



Center for Career Development

by LINKgroup

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Social Media Marketing

Kako se reklamirati na Facebook-u i drugim mrežama

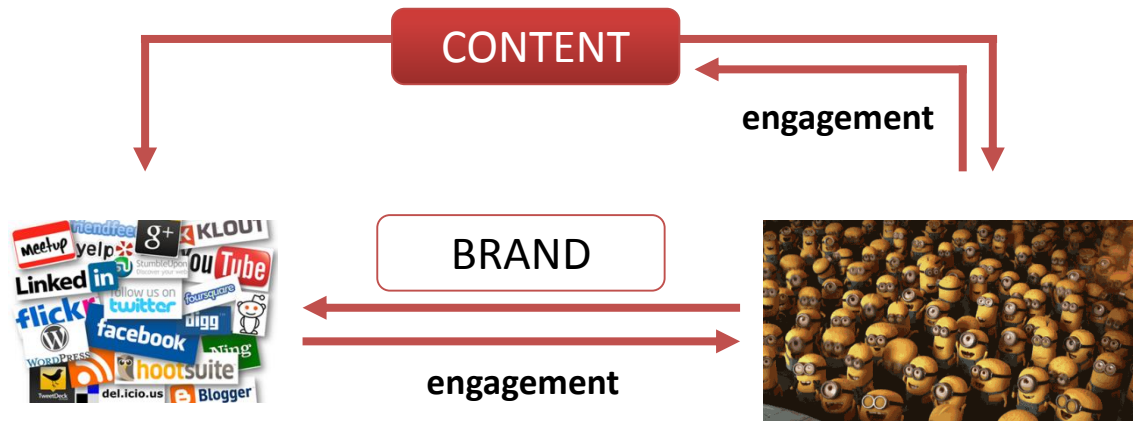
Šta je to SMM?

- **Školski:** proces dovođenja posete odnosno promocija kroz različite društvene mreže
- **Praktično:** Odgovor na pitanje: „Čemu služi ovaj Facebook / Twitter / LinkedIn...?“

SMM nije nešto „novo“ što tek treba da stekne popularnost već jedan od sastavnih elemenata objedinjenog marketinškog nastupa!

Kako funkcioniše?

- Odrediti publiku
- Napraviti plan
- Operativna strategija
- Alati i izvođenje



Kada šta koristiti?

- Bitno je prvo definisati ciljeve – šta je to što hoćemo da postignemo?
- Koja je moja ciljna publika – gde se okuplja?
- Kojim resursima raspolazhem?

Najčešće greške

- Pogrešne merne jedinice (npr. samo broj pratilaca)
- Sporadično objavljivanje neadekvatnog (dosadnog) sadržaja
- Fokusiranje na previše kanala
- Spam!
- Ista poruka na svim kanalima
- Propuštanje prilike da se pratioci pretvore u mušterije (conversion)
- Odsustvo strategije

Izvor: Socialtimes.com

Najpopularnije društvene mreže u Srbiji



Facebook (preko 2,5 mil korisnika)*



Twitter (preko 425 000 korisnika)*



LinkedIn (preko 435 000)**

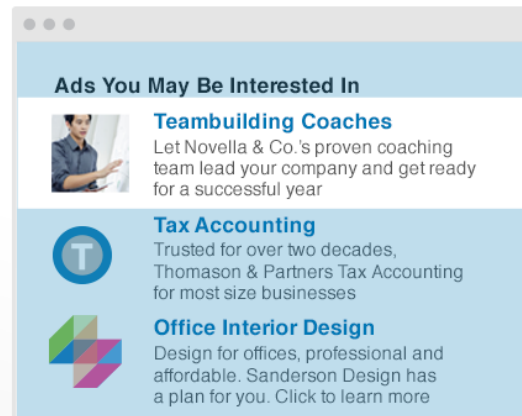
* IZVOR: Institut za održive zajednice (<http://www.iscserbia.org/>) i IPSOS (<http://www.ipsos.rs/>)

