

Kreiranje i distribucija online sadržaja

- 3. deo -

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Distribucija (promocija) online sadržaja

File Edit View Window Help

1 APA_Econsultancy_presentation trends content marketing.pdf - Adobe Reader

9 / 35 70.3% Tools Sign Comment

There is a need to develop a content marketing framework

Diagram illustrating the 5 Essential Customer Touchpoints:

- Discovering
- Consuming
- Creating
- Curating
- Engaging

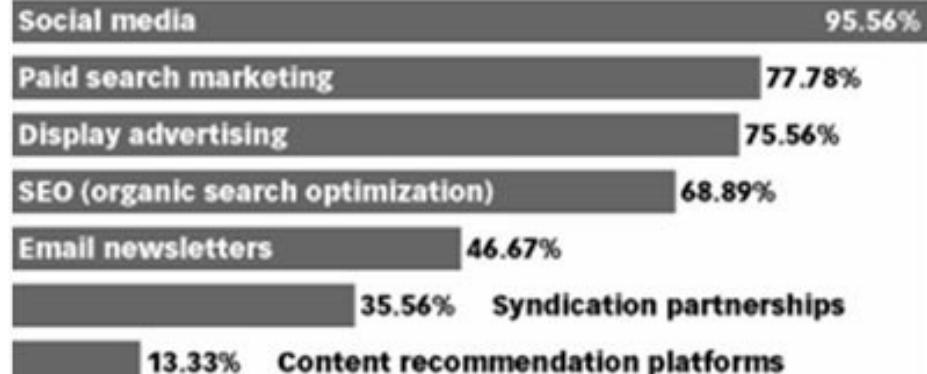
Source: Lee Odden, "Optimizer: 5 Essential Customer Touchpoints."

| 9 | Content marketing: Technology-driven trends

8:12 PM 10/5/2012

Online Content Distribution Tactics Used by US Brand and Agency Marketers, Jan 2012

% of respondents



Source: Outbrain, "The State of Content Marketing 2012," March 7, 2012

www.eMarketer.com

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skype

ilya sergeenko
is online



But what if my
industry is
BORING?



