



DATA Analysis Results

Marina Okhrimenko

28 Feb 2025

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LinkedIn Analysis: Company vs Competitors

LinkedIn Analytics* (last 365 days: 16 Feb 2024 – 14 Feb 2025)

Findings

Peak post impressions include:

- April 1st 2024 (920),
- Jun 1st 2024 (956),
- Aug 1st 2024 (658),
- Oct 1st 2024 (2581)
- Jan 1st 2025 (739)

Weak period between 15/06 and 15/10

Main Language English

Post title and link incorporated	Insights
Exciting news ahead! We're thrilled to announce that something awesome is on the horizon. Stay tuned as we prepare to unveil something new. Watch this space for updates and sneak peeks! 🎉🌟	The post, published on June 14, 2024, garnered 849 impressions . The content includes a professional photo and a title that makes people eager to find out more, with a comment from Manager1, the other founding member Company on the post.
Exciting News! 🌟 We are thrilled to announce that Company has been awarded the ;2025 Corporate....Global Award> for: 🏆 Cross Border Law Firm of the Year in Finland - 2025 🏆 <...> #Award #CrossBorderLaw #LegalExcellence #Company	The post, published on October 23, 2024, garnered 719 impressions . It features a professional image along with the company's accolades and awards, effectively showcasing its achievements, trustworthiness, and reliability.
Explore our services: What we do to support your business success <...> #ChangeManagement #LegalStrategy #LeadershipCoaching #Company #BusinessGrowth #OrganizationalTransformation #PeopleFirst	The post, published on October 29, 2024, garnered 642 impressions . It features a professional image of the founders and a partner, introducing their business services. The informative content aims to engage potential clients who may discover it through connections' recommendations or the LinkedIn algorithm.
Exciting News Alert! 🎉🌟 We are thrilled to announce that LKOS Law Office and Manager1 Seppälä have been awarded as the Transport Law - <...> #Company #TransportLaw #LawFirmOfTheYear	The post, published on April 10, 2024, garnered 596 impressions . A post similar to the 2nd highest impression post, explaining an achievement and an award, including a professional image from Manager1 and a quote in English.
LKOS Law Office Specialist Partner , Manager1 Seppälä, is currently preparing for an upcoming arbitration hearing. Did you know that civil disputes can be effectively resolved through arbitration, not just in regular court? <...> #Arbitration #Company #DisputeResolution	The post, published on August 21, 2024, garnered 402 impressions . It provides a brief overview of arbitration and its benefits, accompanied by a professional image of Manager1 as a consultant. This content is aimed at potential clients or businesses looking for legal advice to resolve disputes.

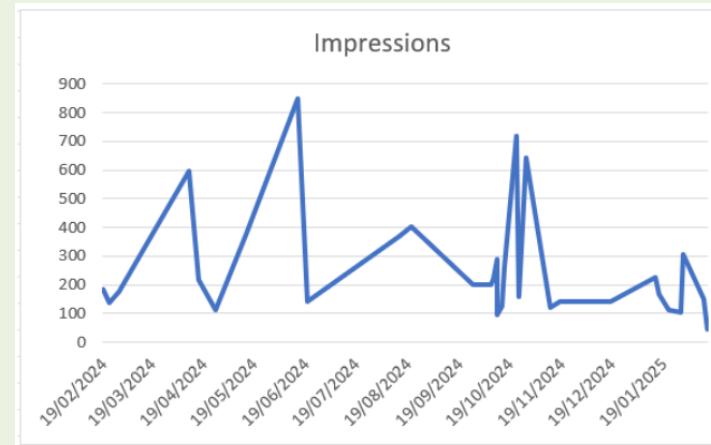
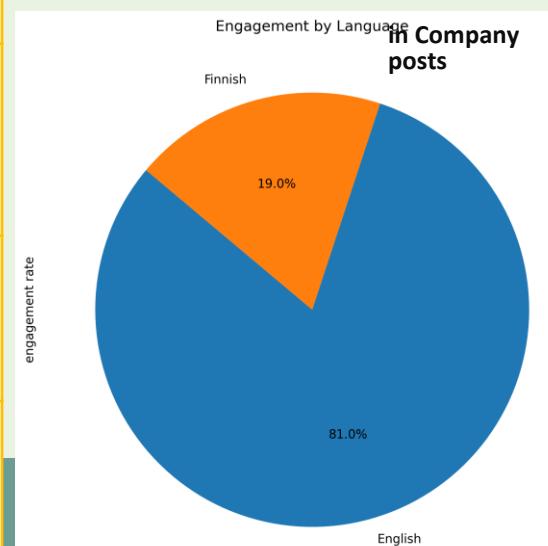


Figure 3. Post Impressions sorted by date



* [LinkedIn Analytics Report](#)

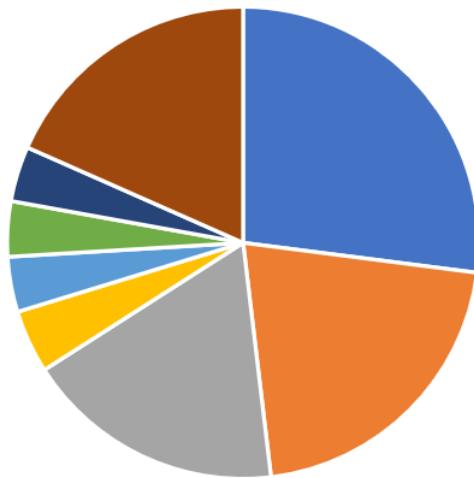
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LinkedIn Analytics*. Visitors

Findings

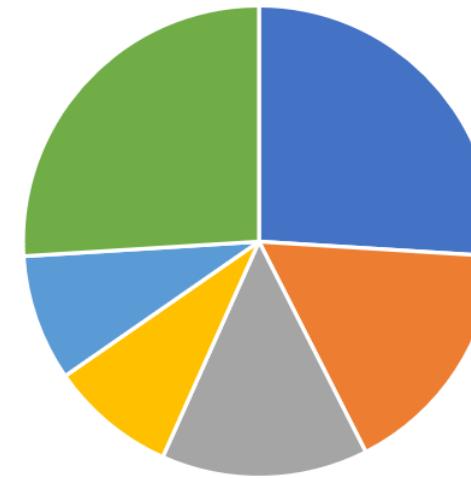
- most visitors are from Helsinki
- Most followers are business developers (66) followed by legal jobs (49), operations (24) and sales (20).
- Competitor highlights show that the average of posts per year is 83% less than competitors, with only 33 posts in a full year, while the engagement rate had a 16% increase compared to similar companies.

