

Internet marketing

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Internet Professional Program

Sadržaj

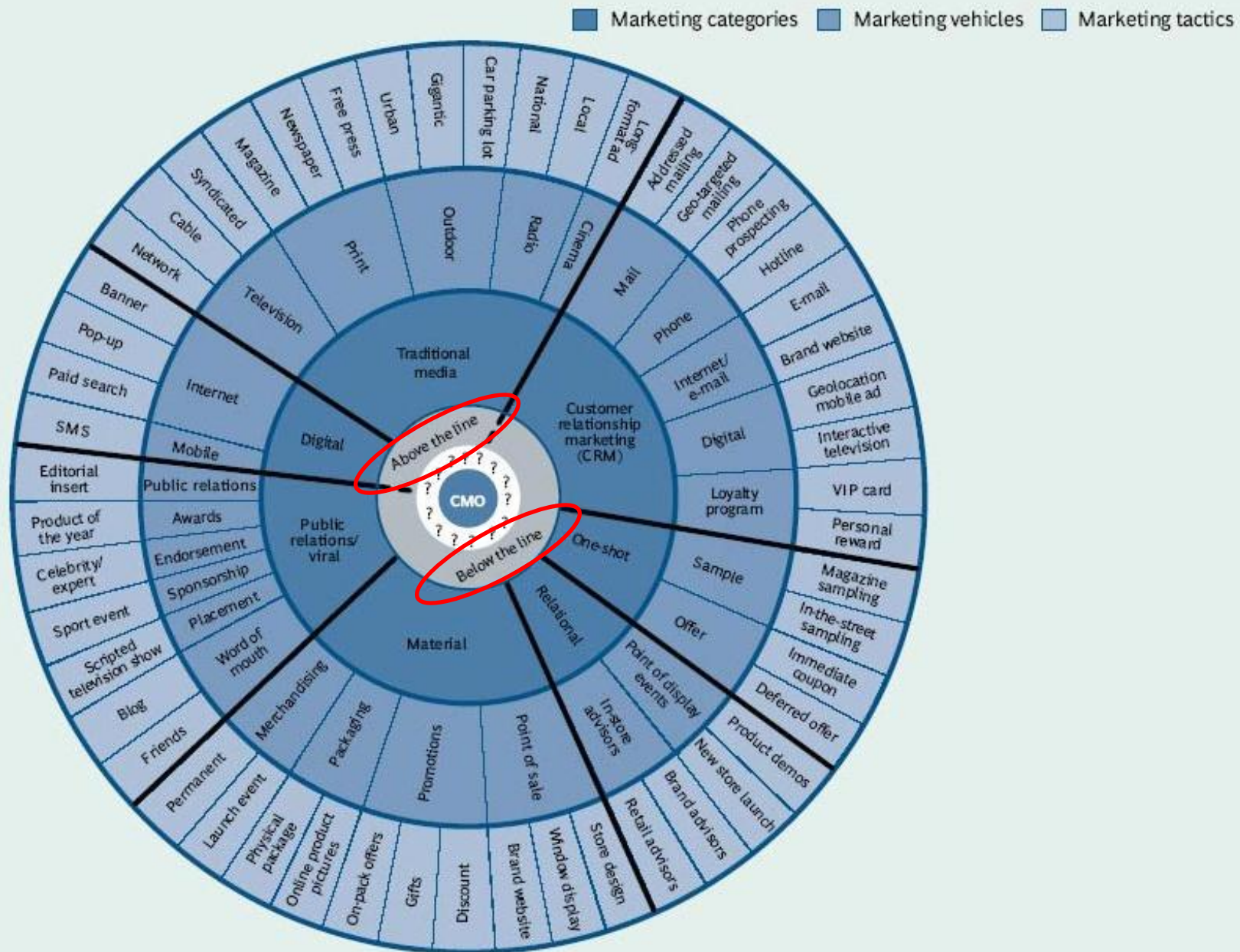
- Definisanje internet marketinga
- Priprema nastupa organizacije na internetu
- Kreiranje strategije onlajn nastupa
- Kreiranje Web sajta - Web sajt plan
- Tehnike internet promocije
- Tehnike optimizacije tipova promocije
- Evaluacija efekata internet marketinga

Definisanje Internet marketinga



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Definisane Internet marketinga



Definisanje Internet marketinga

Internet marketing = Marketinške aktivnosti koje koriste Internet kao kanal marketinške (poslovne) komunikacije.

Digitalni marketing = Marketinške aktivnosti koje se sprovode preko novih komunikacionih medija (Mobilni telefon, Interaktivna TV, Internet, Video igre...)

E-marketing = Uglavnom sinonim za Internet marketing. Neki autori definišu elektronsku pomponentu marketinga preko svih medija koji koriste elektronske uređaje.

Interaktivni marketing = Uključuje sve komponente komunikacije koji iniciraju interakciju sa konzumentima (dvosmerna komunikacija).

Uspešan online nastup zavisi od poznavanja najbolje prakse primene funkcionisanja Net-a u poslovanju.

Priprema online nastupa

Internet biznis plan sastoji se iz četiri osnovne celine:

1. Opis delatnosti kompanije
2. Analiza tržišta
3. Prikaz zaposlenih (management)
4. Finasijska analiza

Primer:

http://www.awp.com.au/Guide/Business_plan_guide_and_template.htm

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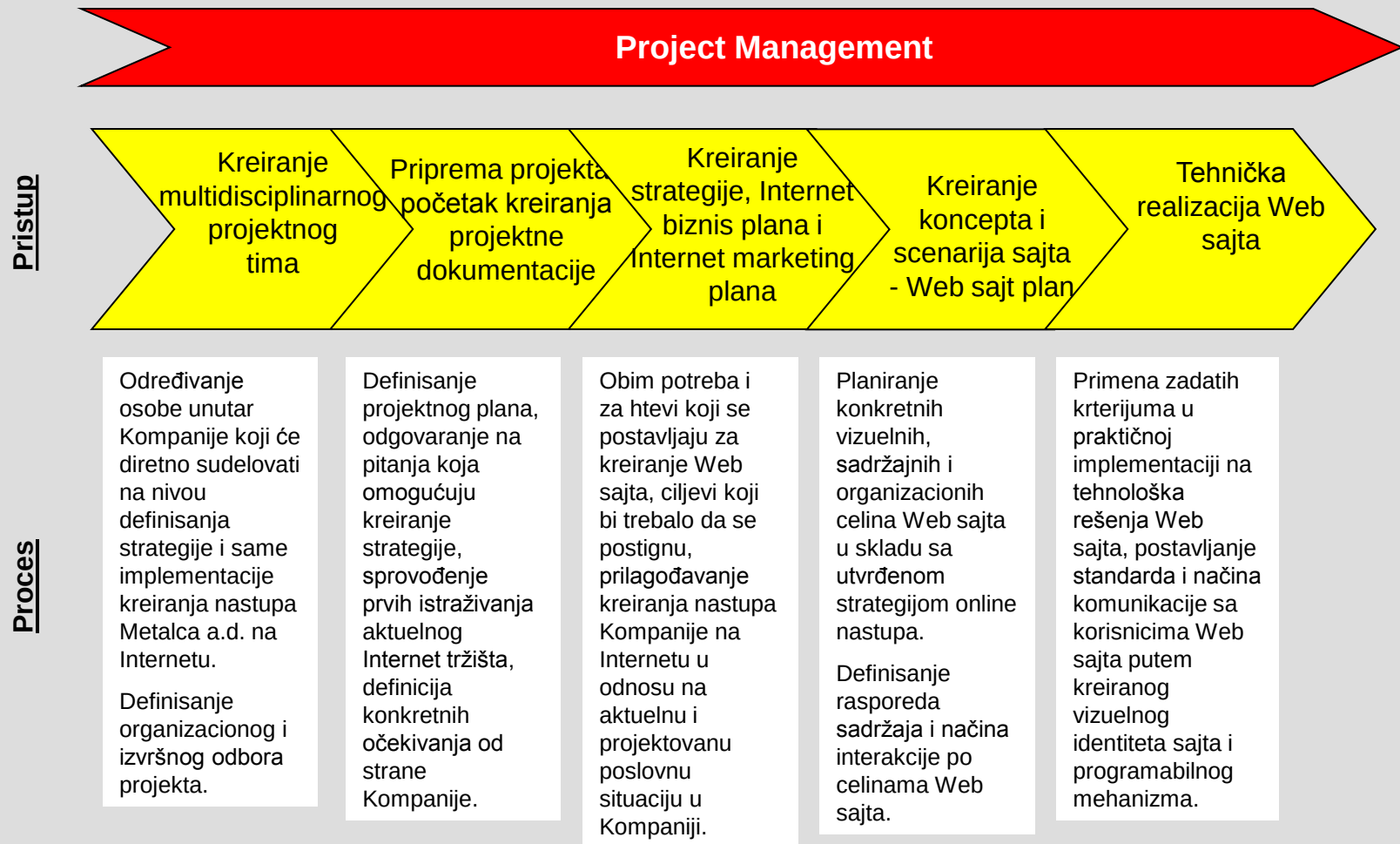
Internet marketing plan

