

Kreiranje i distribucija online sadržaja

- 1. deo -

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Internet Professional Program



www.internetgroup.rs

Sadržaj 2012

The Basics:

Content must be useful.

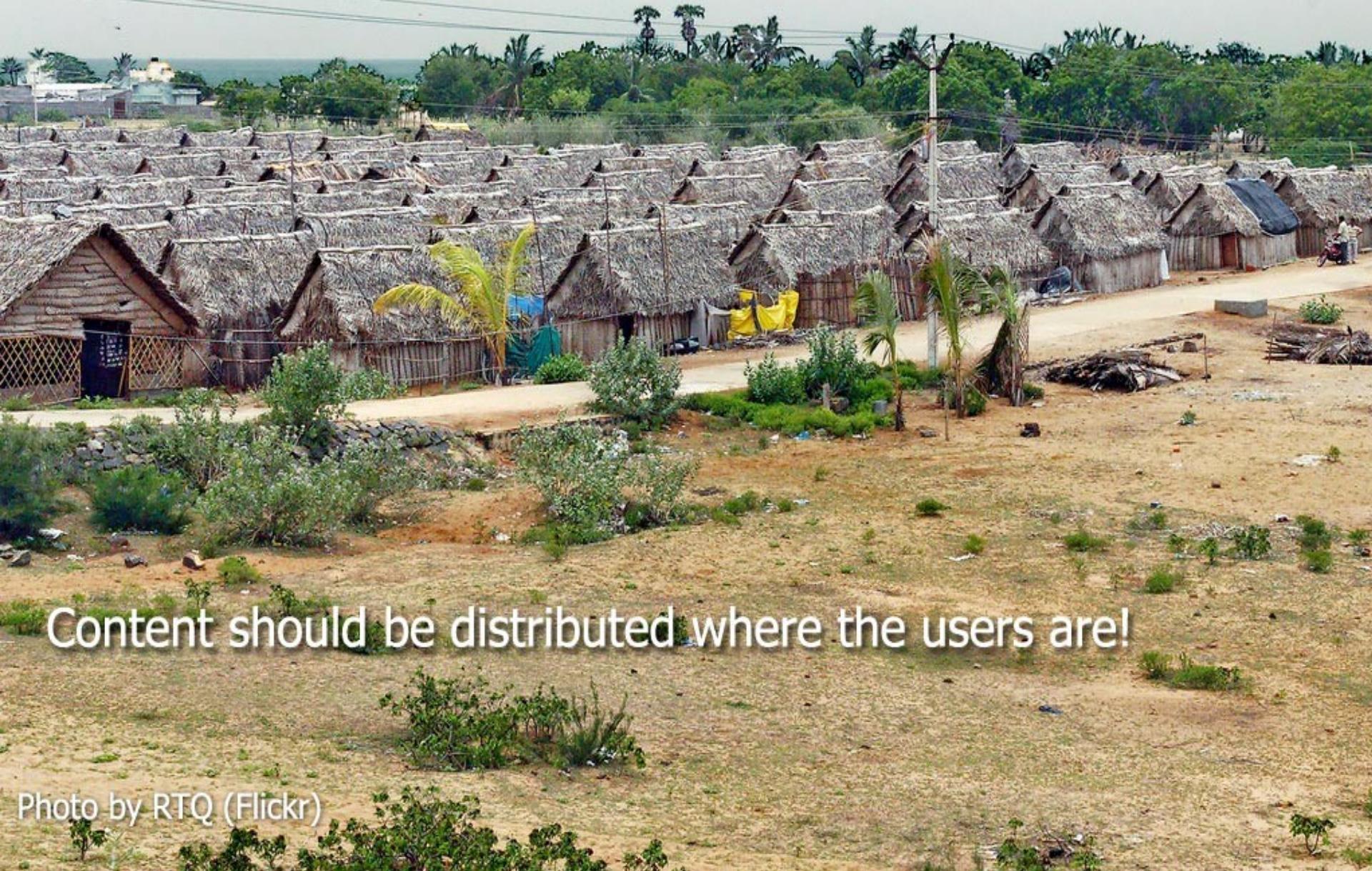
Content must be interesting.

Content must be reachable.

Content must be readable.

Content must be shareable.