* IZVOR: LinkedIn Ads

Popularne mreže za oglašavanje u Srbiji



LinkedIn Ads



Prednosti i namena

facebook
advertising

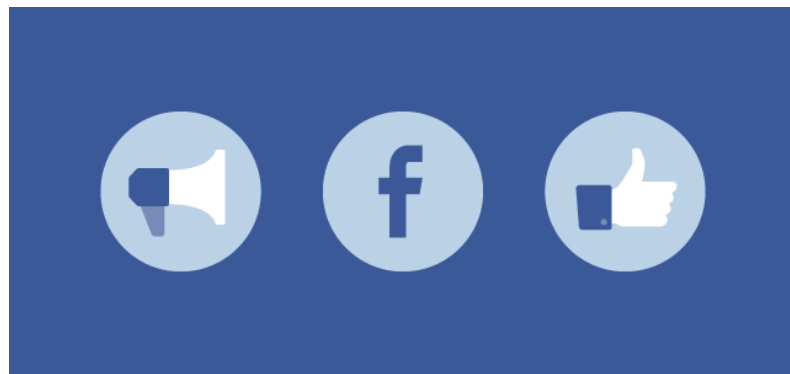
- Demografsko ciljanje – godine, pol, uzrast, interesovanja...
- Povezivanje i interakcija sa brendom/proizvodom/uslugom
- Primereniji B2C konceptu
- Niže cene

LinkedIn Ads

- Ciljanje publike po znanjima, obrazovanju, iskustvu, poslovnoj poziciji
- Promocija specijalizovanih proizvoda/usluga
- Rekrutacija kadrova
- Primereniji B2B konceptu
- Skuplji

Kako se oglašavati na Facebook-u

1. Kreirajte Facebook page
2. Facebook Ads creator
<https://www.facebook.com/ads/create>
3. Definišite cilj/tip kampanje
4. Definišite publiku
5. Definišite budžet





Ciljevi kampanje

- Promocija post-ova
- Promocija strane
- Preusmeravanje na sajt
- Konverzije na sajtu
- Instaliranje aplikacije
- Povećanje interakcije sa aplikacijom
- Promocija događaja (event)
- Promocija ponude (offer)
- Promocija videa

Choose the objective for your campaign

[Help: Choosing an Objective](#)

	Boost your posts
	Promote your Page
	Send people to your website
	Increase conversions on your website
	Get installs of your app
	Increase engagement in your app
	Raise attendance at your event
	Get people to claim your offer
	Get video views

Ciljevi kampanje

a) Promocija post-ova (Boost posts)

- Najkorišćenija opcija
- Status, fotografija, video, link ka sajtu, ponuda
- Cilj je povećanje interakcije (engagement) – lajkovi, deljenja, komentari...



Ciljevi kampanje

b) Promocija strane (Page likes)

- Jedna od najpopularnijih opcija
- Uvećanje baze pratilaca
- Dodatni komentar-poziv na akciju



Ciljevi kampanje

c) Preusmeravanje na sajt (Website clicks)

- Promocija sajta
- Uvećanje posete, promocija, akcije
- Dodatni poziv na akciju (dugme)



Ciljevi kampanje

e) Instaliranje & f) promocija aplikacije

- Desktop/mobilna aplikacija se povezuje sa stranicom
- Poziv na akciju (Install now)
- Mobilna aplikacija se prikazuje samo u mobilnom feed-u
- Desktop aplikacija se prikazuje samo u desktop feed-u i desnoj koloni

Kako se oglašavati na Facebook-u

g) Konverzije na sajtu

- Promocija konkretne akcije (npr. kupovina, registracija)
- Potreban conversion pixel (deo koda koji se implementira na sajt)

h) Promocija događaja (event)

- Najbolji način da se izreklamira kreirani događaj
- Kreirati dobar poziv na akciju
- Datum i vreme se automatski prikazuju

Kako se oglašavati na Facebook-u

i) Promocija ponuda (offers)

- Kreirati promociju/ponudu na stranici

j) Promocija videa

- Kreirajte video reklamu za svoju firmu
- Kada promovišete video koji niste postavili kao post kod sebe na stranici

Boost post

Advertise on Facebook #196736893682184 (Holistic ...)