1. Uvod (Executive Summary)
2. Opis (Delatnost) organizacije
3. Definisanje online strategije
4. Istraživanje tržišta
5. Kreiranje koncepta online nastupa
6. Planiranje budžeta
7. Formiranje tima i definisanje vremenskih rokova (plan implementacije)
8. Internet media plan i online PR aktivnosti
9. Kreiranje dodatnih marketinških materijala vezanih za online nastup
10. Plan evaluacije

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www.mplans.com/sample_marketing_plans.php

Projektni plan



Projektnim planom definiše se dužina projekta (početak, kraj, kontrolne tačke), obim, i eventualno prikaz troškova.

Definisanje online strategije

the **conversation** marketing method



Definisanje online strategije

1. Glavni poslovni i marketinški ciljevi
2. Pravci razvoja organizacije u interaktivnom okruženju
3. Situaciona (SWOT) analiza
4. Fokus i pozicioniranje kompetencija (proizvoda/usluga)
5. Faktori uspeha (Key Success Factors)
6. Online brending strategija
7. Definisanje potreba klijenata (pozicioniranje prema klijentima)
8. Pozicioniranje prodajne strategije (plan prihoda)
9. Načini sprovođenja online strategije
10. Merenje performansi (Balanced Scorecard)

Online strategija?

Vizioshop.com
(2005, 2011)

- Bivši direktor prodaje Fidelinke kupio je mašine za štampanje majica i napravio online shop.

- Početkom 2008. g. Potpuno je prestao prodaju van Web sajta.

- Potrebno je pet prodatih majica dnevno za isplativ biznis.

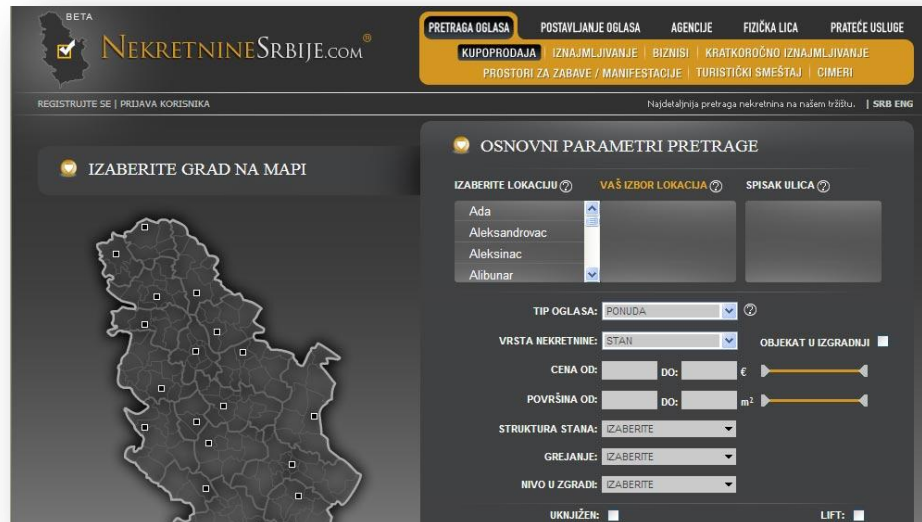
- Ovaj shop ima najveću affiliate mrežu u Srbiji (400+ sajtova).

- (2008) Veoma uspešna dva affiliate modela zarade.

- 2010. sajt u problemima sa padom prodaje, krajem godine prodat dobavljaču.



www.vizioshop.com



www.nekretninesrbije.com

Nekretninesrbije.com
(2009, 2011)

- Vlasnik je došao iz SAD 2004. g., posle dvadeset godina boravka. Investirao je u izradu sajta preko 80.000 EUR (zaposleni) – godinu dana.

- Sajt je krenuo u januaru, a u februaru je konkurencija požurila definisanje prodajne ponude.

- Od februara krenulo oglašavanje, sa 50 poseta dnevno na preko 1.700 dnevno (kraj marta).

- Do pojave specijalizovanih sajtova za nekretnine na B92 i Blic bio najposećeniji iz ove oblasti.

- Pitanje je da li će sajt opstati i vlasnik vratiti uloženo.

Online strategija?



www.milliondollarhomepage.com

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Online strategija?

