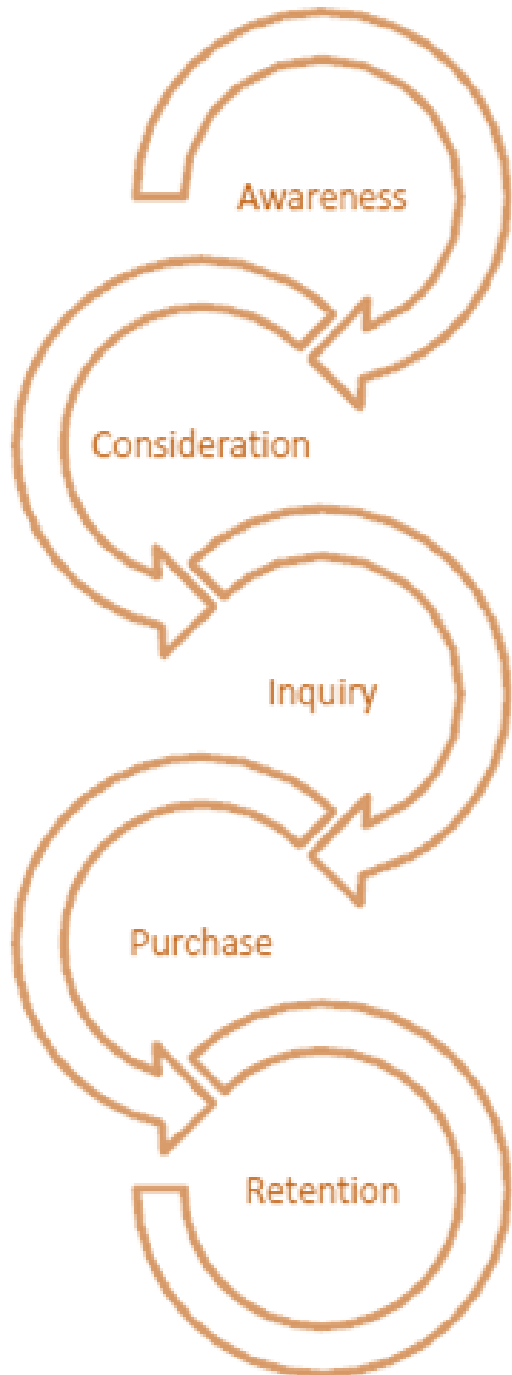


**KAKO DOBAR  
CONTENT  
POMAŽE POSLOVANJU**



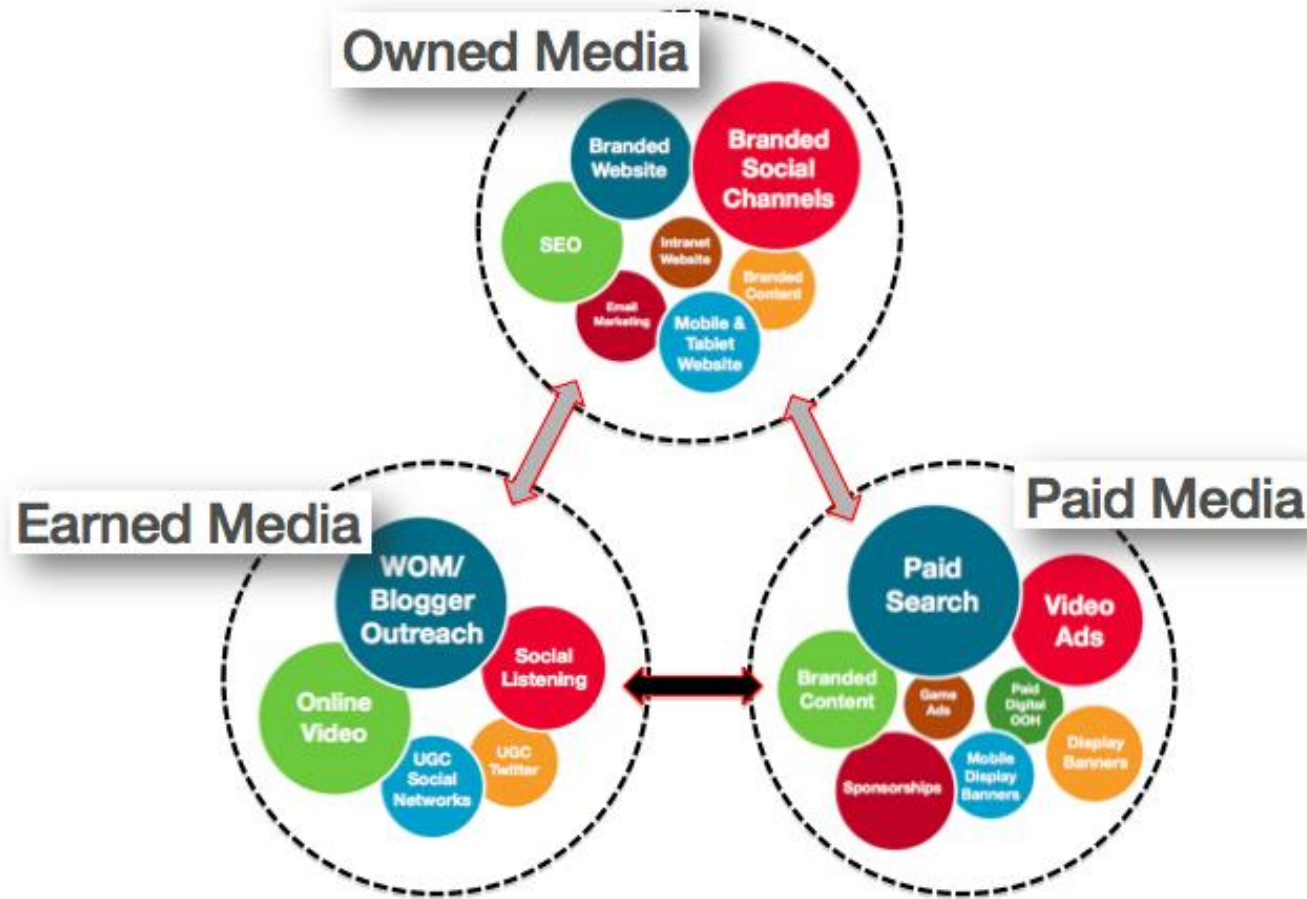
## **GOOGLE'S ZERO MOMENT OF TRUTH**

**POKAZUJE DA U 2012. SVAKI POTROŠAČ U ISTRAŽIVANJU I  
PRETRAZI KORISTI 10.4% SADRŽAJA PRE NEGO ŠTO DONESE  
ODLUKU O KUPOVINI. (U 2011.GODINI 3.4%)**



