

# CHALLENGES OF THE REGIONAL MARKET

Claudia Nessler, May 2016

A decorative horizontal bar at the bottom of the slide, divided into four colored segments: green, blue, blue, and red.



**russmedia**

- OR -

Claudia Nessler, May 2016

A blurred photograph of modern buildings reflected in water, with a vertical green line running through the center. The buildings are white and have large glass windows. The water is calm, and the reflection is clear. The sky is blue with some clouds.

**RUSS**media

# MYTHS ABOUT RUSSMEDIA & VORARLBERG

Claudia Nessler, May 2016

A decorative horizontal bar at the bottom of the slide, divided into four colored segments: green, blue, blue, and red.



# #1 RUSSMEDIA IS FROM RUSSIA, NO?



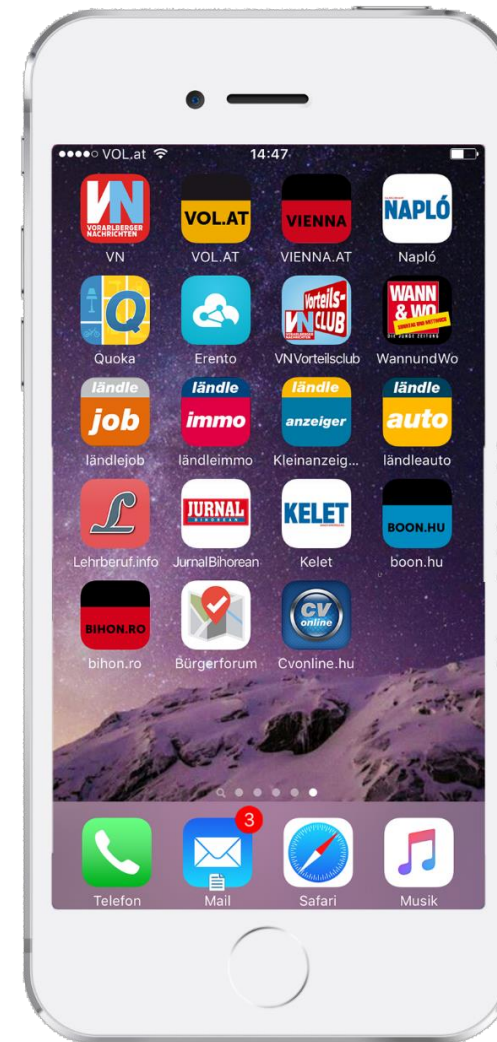
**Claudia Nessler**

Head of Online Classifieds,  
Russmedia Digital, Russia





AND IF HE HAD A  
SMARTPHONE...



# #2 VORARLBERG IS DIFFERENT





- 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



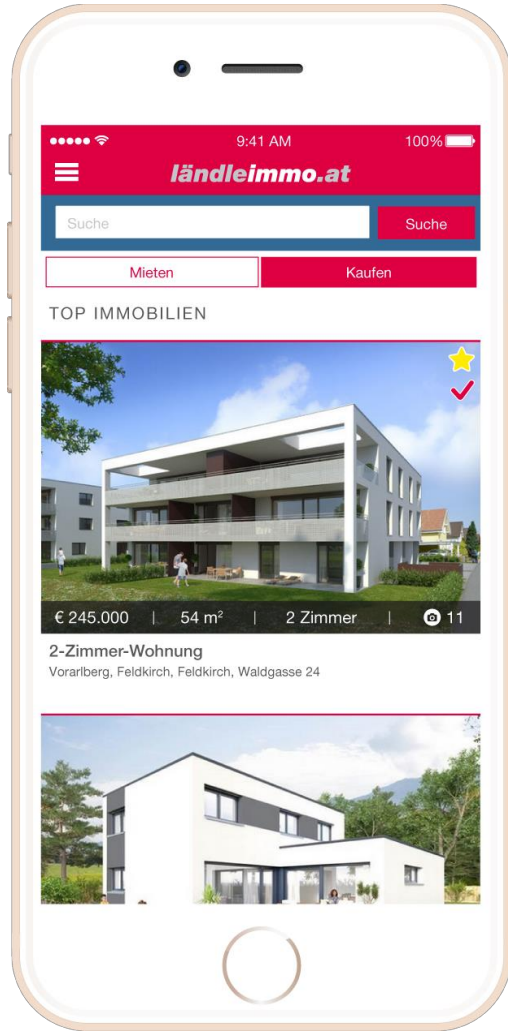
- No.1 jobportal in Vorarlberg
- 1000+ jobs in Vorarlberg and surrounding D and CH
- 40 % mobile traffic. Mobile apply since 2013
- 900 applications & 1.500 leads per month