STEP 1: CREATE YOUR CAMPAIGN [Use Existing Campaign](#)

Choose the objective for your campaign [Help: Choosing an Objective](#)

- Boost your posts**
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Raise attendance at your event
- Get people to claim your offer
- Get video views

Page Post Engagement
Get more people to see and engage with your Page posts.

 Maja Medic - photographer

Intenzivna radionica fotografije za... +

Continue

Izbor stranice u slučaju da
se administrira više njih



Boost post

Choose the objective for your campaign [Help: Choosing an Objective](#)

- Boost your posts**
- Promote your Page
- Send people to your website
- Increase conversions on your website
- Get installs of your app
- Increase engagement in your app
- Raise attendance at your event
- Get people to claim your offer
- Get video views

Page Post Engagement
Get more people to see and engage with your Page posts.

Maja Medic - photographer

Intenzivna radionica fotografije za... +

Intenzivna radionica fotografije za handmade umetnike
8 hours ago · 12 likes

All shapes, sizes and attitudes. :) Thanks to Le PETit Hotel @ Mrnjau Fest - Međunarodna Le PETit WCF izložb...
Monday · 22 likes

Izbor iz liste post-ova

Boost post

1. TIP KAMPANJE - boost post;
2. CILJNA PUBLIKA - lokacija, pol, uzrast, interesovanja;
(npr. žene uzrasta od 18 do 45 godina, sa Vračara i Starog grada, koje vole DIY, nakit, rukotvorine)
3. BUDŽET I TRAJANJE - način budžetiranja, trajanje kampanje i njena optimizacija;
(npr. dnevni budžet od 10 eur; trajanje 3 dana, optimizacija za max prikazivanje)
4. PRIKAZ OGLASA – različiti izgledi u zavisnosti od lokacije

Boost post – ciljanje publike

Automatski prikaz
veličine ciljne grupe

Izbor lokacije
(zemlja, grad,
opština)

STEP 2: CREATE YOUR AD SET

Who do you want your ads to reach? [Help: Choose Your Audience](#)

Target Ads to People Who Know Your Business
You can create a Custom Audience to show ads to your contacts, website visitors or app users. [Create a Custom Audience](#)

Locations  Serbia
Belgrade + 25 mi  
Add a country, state/province, city or ZIP

Age  18 - 65+

Gender  All Men Women

Languages  Enter a language...
[More Demographics](#)

INCLUDE NEARBY
Belgrade
Belgrade + 10 miles
✓ Belgrade + 25 miles
Belgrade + 50 miles

EXCLUSION TARGETING
Exclude Locations

Audience Definition

 Your audience is defined.

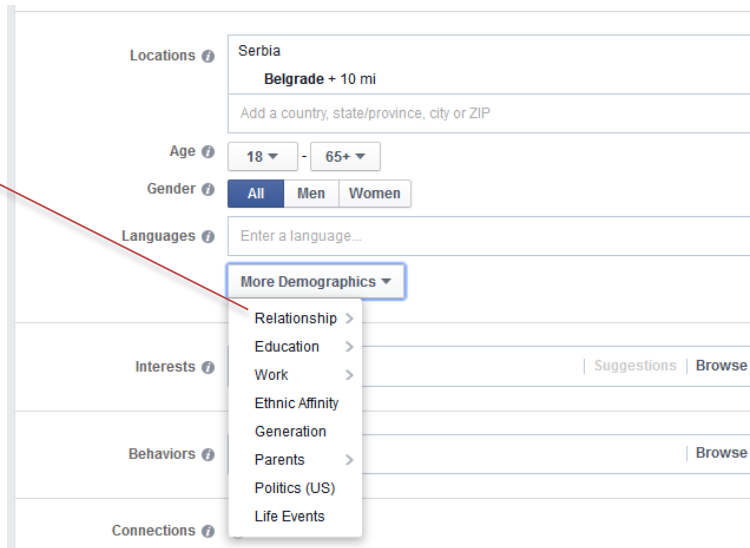
Audience Details:

