

E-advertajzing

Kako se efektno oglašavati na internetu

Dragan Varagić,

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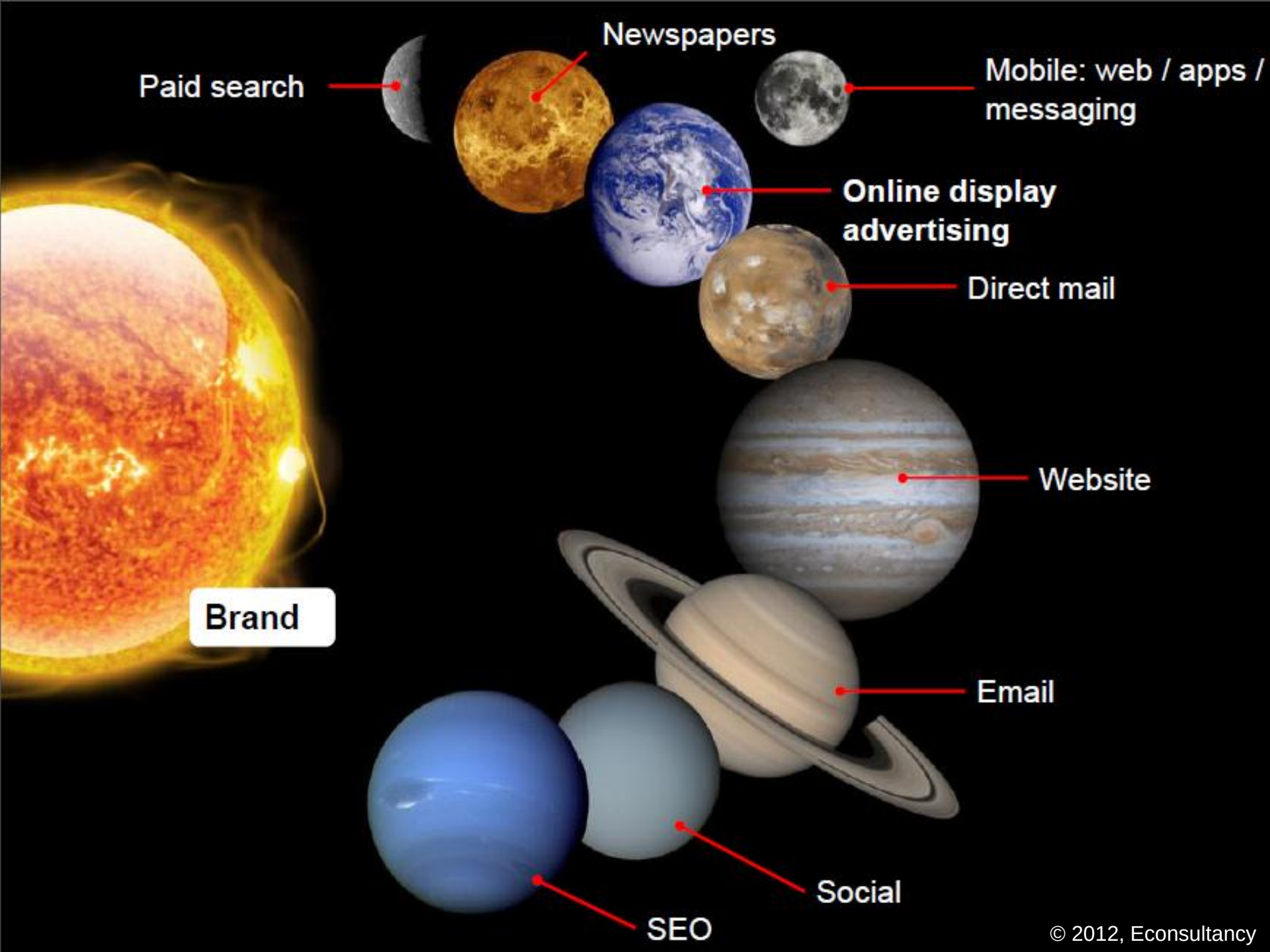
www.draganvaragic.com/blog/

twitter.com/varagic

Internet Professional Program

Sadržaj

- Kako efikasno iskoristiti načine online promovisanja za svoje poslovne ciljeve?
- Kako online mediji da daju ponudu koja odgovara oglašivačima?



Paid search

Newspapers

Mobile: web / apps /
messaging

Online display
advertising

Direct mail

Website

Brand

Email

Social

SEO

10TH ANNIVERSARY EDITION

Commentary by Jake McKee, JP Rangaswami, and Dan Gillmor

With a new
introduction and
chapters by the
authors

THE CLUETRAIN MANIFESTO

RICK LEVINE, CHRISTOPHER LOCKE,
DOC SEARLS AND DAVID WEINBERGER

1999. g. - Tržišta su **konverzacija!**

2009. g. – Advertajzing u
postojećem obliku biće mrtav!

www.cluetrain.com

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Mediji 2020.

