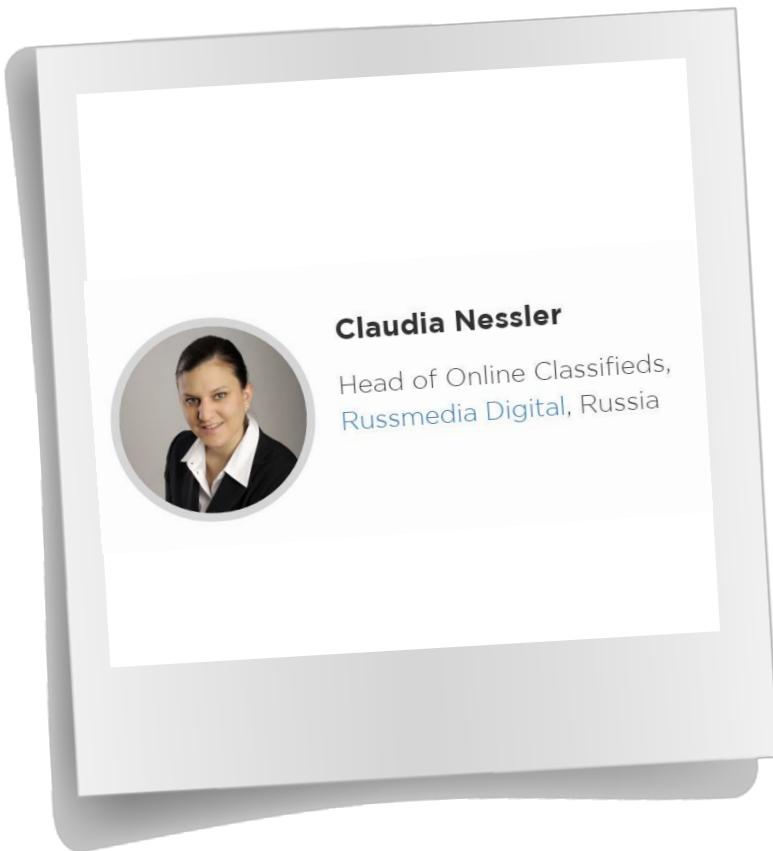
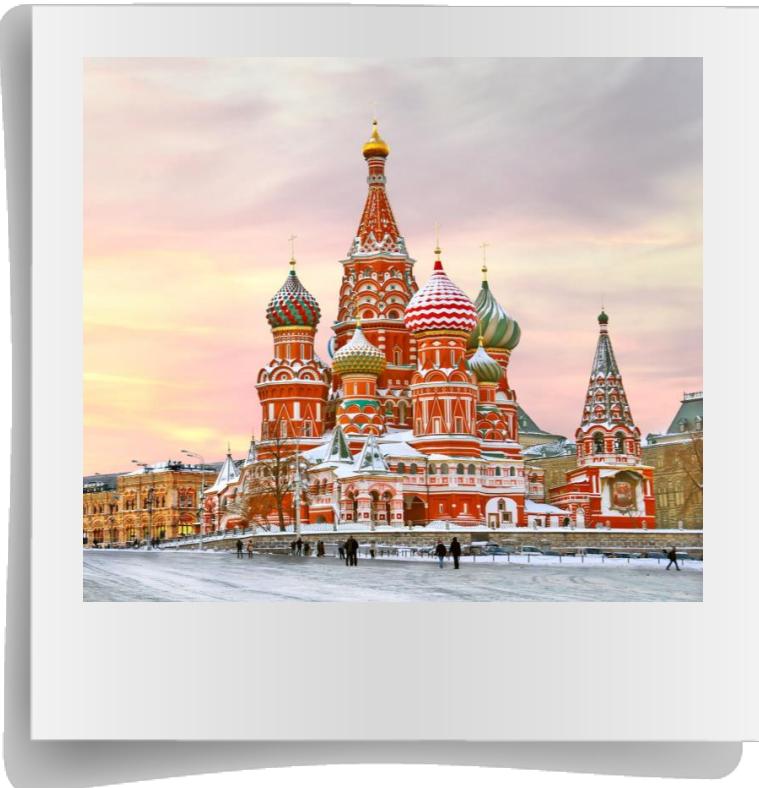


RUSSmedia

MYTHS ABOUT RUSSMEDIA & VORARLBERG

Claudia Nessler, May 2016

#1 RUSSMEDIA IS FROM RUSSIA, NO?