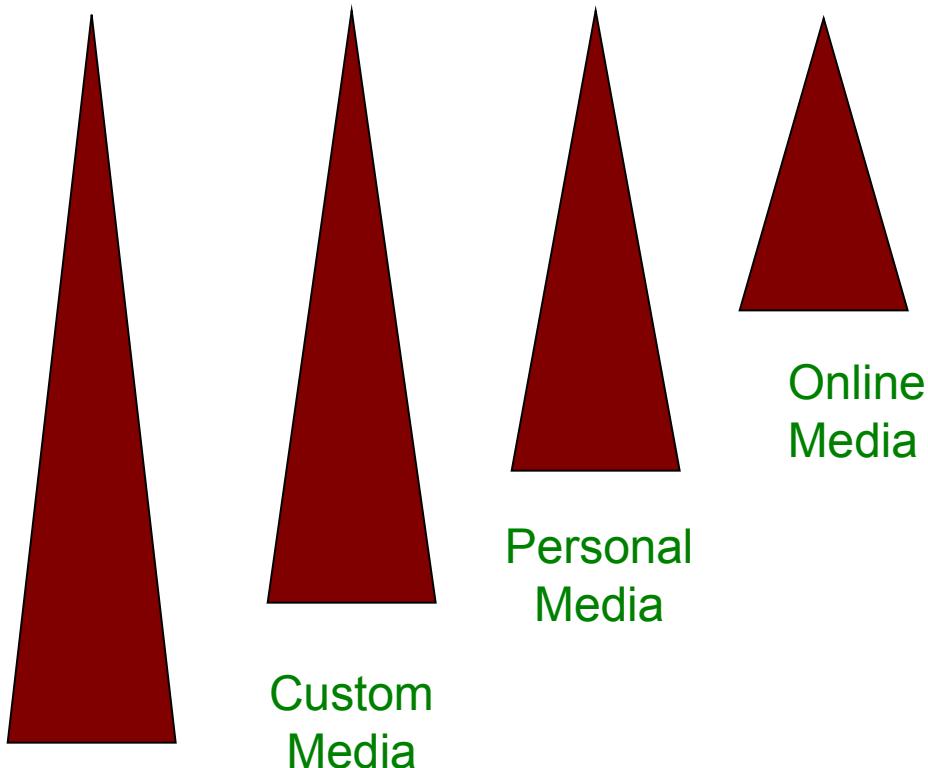
Online Presence = New SEO



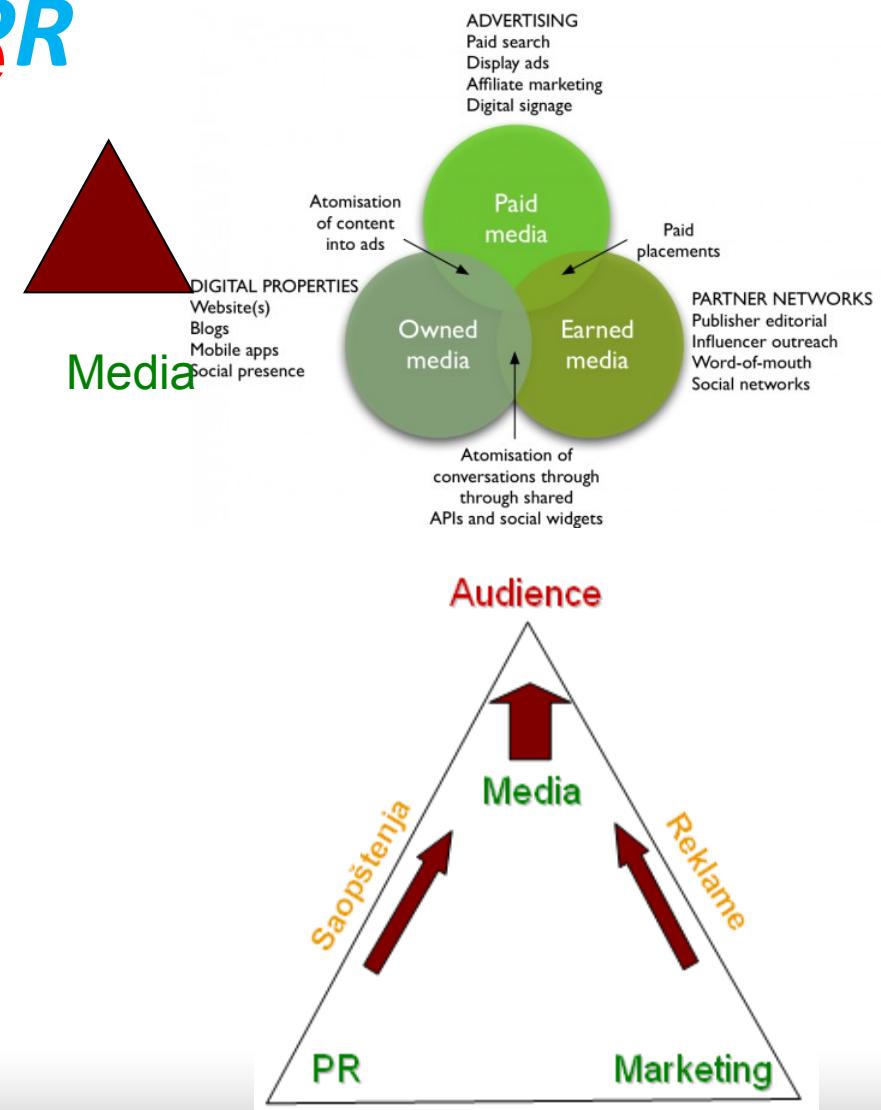
Content should be distributed where the users are!

Začarani trougao: Mediji, Marketing

Audien & ePR



Internet Professional Program



Od Novinskog teksta (AV priloga) preko saopštenja za medije do sadržaja

- Urednici i vlasnici medija imaju ego-trip problem.
- Ne razumeju prirodu online okruženja i online konverzacije.

Od Novinskog teksta (AV priloga) preko saopštenja za medije do sadržaja

- PR odeljenja/agencije i dalje ne shvataju da se na Webu kontaktira javnost, a mediji su sekundarni.
- Od 2010. do danas imaju mnogo manje problema da shvate kako danas funkcioniše Internet/konverzacija.