Coca-Cola Content 2020 Part One

TheCognitiveMedia



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FEATURED

INNOVATION

BUSINESS

JOBS

FOOD

BRANDS

SPORTS

SUSTAINABILITY

HISTORY

ENTERTAINMENT

The New Hardcore Gamers

<http://www.coca-colacompany.com/>

What You Think You Know
About **Video Games** Is Wrong

FOOD



Popcorn: New Recipes to Dress Up a Favorite Snack

SPORTS



Danica Patrick: Learn More About the Daytona 500 Pole Winner

BUSINESS

Coca-Cola
Unbottled

HEALTH



BRANDS



ENTERTAINMENT

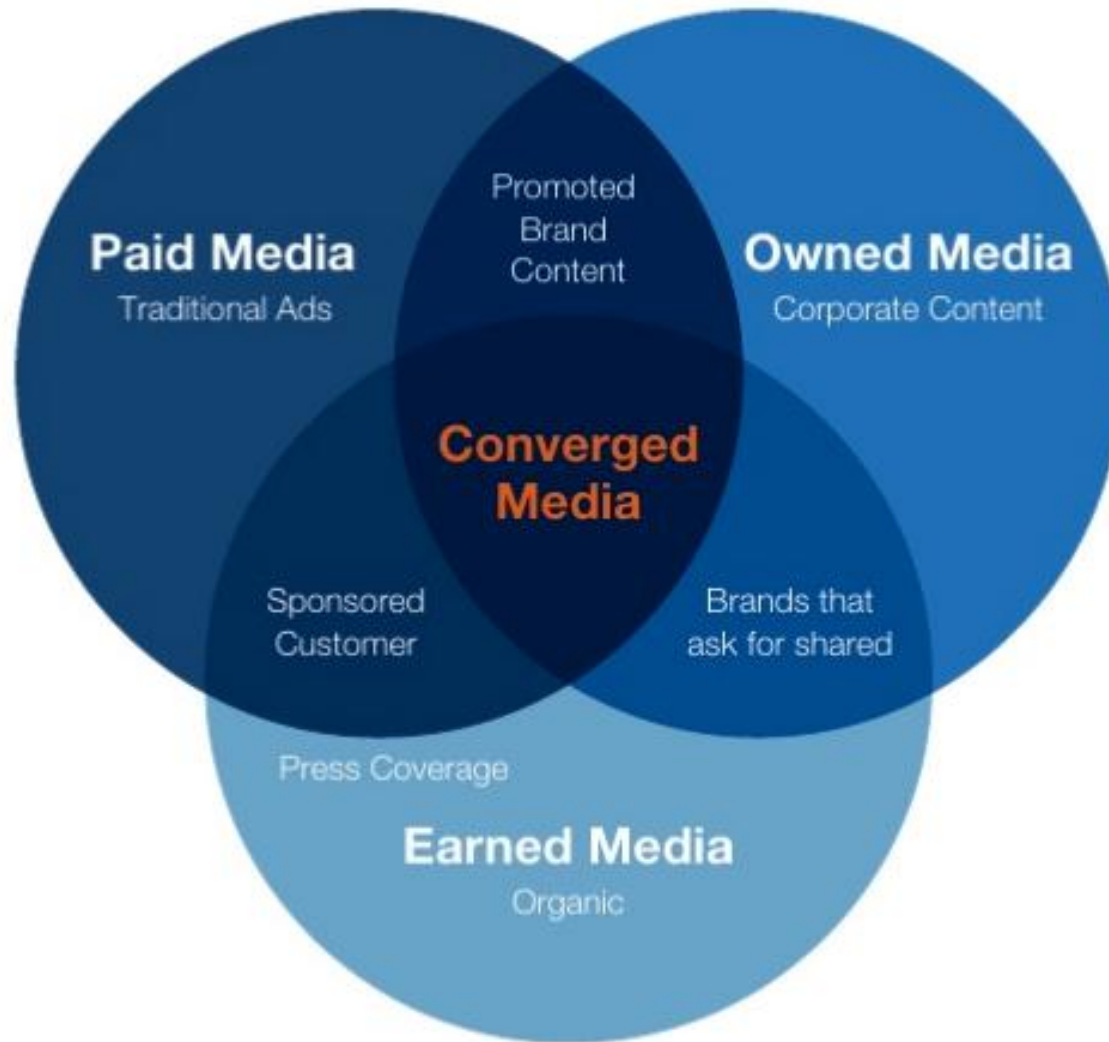


The squeezed middle...



Mediocre banners, lazy targeting, average experiences

Mediji 2013.



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Konvergentni Mediji

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Pretraživanje



Već jesi cool korisnik? [Prijavi se!](#)

Registriraj se!

Objavi recepte, slike, podijeli ih s prijateljima,
razmijeni iskustva, probaj nešto novo, nešto cool!



Recept dana donosi nam mrsavica

Srdele s limunovim sokom na buzaru

“

Zdravo, dijetalno, lagano jelo, lako za pripremiti a uživati guštajući ga....jutros dobih friške srdele(odavno ih nema friških) i odlučih napraviti svoje omiljeno jelo, tko voli malo drugačiju pripremu ovog jela, svakako ga napraviti i uživati kao što smo i mi danas!

”

Pogledaj recept

<http://www.coolinarika.com/>

Figure 45: What is the single most important area of digital focus for your organisation / clients in 2013?

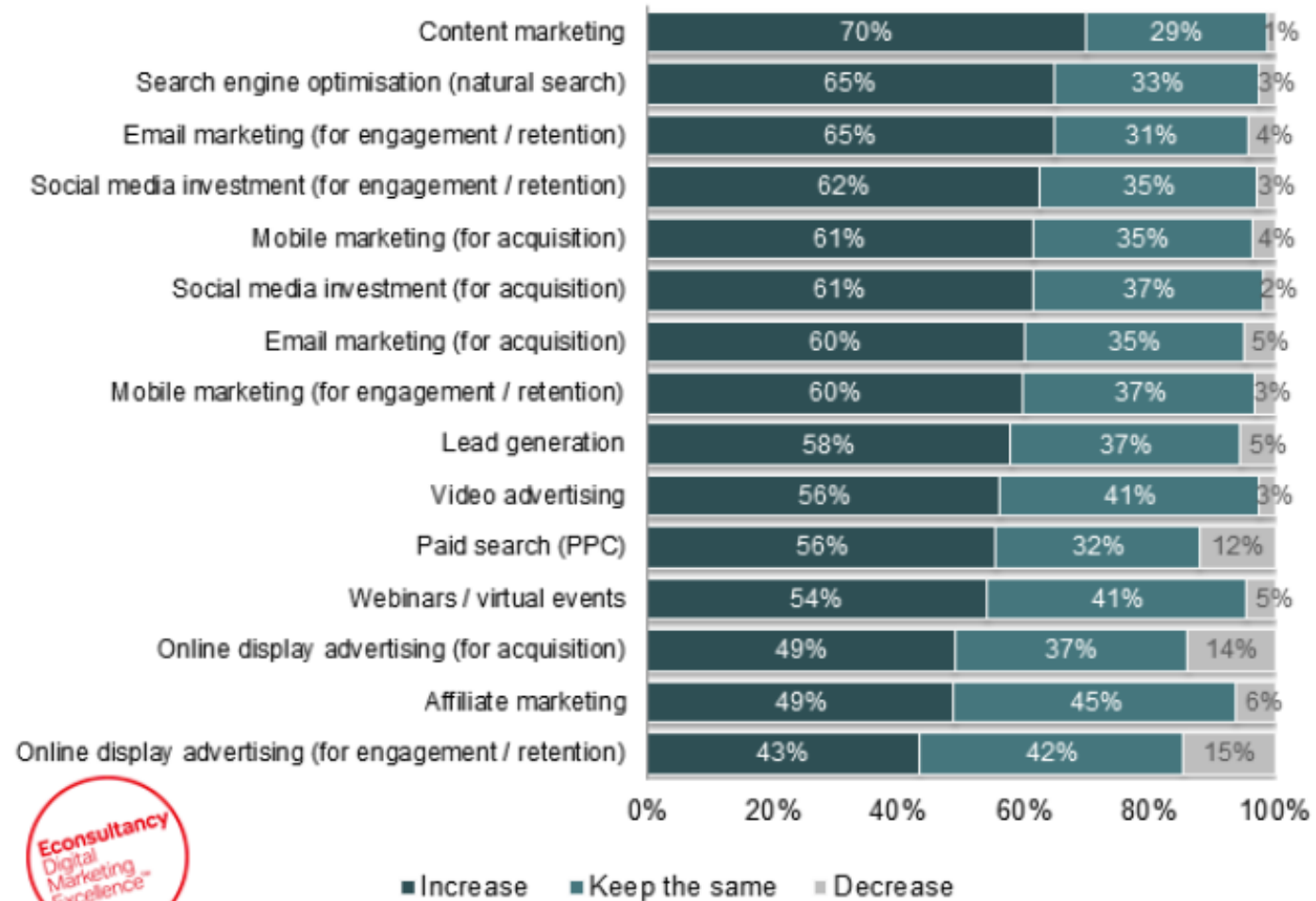


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Kako se promovisati online u 2013.?