Visitor Seniority



■ Senior ■ Partner ■ Entry ■ CXO ■ Manager ■ Director ■ Owner ■ Other

Visitor Jobs

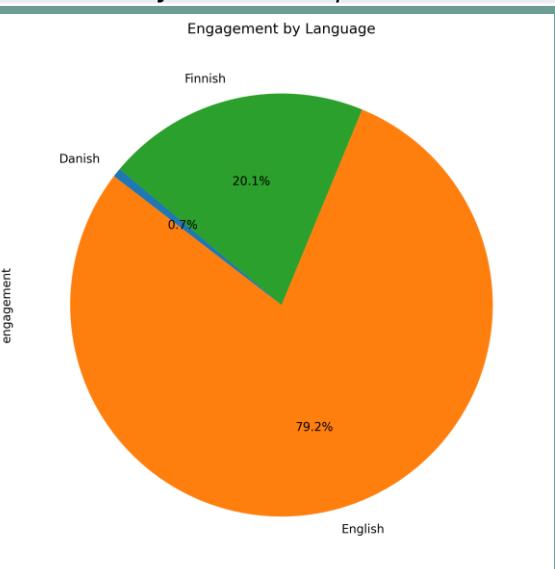


■ Entrepreneurship ■ Business Development ■ Operations ■ Legal ■ Marketing ■ Other

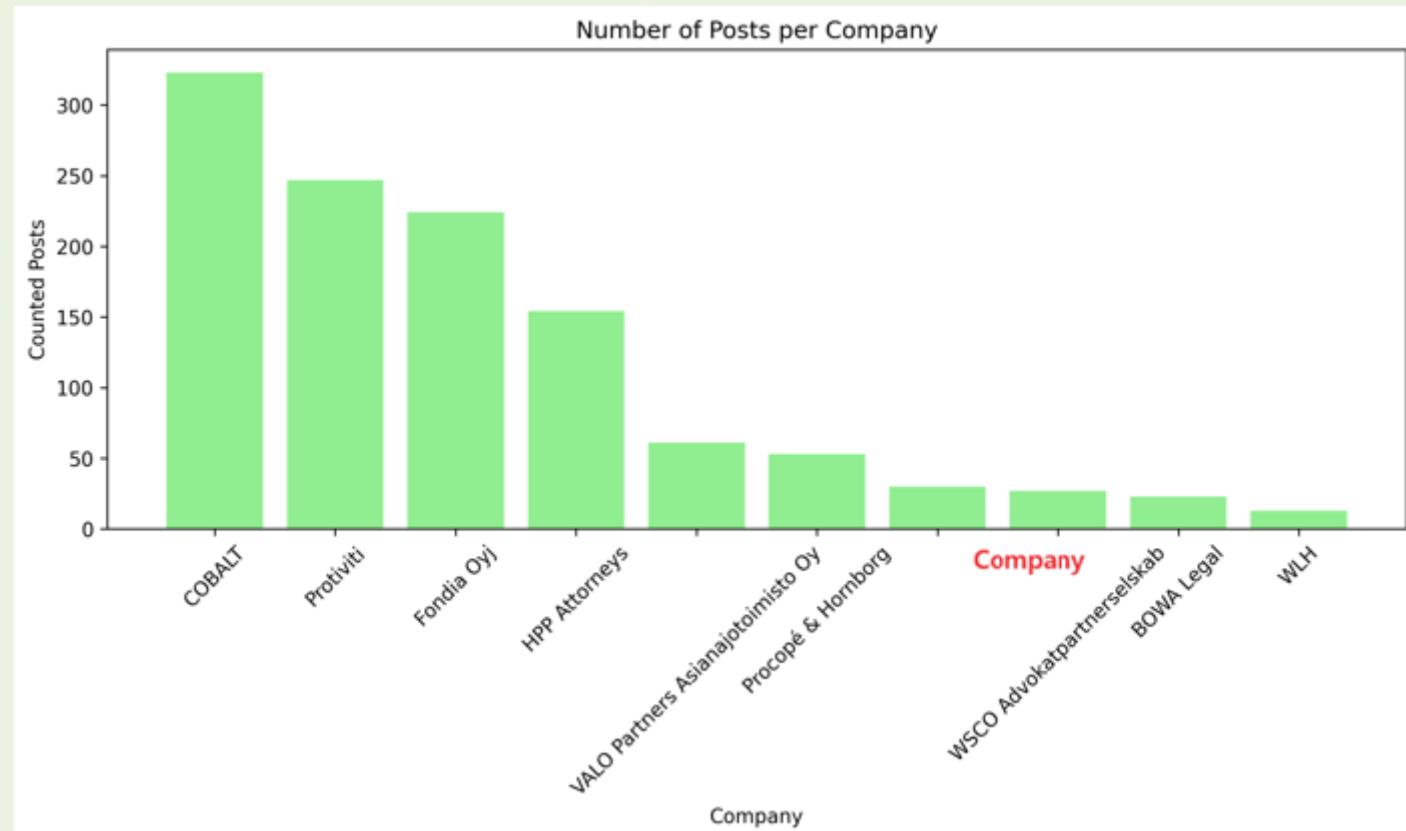
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company	counted posts	year of foundation
COBALT	323	1990
Protiviti	247	2002
Fondia Oyj	224	2004
HPP Attorneys	154	1975
VALO Partners Asianajotoimisto Oy	61	2023
Procopé & Hornborg	53	1919
Company	30	2015
WSCO Advokatpartnerselskab	27	2010
BOWA Legal	23	2019
WLH	13	2022

