

Mining Finland's new home, live in three weeks.

From a dated site to a platform the team runs themselves.

The Finnish mining industry association needed a modern, usable website on a fixed budget, with nobody in-house who could touch code. We delivered it in half the time we'd quoted.



CLIENT

Mining Finland
Industry association · Finland

RELATIONSHIP

One project, 2021
Website renewal

WHAT WE DID

Design & replatform
Plus HubSpot consulting

STARTING POINT

An outdated site
No in-house technical resource

TECHNOLOGY

Squarespace
HubSpot tracking-ready

HEADLINE RESULT

Live in 3 weeks
Against a 6-week estimate, on budget

THE STARTING POINT

A site that no longer matched the association.

Mining Finland came to us through our work with other mining-industry clients. Their website no longer reflected the association they had become, and it didn't serve members or visitors well.

Two constraints shaped everything. The budget was fixed, and there was nobody internally who could work with code. Whatever we built had to be run day to day by the people already doing the job, without a developer on call.

| "Every small change means emailing someone and waiting."

Three decisions that made the project

1

UNDERSTAND Choosing the platform they could own

The comfortable move would have been something heavier, with a maintenance retainer attached. We recommended Squarespace: fast to build on, cost-effective, and simple enough for the team to edit pages without technical skills. We built the site to their specification and handed over something they could run themselves.

2

BUILD Six weeks quoted, three weeks delivered

We ran the project with regular discussions and milestone meetings, and kept responses fast on both sides. The full site went live in three weeks, half the six weeks we had originally committed to, and within the association's budget.

3

BUILD Built ready for HubSpot

Mining Finland was planning to move onto HubSpot, so we advised them on the fit and built the site ready for its tracking code. That way, member and visitor activity could flow into one CRM rather than scattering across inboxes and forms.



We renewed both the design and platform of our website. The aim was to have a modern site that is easy to navigate and provides information effectively. The workflow was very smooth between us and their team. We had constant discussions and milestone meetings, and all the time communication was very easy. Vidalico responds to your requests fast. They really know what they are talking about. And it's not only talking, they also deliver what they promise.



Miia Mikkonen

CEO, Mining Finland — at the time of the project

THE OUTCOMES

3 weeks

From kickoff to a live site, against a six-week estimate

On budget

Delivered within the association's fixed budget

0

Developers needed to update the site day to day



www.vidalico.com
contact@vidalico.com

Switzerland & the Nordics · Established 2014