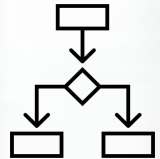


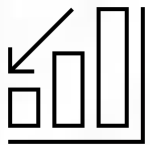
Economics, work, and marketing: where do the connections lie?



Rigas Culture High School



2025



The background of the slide is a photograph of a theater with rows of red seats. In the foreground, the seat directly in front of the viewer is occupied by a red and white striped popcorn bucket filled with popcorn, and two brown paper cups with white straws, one on each side of the popcorn bucket. The seats recede into the distance, creating a sense of depth.

Outline

- Explaining the labor market in Latvia
- Marketing strategies
- Overview of businesses in Latvia and statistics
- Age structure of entrepreneurs in Latvia
- Entrepreneurship in Latvia: Survey for Entrepreneurs Aged 20-65
- Entrepreneurs' Opinions on the Labor Market and Marketing in Latvia Based on Their Age
- Conclusions
- Sources

The Labor Market in Latvia

Employment Rate (2023)

Overall employment rate: 69.5%

Men: 71.8%

Women: 67.3%

Unemployment Rate (2023)

Overall unemployment rate: 6.4%

Youth (ages 15–24): 15.4%

Long-term unemployment: 2.3%

Employment Structure by Sector

Service sector: 71% of employed

Industry and construction: 25%

Agriculture: 4%

Labor Market Changes (2022–2024)



Increase:

- Sharp growth in the ICT sector — high demand for programmers and data analysts.
- Increased demand in healthcare — nurses, doctors.
-  More opportunities for remote work in various fields.

Decrease:

- Decline in the number of employees in industry due to automation.
- Reduced demand for low-skilled jobs and office administrators.

What is marketing?

"Marketing is the process of promoting, distributing, and selling goods or services to consumers and businesses. It helps organizations increase sales and profit through a strategic, systematic approach."

Marketing Strategies

Content Marketing

Digital Marketing Branding Influencer

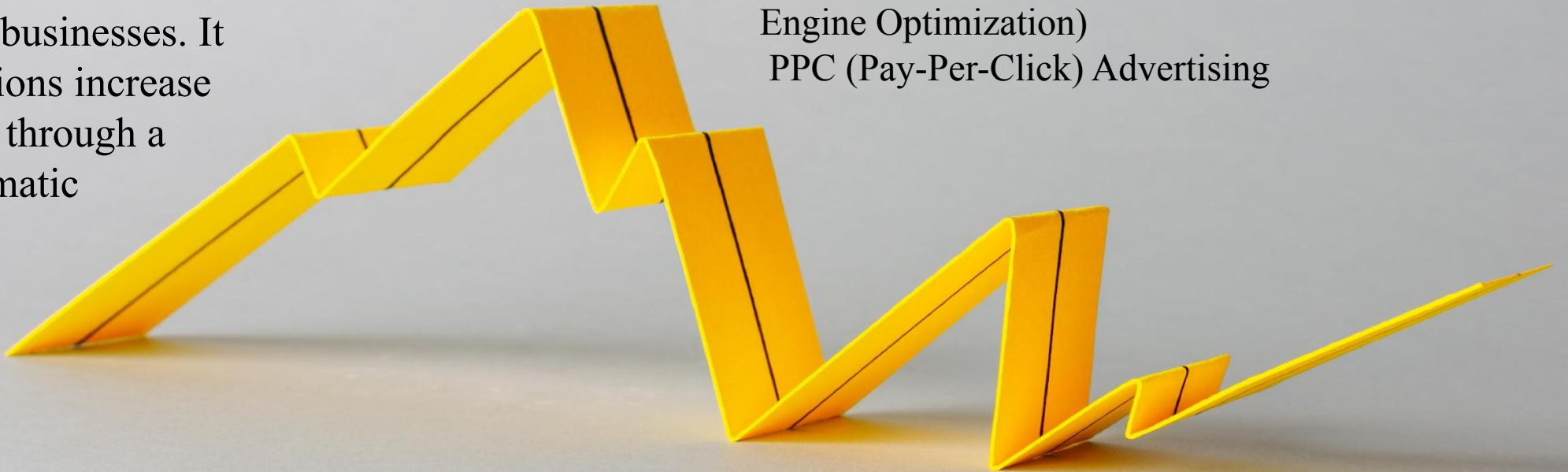
Marketing Email Marketing

Segmentation

Social Media Marketing

Marketing Automation SEO (Search Engine Optimization)