# CUSTOMER ENGAGEMENT CYCLE

# PAID, OWNED, EARNED MEDIA

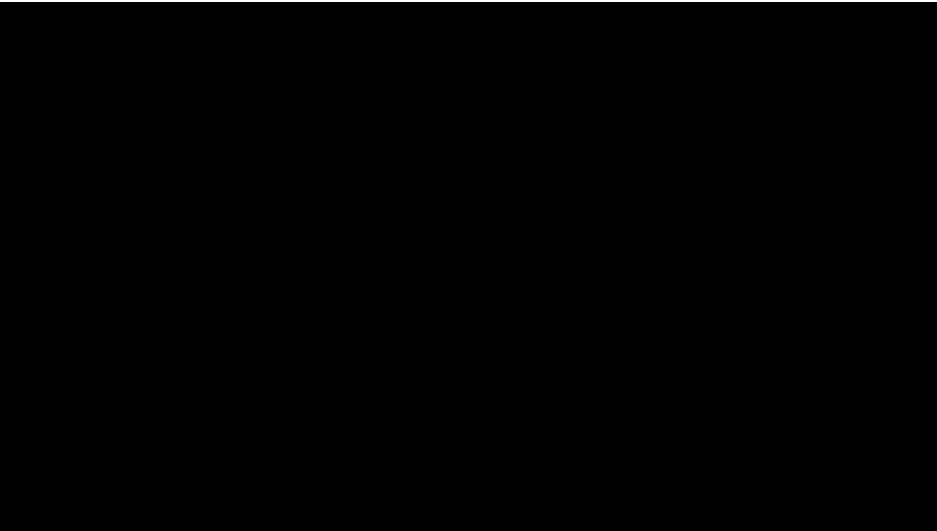





# CONTENT MARKETING ILI INBOUND MARKETING



**PRE 17.300 GOD.  
PEĆINA LASKO U  
JUGOZAPADNOJ  
FRANCUSKOJ**



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# 2011. GOPRO



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**EVERY COMPANY**  
BECOME A  
MEDIA  
COMPANY



Contently

# Tell Great Stories.

Which are you?

A dark, monochromatic portrait of a man with a prominent mustache and dark sunglasses. He is wearing a white shirt and a dark bow tie. The background is a dark, textured blue.

# TREND



CONTENT JE ONO ŠTO ODRŽAVA  
VEZU SA BRENDOM.

**ŠTA JE  
U STVARI  
CONTENT?**

APELUJE NA PRAVE LJUDE  
I PRAVE PLATFORME.

# KOJA JE NAŠA FILOZOFIJA?

MI NE PROIZVODIMO REKLAME,  
MI PROIZVODIMO SADRŽAJ KOJI  
VAS POVEZUJE SA KORISNICIMA  
PUTEM RAZLIČITIH KANALA.

TV

PRINT

DM/  
CRM

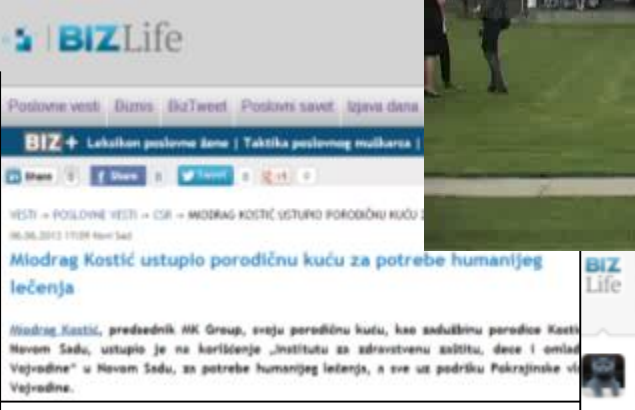
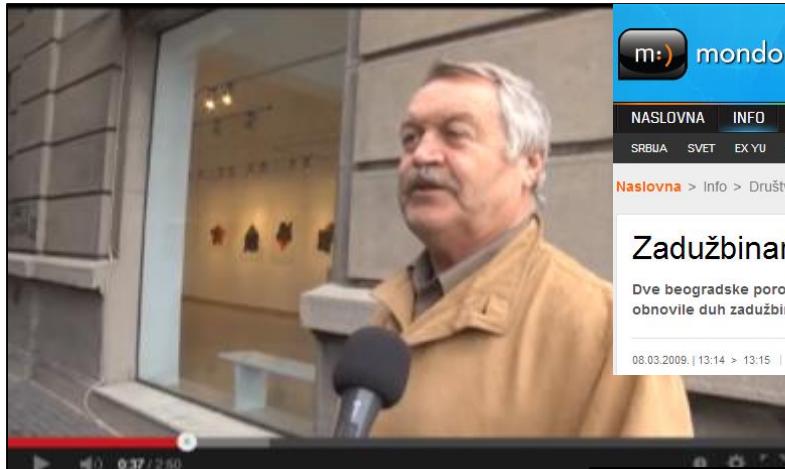
SOCIAL