Juridicus Asianajotoimisto not presented on LinkedIn

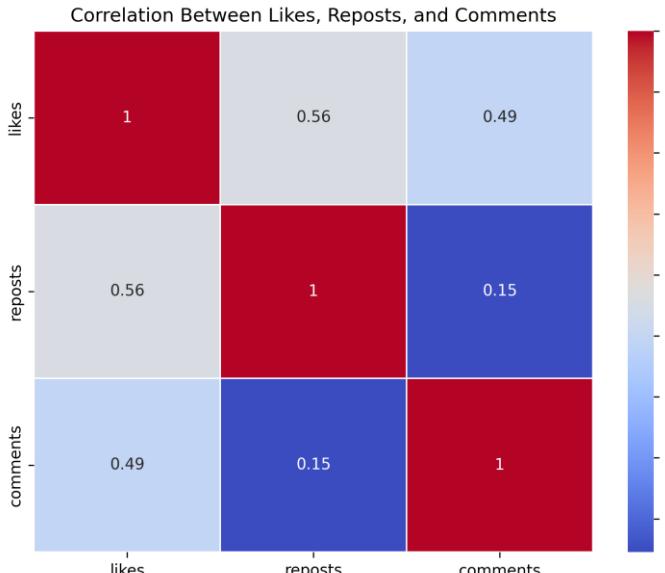


Main competitors and followers

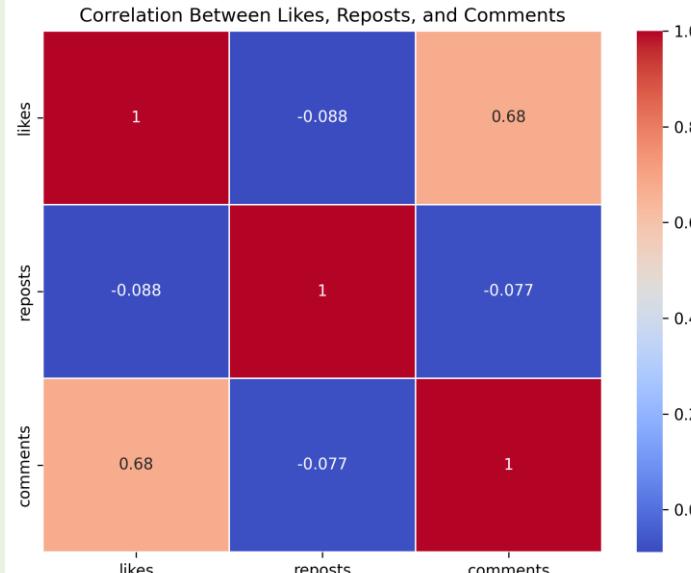


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in competitors' posts



in Company
posts



Correlation Between Likes, Reposts, and Comments.

Company: Likes and Comments → 0.68

A strong positive correlation, indicating that posts with more likes tend to have more comments. This is the most significant relationship in the matrix. Likes and comments are closely related—engaging content tends to generate both.

Likes and Reposts → -0.09

Reposts and Comments → -0.08

Competitors: Likes & Reposts → 0.56

Posts that receive more likes also tend to get more reposts.

Likes & Comments → 0.49

Likes and comments still have a solid connection—engaging content tends to generate both.

Reposts & Comments → (0.15) — Weak Correlation

Strategy Insight:

Focus on increasing likes to boost comments.

- Use polls, questions, and opinion pieces to spark comments.
- Respond to comments, encourage further engagement.
- Add CTAs like *“Liked this? Share it with your network!”*.

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Hashtag insights based on followers & competitors data *

Hashtag Type	Purpose	Sample	Recommendation
Branded Hashtags	Build community & brand identity	#Protiviti, #hppattorneys	Use consistently for brand recognition
Industry Hashtags	Reach relevant audiences	#Consulting, #Finance, #verovinkki	Join broader industry conversations
Event-Based Hashtags	Promote events & campaigns	#cobaltevents,	Use for time-limited promotions
Trending Hashtags	Tap into current conversations	#AI, #tekoäly, #Innovation, #ESG #Sustainability, #CSR	Stay relevant, but avoid unrelated trends
Location Hashtags	Target local audiences	#NYCEvents, #LondonTech	Geo-target for specific markets
Niche Hashtags	Reach specific communities	#Sustainability, #FinTech	Build authority in niche markets

* sentiment_analysis_table_followers

hashtags	sentiment
DayInTheLife, WeCareWeCollaborateWeDeliver	1,00
HaPPyHolidays, hppattorneys, hppasianajotoimisto	1,00
HaPPytoSupport, Vappu, HPPasianajotoimisto, HPPAttorneys	1,00
HaPPysails, paris2024, sailingteamfinland, hppattorneys, hppasianajotoimisto	1,00
HaPPy, virkistystoimikunta, vastuullisuus, hppattorneys, hppasianajotoimisto	0,80
theshift, shift, shift2024Kuvat:	0,80
Protiviti, LifeAtProtiviti, ProtivitiCares, Adoption	0,75
Protiviti, ProtivitiAccolades, LifeAtProtiviti, BestPlacesToWork, Glassdoor2025	0,69
PrideWeek, Pride2024	0,68
COBALT, MedTech, StrategicGrowth	0,67

Key Observations from follower's data:

Highly Positive Hashtags (1.0 Sentiment):

#DayInTheLife, #WeCareWeCollaborateWeDeliver, #HappyHolidays, #Vappu — These hashtags are perceived extremely positively. Companies should **double down** on using these in campaigns.

Moderately Positive Hashtags (0.75 - 0.8):

#Protiviti, #LifeAtProtiviti, #HaPPy, #shift2024Kuvat — These show **strong performance** but may benefit from **additional engagement strategies** (like adding visuals or calls to action).