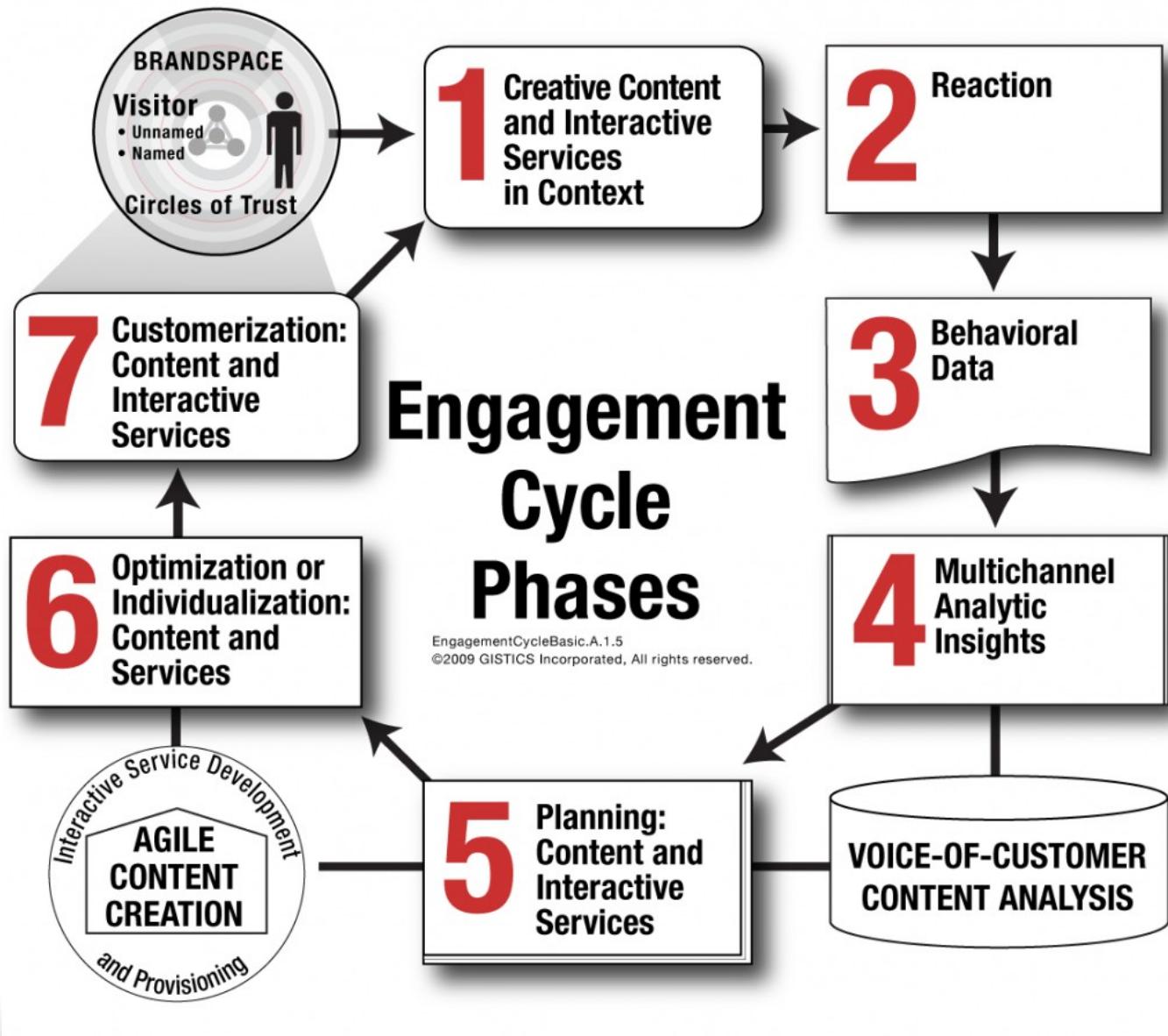
Your industry
isn't boring.
Your **marketing**
is boring.