Companies

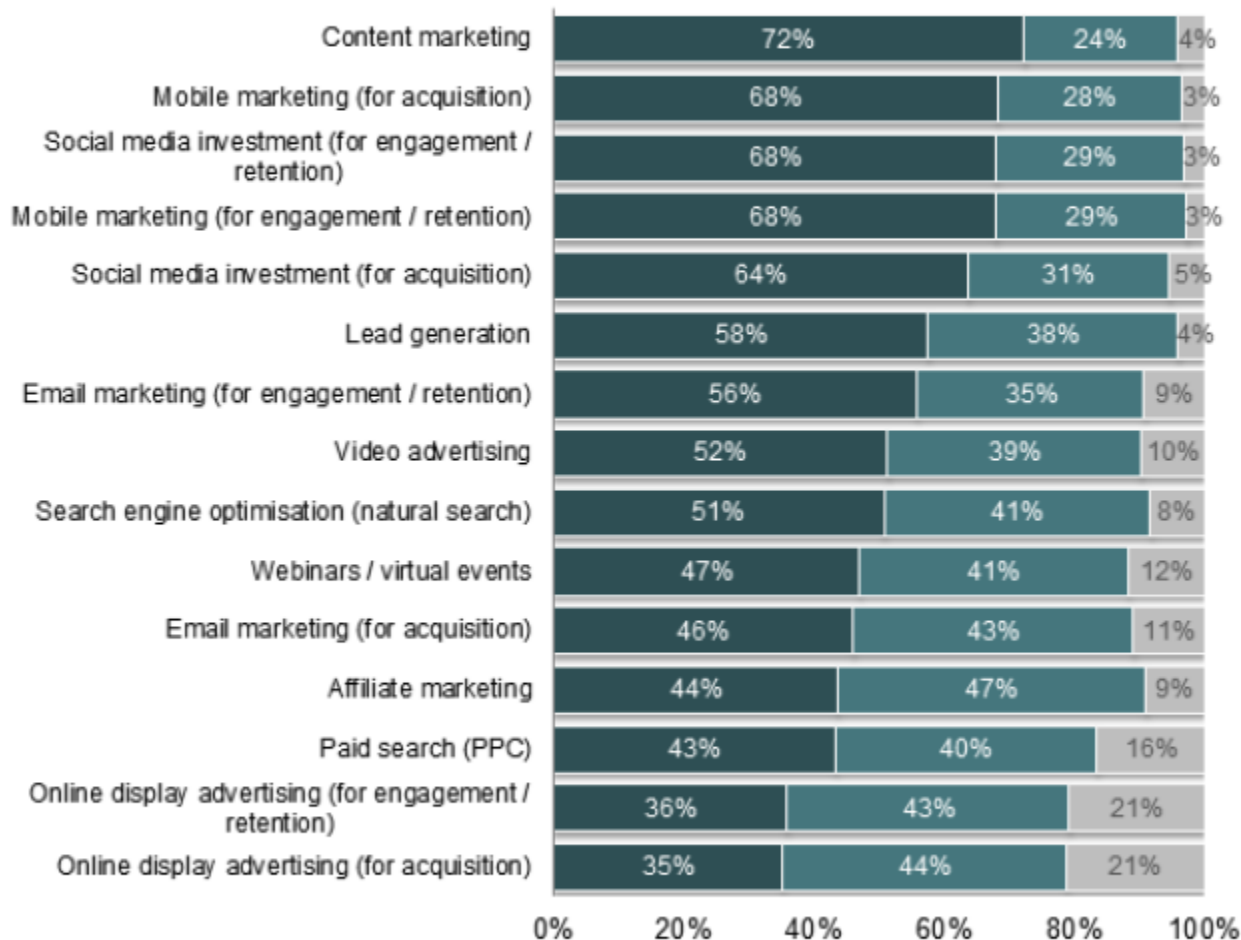
Figure 15: What best describes your company's budget plans for the following digital marketing channels or disciplines in 2013?



Kako se promovisati online u 2013.?

Agencies

Figure 17: What best describes your clients' budget plans for the following digital marketing channels or disciplines in 2013?

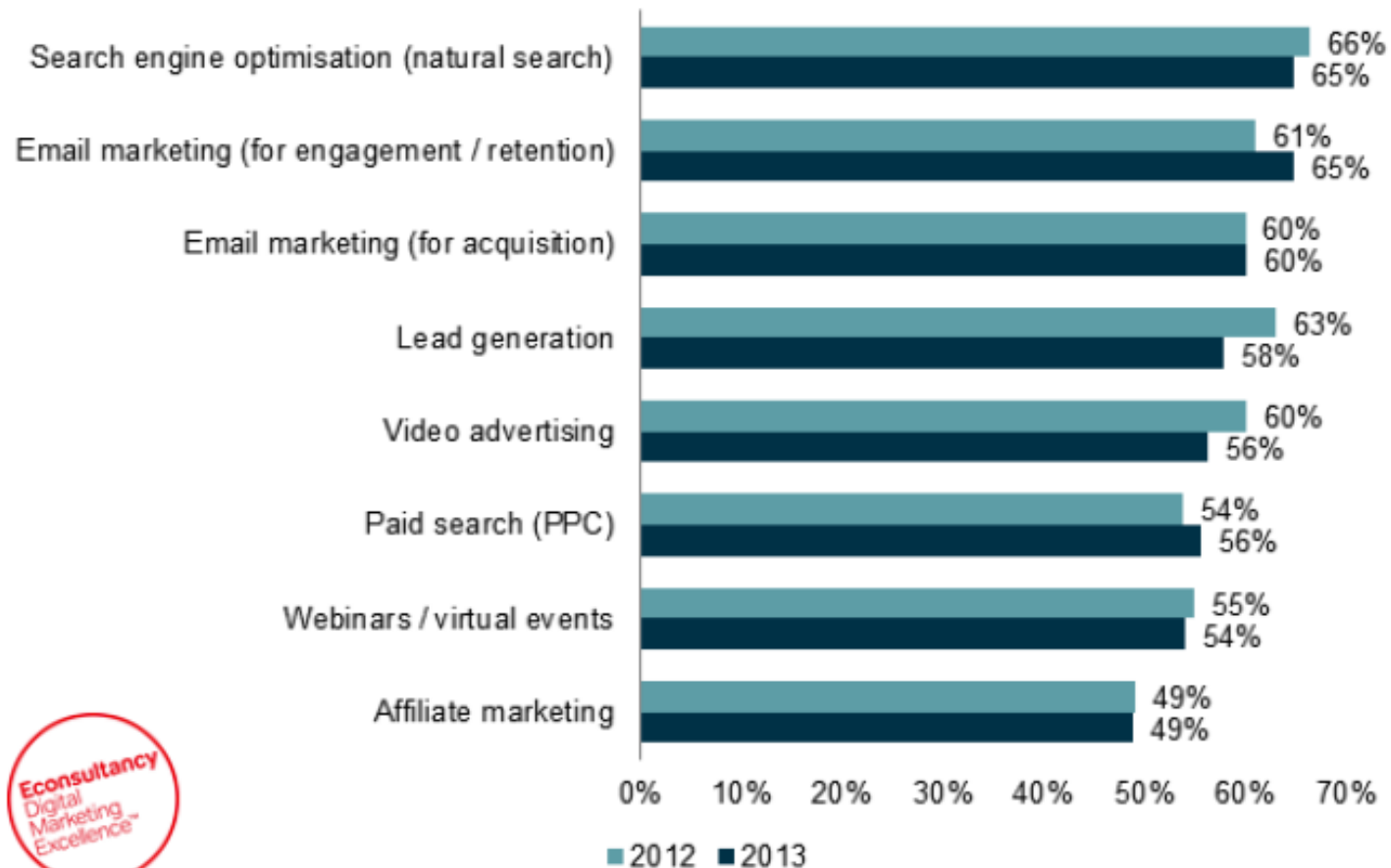


■ Increase ■ Keep the same ■ Decrease

Kako se promovisati online u 2013.?