PPC (Pay-Per-Click) Advertising

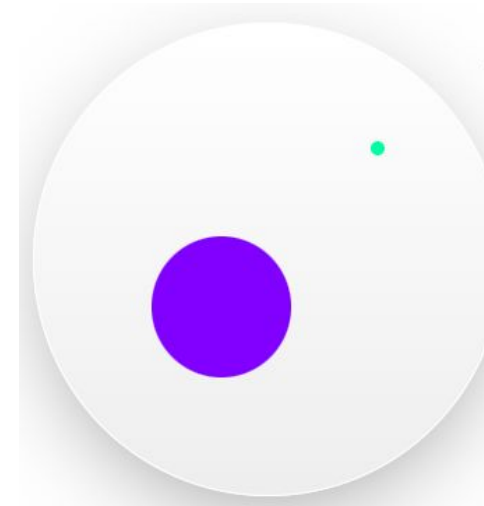


Overview of businesses in Latvia and statistic

Latvia: TOP Industries

139,747 registered companies

Industry	Number of Companies	Market Share	
Services	73,293	52.4%	<div><div></div></div>
Retail Trade	15,451	11.1%	<div><div></div></div>
Finance, Insurance, and Real Estate	10,340	7.4%	<div><div></div></div>
Construction	9,305	6.7%	<div><div></div></div>
Transportation, Communications, Electric, Gas, and Sanitary...	8,666	6.2%	<div><div></div></div>
Wholesale Trade	8,620	6.2%	<div><div></div></div>
Manufacturing	8,167	5.8%	<div><div></div></div>
Agriculture, Forestry, and Fishing	5,052	3.6%	<div><div></div></div>
Public Sector	307	0.2%	<div><div></div></div>
Mining	285	0.2%	<div><div></div></div>
Unknown industry	261	0.2%	<div><div></div></div>



- Current Country: **Latvia**
139,747 (0.3%)
- Largest Country: **United Kingdom**
7,223,983 (15.9%)
- Total Number of Companies in Europe
45,389,639

Source: HitHorizons.com, data accessed in February

- **15–34 years:** Around 31.6% (young adults and youth).
- **35–44 years:** Approximately 24.6% of entrepreneurs.
- **45–54 years:** Around 23.3%.
- **55–64 years:** Around 20.5%.
- Higher employment rates are observed among individuals with higher education (**79.5%**), while those with lower education (basic or less) have the lowest rates (**30.2%**).

Age Structure of Entrepreneurs in Latvia

The background of the slide is a photograph showing several people's hands and forearms gathered around a table. They are pointing at and looking at various documents, including what appears to be a blueprint or architectural drawing. The lighting is soft and focused on the hands and papers, creating a professional and collaborative atmosphere.

Entrepreneurship in Latvia: Survey for Entrepreneurs Aged 20-65

The survey is designed to gather insights into their perspectives on the labor market, marketing strategies, and their overall business experiences.

The interview used to create the survey is divided into different parts to cover business, marketing, and entrepreneurs' views on the economy and government policies. Here's the structure:

- **Business Challenges and Government Policy**
- **Economic Growth and Business Environment**
- **Marketing Strategies and Digital Marketing**
- **Successful Business and Long-Term Goals**
- **Motivation, Priorities, and Risks**
- **Lessons Learned and Advice for Entrepreneurs**

A blurred background image of a business meeting. Several people in professional attire (suits, blouses) are gathered around a table. One person is holding a smartphone, another is holding a tablet. There are white coffee cups on the table. The overall scene suggests a collaborative work environment.

Entrepreneurs' Opinions on the Labor Market and Marketing in Latvia Based on Their Age

Summary of interview answers

Person (35-50 years old)

Marketing Strategies Used:

- No formal strategy in place
- Relies on existing clients and word-of-mouth recommendations

Role of Digital Marketing:

- Not a major part of the communication strategy

Importance of Brand Image and Reputation:

- Very important, especially due to customer reviews on social media

Use of Social Media:

- Minimal use, but includes occasional influencer collaborations

Future Marketing Trends:

- Real customer feedback will gain more value
- Collaborations with influencers will become increasingly common

Vai digitālais mārketingš ir svarīga daļa no Tava uzņēmuma komunikācijas? *

Vairāk nē, nekā jā.