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* hashtags sentiment analysis table Company

Hashtags Company*	sentiment
Company, LegalSuccess, Value, DisputeResolution, LegalExpertise, WinningStrategy, Negotiations	0,48
Company, BusinessLaw, TrustedPartner	0,43
Company, NewBeginnings, LegalExcellence	0,38
Company, BusinessLaw, NewWebsite	0,29

hashtags	sentiment
MeetOurTeam, GetToKnowUs, BusinessLaw, LegalExperts, LawFirm, CorporateLaw, LegalServices, HelsinkiLawyers, Company	-0,20

TOP hashtags Company

Hashtag type	Hashtags brainstorming
Branded Hashtags	#Company
Industry Hashtags	#FinnishLegal, #CrossBorderLaw, #TransportLaw
Nische hashtags	#DisputeResolution, #Arbitration, #Negotiations, #WinningStrategy
Event-Based Hashtags	#NewWebsite, #Webinar, #LegalPodCast, #Award, #Presentation
Location Hashtags	#Latvia, #Estonia, UK #EuropeanUnion
Trending Hashtags	#Sustainability, #AI

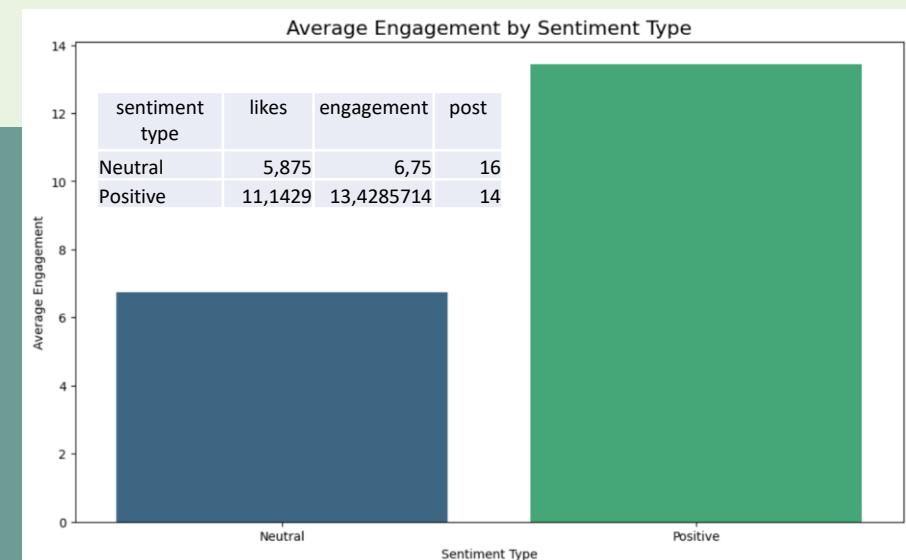
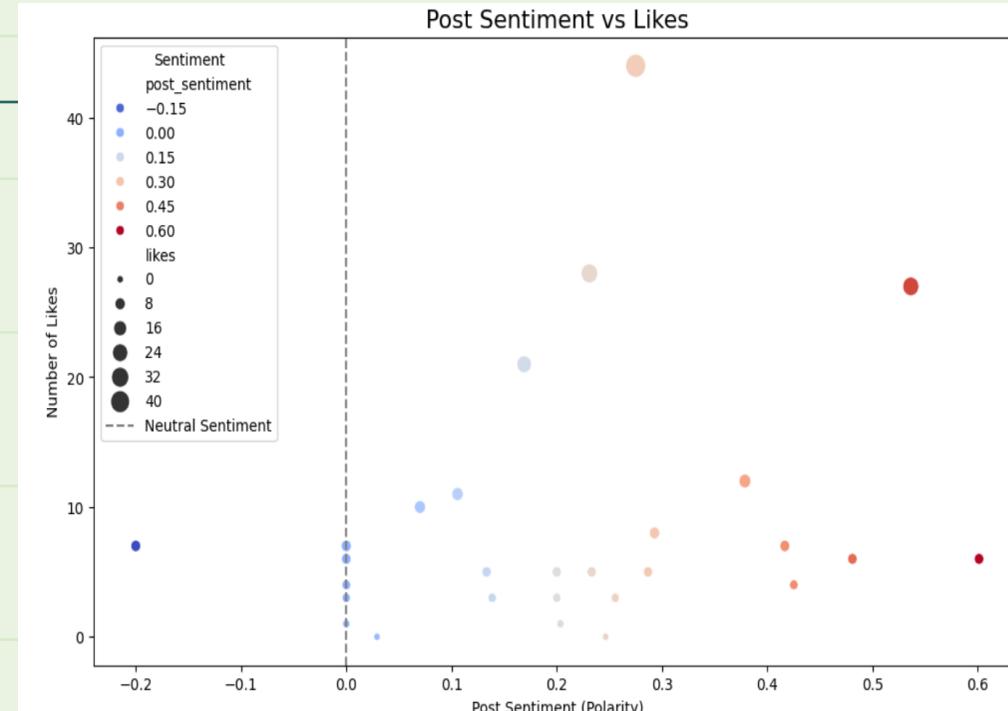
Key Observations from Company's data:

Most posts are in the range between Mildly Positive and Neutral

Sentiment Score. Engagement are either neutral or mostly positive.

The “highest” Positive Hashtag’s combination (below 0.5 Sentiment):

#Company, #LegalSuccess, #Value, #DisputeResolution, #LegalExpertise, #WinningStrategy, #Negotiations— These hashtags are perceived highly positively.



Conclusion #1 about posts

- **The most engaging posts** are those that appeal to some emotional, vivid life, e.g, events, celebrations, giving speeches in events, internal life, and lifestyle photos of employers.
- Finland's market is small. Compared to Protiviti, a company with offices in the USA and Finland, their **posts written in English** have more engagement than those posted in Finnish and targeted at the Finnish audience.
- **To reach an international audience**, we need to find topics related to the issues of customers who seek Finnish law services.