Companies

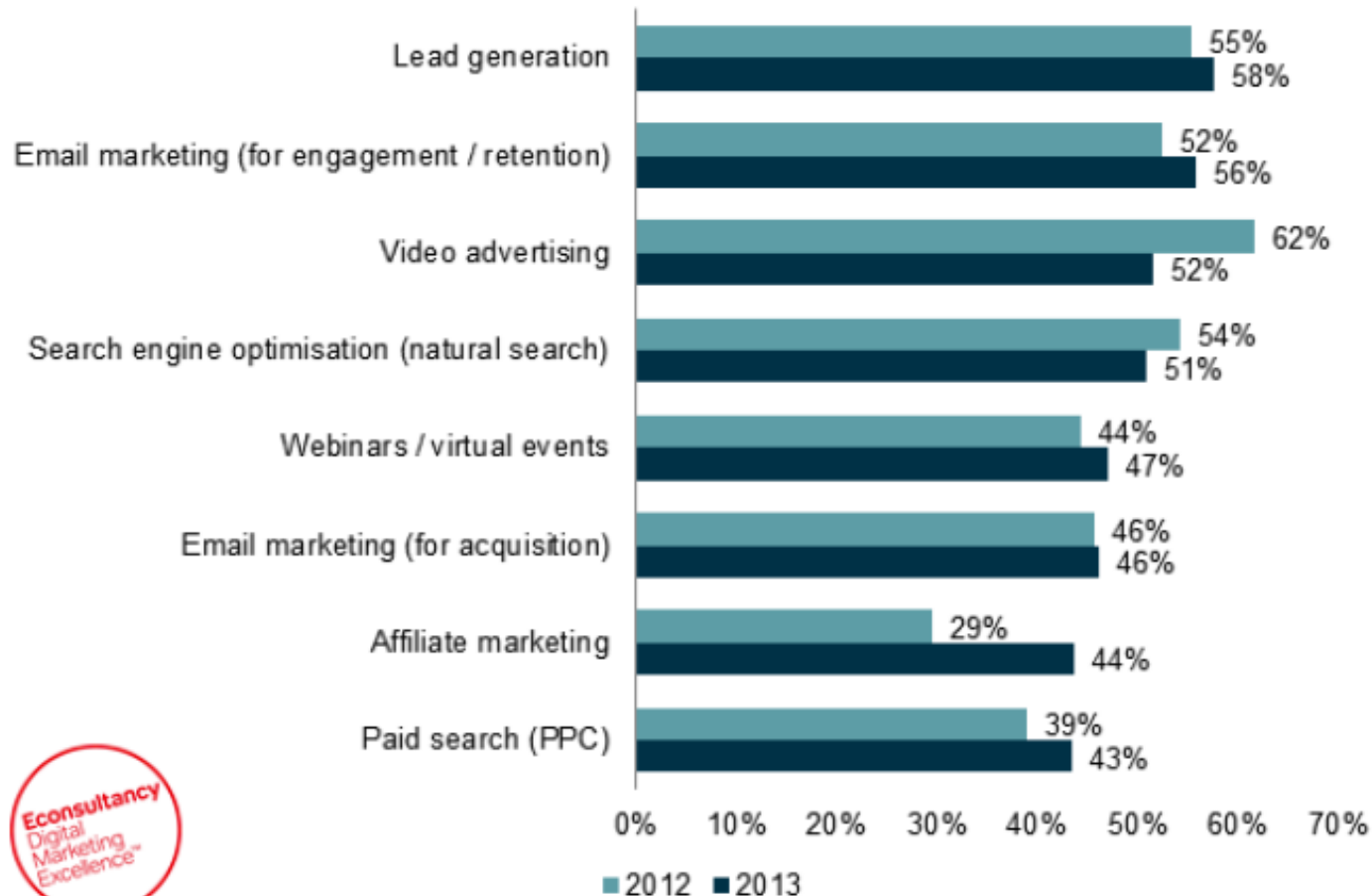
Figure 16: Percentage of companies planning to increase digital marketing budgets (compared to last year)



Kako se promovisati online u 2013.?

Agencies

Figure 18: Percentage of agencies saying their clients are planning to increase digital marketing budgets (compared to last year)



Kako se promovisati online u 2013.?

Companies

Figure 28: On which types of digital marketing technology will you be increasing investment in 2013?



Kako se promovisati online u 2013.?

Agencies

Figure 30: On which types of digital marketing technology will your clients be increasing investment in 2013?





Bjuti Dingospo

Е колико вас мења канал кад почну рекламе на ТВ-у?

Like · Comment · Share · 17 hours ago · 🌐

👍 6 people like this.



Ina Mirkov cim se promeni zvucna frekvencija 😞

16 hours ago · Like · 🔄 1



Miloje Sekulic +1

pa zaboravim gde je ono sto sam gledao i sta sam to gledao

16 hours ago · Like · 🔄 1



Dragana Pesic-Levic Miloje Sekulic - a da ga gledaš na nekoj web strani nebi zaboravio? 😞

16 hours ago · Like · 🔄 1



Miloje Sekulic Znas da mi se desi da ponekad gledam u TV i trazim "back" dugme 😞

16 hours ago · Like · 🔄 1



Dejan Pecanac Bjuti ne zajebavaj, aj na trening 😊

16 hours ago via mobile · Like · 🔄 3



Marija Dukic Kad vidim reklamu ko da sam videla tebe, odma' prebacim i odigram ritualni ples sa ciljem sprecavanja da mi se ta katastrofa opet desi 😊

16 hours ago · Like



Ljubica Ivanic Nemam TV 😊

16 hours ago · Like · 🔄 1



Bjuti Dingospo Ако немаш ТВ што пишеш?

15 hours ago · Like



Projekat Mejhem ko nema tv, ne sme da pishe. a nisu ni reklame nishta gore od ostatka programa..

15 hours ago · Like · 🔄 1



Bjuti Dingospo Питао сам јер ме занима, ако већ мењате канал кад почну рекламе, зашто не блокирате огласе на Фејсу и осталим сајтовима?

15 hours ago · Like

Promocija ili advertajzing?