Cik svarīgs ir zīmola tēls un reputācija mūsdienu tirgū? *

Ļoti svarīgs, ņemot vērā, ka patērētāji bieži dalās savās atsauksmēs sociālajos tīklos. Ja uzņēmumam ir pārsvarā sliktas atsauksmes, potenciālie klienti ir ļoti piesardzīgi. Uzņēmuma tēlam jābūt mūsdienīgam un tam ir jāiet līdzī laīkam un inovācijām.

Vai tavs uzņēmums izmanto sociālos tīklus? *

Kā tie palīdz veicināt pārdošanu?

Ļoti minimāli. Tomēr mums ir sadarbība ar "influenseriem", kas reklamē mūsu pakalpojumus. Tas dažkārt atved jaunus klientus. Izmantojam sociālos tīklus, lai atgādinātu par sevi un būtu aktuāli.

Kādas tendences mārketingā, Tavuprāt, kļūs īpaši svarīgas nākamajos gados? *

Mūsuprāt, cilvēkiem ir svarīgi dzirdēt reālas atsauksmes. Paredzam, ka katram pakalpojuma sniedzējam, ražotājam utml būs savas sadarbības ar "influenseriem", caur kuriem tie reklamēs sevi un savu produktu.

Person (20-35 years old)

Main Marketing Strategies Used:

- Social media and a strong emphasis on quality
- "Work brings more work" – reputation-based growth

Role of Digital Marketing:

- Somewhat important (“yes and no”)

Importance of Brand Image and Reputation:

- Very important, as it reflects the entire company identity

Use of Social Media:

- Used mainly to showcase completed work rather than for direct sales

Future Marketing Trends:

- Post-order process digitalization to free up resources for marketing efforts

Cik svarīgs ir zīmola tēls un reputācija mūsdienu tirgū? *

Ļoti svarīgs, jo iemieso visu uzņēmuma tēlu

Vai tavš uzņēmums izmanto sociālos tīklus? *

Kā tie palīdz veicināt pārdošanu?

Izmantojam, bet vairāk atrādīt, ko esam paveikuši!

Kādas tendences mārketingā, Tavuprāt, kļūs īpaši svarīgas nākamajos gados? *

Procesu digitalizācija pēc pasūtījuma saņemšanas- tas ļaus vairāk resursu novirzīt mārketingam

Person (50-65 years old)

Main Marketing Strategies:

- High-quality customer service
- Trusted partnerships
- Word-of-mouth marketing

Role of Digital Marketing:

- Not part of their communication strategy

Importance of Brand Image and Reputation:

- Crucial – trust defines customer choices
- Reputation takes years to build but can be destroyed in days

Use of Social Media:

- Not used at all

Future Marketing Trends:

- Possibly more client collaboration, but unclear

Kādas ir galvenās mārketinga stratēģijas, ko izmanto Tavs uzņēmums? *

Mēs balstāmies uz kvalitatīvu klientu apkalpošanu, uzticamiem partneriem un "mutvārdu" mārketingu.

Vai digitālais mārketingš ir svarīga daļa no Tava uzņēmuma komunikācijas? *

Nē, nav!

Cik svarīgs ir zīmola tēls un reputācija mūsdienu tirgū? *

Tas ir viss. Cilvēki izvēlas uzņēmumus, kuriem viņi uzticas. Reputācija tiek būvēta gadiem, bet var sabrukt dienās.

Vai tavs uzņēmums izmanto sociālos tīklus? *

Kā tie palīdz veicināt pārdošanu?