Content > News Article > Copywriting

- Marketing odeljenja prisvajaju online aktivnosti, iako je to PR aktivnost.
- U organizacijama nema dovoljno znanja o kreiraju sadržaja i o osnovama novinarstva.





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Poverovati => Izgraditi poverenje





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A photograph of a red book titled "Managing Content Marketing" by Robert Rose and Joe Pulizzi. The subtitle reads "The Real-World Guide for Creating Passionate Subscribers to Your Brand". A bee is perched on top of the book. To the right of the book is a large, bold text graphic:

**DIFFERENTIATE
IS TELLING
A DIFFERENT STORY
NOT THE
SAME STORY
BETTER**

Below this text is the logo for "BIG PULSE MOOSE", which consists of a stylized orange and yellow circle with a central dot, enclosed in a hexagonal frame.

Šta je Content Marketing?



Products

Content Marketing (Inbound Marketing) predstavlja različite vrste marketiških/PR strategija i taktika koje uključuju kreiranje i distribuciju kvalitetnih sadržaja u cilju angažovanja postojećih i potencijalnih klijenata.



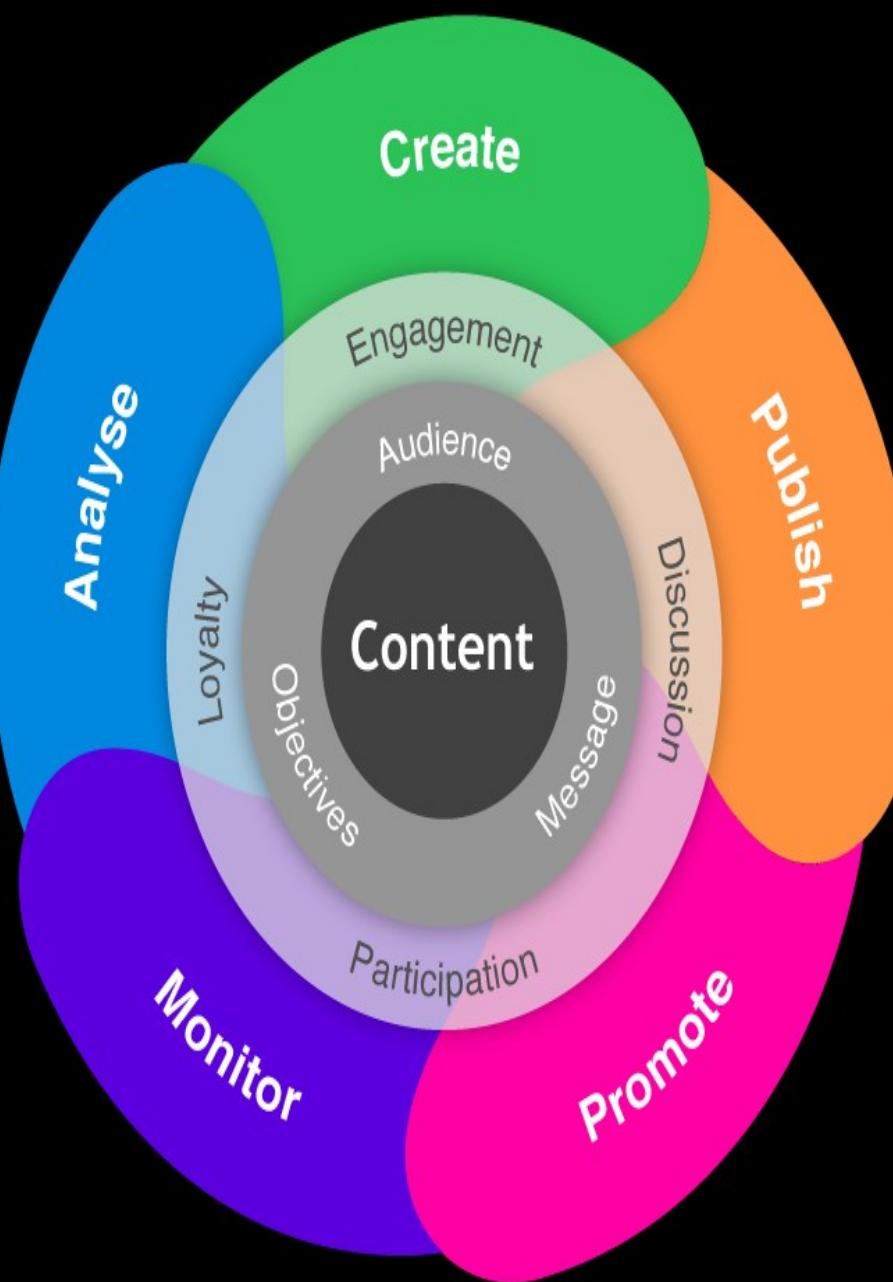
Post-it® Notes at

A BRIEF HISTORY OF CONTENT MARKETING

For years brands have been telling stories to attract & retain customers. Here are a few great examples...

4200 B.C.
One of the first signs of customer marketing found in cave paintings
Loosely translated to "6 ways a spear can save you from wild boar!"