MOBILE

SITE

SEO

# ZADUŽBINA MIODRAGA KOSTIĆA



- TV
- PRINT
- DM/CRM
- SOCIAL
- MOBILE
- SITE
- SEO

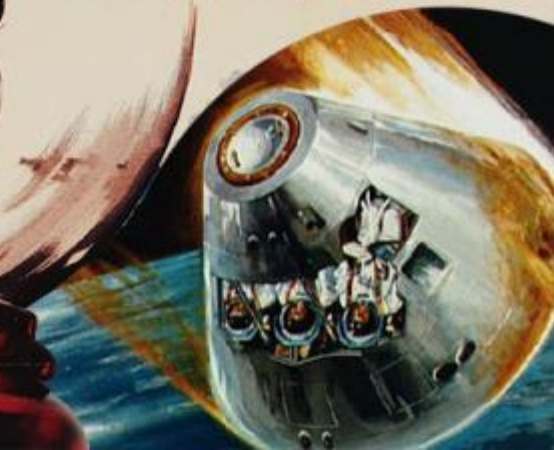
3FAZE

**STRATEGY, IMPLEMENTATION, AMPLIFICATION**

**STRATEGY,**

GALAXYWIRE.NET PRESENTS

# NASA PLAN B FOR OUTER SPACE



KAKO NAPRAVITI  
FUZIJU KOJA  
SPAJA STRAST  
POTROŠAČA I DNK  
BRENDA?



TIM ZA  
STRATEŠKO  
PLANIRANJE  
SADRŽAJA

ISTRAŽIVANJE BRENDA, INDUSTRIJE, PROIZVODA...