Suggested Actions Based on the Analysed Data:

- Create Comment-Driven Content:
Post thought-provoking questions, polls, or user opinions to stimulate conversations.
- Use Call-to-Actions (CTAs):
Encourage users to "Like & Comment" on posts by using direct CTAs like "What do you think? Comment below!".
- Highlight Popular Comments:
Engage with user comments and pin or showcase the most insightful ones to drive further interaction.
- Leverage Emotional Appeal:
Posts that trigger emotional responses (inspiration, humor, controversy) often get both likes and comments.
- Use consistently branded hashtags for brand recognition, then combine with Industry Hashtags, Event-Based Hashtags, etc. depending on the post content.

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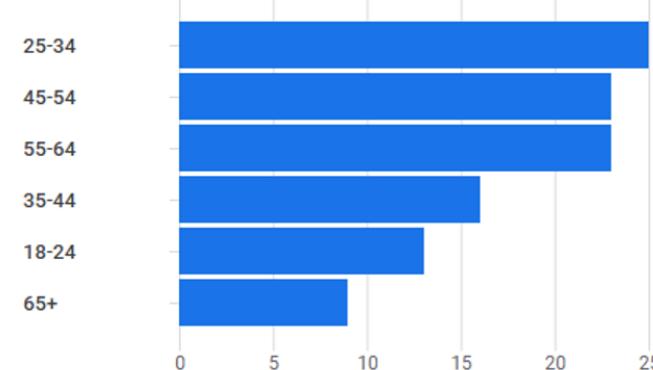
Google Analytics

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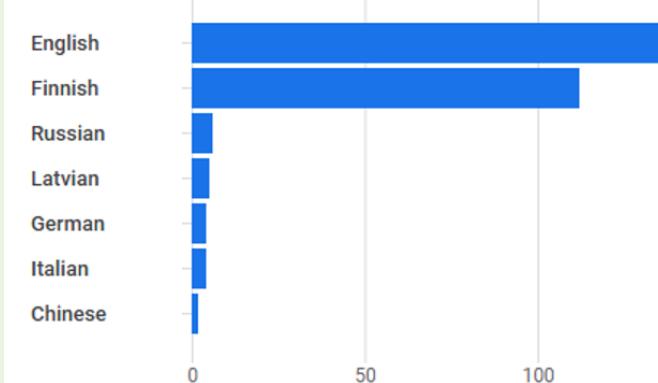
*Google Analytics
showcases
interconnected data and
insights from LinkedIn
Analytics.*

Google Analytics Findings*

Active users by Age



Active users by Language



Sessions by Session manual source

SESSION MANUAL SOURCE	SESSIONS
google	270
bing	35
chat	Jan 18, 2025 - Feb 14, 2025
m.fa	SESSIONS
linker	google
statics.teams.cdn.office.net	270
lm.facebook.com	3

New users by

First user primary ...

FIRST USER PRIMA...	NEW USERS
Organic Search	204
Direct	47
Organic Social	13
Referral	8

Sessions by

Session primary ch...

SESSION PRIMARY ...	SESSIONS
Organic Search	310
Direct	71
Referral	17
Organic Social	16
Unassigned	6

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Bing Analysis

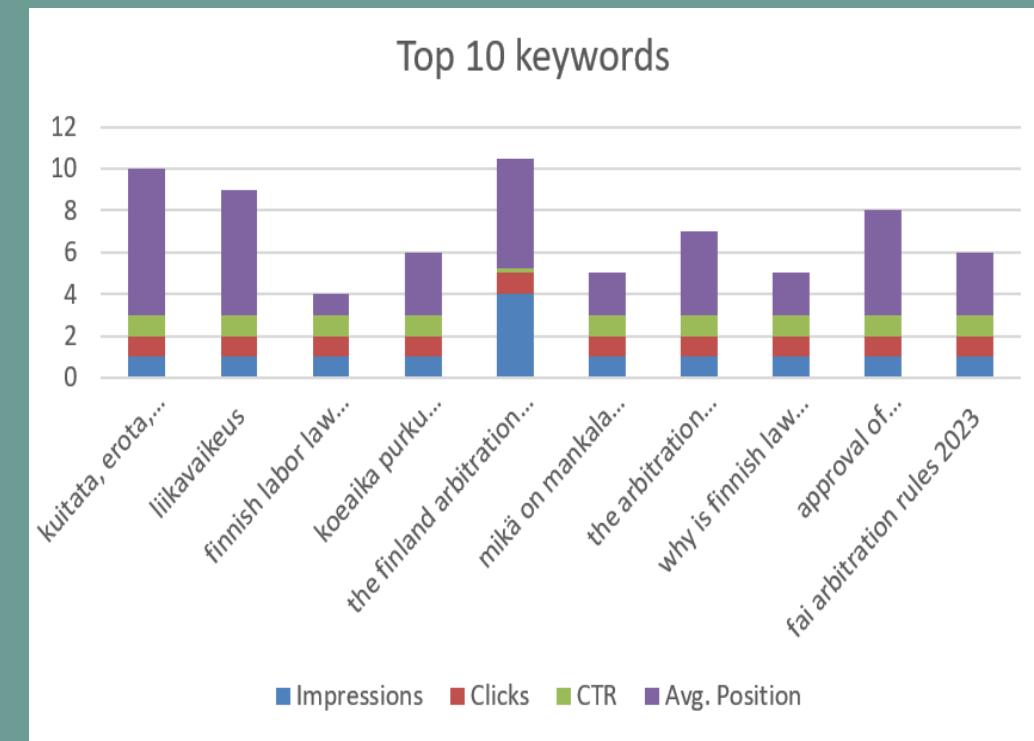
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TOP keywords

Keyword	Impressions	Clicks	CTR	Avg. Position
kuitata, erota, ilmoittaa, kuittaus, luopua virasta, reagoida	1	1	1	7
liikavaikeus	1	1	1	6
finnish labor law originated with the 1922 working hours act, laying the groundwork for modern employment standards	1	1	1	1
koeaike purku työntekijän soveltuvuutta tehtävään ei voida määrittää poissaolosta johtuen	1	1	1	3
the finland arbitration institute	4	1	0,25	5,25
mikä on mankala periaate	1	1	1	2
the arbitration institute of the finland chamber of commerce	1	1	1	4
why is finnish law based on civil law	1	1	1	2
approval of transactions under finnish law	1	1	1	5
fai arbitration rules 2023	1	1	1	3