@dharmesh

#HubSpotDF11



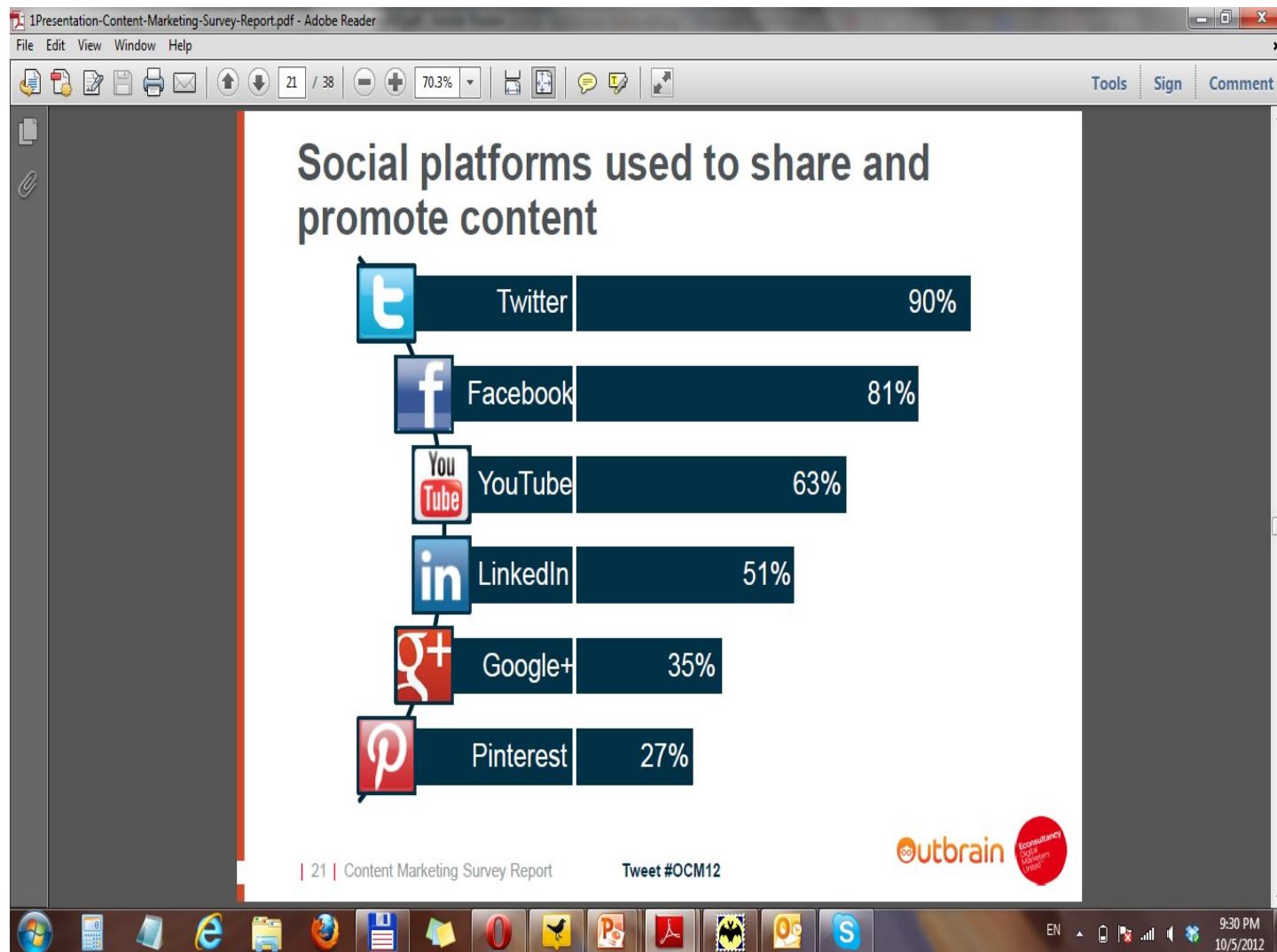
Distribucija (promocija) online sadržaja