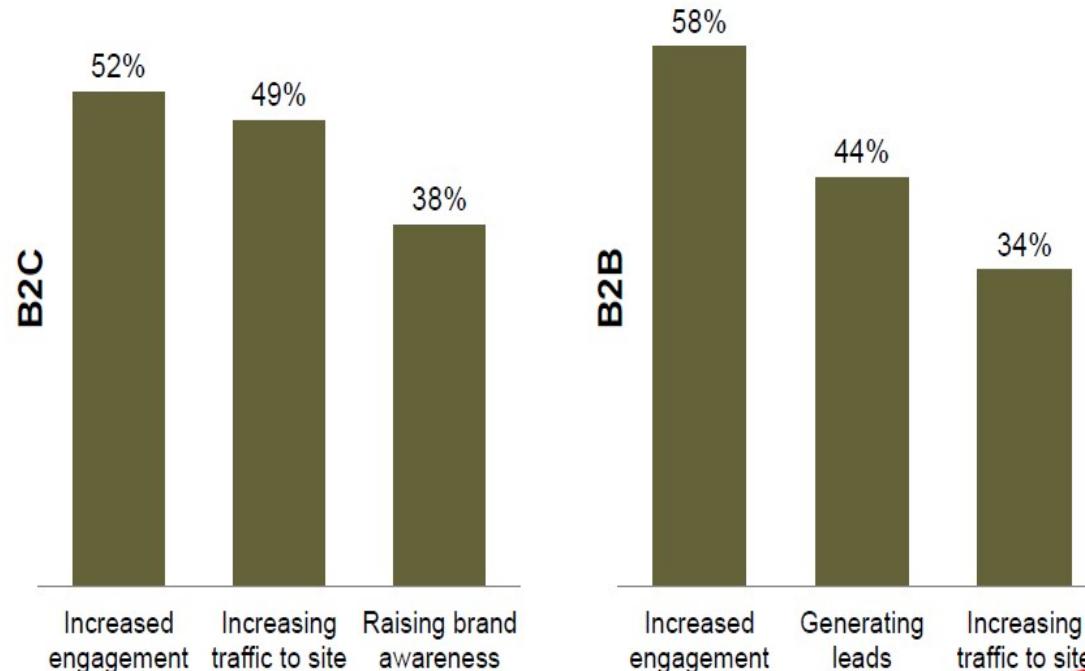
1895
John Deere launches customer magazine
The "Furnace" launches in 1895 and now has a 1.5 million circulation in 40 countries and 12 different languages.



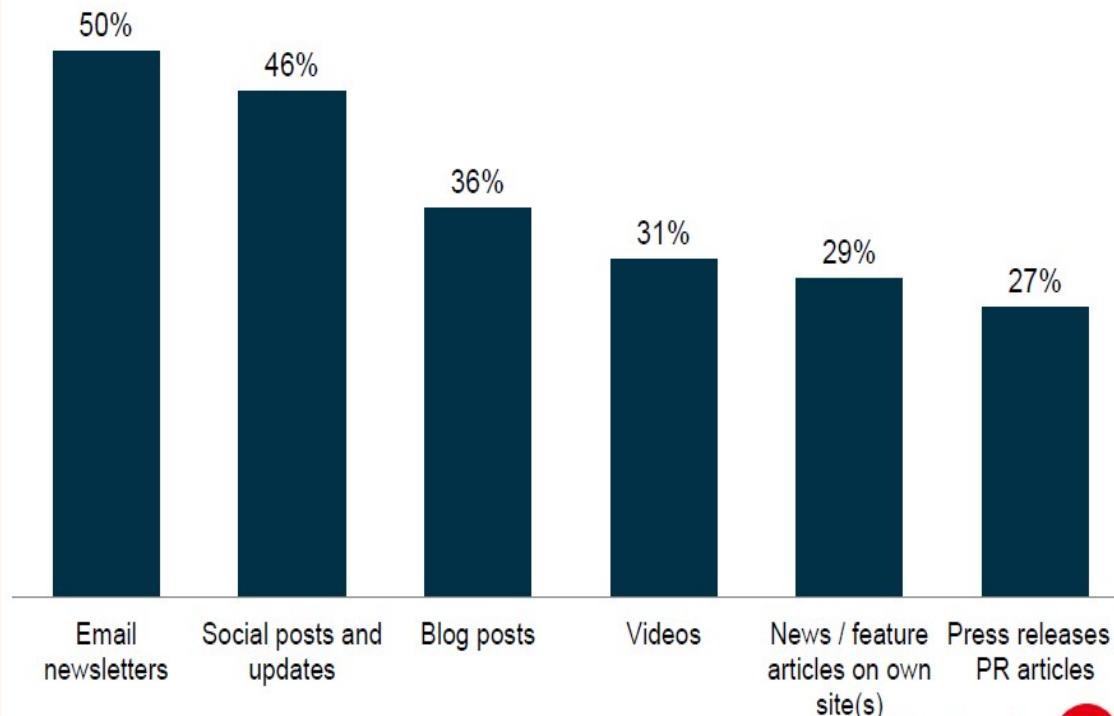
By Elizabeth Frey · Digital Content Marketing Wheel