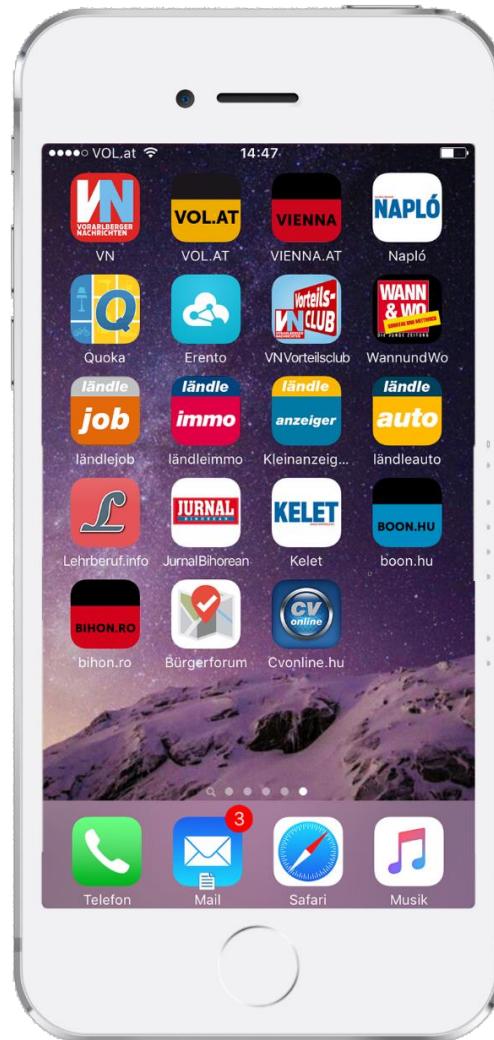


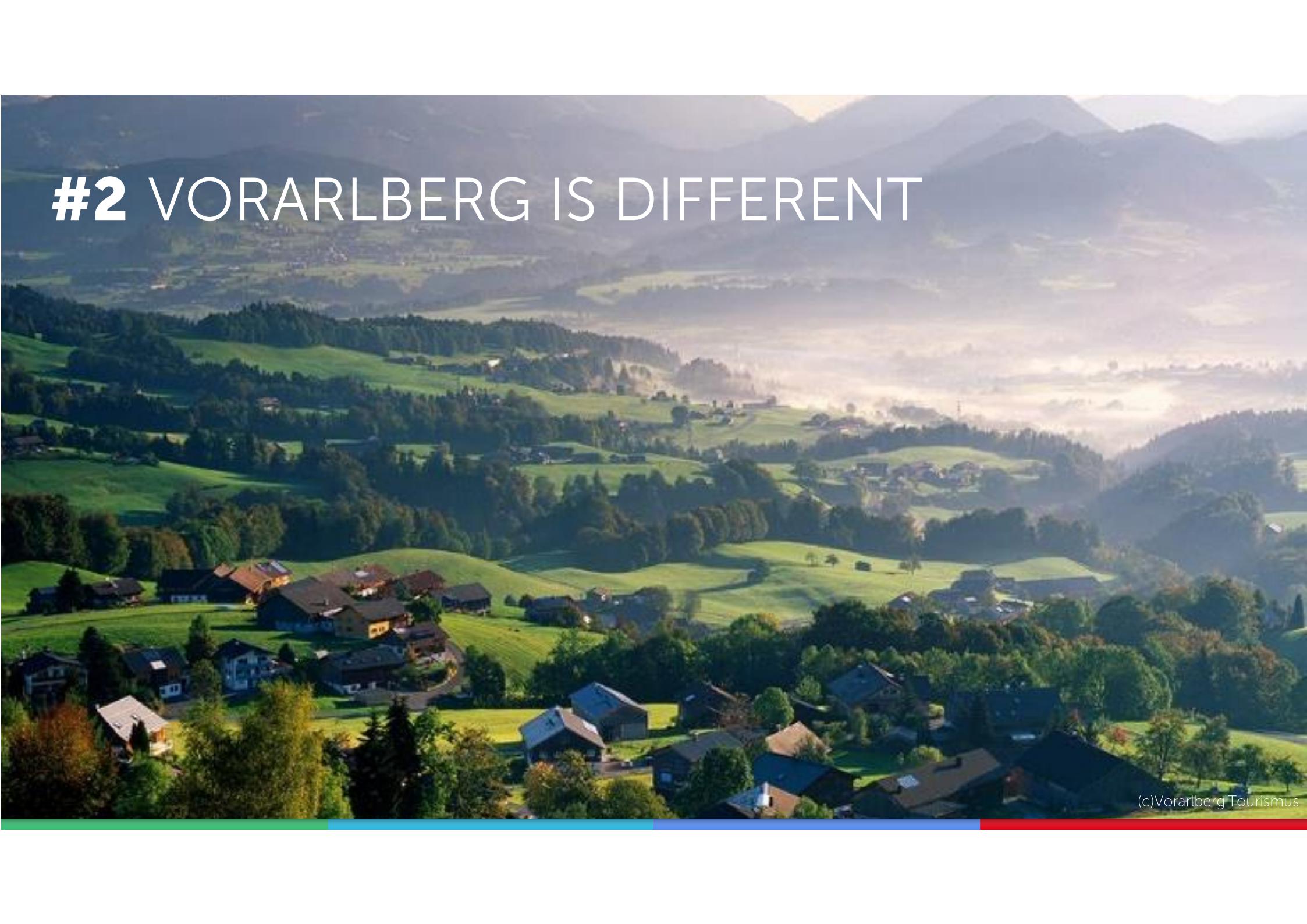
Claudia Nessler

Head of Online Classifieds,