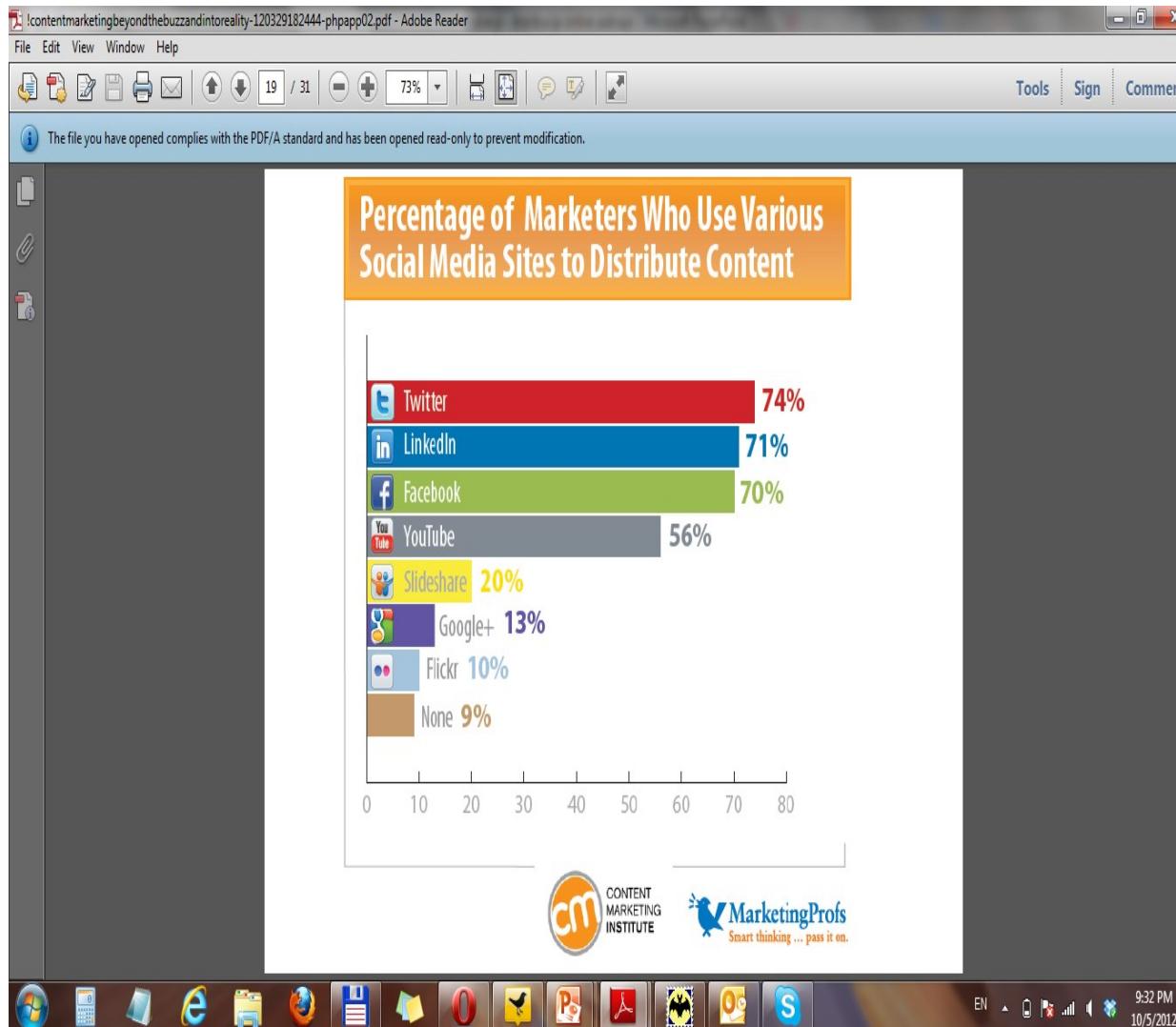
Da bi kreirani sadržaj dao traženi efekat (širenje poruke), veoma je važno obezbediti da se oko samog sadržaja angažuju korisnici, ali i kreatori sadržaja.

Kada se određeni sadržaj plasira putem neke Web platforme (npr. društveni mediji), takođe je potrebno angažovati sebe i korisnike oko tog sadržaja.

Distribucija (promocija) online sadržaja



Distribucija (promocija) online sadržaja



Distribucija (promocija) online sadržaja

Google search results for "ComTrade softversko rešenje pokreće britanske online kazino sajtove". The top result is from prodjeve.com, dated October 3, 2012, with the headline: "ComTrade softversko rešenje pokreće britanske online kazino sajtove". Below it is a snippet: "Pre 2 dana - ComTrade je danas objavio potpisivanje ugovora o licenciranju sa kompanijom Genting Aldemey, članicom Genting Grupe koja je trenutno ... Goran Aničić je dođao na 1. ovome". The snippet includes a link to prodjeve.com/ojava/2012/03/comtrade-sofversko-rešenje-pokreće-britans... and a timestamp of 10:52 AM on 10/5/2012.

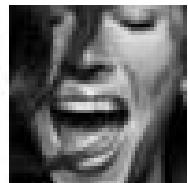
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Article from prodjeve.com titled "ComTrade softversko rešenje pokreće britanske online kazino sajtove" (October 3, 2012). The article discusses ComTrade's software solution launching British online casino websites. It mentions the signing of a license agreement with Genting Aldemey, a member of the Genting Group. The article includes a quote from Goran Aničić and a link to prodjeve.com/ojava/2012/03/comtrade-sofversko-rešenje-pokreće-britans... The page also features a sidebar with links to other news categories like Politika, Ekonomija, Kultura, Društvo, Regioni, Vojvodina, Zabava, Tehnologija, Sport, Hronika, and a PR logo.