**cvonline**



jobs.tt.com

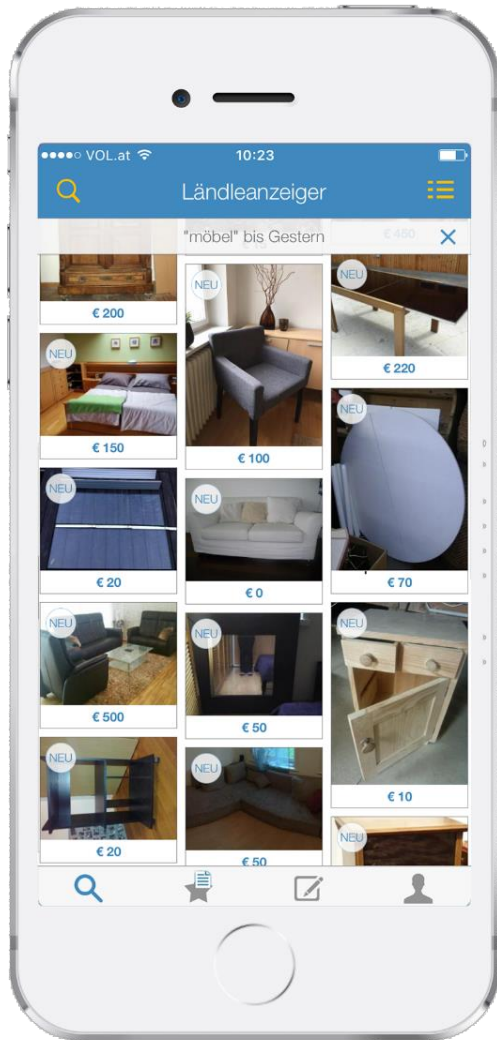
# LÄNDLEIMMO.AT: REALESTATE



- No.1 real estate portal in Vorarlberg
- 3.500 local real estate 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?