go web go mobile



Go Web



Go Mobile



Go Social

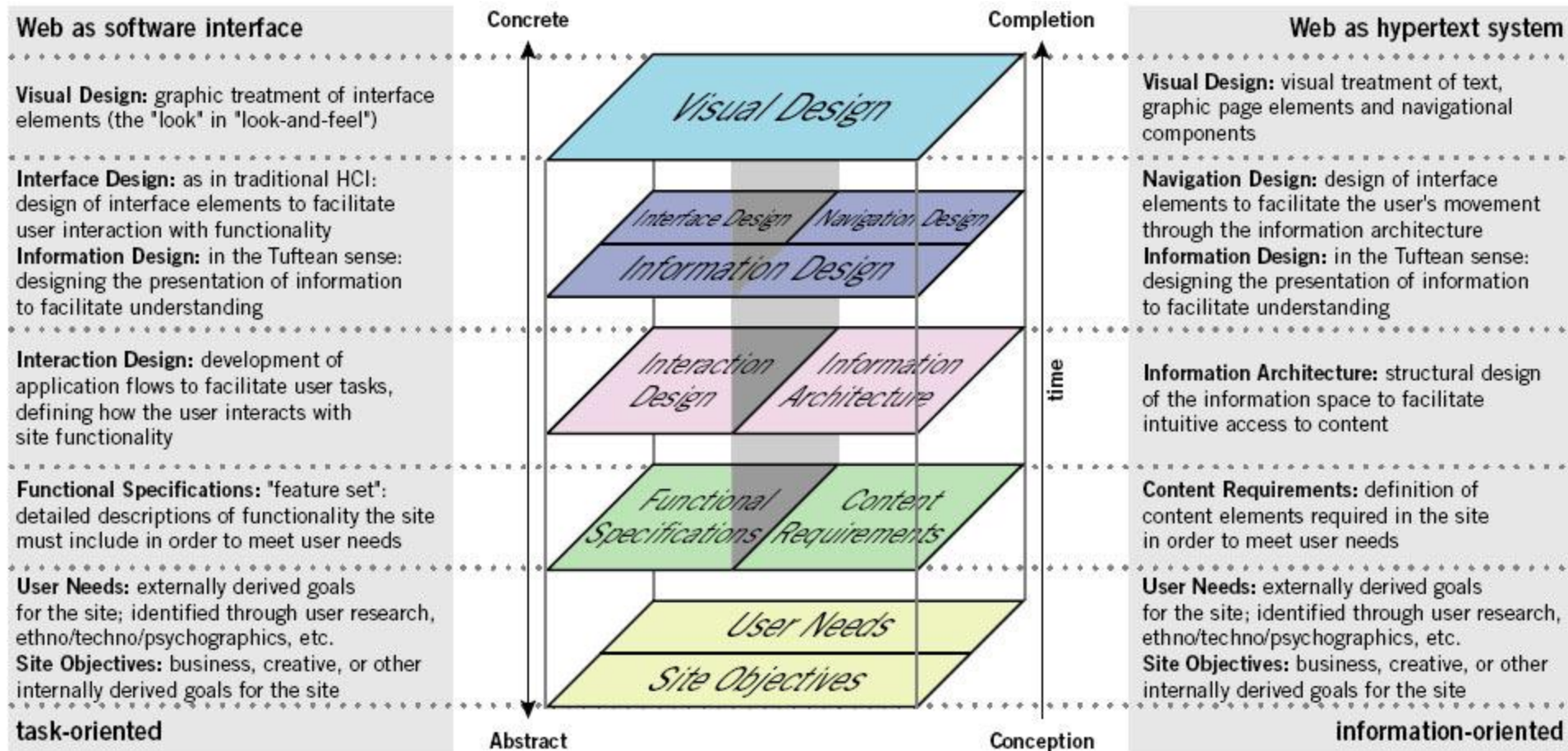
Izrada Web sajta

1. Definisanje ciljeva (strategija, koncept)
2. Kreiranje funkcionalne specifikacije
3. Kreiranje funkcionalnog dizajna (sadržaji, informaciona arhitektura, informacioni dizajn, navigacija)
4. Kreiranje vizuelnog rešenja Web stranica
5. Programiranje sajta na osnovu funkcionalne specifikacije i funkcionalnog dizajna
6. Izrada tehničke dokumentacije Web sajta (uputstvo za korišćenje i dokumentacija koda Web sajta)
7. Testiranje sajta

Web sajt Plan

Izrada Web sajta – Korisnički doživljaj

The Elements of User Experience - UX (www.jjg.net/ia/)



Pročitati oba članka sa adrese:

<http://www.taboomagazine.org/code/navigate.asp?Id=25>

Tehnike Internet promocije

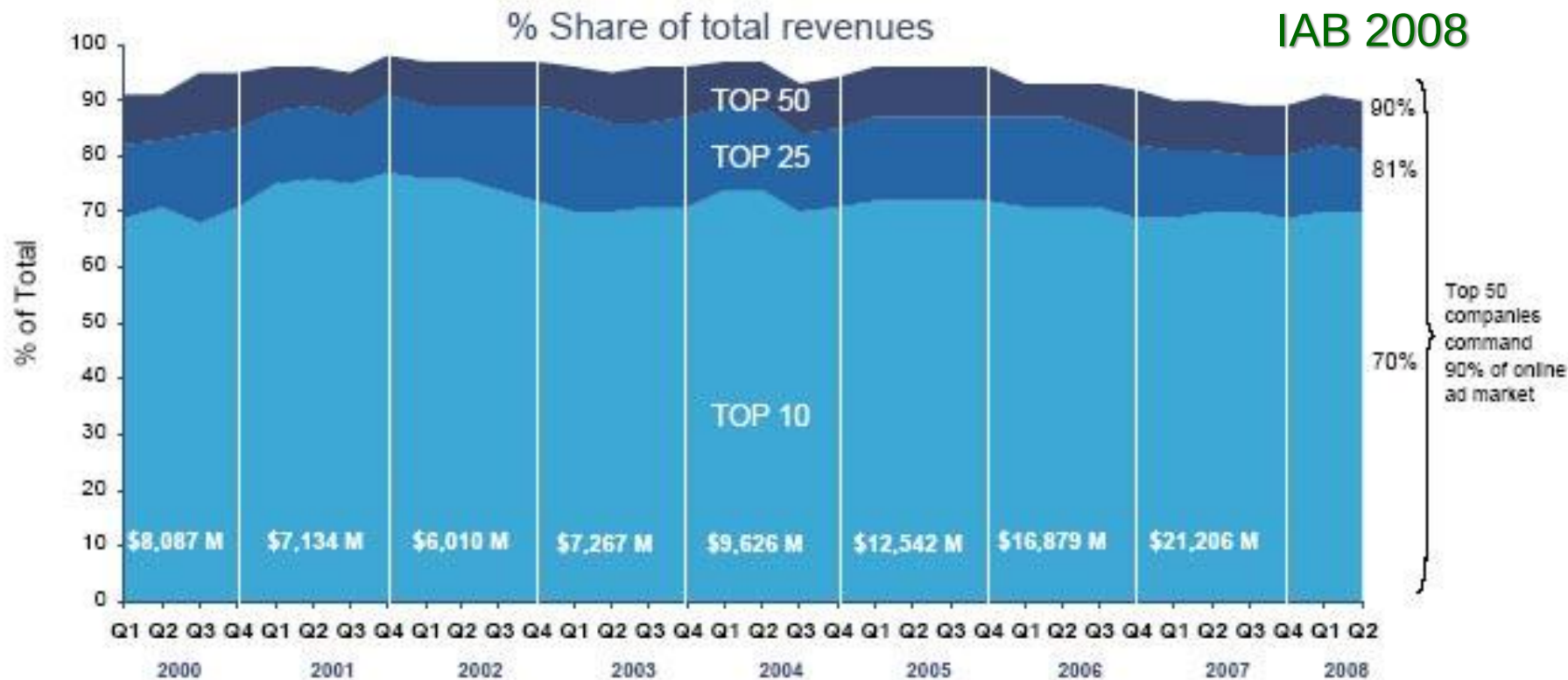
Tehnike Internet promocije predstavljaju **sredstvo** za ostvarivanje ciljeva online nastupa, i njihova prvenstvena uloga jeste:

1. Ostvarivanje online kredibiliteta
2. Ostvarivanje povratka posetilaca
3. Povećanje posećenosti sajta
4. Povećanje prodaje putem sajta