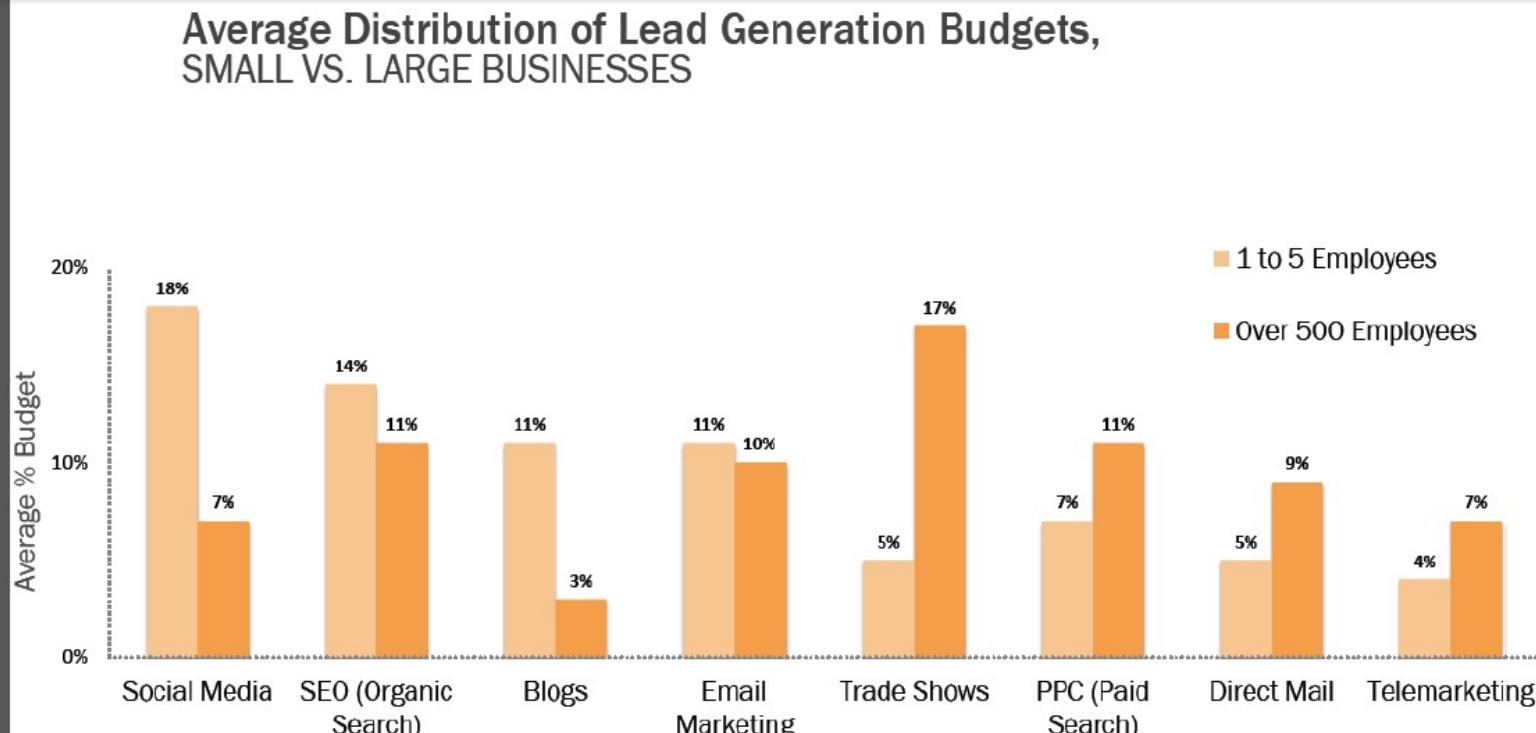
Business objectives for content marketing

- Emphasis on engagement and increased traffic



“What are your most effective types of content for marketing?”