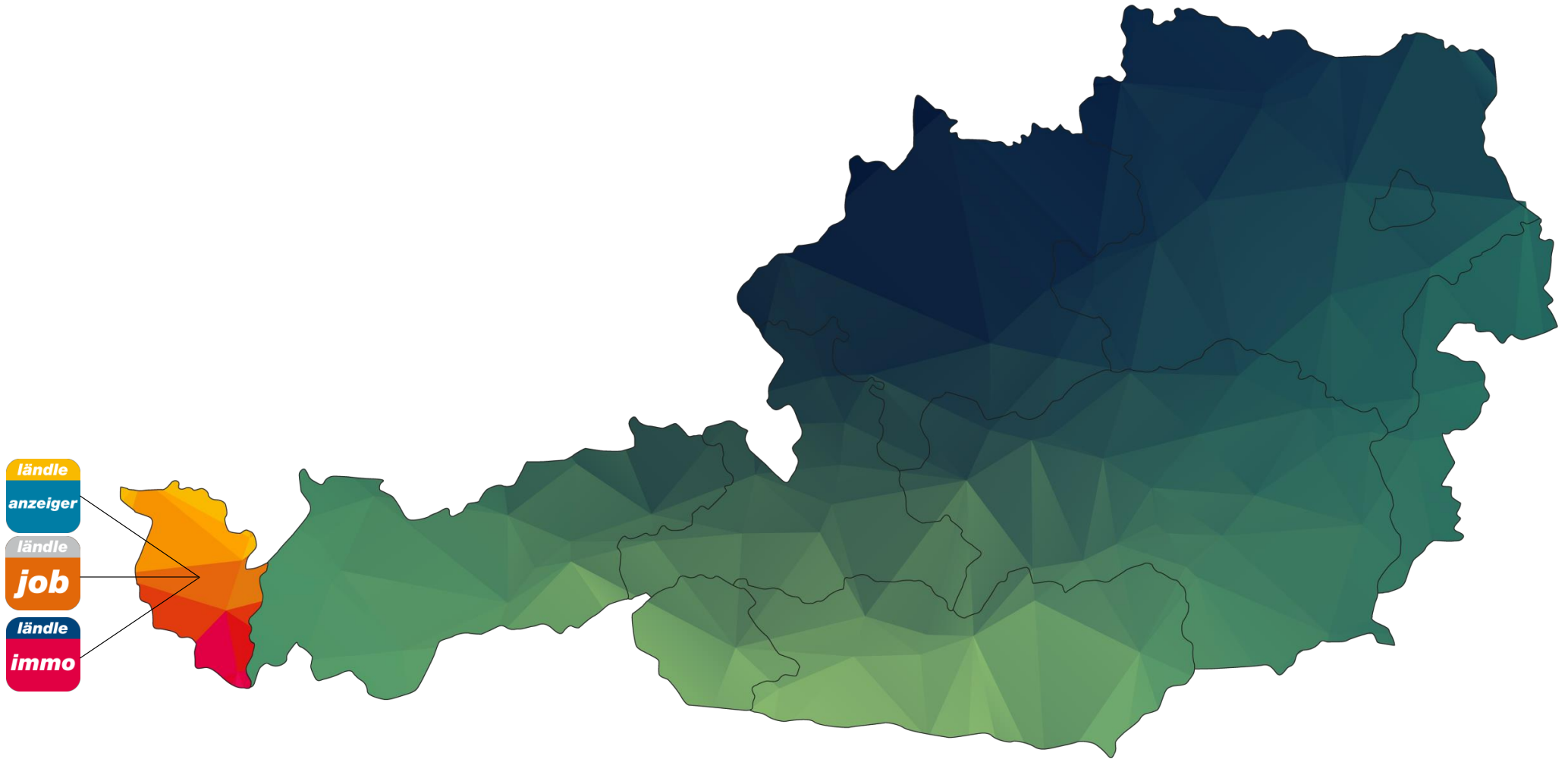


WELL, THERE ARE SOME  
SLIGHTLY BIGGER PLAYERS

...



# BUT YES, VORARLBERG IS DIFFERENT





A wide-angle landscape photograph of a mountain valley. The foreground shows a steep, dark green slope on the left and a rocky, light-colored scree slope on the right. The middle ground is a vast, green valley floor with a winding river or path. In the background, there are several jagged mountain peaks, some with patches of snow or light-colored rock. 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

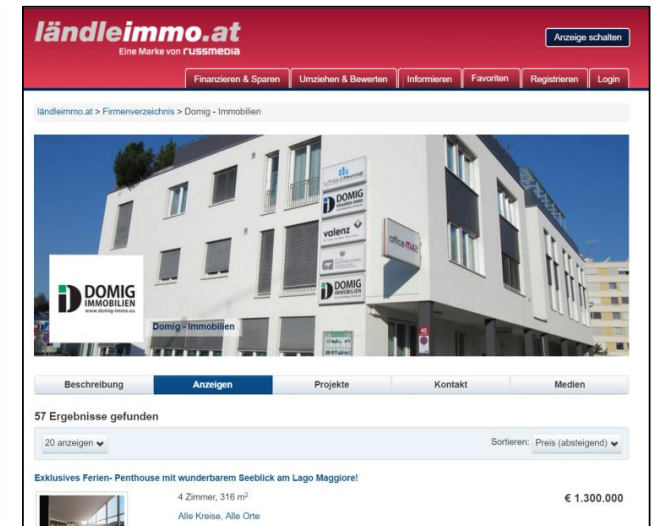
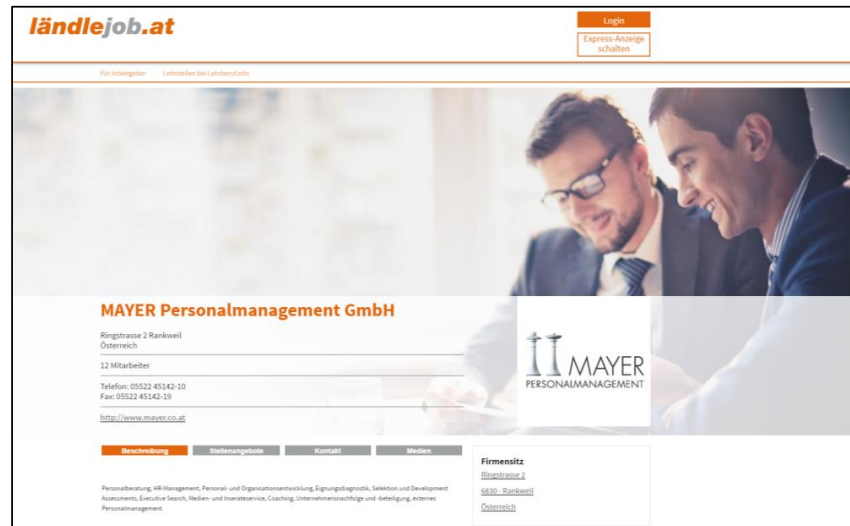
- Survey which is sent automatically after each contact form request
- Best agents honored monthly
- The only reason to visit the client at that time is to **celebrate** his efforts.