Russmedia Digital, Russia



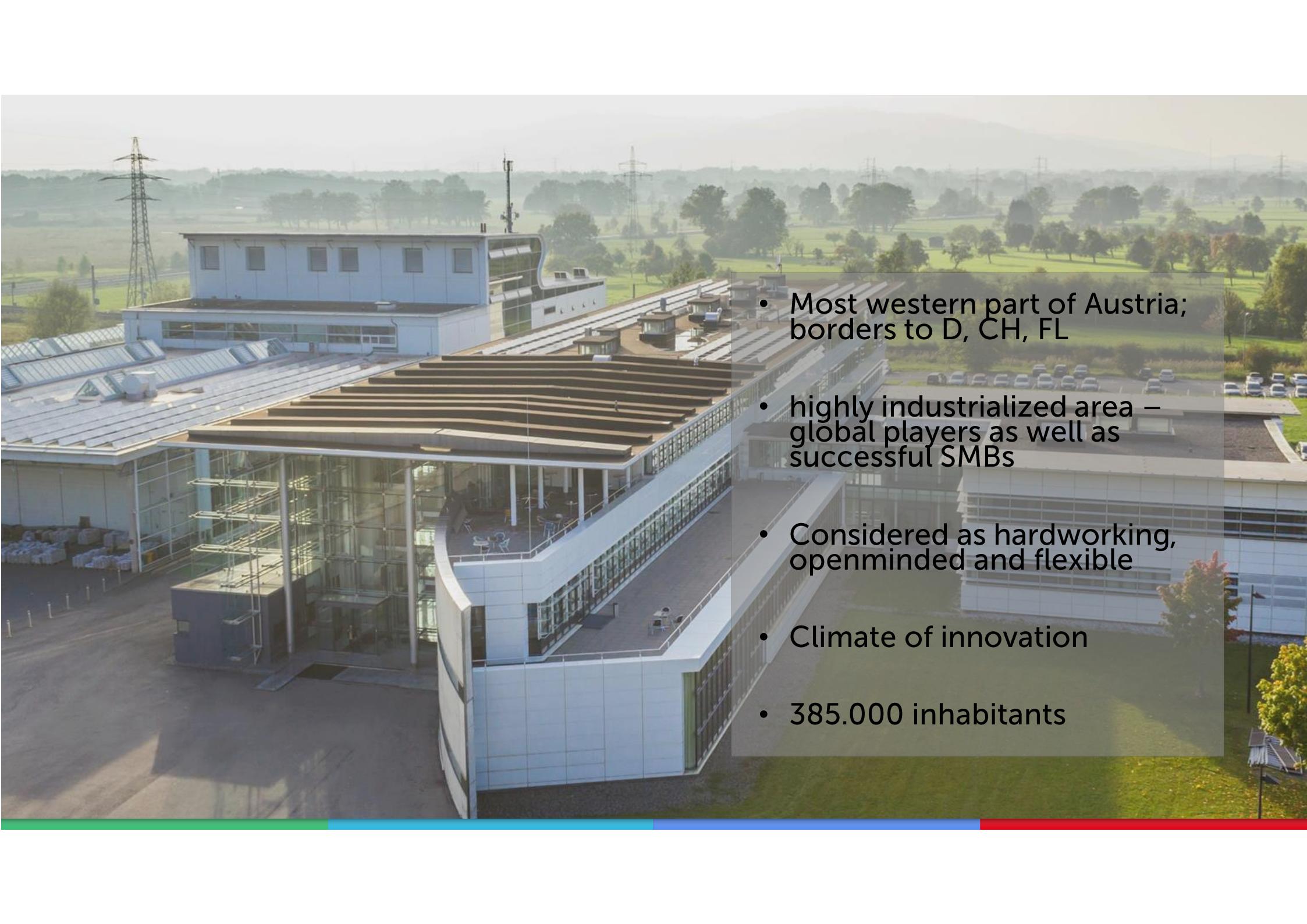
AND IF HE HAD A
SMARTPHONE...