Brief overview of three tables from Bing Webmaster Data

Source	Data description	Key Columns
KeywordReport	What keywords bring users to the site?	Keyword, Impressions, Clicks, CTR, Avg. Position
PageTrafficReport	Which pages of the site receive traffic?	Page, Impressions, Clicks, CTR, Avg. Position
SearchPerformanceOverview	How has search activity changed over time?	Date, Clicks, Impressions, Avg. CTR



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Top pages in the most traffic:

Which pages bring in the most traffic?					
Source	Data description				Key Columns

Page	Impressions	Clicks	CTR	Avg. Position	Subject
Arbitration-in-finland--a-comprehensive-guide	46	5	0,11	5,91	Arbitration in Finland A Comprehensive Guide
Legal System of The republic of Finland	110	5	0,05	6,09	LEGAL SYSTEM OF THE REPUBLIC OF FINLAND
What-is-contract-law-in-finland	33	5	0,15	4,15	What is Contract Law in Finland
Kuinka-tyosopimus-paatetaan-koeaikana	31	4	0,13	6,71	KUINKA TYÖSOPIMUS PÄÄTETÄÄN KOEAIKANA (HOW TO TERMINATE AN EMPLOYMENT CONTRACT DURING A PROBATIONARY PERIOD)
Saatava-ja-sen-kuittaus-vastasaatavalla	49	4	0,08	7,57	SAATAVA JA SEN KUITTAUS VASTASAATAVALLA (RECEIVABLE AND ITS OFFSETTING WITH RECEIVABLE)
Personal-data-protection-in-finland	43	3	0,07	6,67	PERSONAL DATA PROTECTION IN FINLAND
Arbitration-in-finland	200	2	0,01	7,34	ARBITRATION IN FINLAND - The Arbitration Institute of the Finland Chamber of Commerce (FAI)
Olosuhteiden-muutos-sopimussuhteen-aikana	5	2	0,40	2,60	HARDSHIP ELI LIIKAVAIKEUS – OLOSUHTEIDEN MUUTOS SOPIMUSSUHTEEN AIKANA (HARDSHIP – CHANGE IN CIRCUMSTANCES DURING THE CONTRACTUAL RELATIONSHIP)
how-to-litigate-in-finland	4	2	0,50	4,00	How to Litigate in Finland: A Comprehensive Guide
Llogistikka-kuljetusoikeus-merioikeus/	7	1	0,14	6,71	Kuljetusoikeus Logistikka Merioikeus (Transport Law Logistics Maritime Law)

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Personas Analysis

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AI-generated

Foreign Law Firm. In-house Counsel Seeking Finnish Legal Expertise

Name: Alexander Carter

Age: 40+ years old

Industry: International Business Law, Litigation, Corporate Law

Size: Mid-to-Large Law Firm (50+ Lawyers)

Occupation: Partner / Counsel

Location: Any foreign jurisdiction

Years of Experience: 10+ years in corporate law or dispute resolution

Role & Responsibilities:

- Advises multinational clients on corporate transactions, litigation, and regulatory compliance.
- Oversees cross-border legal matters requiring Finnish jurisdiction expertise.
- Manages high-stakes cases, ensuring legal strategies align with business objectives.

What He Values in a Finnish Legal Partner:

- Strong expertise** in Finnish business law, dispute resolution, and regulatory frameworks
- Clear & Responsive Communication**, especially for complex legal cases.
- Proven Track Record** in litigation/arbitration with a strong reputation in Finland.
- Transparent Fees & Predictable Costs** for better budgeting.

Goals:

- ✓ **Advisory on Finnish Law** – Providing Finnish legal opinions on corporate law, employment law, contracts, sanctions, or regulatory compliance;
- ✓ **Representation in Finnish Courts & Arbitration** – Handling litigation or arbitration proceedings for a foreign client in Finland.

Pain Points:

- ✗ **Lacks in-house Finnish legal expertise** - Needs a trusted (and high-level legal professionalism) Finnish partner
- ✗ **Seeks clarity on Finnish legal procedures** – Requires precise legal interpretations for their client
- ✗ **Needs fast, responsive legal support**– Urgent cases demand immediate action.
- ✗ **Concerned about cost transparency** – Prefers predictable pricing and efficient billing.

Channels to Find a Finnish Law Partner:

Google Search & Online Research – Looks for reputable firms through rankings and online presence.

Professional Networks & Recommendations – Relies on referrals from trusted colleagues.

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The Litigation & Dispute-Concerned CEO/CFO

Name: Sofia Lehtinen

Age: 50+ years old

Industry: B2B Services, Transport, or related sectors

Size: Mid-Sized (100-500 employees)

Occupation: CEO / CFO

Location: Finland & EU

Years of Experience: 15+ years in executive leadership

Role & Responsibilities:

- Oversees business strategy, financial stability, and risk management.
- Handles high-stakes negotiations and legal compliance.
- Engages in board discussions and corporate governance decisions.

What she Values in a Finnish Legal Partner:

- ✓ **Business-Savvy Legal Advice** – Practical solutions, not just theory.
- ✓ **Proactive Risk Mitigation** – Legal strategies to prevent future disputes.
- ✓ **Strong Litigation & Dispute Resolution Skills** – Capable of handling high-stakes cases.
- ✓ **Efficient Case Handling** – Quick, strategic, and cost-effective legal action.

Goals:

- ✓ **Contract Disputes & Litigation** – Needs legal backing in high-risk disputes;
- ✓ **Employment Law & Executive Contracts** – Ensures legal protection in HR matters.
- ✓ **Corporate Governance & Legal Risk** – Requires strategic legal advice for board decisions.

Pain Points:

- ✗ **Facing a contract dispute** – A major conflict could harm the business financially.
- ✗ **Wants to avoid costly litigation** – Prefers settlements but needs strong legal support.
- ✗ **Employment disputes concern her** – Legal issues with executives or key personnel.
- ✗ **Needs strategic legal advice** – Board-level risks require expert guidance.