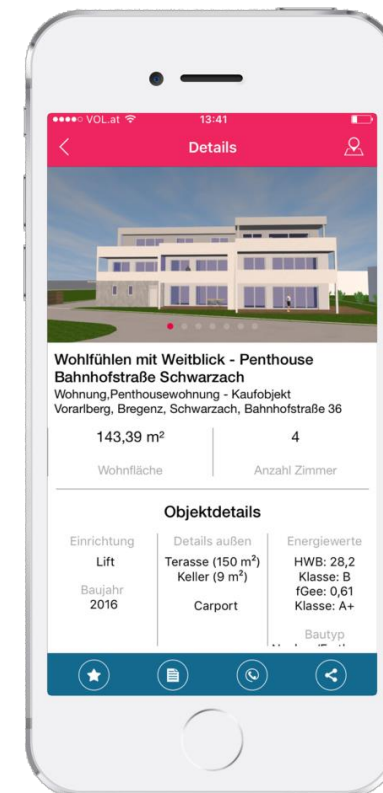
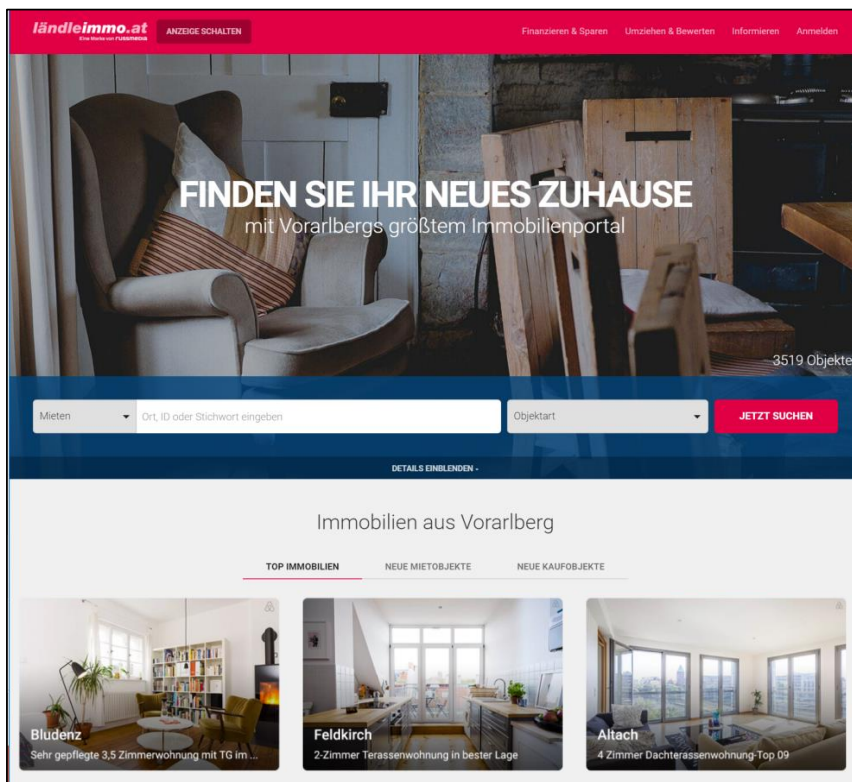


# # 3 SELL SOLUTIONS AND RE-INVENT

- „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



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



# # 5 THINGS WE SOMETIMES TEND TO FORGET ...







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THANK YOU!