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<http://www.draganvaragic.com/blog/marketing-advertising/>



LG
L9

1 din

uz PRENOS
I SURFUIJ 3000



FUDBAL

SVE SE VEĆ ZNALO:
Džajić jedini kandidat za



SVET

SUMNJIVO: Ubila se
medicinska sestra koja



HRONIKA

NASMEJANI MARKO
MIŠKOVIĆ: Na



HRONIKA

EKSKLUZIVNA ISPOVEST:
Moj muž se ubio jer je



JETSET

IVAN IVANOVIĆ: Mogu
da mi se napasu m*da

TELEGRAF

Nekretnine oglasite.telegraf.rs



NASLOVNA VESTI SPORT JETSET ZANIMLJIVOSTI FOTO SEX & LJUBAV ŽIVOT & STIL HI-TECH



NOVO
UGOS
RA
OPET PROTEST: Oko 1.000
demonstranata u Ljubljani

J, za sada, mirnom protestu građani
pozivaju sve da izađu na u lice i



JETSET

U FOKUSU

Online mediji su sve

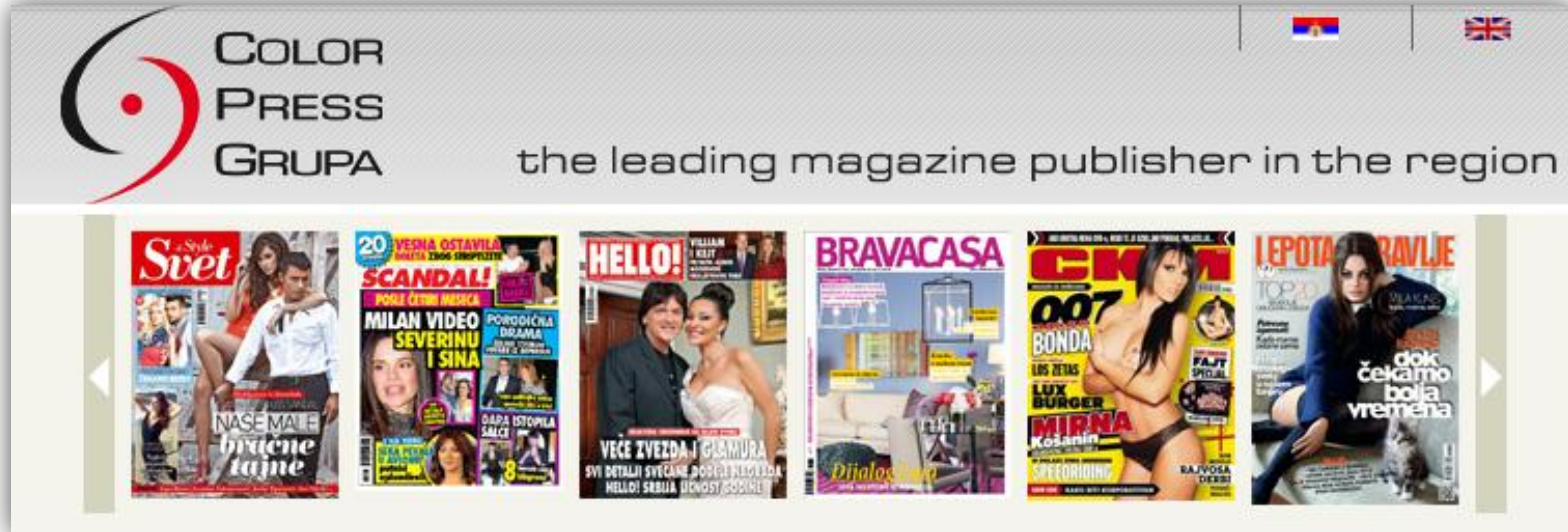
EKSKLUZIVNO, NOBEL ZA
TELEGRAF: Nikola Tesla je
zaslužio nagradu mog
prade! (FOTO)

Nobelove nagrade su kompromitovane na isti način kao i dinamit,
problem je kad ih dobiju ljudi kao Obama ili Al Gor. Počnete priču sa
dobrom idejom, i onda to date političarima koji posle 100 godina sve

čitaniji
THE END
OF THE WORLD
AND THE NEW

350.000
korisnika
dnevno.

Online mediji su sve čitaniji



**6.5% online
učestvuje u
prihodu.**

Promocija u Srbiji 2012.

Source / Medium	Visits	↓ Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. [redacted] / email	166,835	2.40	00:01:58	15.82%	56.99%
2. google / organic	100,856	3.97	00:03:22	30.46%	36.30%
3. google / cpc	47,382	2.57	00:01:42	51.02%	60.63%
4. (direct) / (none)	25,996	3.43	00:03:05	49.03%	37.60%
5. facebook.com / referral	21,048	3.14	00:02:51	29.61%	45.32%
6. [redacted] / referral	8,263				
7. telegraf / vtext	6,360				
8. blic / banner	4,375				
9. [redacted] / referral	2,907				
10. Facebook.com / SocialAd	2,645				

Source / Medium	Goal Completions	% Goal Completions
1. [redacted] / email	8,009	37.41%
2. google / organic	5,397	25.21%
3. google / cpc	2,191	10.23%
4. (direct) / (none)	1,751	8.18%
5. facebook.com / referral	1,128	5.27%
6. [redacted] / referral	421	1.97%
7. 36ohk6dgmcd1n-c.c.yom.mail.yahoo.net / referral	343	1.60%
8. [redacted] / referral	172	0.80%
9. telegraf / vtext	149	0.70%
10. blic / banner	138	0.64%

Brand Awareness & Brand Recognition

All results by Reach January 2013 ▼

No.	Name	Reach	Tren
☒ 1.	blic.rs	44.08%	0.46 ▼
☒ 2.	b92.net	33.74%	1.59 ▲
☒ 3.	vukajlija.com	31.51%	1.66 ▼
☒ 4.	kurir-info.rs	27.77%	1.17 ▲
☒ 5.	telegraf.rs	22.85%	14.70 ▲
☒ 6.	novosti.rs	22.08%	2.93 ▲
☒ 7.	polovniautomobili.com	21.04%	5.63 ▲
☒ 8.	naslovi.net	19.64%	0.47 ▲
☒ 9.	smedia.rs	19.18%	2.47 ▼
☒ 10.	kupujemprodajem.com	18.38%	4.77 ▲
☐ 11.	rts.rs	18.23%	5.26 ▲
☐ 12.	navidiku.rs	18.06%	3.01 ▲
☐ 13.	ana.rs	17.20%	5.28 ▲
☐ 14.	coolinarika.com	15.04%	4.31 ▼
☐ 15.	alo.rs	14.26%	16.45 ▲