Elementi online komunikacije

- ☒ **Observation** – Communication Tracking & Evaluation
- ☒ **Curation** – Content Selection & Publishing
- ☒ **Dialogue** – Conversational Exchange

Priredivanje sadržaja – Content Curation



Sonyka: oh,pogledajte ovo <http://lnk.ms/LCPbc>

1 day ago via MySpace · [Reply](#) · [View Tweet](#)

search.twitter.com

Digital Day 2011 događaj će obeležiti
početak rada IAB Serbia, 20. april u BGDu →
<http://bit.ly/hk5ryB>

2068

● itdogadjaji, [+] Fri 25 Mar 15:21 via web

[www\(tweetdeck.com](http://www(tweetdeck.com)

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Priredivanje sadržaja – Content Curation



vojislav_rodic Vojislav Rodic

"Пријатељу и непријатељу дај увек добар савет, јер пријатељ га прихвата, а непријатељ отклања" (латинска пословица)

16 hours ago



vojislav_rodic Vojislav Rodic

"Ништа не вреди толико колико неправда пропраћена иронијом", Наполеон (Bonaparte Napoleon, 1769-1821) <http://my.rs/jyj>

6 Jun



vojislav_rodic Vojislav Rodic

"У сложну породицу срећа сама од себе долази", Народна пословица

5 Jun



vojislav_rodic Vojislav Rodic

"Људи које највише раздиру страсти, највише могу и да уживају у животним сластима", Кафка (Franz Kafka, 1883-1924)

<http://my.rs/5kd>

4 Jun



vojislav_rodic Vojislav Rodic

"Ретко ћете срести човека који је био срећнији док се одмарао, него док је радио", Секу Type (Ahmed Sékou Touré, 1922-1984)

<http://my.rs/j8u>

3 Jun



vojislav_rodic Vojislav Rodic

"Ко узме да искористи одмор, тај узме и да се одмара радећи" Чернишевски (Николај Гавrilovich Чернишевски, 1828-1889)

<http://my.rs/rqk>



Priredivanje sadržaja – Content Curation

The screenshot shows a Facebook profile page for 'Dragan Varagic' (Home). On the left, there's a post from 'Zoran Milojević' about a news article on RTV Bor. Below it, another post from 'Igor Hitrović' is visible. On the right, a sidebar titled 'People you know' lists several mutual friends with their profile pictures and names: Nina R. Milošević, Hilda Draskovic, Aleksandar Mitrović (Adriatic Estrada), Vlado Hedved Medo Prvi, Dragana Nolls, Leontina Pat, and Jovana Ilić. At the bottom of the sidebar, there's a link to 'Facebook © 2012' and other links like 'English (UK)', 'Privacy', 'Terms', 'Cookies', and 'More'. The status bar at the bottom shows the date and time: '10:05 PM 10/5/2012'.

This screenshot shows a Facebook profile page for 'Borla Bošković' (Home). It features a post from 'Borla Bošković' about an event next week. Below it, a post from 'Aleksandar Stojković' with a photo of a person laughing. Further down, a post from 'Vanja Zorić' is shown. The right sidebar displays the same list of mutual friends as the first screenshot. The status bar at the bottom indicates the date and time: '10:07 PM 10/5/2012'.

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Priredjivanje sadržaja – Content Curation

The screenshot shows a web browser window with the URL www.youtube.com/watch. The main content is a video player for a TEDxNoviSad talk by Dragan Varagić. The video is titled "TEDxNoviSad - Dragan Varagić - (Online) obrazovanje u 2011." and is 17:48 minutes long. Below the video player are standard YouTube interaction buttons: Like, Add to, Share, and a download icon. The video has 2,157 views, 35 likes, and 5 dislikes. The video was uploaded by TEDxTalks on Jan 21, 2012. A brief description in Serbian follows:

Dragan Varagić je vlasnik konsulting agencije P2 Internet, bloger, online strategi i bavi se savetodavnim uslugama iz oblasti poslovne primene Interneta. Ovaj govor predstavlja izazove savremene edukacije kroz predstavljanje