- Location:
 - Serbia: Belgrade (+25 mi)
- Age:
 - 18 - 65+

Potential Reach: 1,120,000 people

Boost post – ciljanje publike

Dodatni
demografski filteri



The screenshot shows the Facebook targeting interface. The 'Locations' field is set to 'Serbia' and 'Belgrade + 10 mi'. The 'Age' range is '18 - 65+'. The 'Gender' is set to 'All'. The 'Languages' field is empty. The 'More Demographics' dropdown is expanded, showing options: Relationship, Education, Work, Ethnic Affinity, Generation, Parents, Politics (US), and Life Events. The 'Interests' and 'Behaviors' fields are also visible, each with a 'Browse' button.

Audience Definition



Your audience is defined.

Audience Details:

- Location:
 - Serbia: Belgrade (+10 mi)
- Age:
 - 18 - 65+

Potential Reach: 1,040,000 people



Boost post – ciljanje publike

Izbor iz ponuđenih kategorija...

...ili konkretne oblasti/strane

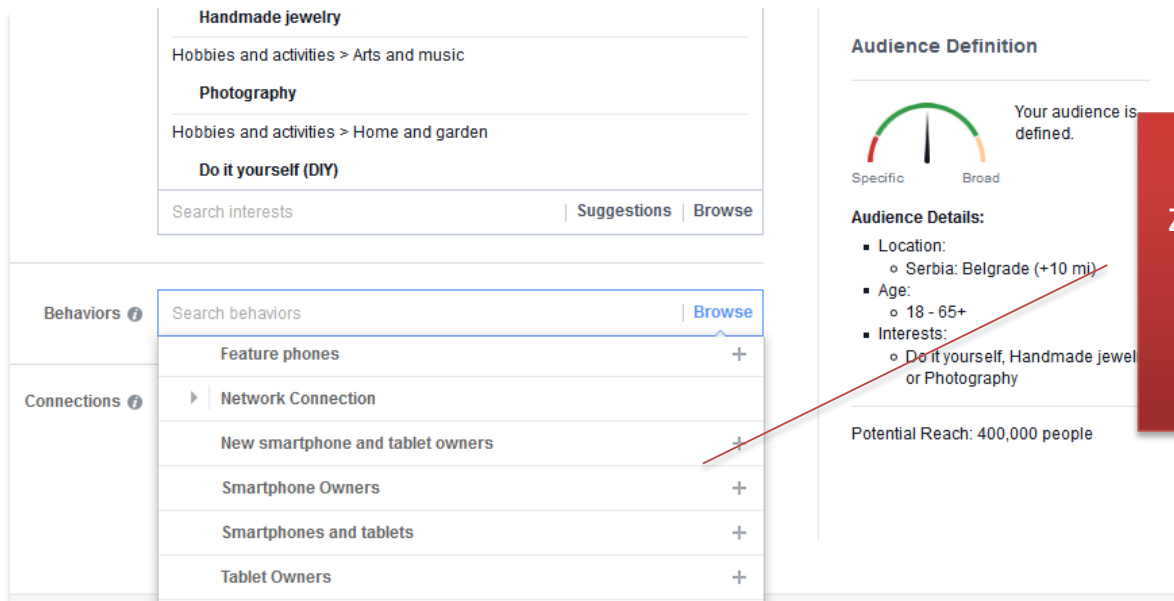
The screenshot shows the Facebook targeting interface. On the left, there are three main categories: Interests, Behaviors, and Connections. Under Interests, there is a search bar and a list of categories: Business and industry, Entertainment, Family and relationships, Fitness and wellness, Food and drink, Hobbies and activities, and Shopping and fashion. A red arrow points from the 'Boost post – ciljanje publike' title to the 'Interests' section. Another red arrow points from the 'Izbor iz ponuđenih kategorija...' text to the 'Browse' link in the 'Interests' section. A third red arrow points from the '...ili konkretne oblasti/strane' text to the 'DIY' category in the expanded list. The expanded list shows 'DIY' selected, with a description: 'Do it yourself (DIY)' and a count of 74,196,180 people. Other categories in the list include Home improvement, DIY Network, Diyarbakır, DIY ethic, oha diyorum, and komedi diyanı. A 'Report this as inappropriate' link is visible at the bottom of the expanded list.