Tehnike Internet promocije

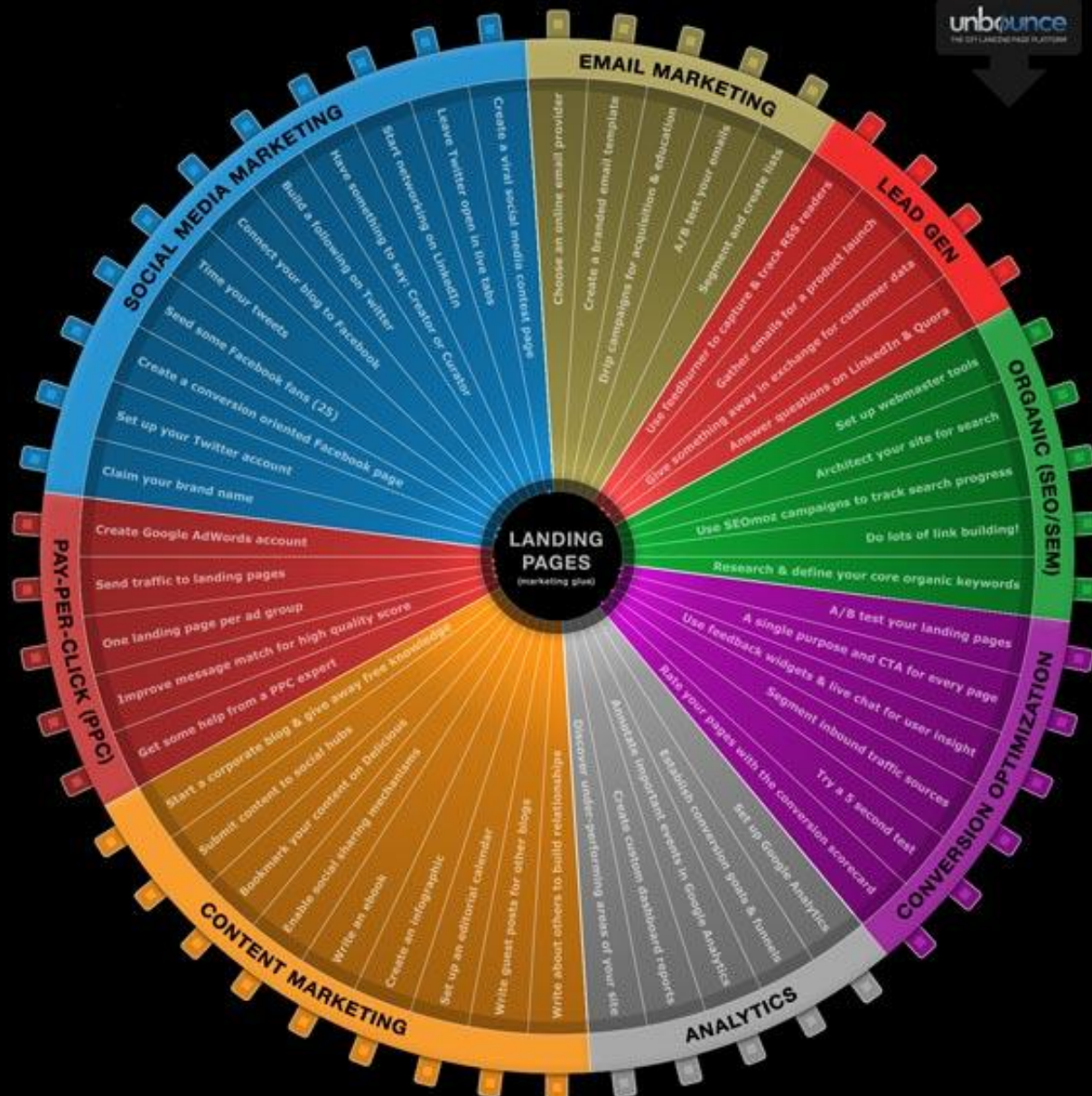
Industry Revenue Concentration Remains High

- Online advertising continues to remain concentrated with the ten leading ad-selling companies, which accounted for 70 percent of total revenues in the second quarter of 2008, consistent with the 70 percent reported for the second quarter of 2007.
- Companies ranked 11th to 25th accounted for 11 percent of revenues for the second quarter of 2008, compared to the 12 percent reported in the second quarter of 2007. Companies ranked 26th to 50th accounted for 9 percent, consistent with the 9 percent reported in 2007.



Raspodela online medijskog „kolača“ ne ide u prilog malim medijima.

Tehnike Internet promocije



E-mail marketing

Email Campaign Delivery Checklist

Nobody's perfect and human error is inevitable, but when it comes to email marketing campaigns, even the tiniest error can mean the difference between your email being opened or being immediately trashed. Here's Pure360's top ten checklist for helping you avoid the most common email marketing campaign mistakes.



1 Do all the links work and are they going the correct places?



2 Do you have a plain text version? Is it the same as your HTML content?



3 Do you have alt tags and do they show links?



4 Do all your pictures have links and are they going to the correct place?



5 Is your email personalised and are the names in your list correctly formatted and present?



6 Do you have a clear unsubscribe button and does it work?

Unsubscribe!

7 Do you have trust earning text at the top?



8 Are you tracking your links using Google Analytics?

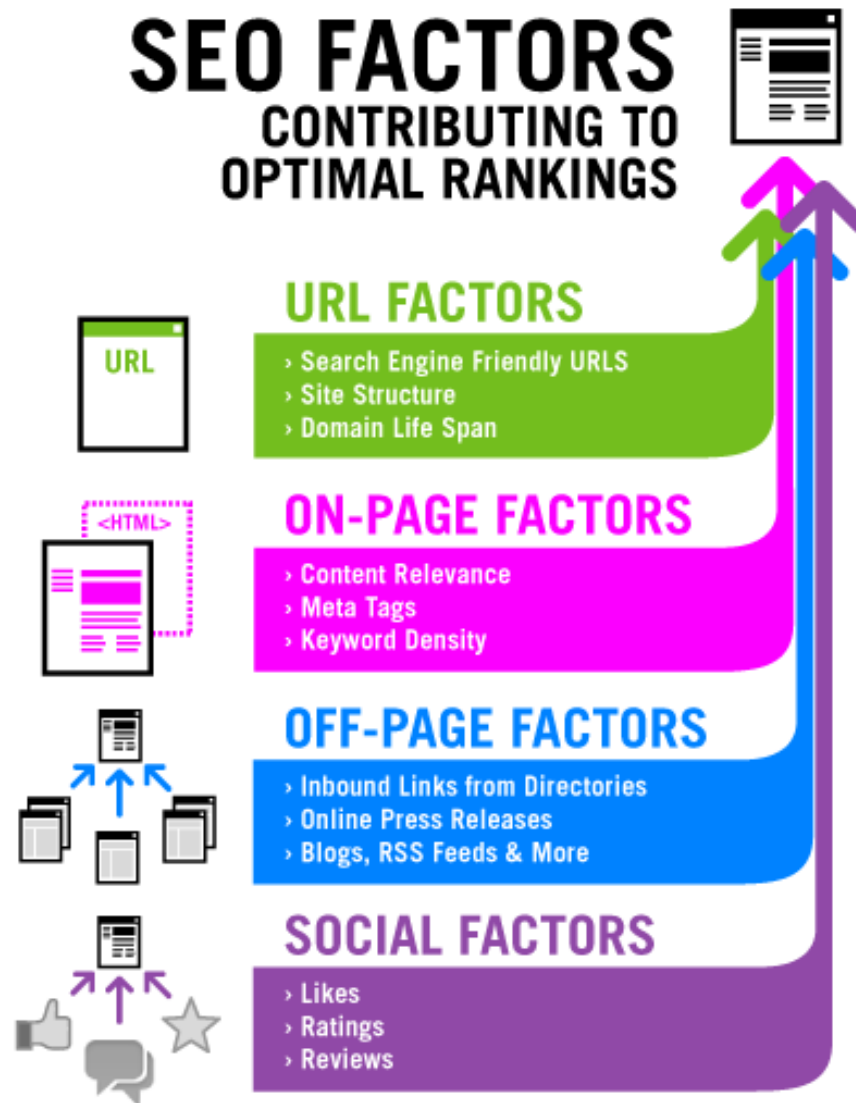
9 Have you cleaned your distribution list of opt outs?