Below the video player, there is a "Show more" link. To the right of the video player is a sidebar displaying five other TEDx talks from the same event:

- TEDxNoviSad - Luiz Mello - Why every... (17:26)
- TEDxNASA - Dr. Paul Aravich - 11/20/09 (7:49)
- TEDxNoviSad - Uroš Krčadinac - Kultura (18:51)
- TEDxNoviSad - Zoran Lovreković - Kuda ide... (14:39)
- TEDxNoviSad - Vladan Joler - Alternativni... (13:34)
- TEDxNoviSad - Saša Popović - Besplatno (13:19)
- TEDxNoviSad - Nada Purić i Ljiljana (17:11)

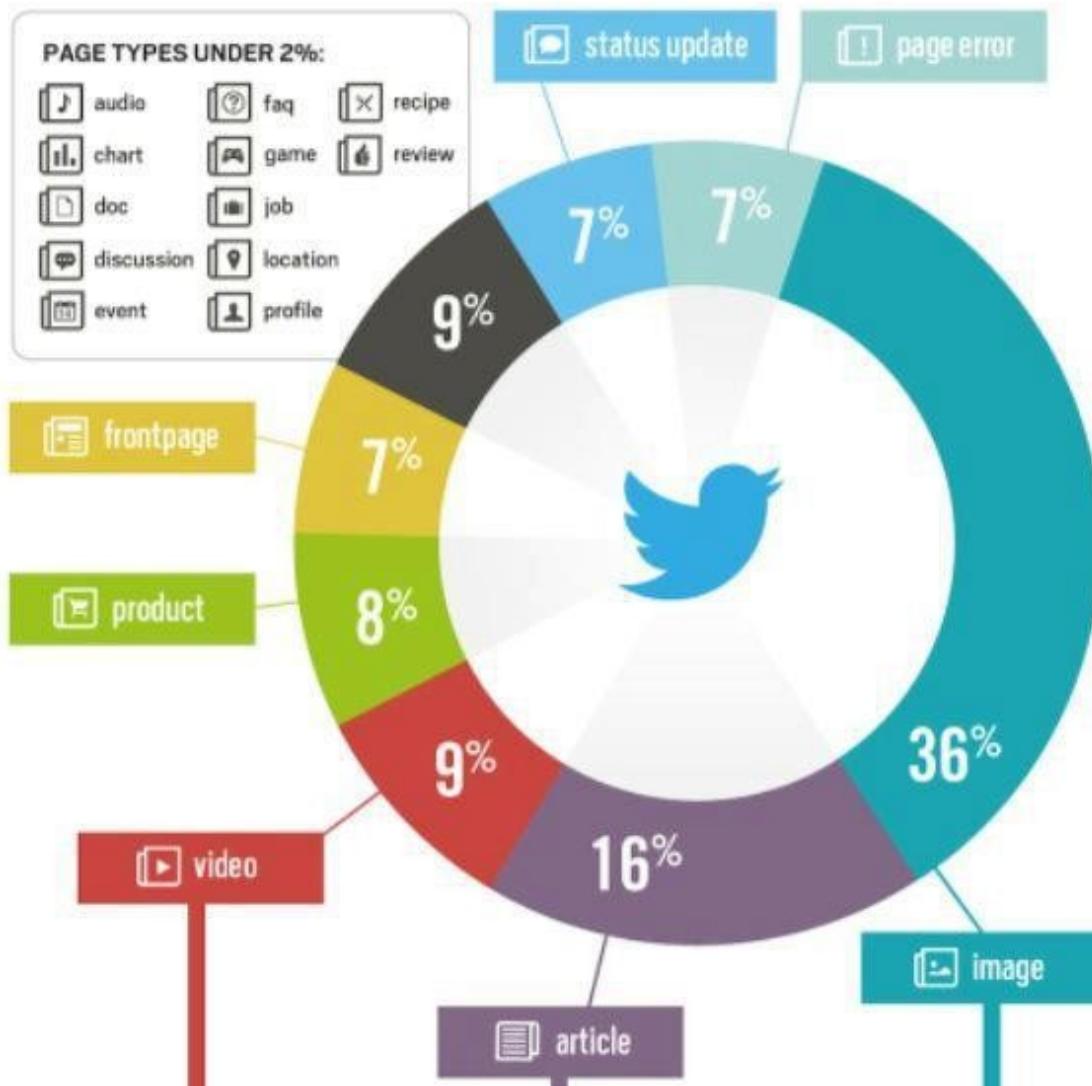
The browser interface includes a toolbar at the top with various icons like Opera, Mailbox, All items, Facebook, Google, etc., and a status bar at the bottom showing the date and time (10:03 PM, 10/5/2012).