Channels to Find a Finnish Law Partner:

Referrals from Business Networks & Board Members – Trusts recommendations.

Follows Business Lawyers on LinkedIn – Reads legal insights before choosing a firm.

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AI-generated

Senior Claims Manager Handling Transport & Maritime Recourse Claims

Name: Henrik Aaltonen

Age: 45+ years old

Industry: Insurance – Transport & Maritime Sector

Size: Mid-to-Large Insurance Provider (500+ employees)

Occupation: Senior Claims Manager / Legal Counsel

Location: Finland & EU with international claims exposure

Years of Experience: 12+ years in insurance claims, liability disputes, and maritime law

Role & Responsibilities:

- Manages complex transport & maritime recourse claims.
- Works with legal teams to recover losses from liable third parties.
- Ensures compliance with international transport & maritime conventions.

What he Values in a Finnish Legal Partner:

- Expertise in Finnish & International Transport & Maritime Law** – Must handle cross-border disputes.
- Proven Track Record in Recourse Claims & Insurance Litigation** – Strong success rate.
- Efficiency & Cost-Effectiveness** – Clear legal strategy with high recovery potential.
- Transparent Communication & Case Updates** – Needs consistent progress reports.

Goals:

🎯 **Recover financial losses** for insured clients by securing specialized legal representation in transport and maritime disputes.

- ✓ **Recourse Claims & Recovery Actions** – Pursuing claims against responsible third parties.
- ✓ **Cargo & Freight Disputes** – Resolving damage, loss, or delays involving insured cargo.
- ✓ **Litigation & Arbitration** – Representing the company in Finnish courts and cross-border disputes.

Pain Points:

✗ **Multi-jurisdictional complexities** – Requires deep knowledge of international transport & maritime law.

✗ **Balancing cost vs. recovery** – Legal action must be financially viable.

✗ **Timeliness is crucial** – Delays reduce claim recovery chances.

Channels to Find a Finnish Law Partner:

Professional Networks & Referrals – Trusts recommendations from transport & maritime law experts.

Previous Collaborations – Prefers working with firms that have delivered successful outcomes.

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Arbitration in
Law in Finland
Transport Law
Logistics Maritime
Law
Litigation
International expansion
mid-to-large law firms

35+

Short description of targeting. *

We are based in Finland and target:

- mid-to-large law firms, mid-sized companies, and insurance providers with international claims exposure.
- Our goals include providing advice on Finnish law, representing clients in Finnish courts and arbitration, handling contract disputes, ensuring protection in employment law matters, and offering strategic legal advice on corporate governance.
- We aim to recover financial losses for clients in maritime disputes and pursue claims against responsible parties.
- Our customers value strong expertise in Finnish business law, clear communication, a proven litigation track record, transparent fees, proactive risk mitigation, and efficient case handling.
- Our main areas of expertise are Finnish legal issues, litigation and dispute resolution, transport and maritime law, and recourse claims.
- Our clients are senior managers, partners, CEOs, and business owners aged 35+ and above.

* Chat gpt script personas

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Topics for posts



Topics

1. Legal Industry Updates

Recent Case Law Developments: Break down landmark cases or key legal decisions relevant to your practice areas.

Regulatory Changes: Discuss new legislation or policy shifts and what they mean for your clients and industry.

2. Thought Leadership

Legal Trends & Predictions: Share your insights on where the industry is headed, including emerging legal challenges or opportunities.

In-Depth Analysis: Write articles that analyze complex legal issues or case studies, offering your expert perspective.

3. Practical Advice & Insights

Compliance & Risk Management Tips: Provide actionable advice on staying compliant with industry regulations.

Q&A or How-To Guides: Offer step-by-step guides on common legal processes or answer frequently asked questions.

4. Firm Culture & Team Spotlights

Employee Spotlights: Introduce team members, share their expertise, and highlight the firm's culture.

Behind-the-Scenes: Share stories about firm events, team-building activities, or pro bono work to humanize your brand.

5. Client Success & Testimonials

Case Studies: Present anonymized case studies to showcase successful outcomes.

Client Feedback: Share testimonials or stories that reflect your firm's commitment to excellent service.

6. Legal Technology & Innovation

Tech Trends in Law: Discuss how legal tech (e.g., AI in legal research, e-discovery tools) is reshaping the industry.

Best Practices: Share tips on integrating technology into legal practice to enhance efficiency.

7. Educational Content

Webinars & Events: Promote upcoming webinars, virtual roundtables, or industry events your firm is hosting or attending.

Legal Literacy: Publish posts aimed at educating your audience about common legal misconceptions or terminology.

Topics derived from our target audience

1. Thought Leadership & Expert Analysis

- ✓ Navigating Finnish & EU Regulatory Changes
- ✓ The Future of Dispute Resolution
- ✓ Comparative Legal Frameworks

2. Service-Specific Deep Dives

- ✓ Advisory on Finnish Law for International Clients
- ✓ Litigation & Arbitration Success Stories
- ✓ Transport & Maritime Recourse Claims

3. Educational Content & Practical Guidance

- ✓ Risk Mitigation Strategies for Senior Leaders
- ✓ Understanding Corporate Governance & Legal Risk
- ✓ Interactive Q&A Sessions or Webinars

4. Branding Your Values

- ✓ Transparent Communication & Predictable Costs
- ✓ Efficiency in High-Stakes Cases
- ✓ Business-Savvy Legal Advice

5. Global Perspective with Local Expertise

- ✓ Bridging Finnish Legal Expertise with International Claims
- ✓ Industry Insights in Global Transport & Maritime Disputes

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Examples of posts



Let's continue in word by this link below

* Examples of posts

LinkedIn

1. Service Introduction for Business Clients

💡 Explore Our Services: More Than Just Legal Support!

At LKOS Law Office, we don't just provide legal services—we help businesses navigate organizational change and mitigate risks. From contract negotiations to dispute resolution, we ensure your business stays on track.