A wide-angle landscape photograph capturing the beauty of Vorarlberg. The foreground is filled with lush green fields and clusters of traditional Swiss-style houses with dark roofs. The middle ground shows a dense forest of tall evergreen trees. In the background, a range of mountains is visible, their peaks partially obscured by a light mist or haze. The sky is a clear, pale blue with a few wispy clouds.

#2 VORARLBERG IS DIFFERENT

(c)Vorarlberg Tourismus



- Most western part of Austria; borders to D, CH, FL
- highly industrialized area – global players as well as successful SMBs
- Considered as hardworking, openminded and flexible
- Climate of innovation
- 385.000 inhabitants

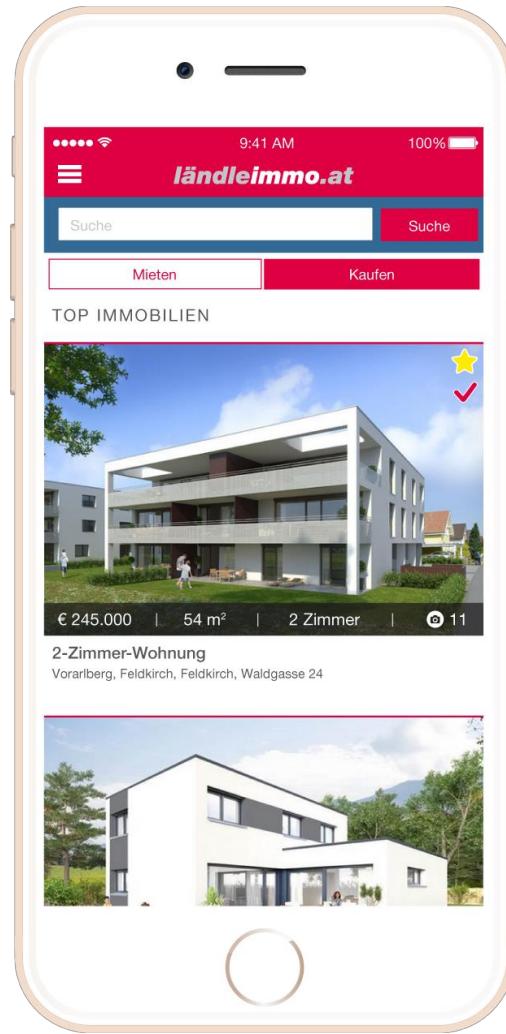
LÄNDLEJOB.AT: JOBS



- No.1 jobportal in Vorarlberg
- 1000+ jobs in Vorarlberg and surrounding D and CH
- 40 % mobile traffic. Mobile app since 2013
- 900 applications & 1.500 leads per month