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Priredjivanje sadržaja – Content Curation

1. WHAT ARE WE SHARING ?

— breakdown of links by page type —



Šta je Content Management?



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Šta je Content Management?

New User? Register | Sign In | Help

Trending: Swayze's widow

Y! Yahoo! Mail My Calendar News

THE YAHOO! STYLEGUIDE
WRITING, EDITING, AND CREATING
CONTENT FOR THE DIGITAL WORLD

Search Web Search

WRITING FOR THE WEB EDITING 101 WORD LIST RESOURCES ASK AN EDITOR ABOUT THE BOOK

SEARCH THIS SITE Search Popular Searches: Commas Capitalization Eye-Tracking User-Interface Writing SEO

The Yahoo! Style Guide

Learn how to write and edit for a global audience through best practices from Yahoo!

Attract more readers; give them the gold-standard editorial experience on your site. "The Yahoo! Style Guide" shows you how.



Available now



Shape your text for online reading

Text that works best on the Web is text that gets to the point fast and makes it easy for readers to pick out key information.

Tips that work

Write strong headlines

Headlines drive clicks, get the attention of search engines, and show up everywhere from RSS feeds to mobile browsers.

Craft them carefully



Ask an Editor

Is "TelePrompTer" a trademarked term, or is it OK to lowercase it ("teleprompter")?

[Read the answer](#)