Category	Count
DIY	74,196,180 people

Description: People who have expressed an interest in or like pages related to *Do it yourself (DIY)*

[Report this as inappropriate](#)

Boost post – ciljanje publike



The screenshot shows the Facebook Audience Definition tool. On the left, there are sections for 'Interests' (Handmade jewelry, Photography, Do it yourself (DIY)), 'Behaviors' (Feature phones), and 'Connections' (Network Connection, New smartphone and tablet owners, Smartphone Owners, Smartphones and tablets, Tablet Owners). On the right, the 'Audience Definition' section shows a gauge indicating the audience is defined, with 'Specific' and 'Broad' markers. Below this, 'Audience Details' are listed: Location (Serbia: Belgrade (+10 mi)), Age (18 - 65+), and Interests (Do it yourself, Handmade jewelry or Photography). The 'Potential Reach' is 400,000 people. A red arrow points from the 'Behaviors' section to the 'Audience Details' section.

Interests

- Handmade jewelry
- Hobbies and activities > Arts and music
- Photography
- Hobbies and activities > Home and garden
- Do it yourself (DIY)

Search interests | Suggestions | Browse

Behaviors

Search behaviors | Browse

- Feature phones

Connections

- Network Connection
- New smartphone and tablet owners
- Smartphone Owners
- Smartphones and tablets
- Tablet Owners

Audience Definition

Your audience is defined.

Audience Details:

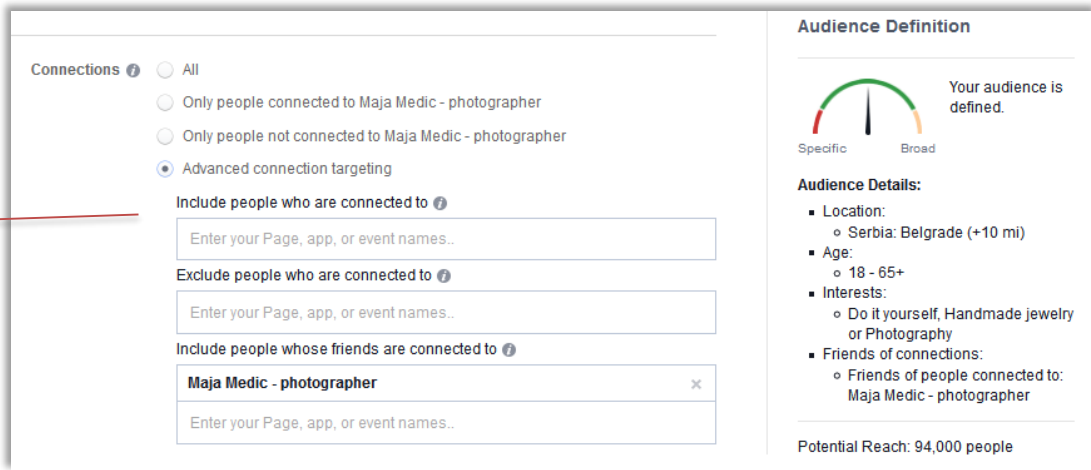
- Location:
 - Serbia: Belgrade (+10 mi)
- Age:
 - 18 - 65+
- Interests:
 - Do it yourself, Handmade jewelry or Photography

Potential Reach: 400,000 people

Različiti parametri vezani za ponašanje i namere kao što su način korišćenja uređaja, planiranje putovanja itd.