- 📌 Our Services Include:
- ✓ Corporate & Commercial Law
- ✓ Cross-Border Transactions
- ✓ Transport & Logistics Law
- ✓ Dispute Resolution & Arbitration

Want to know how we can help your business succeed?
Let's connect!

#LegalCompany #BusinessLaw #LegalSupport
#OrganizationalSuccess

2. Using website article about Sanctions Legislation Changes

⚠️ Important Sanctions Law Update for Businesses in Finland & the EU ⚠️

The Finnish government is set to implement major amendments to the Criminal Code in alignment with the EU Sanctions Crime Directive. These changes will introduce new criminal offenses related to sanctions violations and significantly impact companies operating in international trade.

📌 Key Changes You Need to Know:

- ✓ New offenses: Sanctions Crime, Aggravated Sanctions Crime, Negligent Sanctions Crime, and Sanctions Violation
- ✓ Stricter corporate liability – fines up to €40 million or 5% of turnover
- ✓ Tougher enforcement on export/import bans, hidden transactions, and financial violations
- ✓ Whistleblower protection for reporting sanctions violations

⌚ Deadline: May 20, 2025 – Ensure your compliance before the new laws take effect!

💡 What does this mean for businesses?

These changes highlight the increasing complexity of sanctions compliance. Failing to comply can lead to severe penalties, reputational risks, and financial losses. Companies must review their trade operations, update risk assessments, and ensure strict internal controls. [Read more in our exclusive article at lkos.fi](#)

💡 How can you stay compliant?

Our international trade law experts, Liene Krumina and Oscari Seppälä, are here to help. Whether you need a compliance check, risk assessment, or legal consultation, we provide the guidance you need.

⬇️ Get in touch today to safeguard your business!

#SanctionsLaw #Compliance #TradeLaw #LegalUpdate #FinlandLaw
#LegalCompany



InMail

Let's continue in word by this link below (change the link when the material will be ready)

*** Examples of InMail**

1 InMail: Legal Consultation for Business Owners & Entrepreneurs

★ **Target:** Business owners, startup founders (LinkedIn, Facebook audience)

Subject: Avoid Legal Pitfalls – Let's Secure Your Business ★

Hi

As a business owner, navigating legal complexities can be challenging. At Comp , we help companies like yours **avoid legal risks, secure contracts, and handle disputes effectively.**

We specialize in:

- ✓ **Business contracts & agreements**
- ✓ **Employment law & compliance**
- ✓ **Intellectual property & trademarks - ???**

Would you be open to a **quick consultation** this week? Let's discuss how we can protect and strengthen your business.

✓ **Book a free 15-minute session here:**

Looking forward to connecting!

Best,
Company Legal Services



Additional insights

- **Expanding Through Professional Groups**
- **How we can use data from bing: SEO analytics, advertising campaigns?**
- **How we can use data from Google Analytics: SEO analytics, advertising campaigns?**

Presence in professional groups (suggestion to consider).

Name and link	Description	Number of members	Location
Good2bSocial	Good2bSocial is the leading digital marketing agency for law firms, lawyers and companies in the legal industry.	2,973 followers	New York, USA
The Global Compliance Council	Banking, IT Services and IT Consulting, and Government Administration	152 members	EU
Maritime Legislation	Owner: Marchelo Bobra. I am Master Mariner /DPO and also work as a Maritime Consultant. My major concern is the legislation about STCW 95, environmental legislation and the implementation of safety case for all the oil and gas companies	1,336 members	Brazil
Data Protection and the EU GDPR	Around the world, data protection and privacy legislation is increasingly important and a crucial part of overall IT Governance, and increasingly onerous. It is in this field, in particular, that new laws are emerging on a regular basis. Many of these overlap, or contradict existing laws, and for few of them is there any detailed regulatory implementation guidance or meaningful case law. This group has been created to share views and thoughts on current Data Protection legislation and discuss any problems you might be having with your project.	31,446 members	UK
Waste to Energy	Take ideas from it	75,223 members	
European Supply Chain, Transportation, and Logistics Executives Networking Group		2,545 members	
Transportation Network for Freight Brokers, Logistics, Supply Chain, Carrier Trucking Professionals	Transportation, Logistics, Supply Chain and Storage, Truck Transportation, and Freight and Package Transportation	155,434 members	
Logistics and Supply Chain professionals		828,764 members	
Supply Chain & Logistics Management		940,300 members	
Artificial Intelligence, Deep Learning, Machine Learning		2,320,312 members	Worldwide



As soon as you search for Legislation or Transportation group, you see suggestions on the right side:

The screenshot shows a LinkedIn group page for "Waste to Energy". The sidebar on the right lists several suggested groups, including "Big Data and Analytics", "Artificial Intelligence, Deep Learning, Machine Learning", and "Transportation Network for Freight Brokers, Logistics, Supply Chain, Carrier Trucking Professionals". A red circle highlights the "Groups you might be interested in" section.

Bing data are supplementary to Google Analytics

Since then, we have been able to use data from both to analyze and create advertising campaigns.

But this is another scope. We need to work it out in detail: data analysis, KPI, budget, and schedule.

- How we can use data from bing: SEO analytics, advertising campaigns?
- How we can use data from Google Analytics: SEO analytics, advertising campaigns?

Bing

Need detailed analysis, kpi, budget, time schedule

- We have already derived **TOP keywords**, that lead to the most engagement with the web page. Slide 13.
- Topics that were of the most interest for lead have patterns (Slide 14):
 - ✓ Arbitration in Finland
 - ✓ Law in Finland
 - ✓ Contract Law and Employment Contract
 - ✓ Transport Law | Logistics Maritime Law
 - ✓ How to Litigate in Finland

Google Analytics

Need detailed analysis, kpi, budget, time schedule

By leveraging Google Analytics insights, the Company can refine its outreach efforts to premium customers. The combination of personalized marketing, optimized website experience, loyalty programs, and strategic social media engagement will enhance customer retention and business growth.

Some of the Campaign Next Steps:
Implement A/B testing for campaign effectiveness.
Monitor analytics dashboards weekly for data-driven adjustments.
Launch pilot marketing campaigns based on these insights.