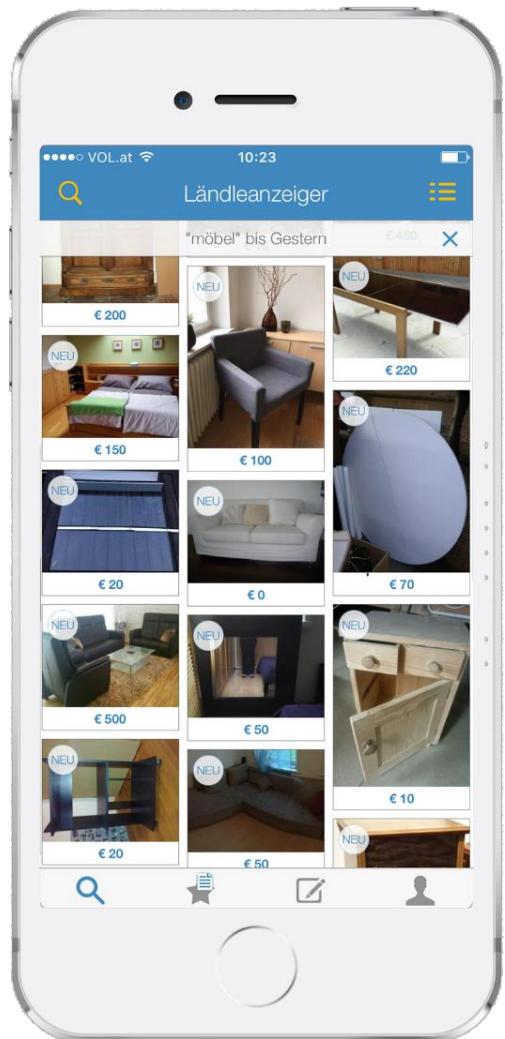
cvonline  | jobs.tt.com

LÄNDLEIMMO.AT: REALESTATE



- No.1 realestate portal in Vorarlberg
- 3.500 local realestate ads
- 98 % of agents in Vorarlberg are clients
- 86.000 search agent emails per week
- 65 % of our revenue is from listings

LÄNDLEANZEIGER.AT: GENERAL CLASSIFIEDS



- No1. general classified portal in Vorarlberg
- Up to 24.000 new ads per month
- 35 % from mobile devices
- 40.000 App Downloads



