



**7 TIPS ON**  
**MARKETING TO**  
**CONNECTED**  
**RUSSIAN CONSUMERS**

**RUSSIA**  
smiling

# INTRO

**Dear friends,**

We are living in fast developing times. Our business environment confronts us with new demanding requirements on a daily basis. What is a must-have feature today can be an outdated hype tomorrow. Alongside with this customers' behaviour and expectation rapidly change.

All this is already a handful to handle. Doing cross-border business complicates this matter by far! One needs to stay clear of cultural traps, bridge communicational gaps and follow the specific digital developments in the country of interest!

Especially in Russia- where a new generation of business men grows- the digital sector is one of the driving market forces. Therefore, Russia Smiling contributes to your hassle-free cross-border business journey with *7 Tips on marketing to connected Russian consumer*. With this guideline, we help you to manoeuvre the challenging Russian market and strengthen your position!

Seeking more advice for your Russian business?  
Just drop us an email or give us a call. We like to chat!

*Your Russia Smiling Team*



## { #1 Know The Way- «Where East Meets West» }

Looking at a world map you will find that Russia is spread over two continents: Europe and Asia. Naturally it is the meeting point of Eastern and Western culture.

Over the centuries, the active exchange with European and Asian cultures had a considerable influence on social and macro-economic developments as well as on culture, arts and habits of communication.

As a result, communication with Russian business people carries a formal undertone with a predetermined way of communication. To avoid cultural traps familiarize yourself with the usage of the patronymic middle name. This habit derives from Eastern traditions and comes into play when addressing older persons or counterparts with a higher status. Not using it might appear disrespectful!

## { #2 **Speak The Same Language - «Russian Code Of Business»** }

When negotiating with your Russian business partner keep in mind turnover and profits are not the one and only business motivators. Make sure to speak the same business language as your Russian partner. There are many other values which are equally important. You will not succeed if you neglect the importance of social factors in Russia's business world. The respect of others and social status will pave the way for you!

Be aware that Russians perceive strategic consideration and discussions as time consuming. They prefer to handle operational and tactical issues directly!





## { #3 Dive Into The Russian Soul – Portrait Of Russians }

At the first glance Russians can appear distanced but dare to take a step closer. You will discover open, great hearted and optimistic people, who will welcome you with trust and generosity. An easy conversation starter is always the two favourite national activities: Travelling and Shopping. Many Russians are willing to work hard to finance their travelling and shopping. This is how passionate they are about it! Russians mostly travel together with their spouse. Besides, they love to have their vacation extravagant, while spending money very generously.



# { #4

## Connect With Russian Social Media: Presence Of Your Business Via Vkontakte & Odnoklassniki }

Many companies would like their brand awareness to be so ubiquitous that customers think about them constantly. While this might rather be a persistent daydream you can boost your brand awareness in a simple way. Interact with your customers via an activity they engage in daily! What would be more effective then the platforms your customer consult for information, entertainment and interaction with their friends and family?

Especially in Russia the exponential growth of social networks continues! By now, the overall time spent on the internet sums up to 5 hours per day. Popular networks such as Facebook are outranked in Russia by domestic networks such as VKontakte or Odnoklassniki.

Vkontakte is a Russian social network with 90 million users, that lives from group interaction. Whereas, Odnoklassniki is a social network, that helps the users to stay in contact with old friends from school and university. Effectively leverage these channels and your brand awareness will break through the ceiling!



## { #5 "Hook up" With Yandex And Google - Optimization Of Search Engine }

Anyone looking for information will consult a search engine. Therefore, search engines generate valuable traffic and leads! Naturally, you will consult the search engine that is available in your mother tongue! For this reason, Yandex is the most dominant search engine in Russia followed by the Russian version of Google.

While the majority of companies is familiar with the metrics behind Google SEO. Optimizing your website for Yandex works differently! Do not carelessly forget about this potential market! Create a Russian version of your website and optimize it to be top ranked on Yandex! Use the important Russian key words and stay on top what is trending!





## { #6 FRAME IT RIGHT – CONTEXTUAL ADVERTISING }

You would like to digitally promote your unique product and services to Russian customers? Then look for the right surrounding. In the real world, you would also not go out on the street and promote your products to anyone just passing you by. This approach will result in a low success rate!

The same applies for the digital world. Do not blast your message out to just anyone out there! If you are a cosmetic company somebody, who is looking for fishing gear, simply might not be the right audience. Use Search Engine advertisement in a smart way to deliver your message to the right customer.

Take it even a step further! Russians love to engage in groups, blogs and forums about their hobbies. Use the effective instrument of contextual online advertising and display your products on the right groups, blogs and portals. This helps to bring your value and message in the shortest period of time to your target audience.



## { **#7** **Let Honesty Work For You- Advantage Of Product Reviews** }

Russians are leery of traditional advertisement. Naturally, they doubt that all that glitters is gold! Promises and claims made by the selling company are nice but can they live up to the test?

This way of thinking is the reason why Russians look for trustworthy sources. Therefore, they search the internet for product reviews, blog posts and featured articles. Just to find the independent opinion of someone who already has experienced the product. Russians trust in these authentic sources.

Use this mentality to your advantage! Be on top of your company's image on Social Media! Know what your customers say about you ! More importantly, find well recognized people to write reviews about your products! Except for authentic promotion you will also gain first hand feedback !

## ABOUT RUSSIA SMILING

Russia Smiling is the digital marketing agency with a special focus on traveling shoppers. The Hamburg office and Moscow office work closely together to bring you the outstanding communication handling, marketing strategy & implementation, Google campaigns, Facebook ads, and tailor-made Russian social media management. Our goal is to provide bespoke solutions leading to the high brand awareness and broad business reach to traveling shoppers.

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