EDITING 101

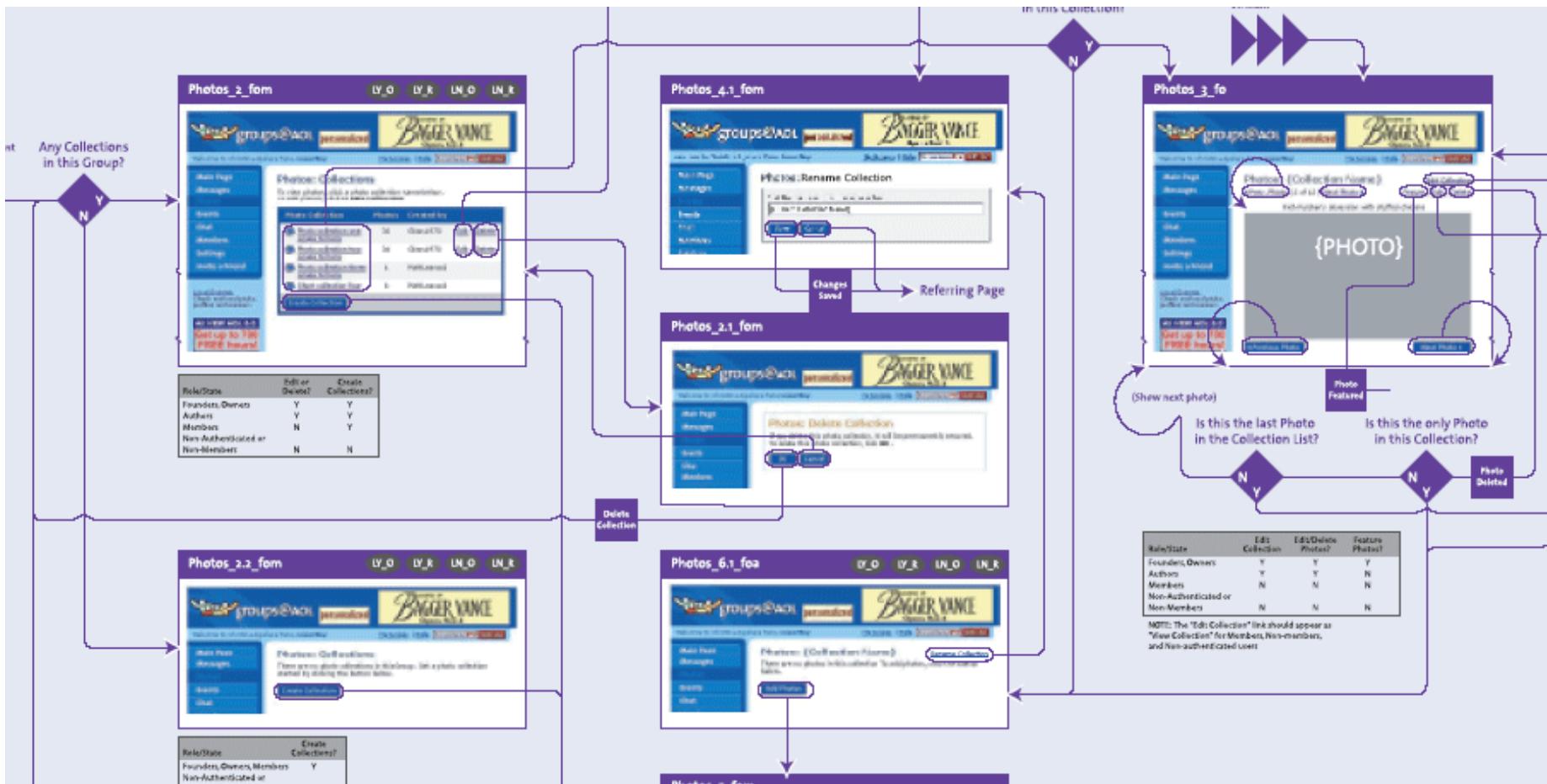
RESOURCES

WORD LIST

Styleguide.yahoo.com

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Content Workflow



www.iainstitute.org

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Content Plan

1	2	3	4	5	6	A	B	C	D	E	F	G	H	I	J	K	L	M	N
Project Name Content Inventory																			
2	Page ID Number	Level 1 Page Title	Level 2 Page Title	Leve 3 Page Title	Level 4 Page Title	Level 5 Page Title	Level 6 Page Title	Level 7 Page Title	Current URL	Format	Content Type	3rd Party Content	Login Required						
+/-	10	AlfIA Home							http://www.aifia.org										
+/-	49	Partners							http://www.aifia.org/pg/partners.php										
+/-	60	Initiatives							http://www.aifia.org/pg/initiatives.php										
+/-	176	Education							http://www.aifia.org/pg/education.php										
+/-	177	Schools Teaching IA																	
+/-	178		Programs																
+/-	179			AlfIA List-of-IA-Programs.2003.pdf					http://aifia.pdf										
+/-	180		Courses																
+/-	181			AlfIA_List-of-IA-Courses.2003.pdf					http://aifia.pdf										
+/-	182		Courses and Programs																
+/-	183			AlfIA_List-of-IA-Education.2003.xls					http://aifia.xls										
+/-	184		Degree in IA																
+/-	185	Careers																	
+/-	186		Careers in IA																
+/-	187			What does an information architect do all day?															
+/-	188			How's the money?															
+/-	189				2001 ACIA salary survey														
+/-	190				Who hires IAs?														
+/-	191				Do I need a degree?														
+/-	192					IA Programs													
+/-	193					Where can I learn more?													
+/-	194						online community												
+/-	195		IA Quiz																
+/-	196						What level do you want to work at?												
+/-	197						Innie or outie?												
+/-	198	Books																	
+/-	199			Books Devoted to Information Architecture															
+/-	200				Information Architecture (in Italian) by Laura Caprio and Beatrice Ghiglione														



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!

Kreiranje i distribucija online sadržaja

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