www.audience.rs

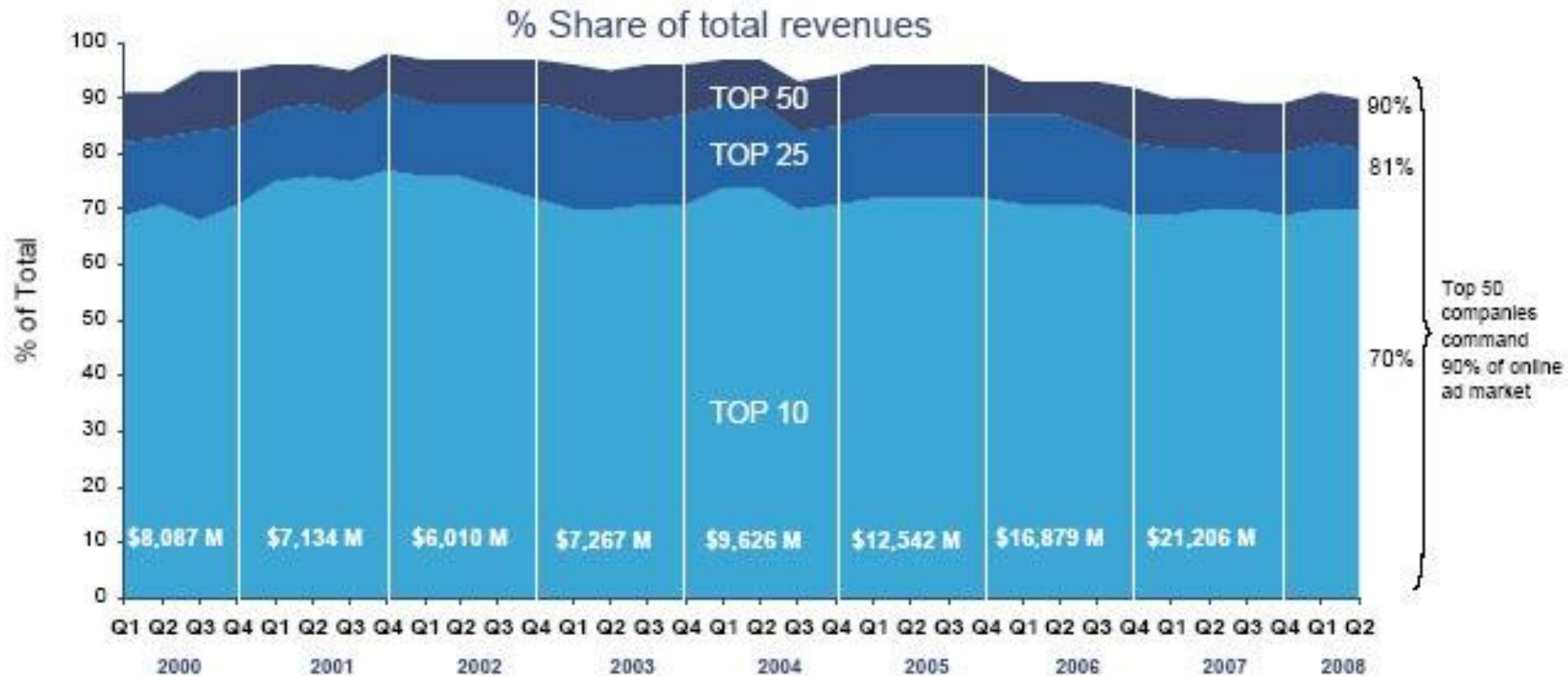
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Draganvaragic.com/blog/povratak-osnovama-brand-vs-direct-response-advertising/

Brand Awareness & Brand Recognition

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.



Brand Awareness & Brand Recognition

- Paid search leads display and classified in global online ad spend. [Source: [ZenithOptimedia](#), December 2012]

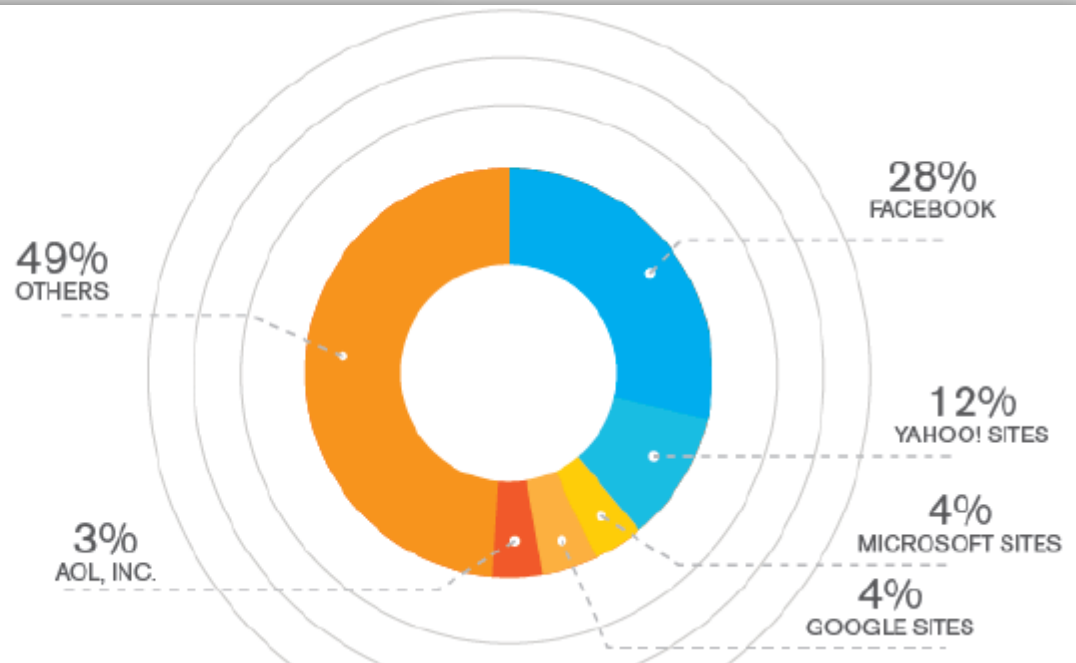
Internet advertising by type

US\$ million, current prices Currency conversion at 2011 average rates.

	2011	2012	2013	2014	2015
Display	28,221	33,249	39,826	47,691	57,207
Classified	11,313	12,129	12,831	13,434	14,138
Paid search	37,372	43,195	48,812	54,965	61,057
Total	76,906	88,573	101,468	116,090	132,402

Publisher Share of Display Ad Impressions

Source: comScore Ad Metrix, U.S., Q3 2011



Brand Awareness & Brand Recognition

Display advertising

Display advertising plays a crucial role in the online marketing mix. According to the IAB/PwC adspend figures for the first half of 2012, the sector was worth £591 million, up 10.6% year on year.

> Guide to display advertising



Effectiveness of large online ad formats clear to see



www.iabuk.net

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iab.