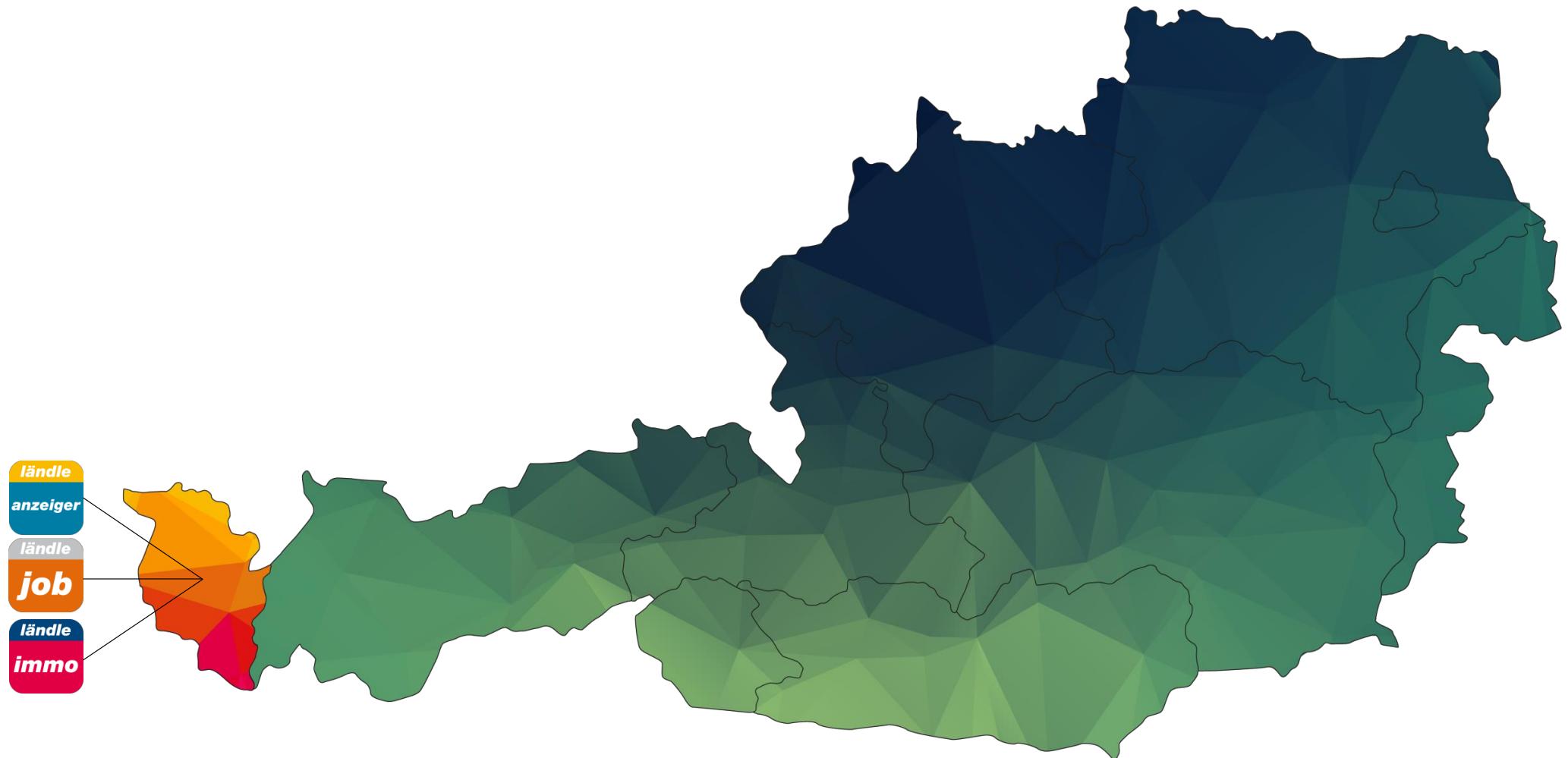
#3 SO YOU DON'T
HAVE ANY
COMPETITION,
DO YOU?

WELL, THERE ARE SOME
SLIGHTLY BIGGER PLAYERS

...



BUT YES, VORARLBERG IS DIFFERENT



A wide-angle photograph of a mountainous landscape. In the foreground, a rocky ridge is visible on the right. A winding road or path cuts through a valley between two green, grassy mountain slopes. The background features a range of mountains with some snow patches. The sky is blue with scattered white clouds.

SO, WHAT DO WE DO?

1 THE BASICS

TECHNOLOGY AND INNOVATION

- 100 % responsive platforms in realestate and jobs, platforms owned by Russmedia
- Self-service, especially for private users
- Various upselling options which can be booked on the go
- Native Apps

EFFICIENT STRUCTURE

- Print and mobile sales 100 % seperated
- Small and efficient team: 5 FTEs handling 4 platforms + 8 Apps

2 CREATE STAGES



VOARLBERGS BEST EMPLOYERS

- workplace study for local companies of any size
- 25 companies honored each year, more than 120 participating
- Sponsored by Arbeiterkammer Vorarlberg

AGENT OF THE MONTH

- Survey which is sent automatically after each contact form request
- Best agents honored monthly
- The only reason to visit the client at that time is to celebrate his efforts.