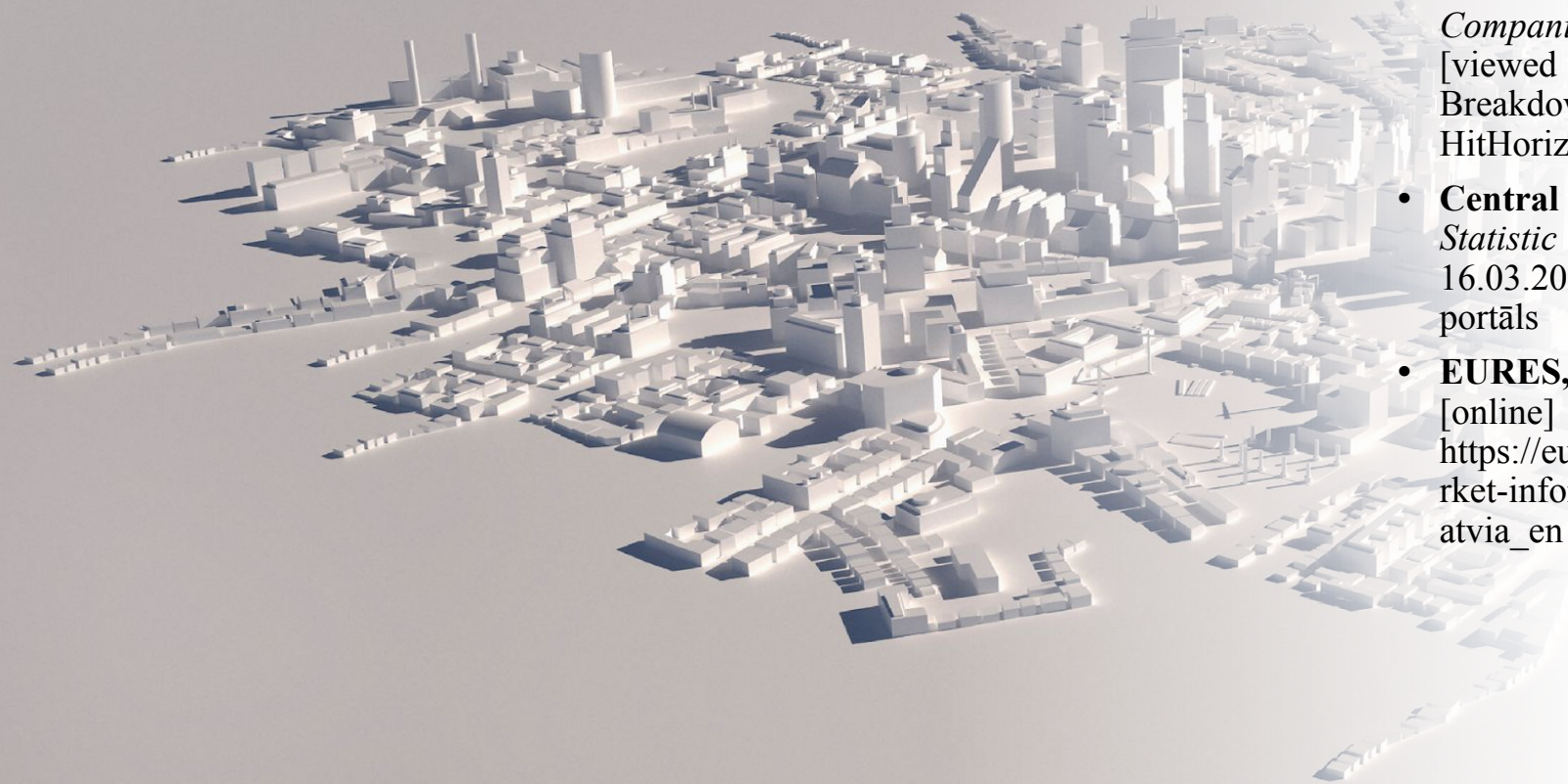
Mēs neizmantojam.

A man with curly hair and glasses is shown from the chest up, wearing a light-colored shirt. He is holding a white marker in his right hand and appears to be drawing on a whiteboard. The whiteboard has some faint diagrams and text on it, including a circular diagram with concentric circles and some lines. The background is slightly blurred, showing what looks like a window or a bright area. The overall tone is professional and focused.

Conclusion

The labor market and entrepreneurship in Latvia are rapidly evolving, especially in the field of digital technologies. Marketing strategies are becoming more targeted and tailored to audiences. Entrepreneurs of different ages face similar challenges but also share valuable experiences and an optimistic outlook for future opportunities.

Information sources



- **Hithorizons, 2025.** *Industry Breakdown of Companies in Latvia* [online]. [Www.hithorizons.com](http://www.hithorizons.com) [viewed 15.04.2025.] Available: Latvia Industry Breakdown: Top Industries & Companies | HitHorizons
- **Central Statistical Bureau of Latvia (CSB), 2025.** *Statistic* [online]. <https://stat.gov.lv> [viewed 16.03.2025.] Available: Search | Oficiālās statistikas portāls
- **EURES, 2025.** *Labour Market Information: Latvia* [online] https://eures.europa.eu/living-and-working/labour-market-information-europe/labour-market-information-latvia_en

A background image showing a close-up of two hands shaking in a firm grip, symbolizing a business agreement or partnership. The hands are wearing light blue suit sleeves. In the blurred background, a woman with blonde hair is visible, looking towards the camera with a slight smile.

Thank you for your time and
for the opportunity to be part
of the project!

Sandija Bērziņa
Enriketa Mansura-Garsija
Airita Papāne