10 How does your email look in different inbox clients?

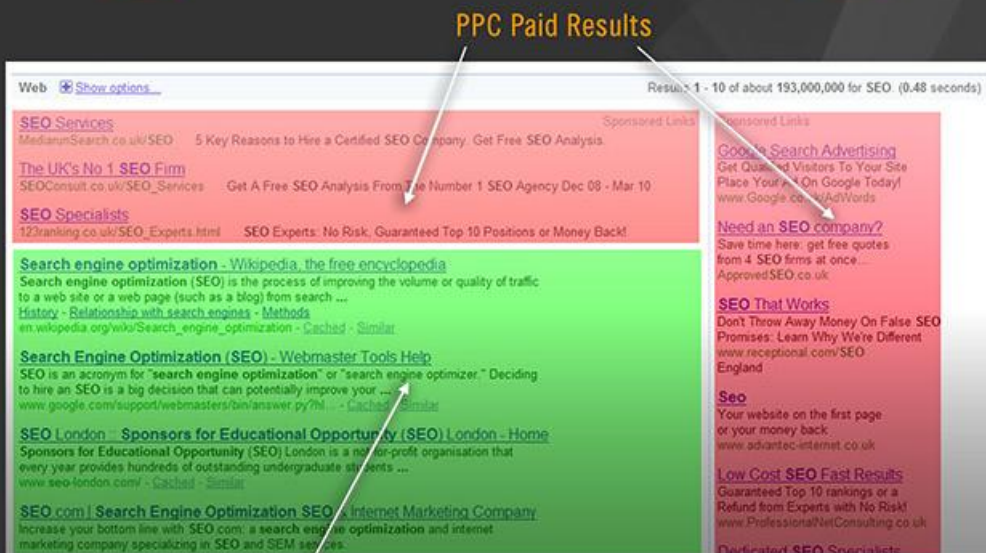
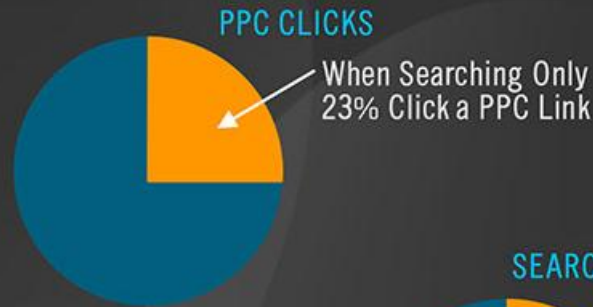
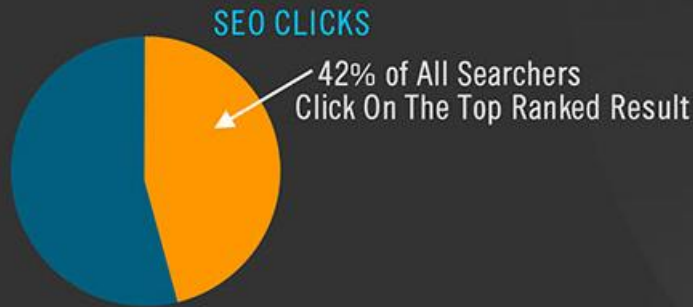