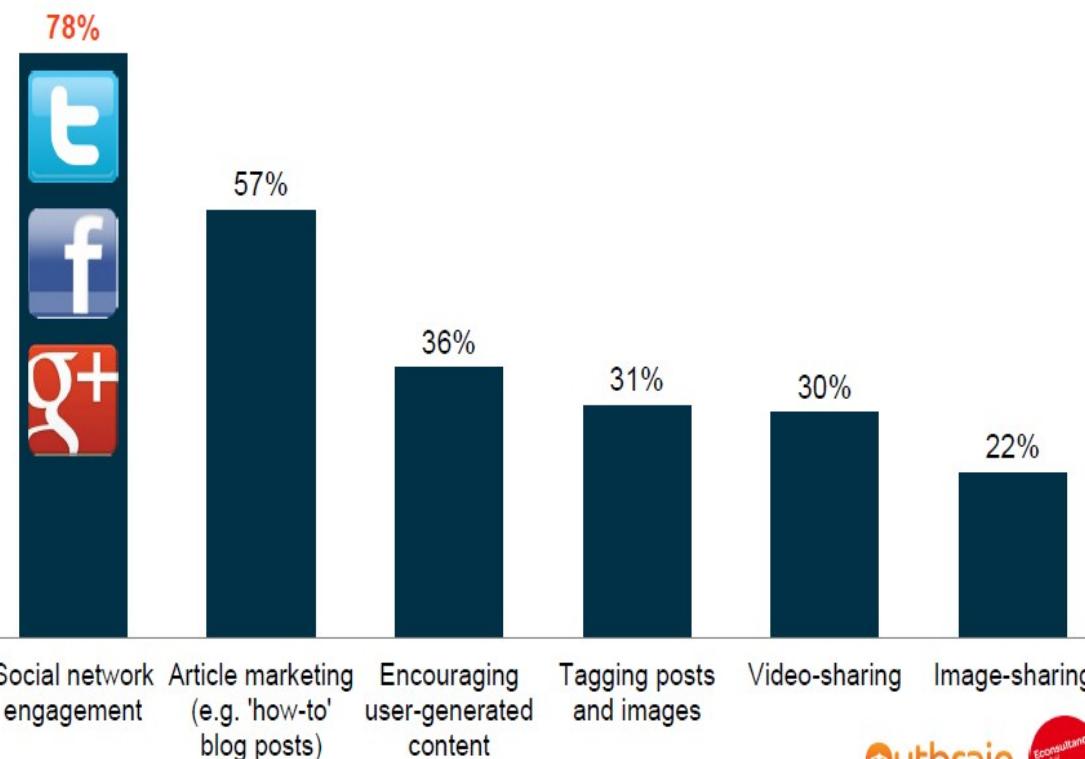


The 2012 State of Inbound Marketing
www.HubSpot.com/SOIM





Social network engagement is the most popular tactic used to drive traffic



Social network engagement (e.g. 'how-to' blog posts)

Article marketing (e.g. 'how-to' blog posts)

Encouraging user-generated content

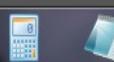
Tagging posts and images

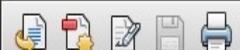
Video-sharing

Image-sharing

| 19 | Content Marketing Survey Report

Tweet #OCM12





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Reader Poll Best City for Conferences
www.toprankblog.com/2007/11/reader-poll-best-city-for-conferences
Since attending, blogging and speaking at industry conferences is a big part of my own search marketing agency's marketing, I get to attend a good number of.

Los Angeles, CA Change location

All results

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www.lithuaniantribune.com/ Vilnius-is-the-best-city-for-conferences
Jun 16, 2011 - Lithuanian capital Vilnius went up by four positions to 26th place in a European city rating chart in 2010. LRT.lt portal reported on 15 June.

Conferences « Project for Public Spaces - Placemaking for ...
www.pps.org/training/conferences/
The last 'Great Parks, Great Cities' conference was held in New York City, in July, 2003. It was the eighth annual conference run by Project for Public Spaces.

EDRA
www.edra.org/
EDRA's annual conference will take place at the Renaissance Seattle Hotel, May 30-June 2, 2012. Please check back ... Great Places Awards Thumbnail Photos ...

EN 10:06 AM 10/5/2012

Irrelevant Content Marketing

Content Marketing

Publication

Publication

Irrelevant



Претрага

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25 јун 2008 – У овом тексту razmatra se uloga magistarskih (Msc) i MBA studija u aktuelnom sistemu školstva, obzirom da je veoma mali broj osoba koji zna ...

MBA Studijembasrbija.com/

MBA odnosno Master of Business Administration studije su praktično orijentisane , sveobuhvatne, poslovne studije. Za razliku od MSc (Master) programa, koji su ...

Šta su MBA studije - Savet - Poslovi Infostudposlovi.infostud.com/info/saveti/306/Sta-su-MBA-studije/

Tražite posao? Najposeceniji sajt za zapošljavanje u Srbiji vam nudi savet Šta su MBA studije.

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poslovne studije koje se fokusiraju na praksi i primenjivost – Kursevi.com.

Međunarodne MBA studije, MBA studije, Beograd | NajStudent.comwww.najstudent.com/.../studije/MBA/.../MBA-studije/1225

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Sletanje u

Vrsta putovanja: Povratni let

Datum polaska 28

Datum povratka 28

Broj putnika detaljnije... detaljnije...
 1 Deca Bebe
 detaljnije... detaljnije...
 Omladinci Starije osobe

Klasa putovanja: Ekonomска Pretraži

KARTE ZA BARSELONU, CENA Vesna V, N
 Želim da kupim kartu do Barselone za let u maja varijanta?
 Da li je karta koju kupujem preko interneta skup par dana pre nego letim?
 05.02.2012.

Avionske karte do Barselone

Online kupovina karte je jeftinija nego kupovi 50 evra po karti.
 Najpovoljnija cena povratne avionske karte za Barselona je za let preko Rima u oba smera.
 Iz Beograda krećete u 18:30h a sletanje u Barselona je u 11:40h a sletanje u Beograd je u 15:20h a povezivanje u Barselona je u 18:30h a sletanje u Beograd je u 07:00h a sletanje u Barselona je u 15:20h ...

Da proverite cene i za druge datume i destinacije

Online rezervacija i kupovina

Avio kartu koju online rezervišete kod nas na:

- Master ili Visa karticom online odmah
- uplatnicom kao fizičko lice u banci ili
- nalogom za prenos preko preduzeća i
- putem Raiffeisen web kredita
- putem sms-a ukoliko ste korisnik Telia

Kartu možete rezervisati i pozivom na broj 0800 085 085 zovete sa fiksnog telefona u Srbiji.
 Ukoliko želite da nas pozovete iz inostranstva

Povoljne avionske karte za Barselonusa

karte za barselonu cena Q

Search About 19,800 results (0.61 seconds)

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Karte za Barselonusa
[www.aerogaga.com/karte-za-barselonusa-cena-pitanje...](#) - Translate this page
 5.06.2012 - Kupovina karte za Barselonusa preko interneta je jeftinija nego kupovina u turističkim agencijama. Ukoliko kupute kartu sada ostvarujete popust i ...