Boost post – ciljanje publike

Mogućnost ciljanja
postojećih pratilaca,
odnosno povezanih



The screenshot shows the Facebook Audience Definition interface. On the left, under 'Connections', the 'Advanced connection targeting' option is selected. Below it, there are three sections for targeting: 'Include people who are connected to', 'Exclude people who are connected to', and 'Include people whose friends are connected to'. The first section has a text input field. The second section has a text input field. The third section has a dropdown menu with 'Maja Medic - photographer' selected and a text input field. On the right, the 'Audience Definition' section shows a gauge with a needle pointing towards 'Specific'. Below the gauge, it says 'Your audience is defined.' Under 'Audience Details:', there are four categories: Location (Serbia: Belgrade (+10 mi)), Age (18 - 65+), Interests (Do it yourself, Handmade jewelry or Photography), and Friends of connections (Friends of people connected to: Maja Medic - photographer). At the bottom, it says 'Potential Reach: 94,000 people'.

Connections ⓘ ☐ All
☐ Only people connected to Maja Medic - photographer
☐ Only people not connected to Maja Medic - photographer
☒ Advanced connection targeting

Include people who are connected to ⓘ
Enter your Page, app, or event names..

Exclude people who are connected to ⓘ
Enter your Page, app, or event names..

Include people whose friends are connected to ⓘ
Maja Medic - photographer ✕
Enter your Page, app, or event names..

Audience Definition

 Your audience is defined.
Specific Broad

Audience Details:

- Location:
 - Serbia: Belgrade (+10 mi)
- Age:
 - 18 - 65+
- Interests:
 - Do it yourself, Handmade jewelry or Photography
- Friends of connections:
 - Friends of people connected to: Maja Medic - photographer

Potential Reach: 94,000 people

Boost post – definisanje budžeta

How much do you want to spend? [Help: Budgeting & Pricing](#)

Budget ⓘ Per day ▼

Schedule ⓘ ☐ Run my ad set continuously starting today
☒ Set a start and end date

Start

End
(Belgrade Time)

Your ad will run until **Friday, January 16, 2015**.
You'll spend up to **€ 310.00 total**.

Optimize For ⓘ Post Engagement ▼

Pricing ⓘ Your bid will be optimized to get more engagement on your Page post. You'll be charged each time your ad is served.

- ☒ Get the most engagements for your post at the best price - You'll be charged for impressions
- ☐ Set the amount a post engagement is worth to you

Estimated Daily Reach

11,000 - 30,000 people

0 of 300,000 ⓘ

Ad set duration: 31 days

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Procena dometa oglasa
na osnovu zadatih
parametara

Boost post – definisanje budžeta

☐ Set a start and end date

Start

End
(Belgrade Time)

Your ad will run until **Friday, December 19, 2014**.

You'll spend up to **€ 23.75** total.

Optimize For

Pricing

☒ **Post Engagement**
We'll serve your ads to people who are more likely to engage with your post.

Daily unique reach
We'll serve your ad to people up to once per day.

Impressions
We'll serve your ads to people as many times as possible (CPM).

Clicks
We'll serve your ads to people who might click on your ad (CPC).

Ad Set Name

11,000 - 30,000 people

0 300,000

Ad set duration: 3 days

This is only an estimate. Numbers shown are based on the average performance of ads targeted to your selected audience.