SEO – Optimizacija za pretraživače

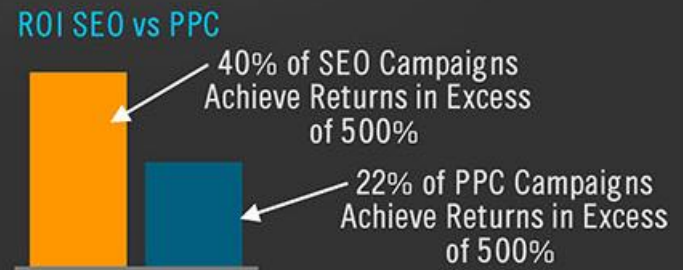


PPC – Pay Per Click

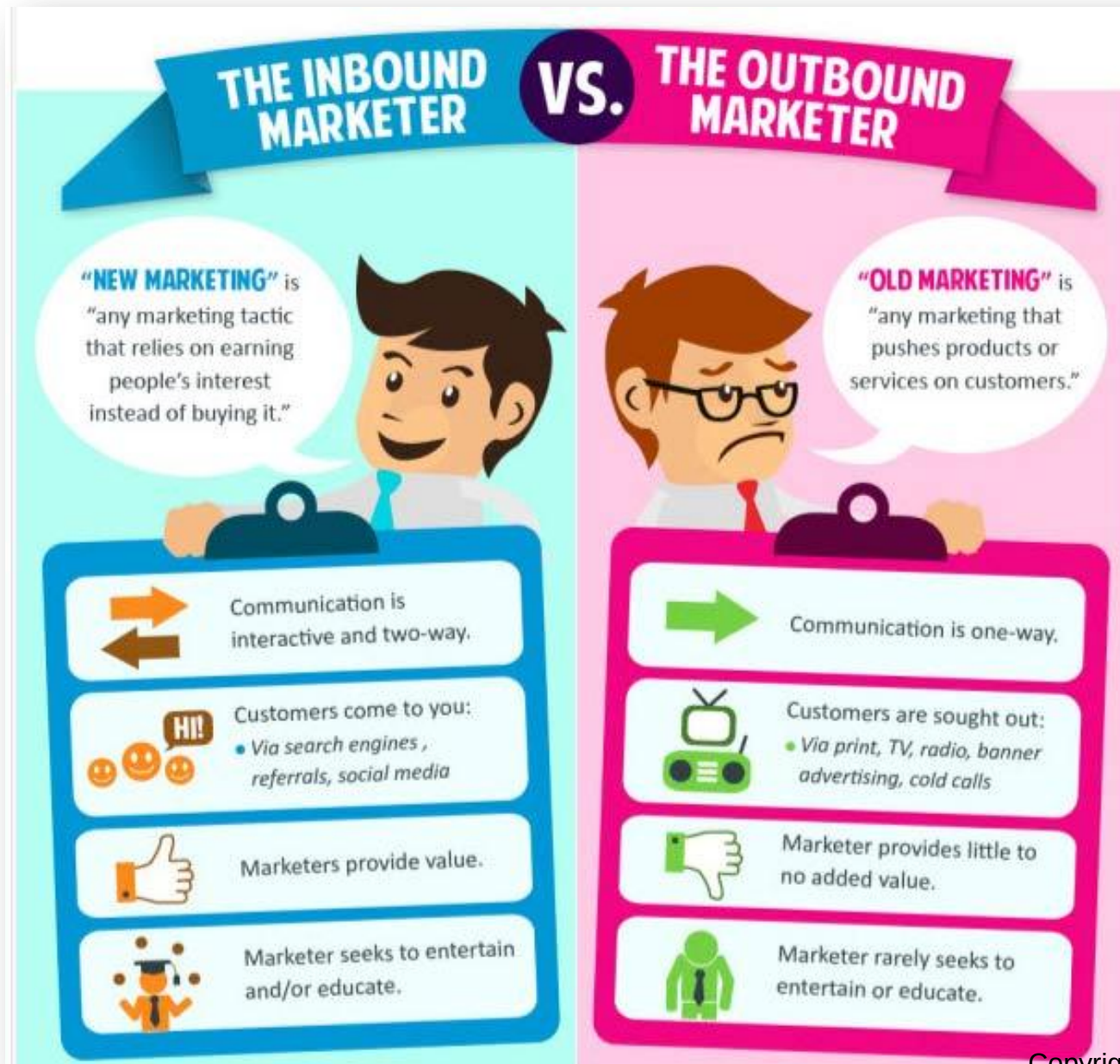
SEO vs PPC Search Results



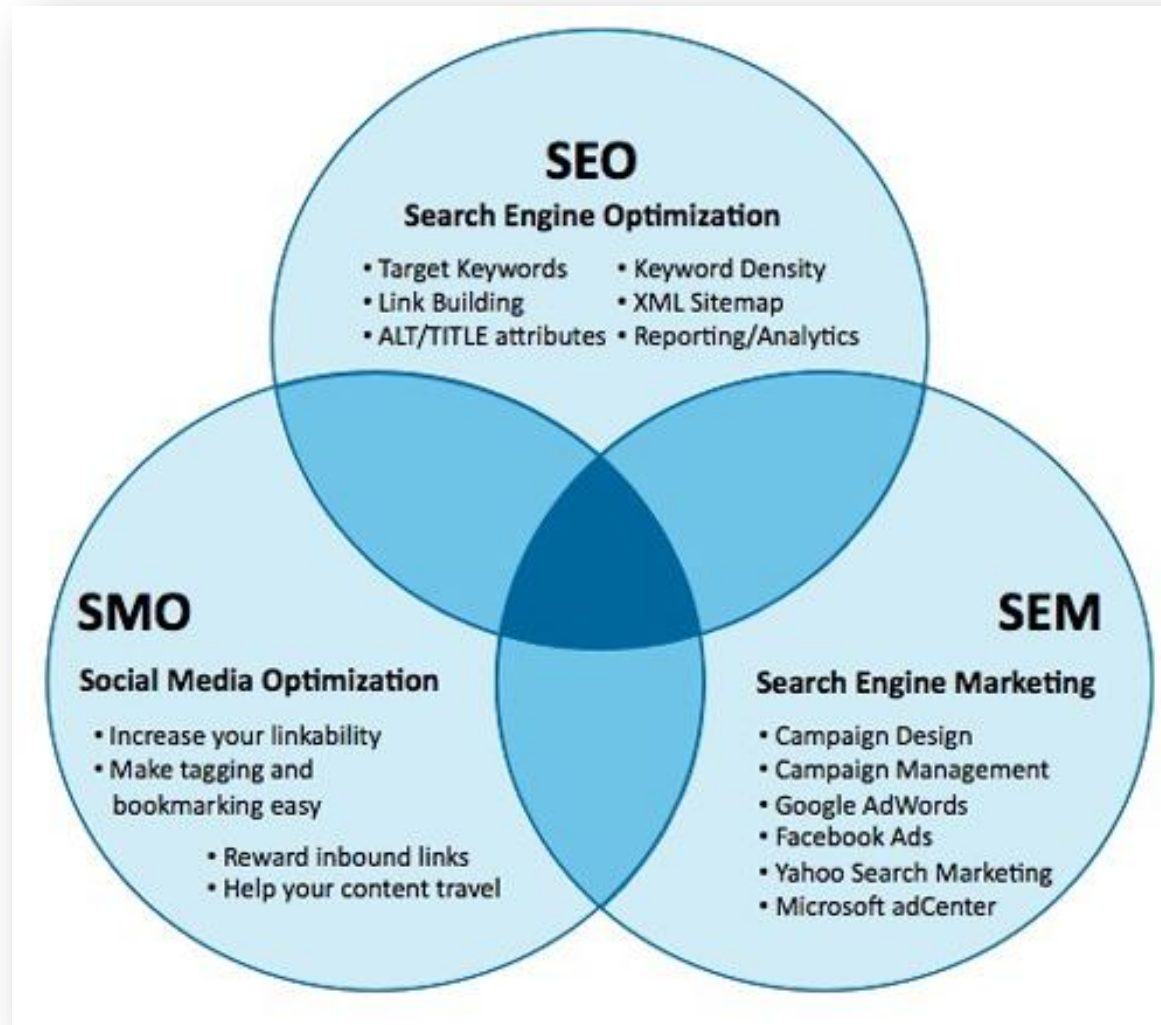
Natural Results



Social Media/Inbound Marketing



Social Media/Inbound Marketing



Social Media Marketing

THE RISE OF SOCIAL NETWORKING AD SPENDING

Social network ad spending is one again on the rise, argues a recent study by eMarketer, which predicts that US advertisers will spend nearly \$1.7 billion on social sites this year. This estimate is a noticeable increase from initial 2010 projection made by eMarketer, which forecasted \$1.3B for this year, as well as a 20% increase from 2009 spending. Of this spending, Facebook is expected to receive about half of all social network ad spending, at least in the US, with Myspace losing ground to the now preeminent social networking site. These points, as well the study's other most interesting facts and figures are featured in the below graphic.



WORLDWIDE SOCIAL NETWORKING AD SPENDING

Amount Spent:
Millions &
Annual % Change



HALF OF THE WORLD'S SOCIAL NETWORKING ADVERTISEMENT SPENDING IS DIRECTED TOWARD FACEBOOK, WHICH IN JULY, 2010 HIT 500 MILLION USERS.



Content Marketing

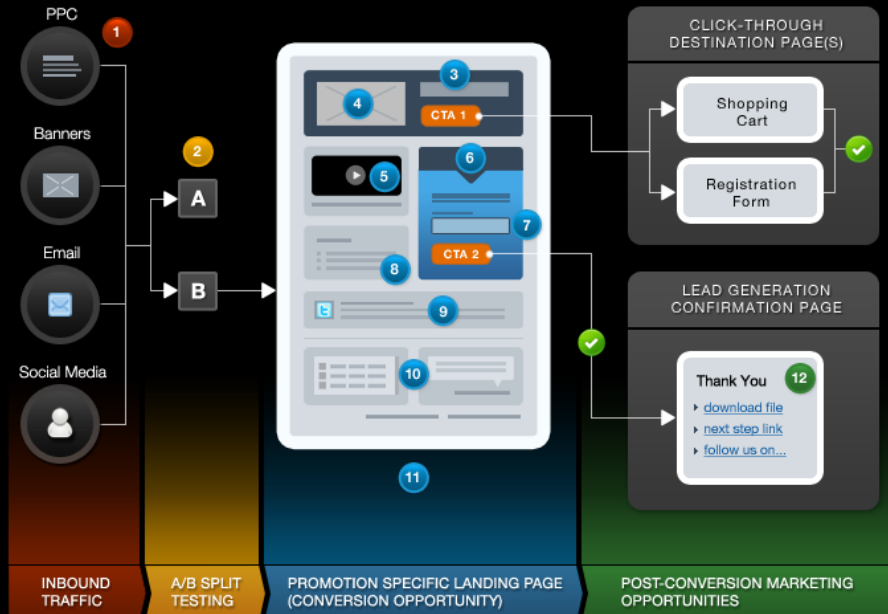
PR's Next Projects

- A Blog
- White Paper Series
- eBooks
- Case Studies
- Print Newsletter
- Content Microsites/Portals
- Online Quizzes
- Digital Magazines
- Community Forums
- eNewsletters
- Variable eNewsletters
- Books
- Podcasts
- Audio Books
- Vodcasts
- Video Portals
- Print Magazine
- Social Networking Sites
- Webcasts/Webinars
- Virtual Trade Shows
- Online Games
- Content Widgets
- Newspaper

Optimizacija konverzije

the 12-step landing page rehab program

OPTIMIZING YOUR MARKETING FUNNEL FOR HIGHER CONVERSIONS



There are 2 primary types of landing page, click-through (generally used for ecommerce) and lead generation (to collect user data). The graphic above includes 2 CTA's (one for a click-through page and one for a lead gen page). Only use whichever is appropriate for your landing page type. Similarly, don't try to use all 12 ideas onto one page, choose appropriate content for your audience and product/service.