Cena avionske karte za Barselonusa
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 10. jun 2010 - Cena avionske karte za Barselonusa iz Beograda u jednom pravcu je 23927 dinara. Avoprevoznik na ovoj relaciji je Jet i let se vrši preko Beča ...

Barselona, jeftine avionske povratne karte, cena
[www.aerogaga.com/barselona-avionske-karte-a13...](#) - Translate this page
 Povoljnija cena je za let iz Dubrovnika za Barselonusa. Cena povratne avio karte za letanje u patak u 04.02.2012 a povratak u ponedeljak 23.04.2012 po osobi sa ...

Najjeftinija karta za Barselonusa
[www.aerogaga.com/najjeftinija-karta-za-barselonusa...](#) - Translate this page
 9. dec 2011 - Karte rezervišate na sajtu ili pozivom na broj 0800/085085 ... Interesuje me cena najjeftinije karte iz Beograda za Barselonusa sa polaskom ...

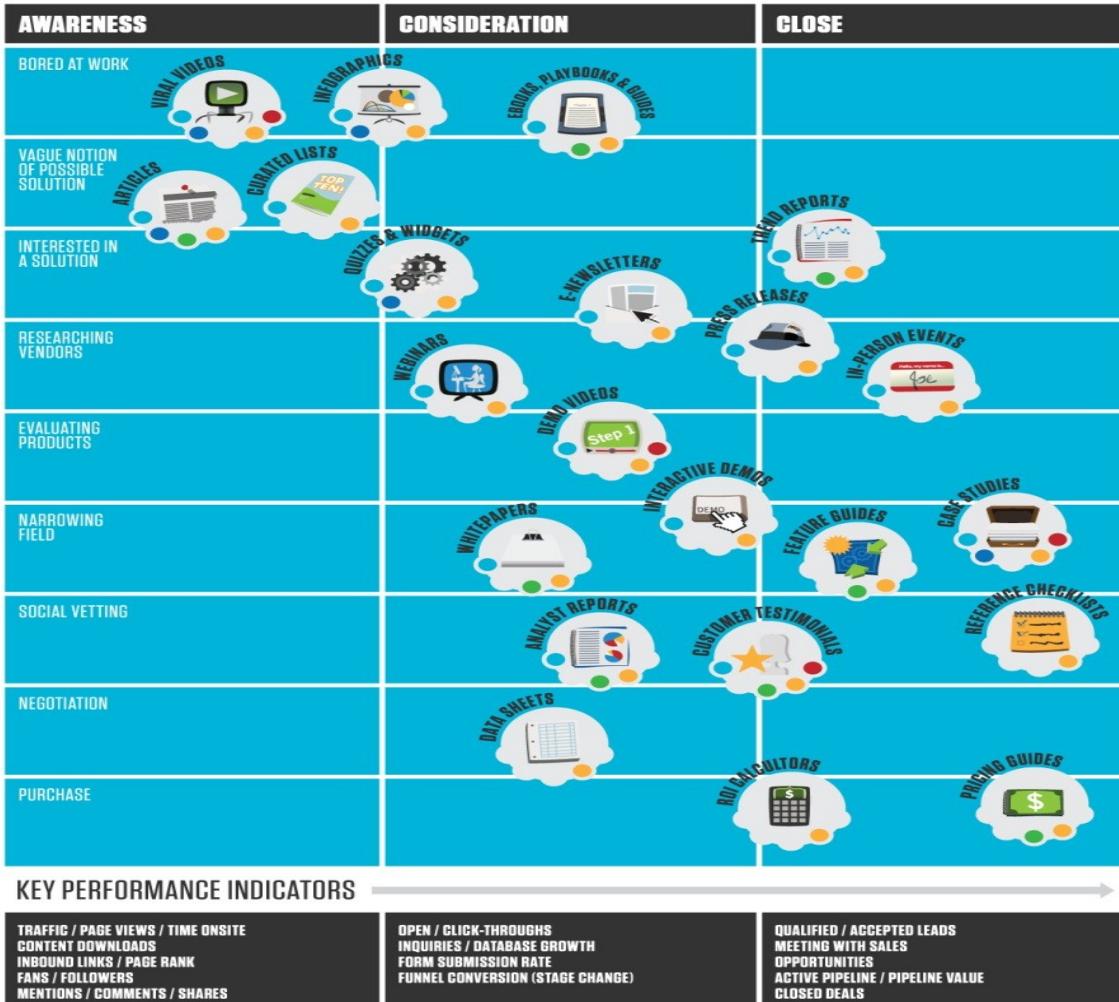
Avio karta za povratni let za Barselonusa u julu mesecu
[www.aerogaga.com/avio-karta-povratni-let-barselonusa...](#) - Translate this page
 22. februar 2012 - Cena povratne avio karte za letanje u Barselonusu u ponedeljak 04.06.2012, ...
 Letanje iz Beograda je u 07:00h, a sletanje u Barselonusu u 15:20h ...