Način optimizacije prikaza oglasa

Boost post – pregled oglasa

What text and links do you want to use? [Help: Editing Ads](#)

Boosted Page Post Your ad will boost this Page post. You can preview your ad on the right.	AD PREVIEW AND PLACEMENTS
Show Advanced Options	☒ Desktop News Feed Remove
	Maja Medic - photographer Sponsored · Još jedna prilika da naučite kako da na najbolji način uslikate i prezentujete svoje rukotvorine! Osnove fotografije, osvetljavanja, aranžiranja predmeta i obrade slike - na jednom mestu! Vikend 27. i 28. 12. od 10h do 14h u Retro Dućanu! Dobro došli! Intenzivna radionica fotografije za handmade umetnike Naučite kako sami da napravite dobre fotografije vaših kreacija – bilo da pravite nakit, ukrasne predmete, komade garderobe, cvetne aranžmane, pravite hranu ili dekoracije za sto, predmete od... RETRO-DUCAN.RS Like · Comment · Share  12
	☒ Mobile News Feed Remove
	☒ Right Column Remove

3 načina prikaza:

- Desktop/laptop računari
- Mobilni uređaji
- Desna kolona



Boost post – pregled oglasa



✓ Right Column





Website clicks – definisanje linka



Clicks to Website

Increase the number of visits to your website.

o-ducan.rs/vikend-radionice-izrade-vintage-nakita ⓘ



<http://www.retro-ducan.rs/vikend-radionice-izra...>
Enter URL for a website



SAVET!

Za bolje praćenje kampanja koristiti
Google URL builder

<https://support.google.com/analytics/answer/1033867?hl=en>

Website clicks – budžetiranje

Optimize For ⓘ

Clicks to Website ▾

Pricing ⓘ

Your bid will be optimized to get more clicks to your website. You'll be charged each time your ad is served.

- ☐ Get the most website clicks at the best price - You'll be charged for impressions
- ☒ Set the amount a click to your website is worth to you

€ 0.05 EUR

target bid per website click

Suggested bid: € 0.04 EUR ⓘ

- ✓ **Clicks to Website**
We'll serve your ads to people who are more likely to click from your ads to your website.
- Clicks
We'll serve your ads to people who might click on your ad (CPC).
- Daily unique reach
We'll serve your ad to people up to once per day.
- Impressions
We'll serve your ads to people as many times as possible (CPM).

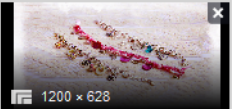
CPM ili CPC
model

Website clicks – izbor slika

STEP 3: CREATE YOUR AD

Select the images you want to use [Help: Selecting Images](#)

 Add up to 6 images. You can upload new images, use images from your library or search for free, professional images from Shutterstock.

[Upload](#) [Browse Library](#) [Search](#) [Reposition](#)

Creating Multiple Ads

Each image you add will create a different ad in your ad set. After your campaign starts, you can monitor how audiences respond to the different images.

Recommended Image Size

1200 x 628 pixels

If you want to learn more about different ad formats and sizes then visit the [Ads Product Guide](#).

Moguće koristiti i
stock photos

Website clicks – kreiranje oglasa

Mogućnost
vezivanja za stranicu

Poziv na akciju

What text and links do you want to use? [Help: Editing Ads](#)

Connect Facebook Page
Choose a Facebook Page to represent your business in News Feed. Your ad will link to your site, but it will show as coming from your Facebook Page.

 Retro Dućan +

or Turn Off News Feed Ads

Headline  2

Vikend radionica nakita

Text  6

Izradite savršen novogodišnji poklon. Male grupe, prijatna atmosfera u centru grada.

Call-to-Action Button (optional) 

[Learn More](#)

Hide Advanced Options ▲

News Feed Link Description 28

Upoznajemo se sa radom sa epoksi smolom i mogućnostima koje ona pruža u izradi nakita. Na radionici izrade nakita od kristala upoznajemo se sa svojstvima poludragog kamena.

AD PREVIEW AND PLACEMENTS

☒ Desktop News Feed [Remove](#)

 **Retro Dućan**
Sponsored

Izradite savršen novogodišnji poklon. Male grupe, prijatna atmosfera u centru grada.