- 1 ONE PAGE PER SOURCE**
Use a unique page for each traffic source to maintain visual, tonal and content factors. It also allows measurement of the best source.
- 2 A/B TESTING**
Your page can always be improved. Test your page design & messaging to let it evolve over time.
- 3 AD MESSAGE MATCH**
Ensure your upstream ad copy matches your primary landing page headline to provide reinforcement that the user made a 'good click'.
- 4 CONTEXT OF USE**
Show photo/video of your product or service being used in real life.
- 5 VIDEOS INCREASE CONVERSION**
Videos on landing pages have been shown to increase conversion rates by up to 80%. *
- 6 DIRECTIONAL CUES**
Use arrows, color, contrast and the direct gaze of human eyes (in photos) to guide your visitors to the primary call to action (CTA) on your page.
- 7 DATA vs. CONVERSION**
Long forms & personal questions increase the barrier to entry and can lower conversion rate. Test different forms to balance data vs. conversion.
- 8 EDIT RUTHLESSLY**
Reading is effort and turns people away. Delete 50% of your page copy then remove half of what's left.
- 9 ENABLE SOCIAL SHARING**
Provide mechanisms for people to share your page or save it for later.
- 10 TRUST & SOCIAL PROOF**
Show live social streams and testimonials to increase visitors belief that you are trustworthy and likeable.
- 11 ONE PAGE - ONE PURPOSE**
The principle of congruence states that each element of your page should support a single focused objective.
- 12 POST-CONVERSION MARKETING**
Leverage confirmation pages to further engage your new customers with free downloads, important next-step links and options to follow you in other media channels.

✓ - POINT OF CONVERSION

* from a study by eyeviewdigital.com

Infographic by Oli Gardner - Unbounce.com - The Landing Page Platform **unbounce**

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Novi tipovi online promocije



restoran suncani kej novi sad



Search

About 20,600 results (0.44 seconds)

Everything

Images

Maps

Videos

News

Shopping

More

Show search tools

Places for **restoran** near **Sunčani kej, Novi Sad, Serbia**

Play Off restoran
www.playoffrestoran.rs
1 Google review

Restoran 10
maps.google.com
Place page

Restoran Mali Niš
maps.google.com
1 Google review

More results near **Sunčani kej, Novi Sad, Serbia** »

cesla - Novi Sad na dlanu
cesla.nsnadlanu.com/ - Translate this page

Novi Sad na dlanu - restorani. >> lokacija na mapi. Adresa: **Suncani kej 13 Novi Sad**.
Telefon: 021/458- ... RESTORAN "CESLA" NA DUNAVU Usidnili smo se ...

foursquare :: Šetalište "Sunčani kej" :: Novi Sad, Vojvodina
<https://foursquare.com/v/suncani-kej/4c35d5963ffc9521674091f5>

foursquare helps you keep up with friends, discover what's nearby, save money & unlock rewards. Get Started Now. Join foursquare to do that. Foursquare helps ...

Map for **restoran suncani kej novi sad**



Google sve više utiče na načine promocije najrazličitijih poslova.

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Novi tipovi online promocije

Milan Obradovic

Poruka #60

danas u 16:24:44

Zodijak

Pol

Poruke: 2

OS Windows XP

BROWSER Internet Explorer 7.0

Nije me bilo neko vreme, ali obećao sam da ću se javiti 😊

U međuvremenu sam prisustvovao sastanku na kom je predstavljen novi koncept dugoročno. Tek tad taj pristup - gde imate dva lika u serijalu koji predstavljaju bankarstvo kao nešto što mora imati određeni balans (kao i sve u životu), dobija smisao. Prva reklama koja priča o vrednostima, izdvojena za sebe, ne govori mnogo, i tu se slažem sa većinom na forumu. . .

Naravno, primedba za sinhronizaciju i dalje stoji. Tu ne mogu ništa da kažem sem da bi svaki sledeći put trebalo da bude uverljivije]

A vaše kritike smo zaista ozbiljno shvatili i one su došle do vrha u centrali (a možda i dalje:)):

Koncept U ravnotežu bankarstvo - reakcija ..



YouTube

0:00 / 0:51

« Poslednja izmena: danas u 16:53:38 od SerbianFighter »

IP sačuvano



lančić sa imenom!

Srebrni lančić sa imenom po Vašoj želji

SerbianFighter

Poruka #61

danas u 16:53:15

Administrator

Capo di tutti capi

 Respect. E tako se to radi 😊

www.burek.com

Novi tipovi online promocije

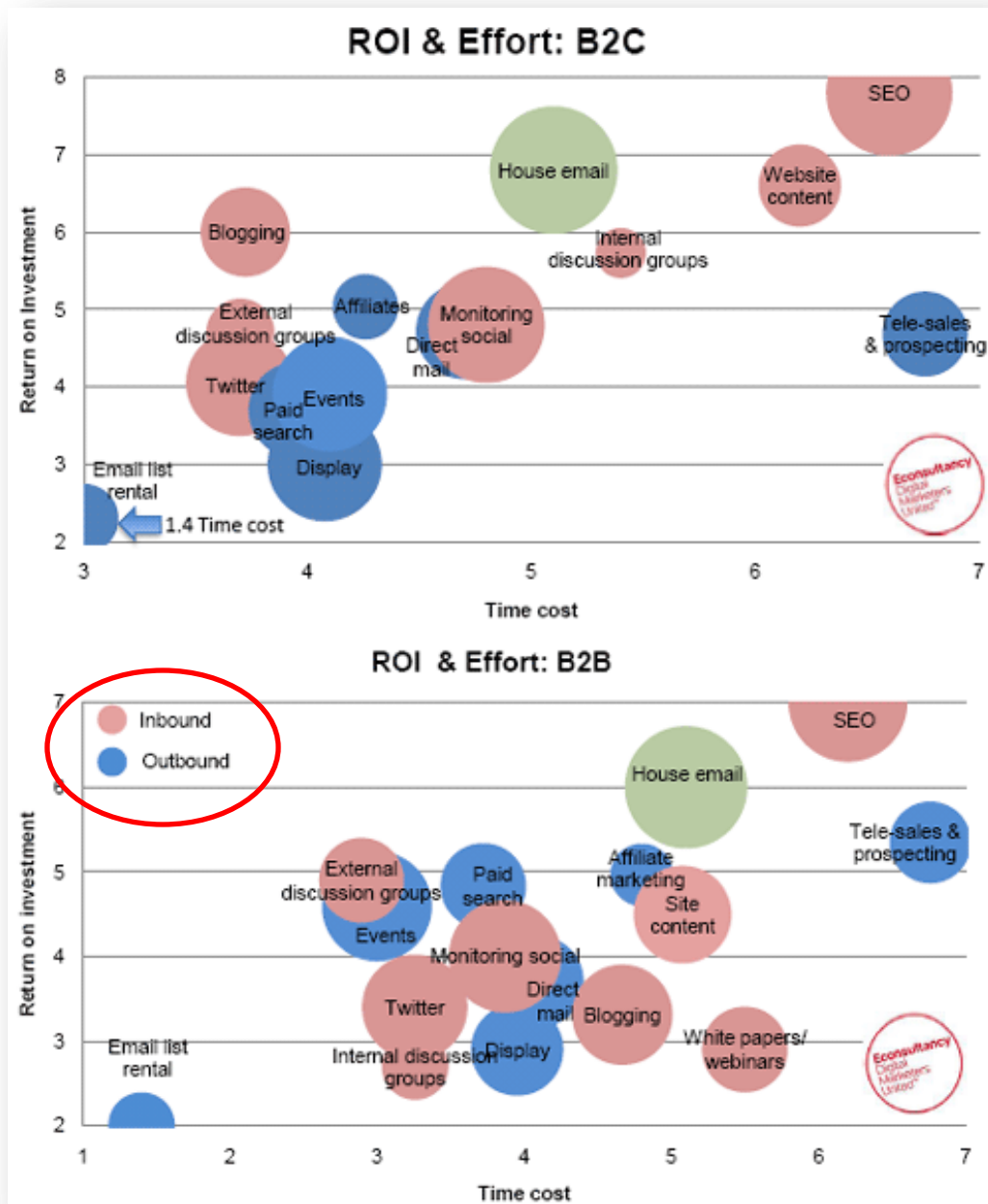
The screenshot shows the NJUZ website interface. At the top, there are three featured sections: **Mirko Cvetković** with the headline "Neće pokušati ni gas ni struju do kraja godine. Ali, grejanje hoće", **NJUZ** logo with "VESTI U OGLEDALU", and **Jelena Karleuša** with the headline "Dođe će milioni Srba da puštaju šaku govora da od nas prave džfjake i budale? HMM?". Below this is a navigation bar with categories: **HASLOVNA**, **DRUŠTVO**, **EKONOMIJA**, **HRONIKA**, **POLITIKA**, **SPORT**, **SVET**, **TEHNOLOGIJA**, and **ZABAVA**.