3 SELL SOLUTIONS AND RE-INVENT

- „Keep your friends close, ...“ > Before they buy Google and Facebook, sell it to them
- Activate their ego: premium profiles, premium listings, company of the month, ...
- Pre-listed ads, ads of the weeks -> we try to launch 2-3 new options every year



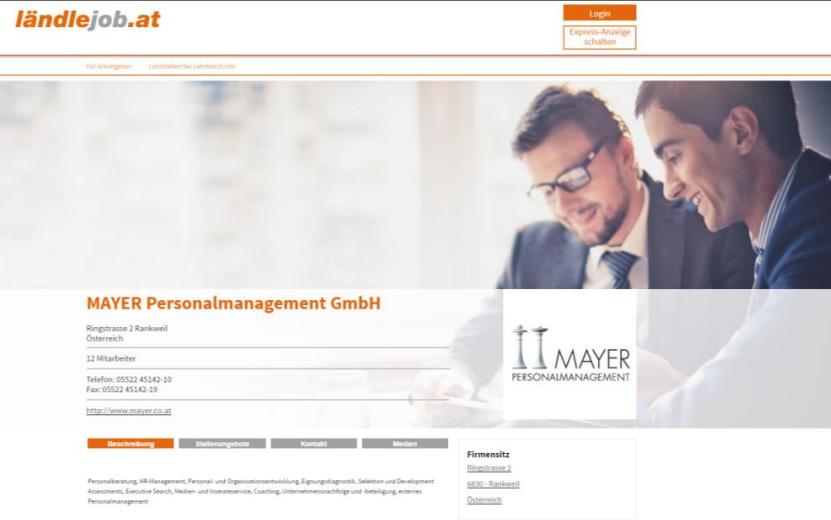
LändleJob - laendlejob.at
Gesponsert

Suchst du eine neue berufliche Herausforderung? Dann bewirb dich jetzt bei KAISER AG!

Baggermonteur (m/w)
Jetzt bei KAISER AG bewerben!

Kauffrau/ Kaufmann
Jetzt bei KAISER AG bewerben!

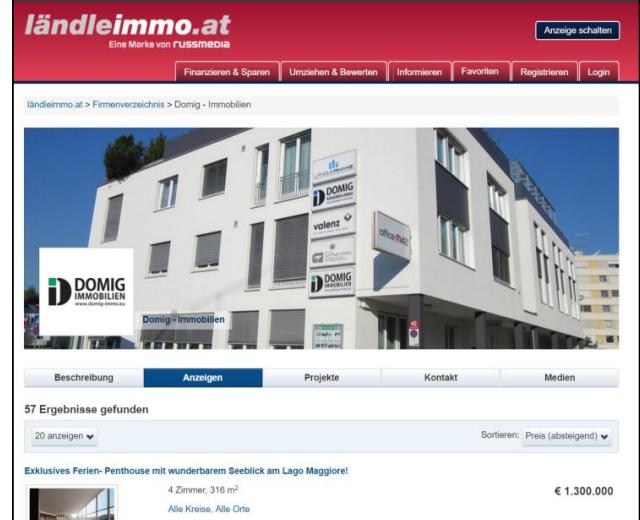
Jetzt bewerten!   



MAYER Personalmanagement GmbH
Ringstrasse 2 Rankweil
Österreich
12 Mitarbeiter
Telefon: 05522 45142-10
Fax: 05522 45142-19
<http://www.mayer.co.at>