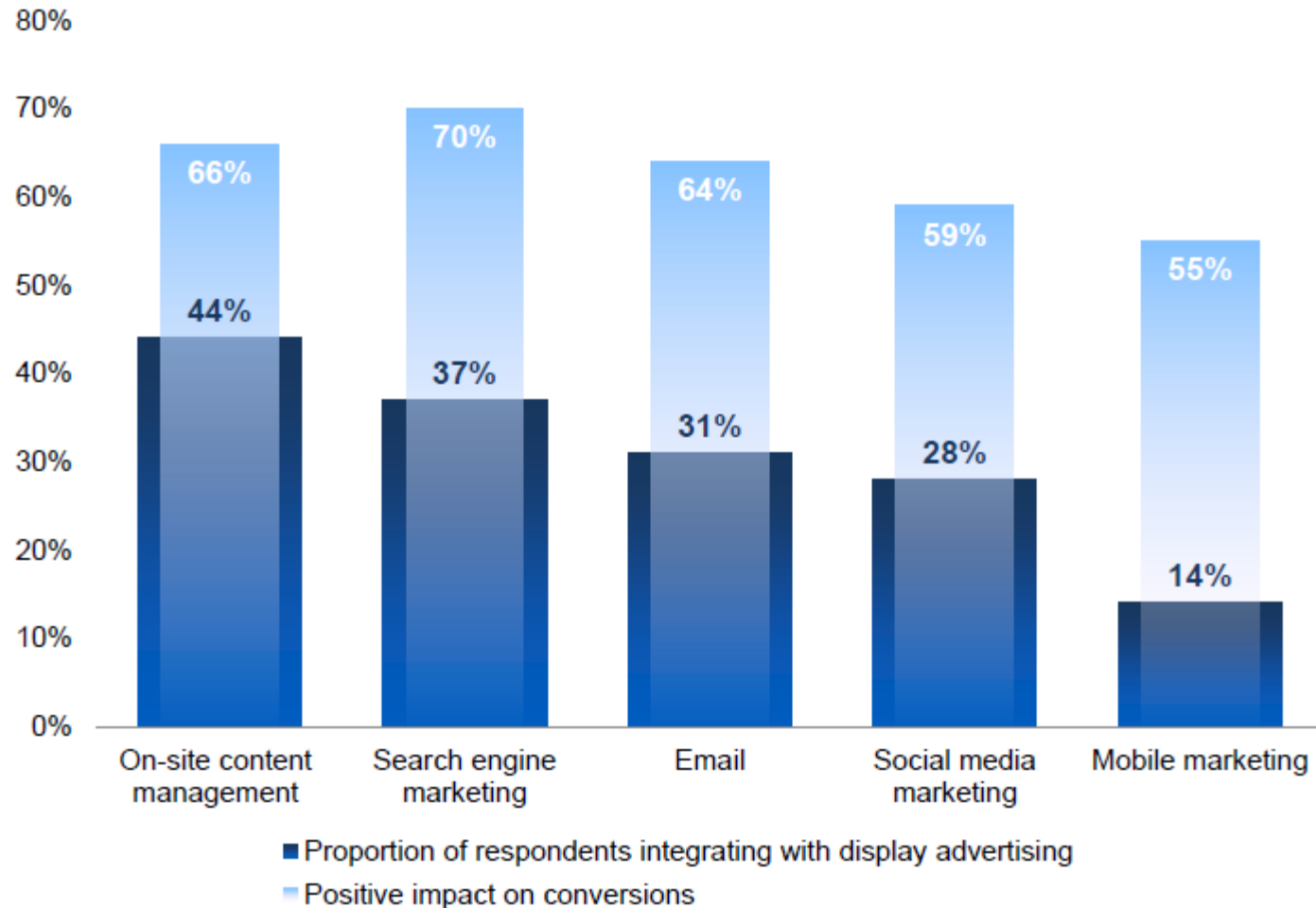
Carving Up the Stack - Network World



Source: Terence Kawaja, IAB Keynote, 2010

Brand Awareness & Brand Recognition

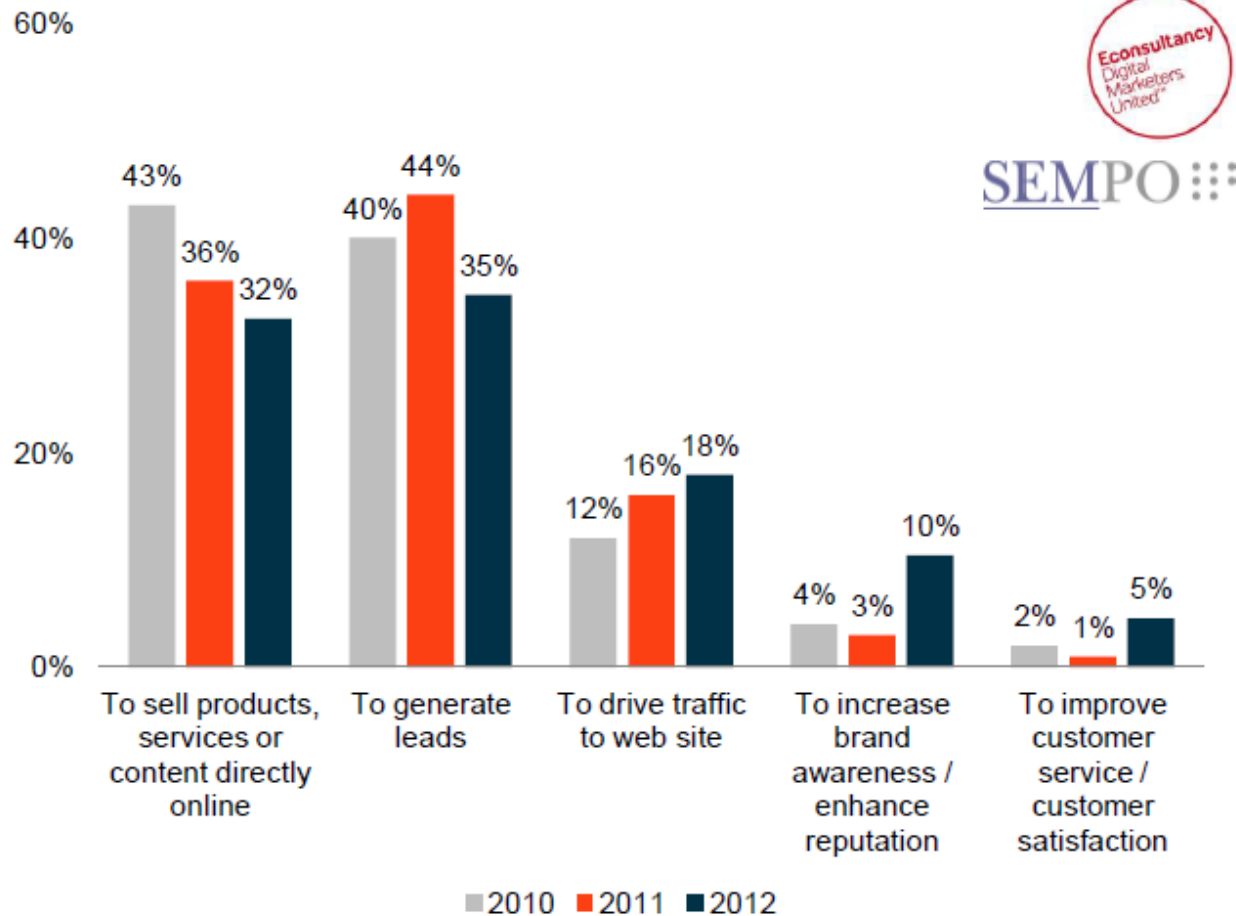
Integration of display advertising with other channels



Source: Econsultancy / Responsys [Cross-Channel Marketing Report 2012](#)