Vikend radionica nakita

Upoznajemo se sa radom sa epoksi smolom i mogućnostima koje ona pruža u izradi nakita. Na radionici izrade nakita od kristala upoznajemo se sa svojstvima poludragog kamena.

[Learn More](#)

WWW.RETRO-DUCAN.RS

☒ Mobile News Feed [Remove](#)

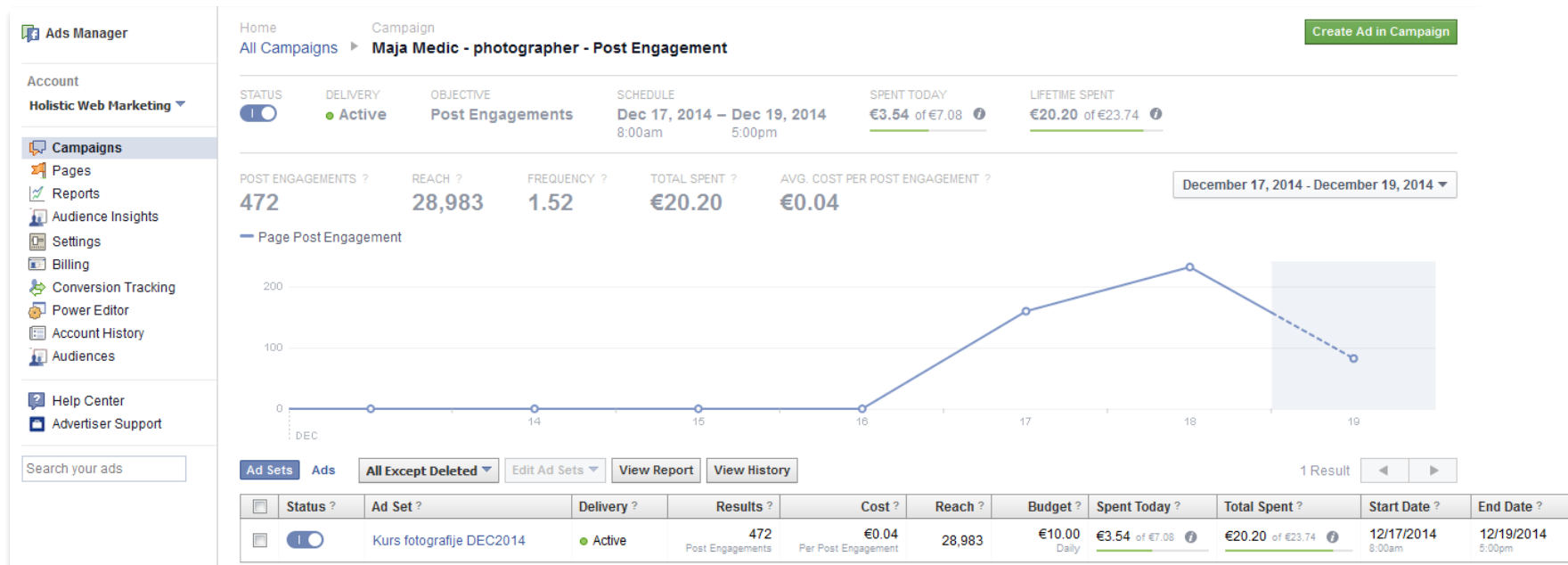
☒ Right Column [Remove](#)

☒ Partner Mobile Apps [Remove](#)

[Questions about creating your ads?](#) [Review Order](#) [Place Order](#)



Pratite efekte



Trendovi za 2015.

- Povećanje budžeta za oglašavanje na društvenim mrežama
- Diverzifikacija kanala (Twitter)
- Povećanje mobilnog oglašavanja (kontinuirani rast upotrebe pametnih telefona)
- Automatizacija (marketing automation)



Center for Career Development

by LINKgroup

HVALA NA PAŽNJI!



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www.holisticwebmarketing.com



rs.linkedin.com/in/djordjejancic/