Beschreibung **Stellenangebote** **Kontakt** **Medien**

Firmensitz
Ringstrasse 2
6830 - Rankweil
Österreich



ländleimmo.at
Eine Marke von rüssemedia

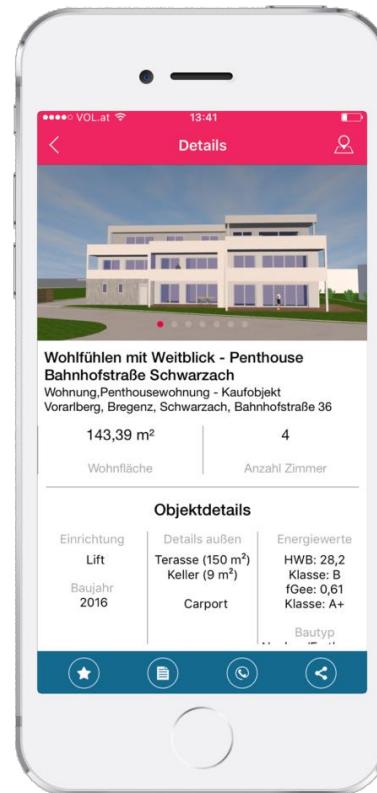
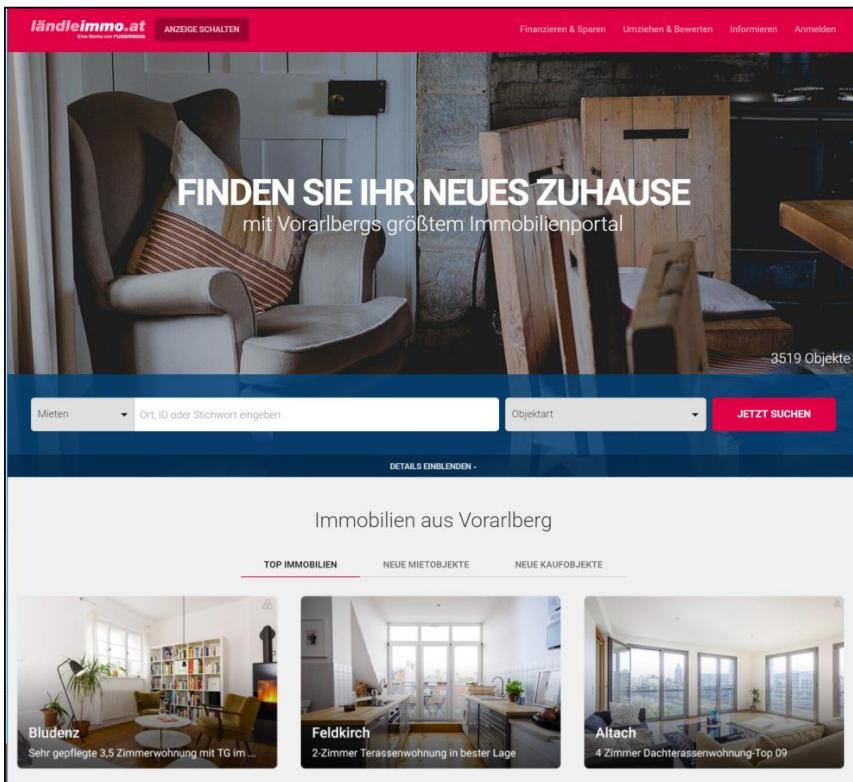
Beschreibung Anzeigen Projekte Kontakt Medien

57 Ergebnisse gefunden

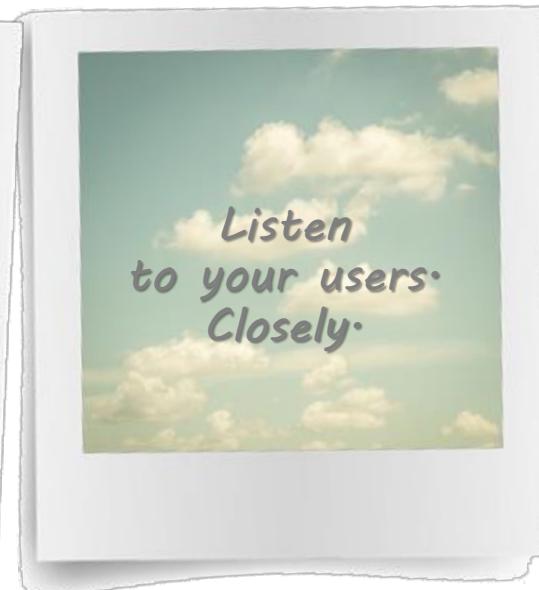
20 anzeigen  Sortieren: Preis (absteigend)

Exklusives Ferien- Penthouse mit wunderbarem Seeblick am Lago Maggiore!
4 Zimmer, 316 m²
Alle Kreise, Alle Orte **€ 1.300.000**

4 DESIGN DOESN'T WIN THE WAR, BUT...



5 THINGS WE SOMETIMES TEND TO FORGET ...



RUSSMEDIA