The main content area is divided into two columns. The left column features a large article titled "Džedaji podržali anti-gej demonstracije ili provokacija Sith-a?" with a photo of riot police. Below it is a smaller article with the same title. The right column features an article titled "Otkrivena „Centralna Srbija“ između Beograda i Kosova" with a map, followed by "Navijači pozivaju: Pobedimo predrasude, razlike nas spajaju" with a photo of a parade, and "Anđelina Žoli usvaja siročiće filmske industrije iz cele ex-Yu" with a photo of a couple. At the bottom right, a vertical banner is circled in red. It contains the NJUZ logo, the text "OVDE NE MOŽE BITI VAŠ BANER", and a red graphic with the text "POKRET ZA OČUVANJE NEZAVISNOSTI I TERITORIJALNOG SOVERENITETA I INTEGRITETA".

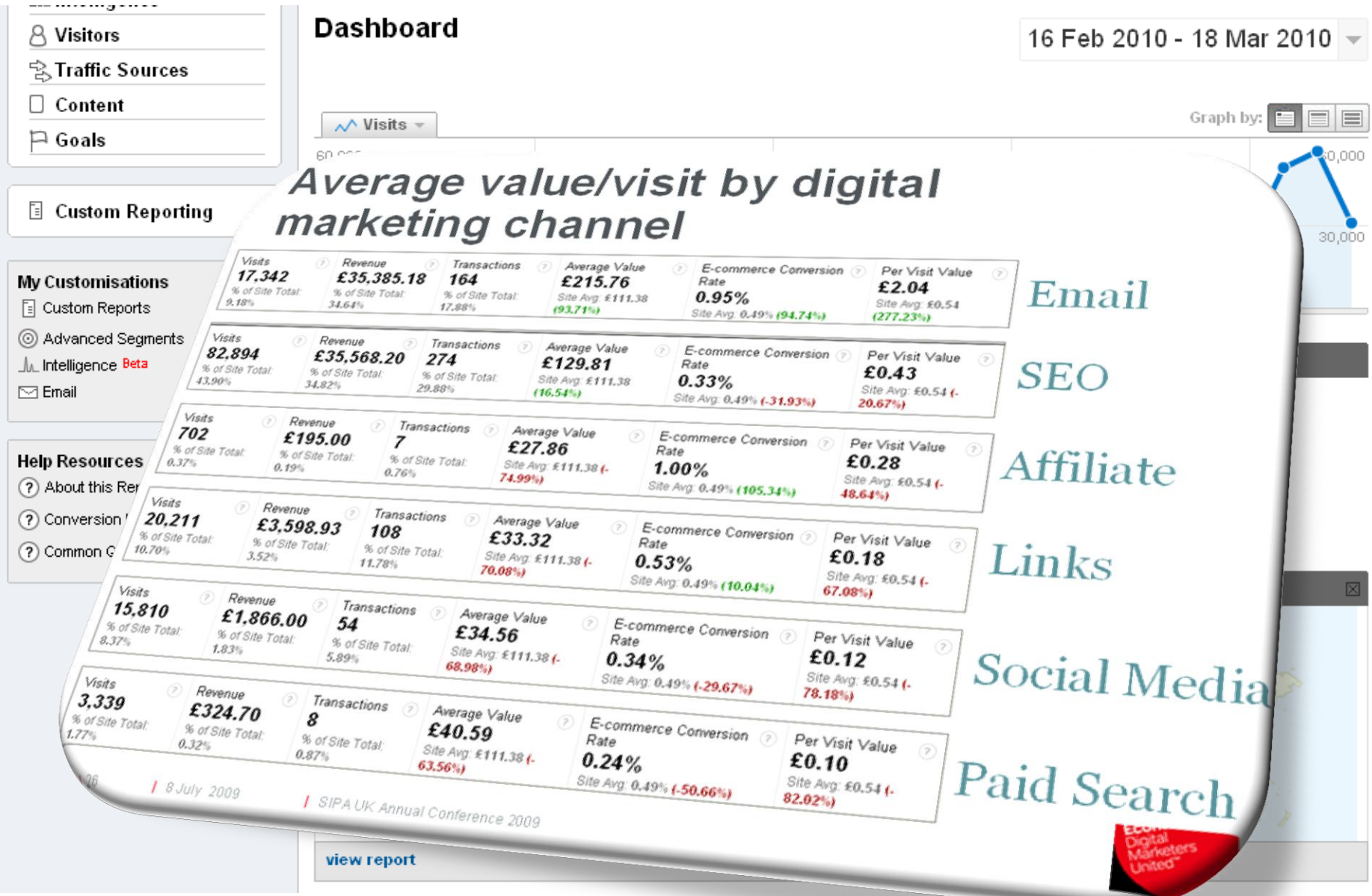
www.njuz.net

Vesti objavljivane na Facebook-u mnogo pre nego što je sajt nastao

Tehnike optimizacije online promocije



Tehnike optimizacije online promocije



Evaluacija efekata online nastupa

Overview » MyCity

2011 Nov 16 - 2011 Dec 16
Comparing to: 2011 Oct 16 - 2011 Nov 15

All Starred

Day Week Month Year

Website Profiles								
Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions
http://www.mycity.rs UA-1011915-1								
☆ www.mycity.rs	View report	✓	1,058,577	00:03:07	67.63%	0	↑ 13.00%	
http://www.vesti.rs UA-1011915-5								
☆ www.vesti.rs	View report	✓	725,529	00:02:28	11.65%	0	↓ -3.61%	

Kod medijskih sajtova je bitna posećenost.

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Evaluacija efekata online nastupa

	New Visitors				Return Visitors			
Month	Visitors	Orders	Conv. Rate	Revenue	Visitors	Orders	Conv. Rate	Revenue
Jan	800	3	0.4%	\$294	200	4	2.0%	\$432
Feb	750	2	0.3%	\$196	210	5	2.4%	\$540
Mar	700	2	0.3%	\$196	230	5	2.2%	\$540
Apr	750	3	0.4%	\$294	240	5	2.1%	\$540
May	790	4	0.5%	\$392	230	6	2.6%	\$648
Jun	810	5	0.6%	\$490	220	7	3.2%	\$756
Jul	820	6	0.7%	\$588	210	7	3.3%	\$756
Aug	900	7	0.8%	\$686	200	8	4.0%	\$864
Sep	950	7	0.7%	\$686	190	6	3.2%	\$648
Oct	820	8	1.0%	\$784	180	7	3.9%	\$756
Nov	1,000	12	1.2%	\$1,176	190	9	4.7%	\$972
Dec	1,100	11	1.0%	\$1,078	200	9	4.5%	\$972
Total	10,190	70	0.7%	\$6,860	2,500	78	3.1%	\$8,424
Distribution	80%	47%	-	45%	20%	53%	-	55%

© Zoommetrix.com

Evaluacija efekata online nastupa



Evaluacija efekata online nastupa



Internet marketing

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