Avionska karta za Barselonusa promo
[www.aerogaga.com/avionska-karta-barselonusa-promo...](#) - Translate this page
 1. ori 2011 - Povratna avionska karta za Barselonusa iz Beograda, po promotivnoj ceni ...
 Cena povratne karte, sa svim uračunatim takšama iznosi samo ...

Najjeftinije avionske karte do Barselonusa, cene
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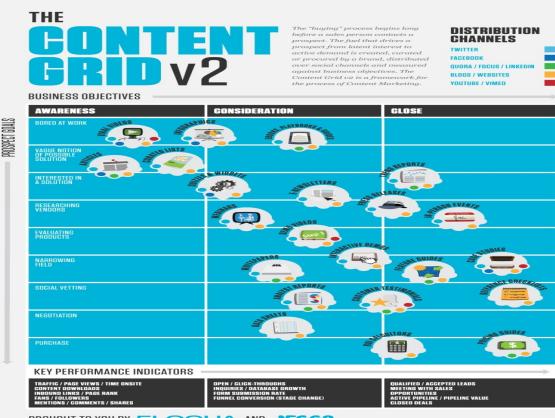
THE CONTENT GRID v2

BUSINESS OBJECTIVES



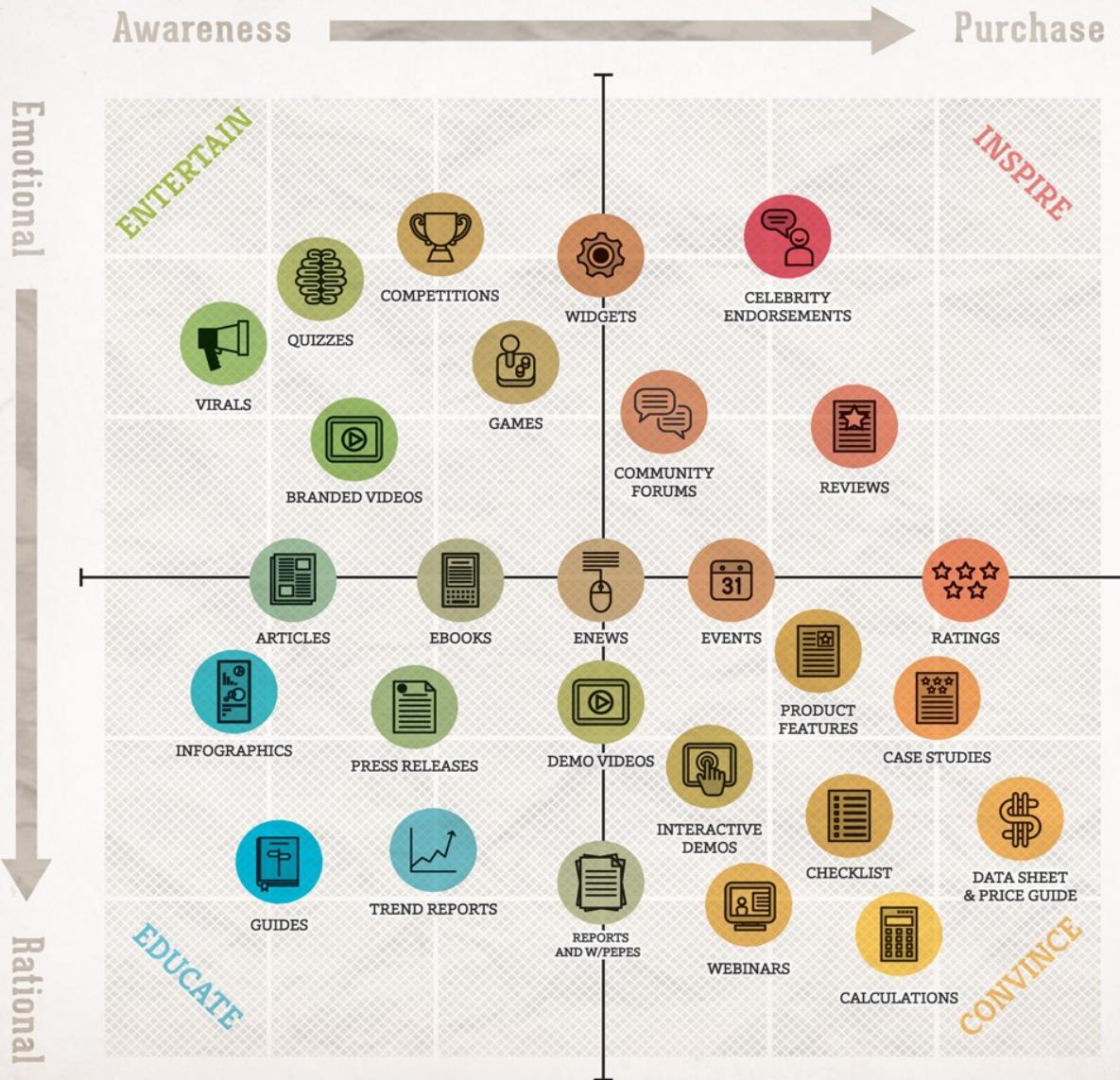
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The Content Marketing Matrix



What are your marketing goals for content?

To help review your content marketing options for your B2C, B2B or not-for-profit organisation, and map content formats against customer purchase intent and decision style.

Use the four quadrants Entertain, Inspire, Educate and Convince as a starting point to spark your own ideas.

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