**IMPLEMENTATION,**



KREIRANJE DIGITALNOG SADRŽAJA UKLJUČUJUĆI DIZAJN,  
PRODUKCIJU, FORMAT, TEMPLATE, LOKALIZACIJU,

FORME : BLOG POSTS ,VIDEO, PODCASTS, SLIDESHARE PREZENTACIJE, INFOGRAFIKE  
TEKSTOVI, E-MAGAZIN, E-BOOKS

OWNED,

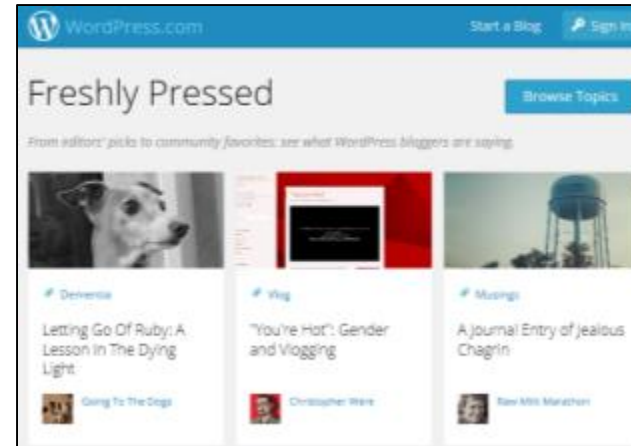
PAID,

EARNED

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+ Follow



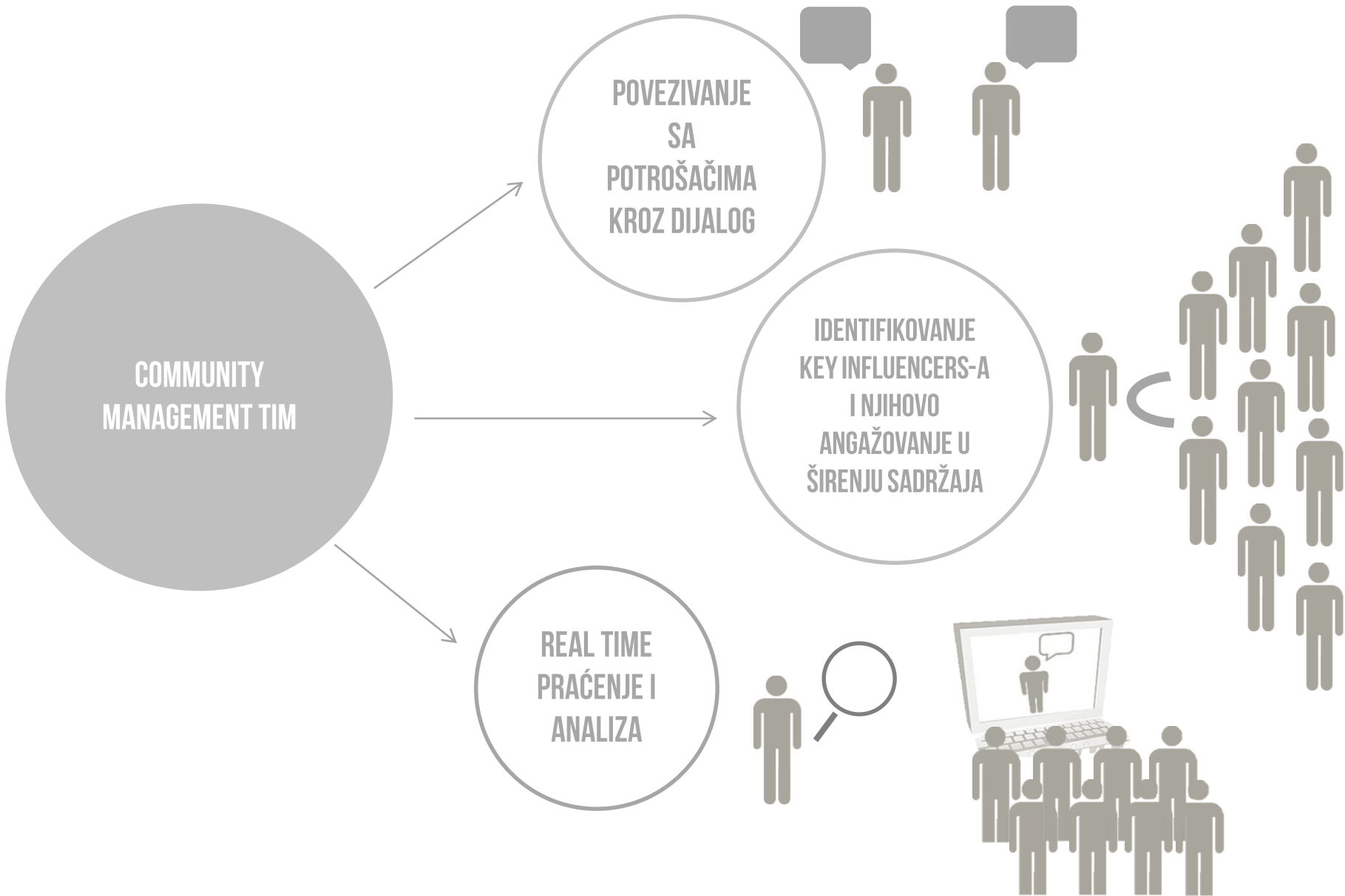
**SAPVoice**

+ Follow

# FORBES BRAND VOICE

# AMPLIFICATION

OJAČAVANJE PORUKE BREND. DELJENJE BREND PRIČE. POVEZIVANJE  
SA ŠTO VIŠE KORISNIKA.



**I NA KRAJU EVALUACIJA....**

**DA LI SMO NAPRAVILI  
DODATNU VREDNOST BREND  
ILI SAMO BREND SPAM?**

**DA LI JE OSTVARENA  
LOJALNOST BREND?**

**DA LI JE BREND  
NAPRAVIO ISKORAK?**

**PRIMERI**



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