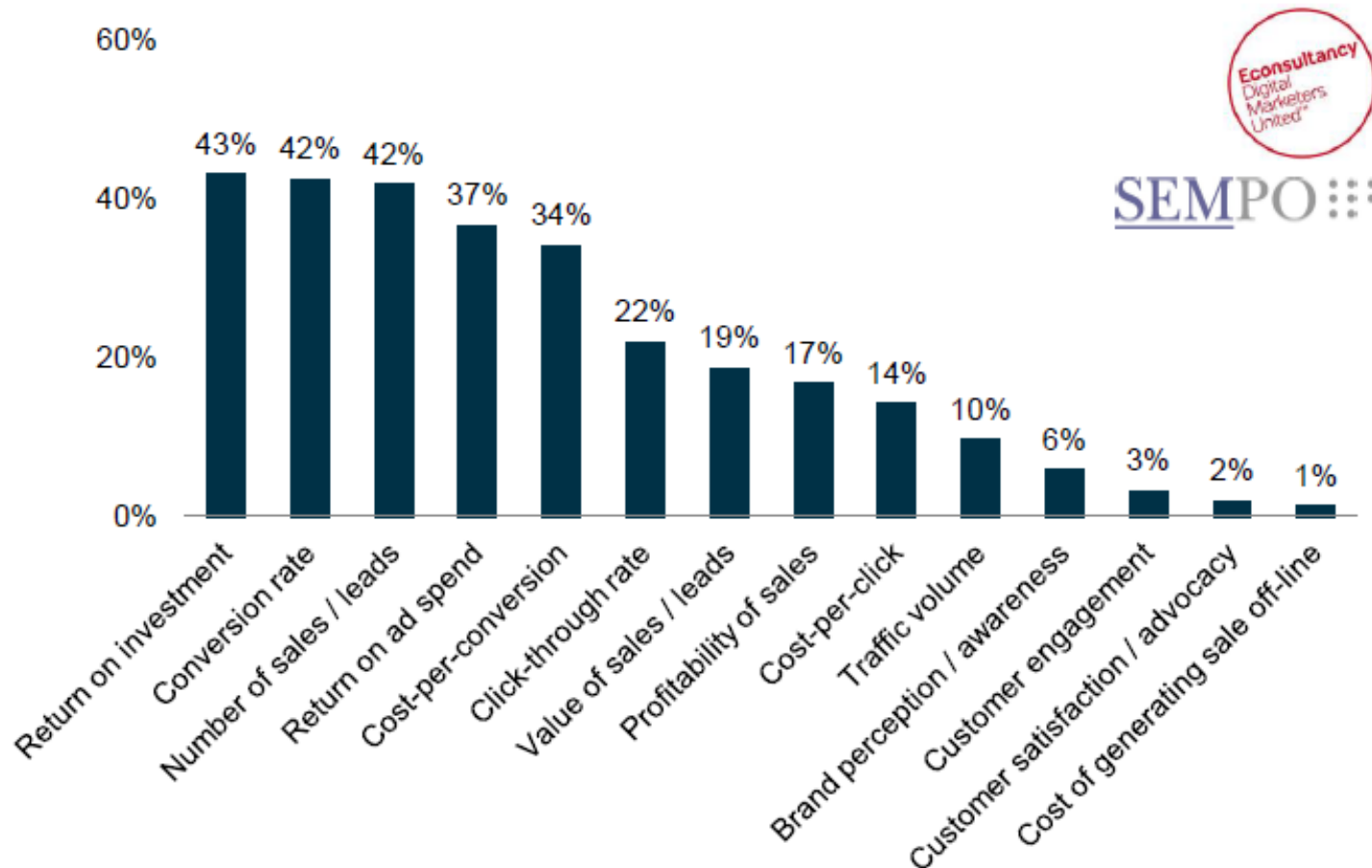
Kontekstualno oglašavanje i direktni efekti

Figure 6: What is the most important objective your clients are trying to achieve through paid search?



Kontekstualno oglašavanje i direktni efekti

Figure 10: What are the three most important metrics you use for gauging the success of paid search marketing?



Kontekstualno oglašavanje i direktni efekti

**Servis GPS navigacija** • Suggested Page [Like Page](#)



Instalacija novih mapa i softvera za GPS uređaje, mobilne tel. I tablet računare

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"Među nama ima i ovakvih i onakvih. Krugovi pričaju da je među nama živio Srđan Aleksić, veliki čovek, heroj, ali da su živeli i oni koji su ga ubili tukući ga, nasred trga u Trebinju"

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Nauči strani jezik uz pomoć kvalifikovanih profesora putem interaktivnih online kurseva!

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TV LED TOSHIBA 32PB200E za 29.999! Ne propustite sjajni TV kristalno LEDene slike.

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Želiš da naučiš španski?

Institut Servantes organizuje kurseve španskog u gimnaziji J.J.Zmaj. Upis: 18-23.februar!

Andreas Sopovski, Svetlana Mitric, Zeljko Antic and 7 other friends like Instituto Cervantes de Belgrado.

Kontekstualno oglašavanje i direktni efekti

The screenshot shows a Google search interface with the query 'letovanje 2013'. The search results are categorized into 'Web' and 'Images'. The 'Web' results are displayed on the left, and the 'Images' results are on the right. The search results are organized into sections: 'Ads related to letovanje 2013' and 'Ads'. The 'Ads related to letovanje 2013' section includes three ads: 'Leto 2013. je već počelo - Čak 15% popusta na rane uplate', 'Grčki hoteli - extra cene - Za pravi odmor zovite plavog slona', and 'Grčka - LETO 2013 - euroturs.rs'. The 'Ads' section includes four ads: 'Halkidiki letovanje 2013.', 'Grčka hoteli 2013', 'Grčka hoteli leto 2013', and 'apartmani'. The search results also include a 'Safe Search' button and a 'Google.rs' logo.

Google

letovanje 2013

Dragan Varagic 2

Web Images Maps Shopping More Search tools

About 417,000 results (0.31 seconds)

Ads related to **letovanje 2013**

Leto 2013. je već počelo - Čak 15% popusta na rane uplate
www.barcino.travel/
Halkidiki, Tasos, Leptokaria, Sarti...

Grčki hoteli - extra cene - Za pravi odmor zovite plavog slona
www.jumbo-travel.rs/
011-303-33-53 Poklon svakom kupcu
Halkidiki - Letovanje

Grčka - LETO 2013 - euroturs.rs
www.euroturs.rs/POPUST20%
apartmani POPUST 20% Zakintos, Krf, Paralia, Olympic B., Halkidiki, Vrasna

Letovanje 2013 – Grčka leto 2013 – Leto 2013 - Astra Travel
www.astratravel.rs/ - Translate this page
Astra Travel – Grčka **leto 2013** (Grčka, Halkidiki, Sitonija, Sarti, Nea Plaja, Vuvuru, Toroni, Metamorfozis) - **Letovanje 2013 – Leto 2013.**
Letovanje - Sitonija 2012 - Plaže - Link za Subagente

Letovanje 2013 Leto 2013 Grčka Leto 2013 Italija Spanija Hrvatska
mitos-travel.com/Letovanje/ - Translate this page
Mitos Travel, Naslovna - **Letovanje 2013** - Zimovanje - Putovanja - Last Minute Ponude - Avio ... **Leto 2013:** Grčka, Turska, Španija Italija Hrvatska Crna Gora.

Leto 2013
www.hellenatravel.rs/ - Translate this page
LETOVANJE 2013. Čekajući **letovanje 2013.** turistička agencija Hellenatravel na vreme je spremila program " Grčka **leto 2013** " u kome se nalaze kako ...

Letovanje 2013 - Sabra Travel
www.sabra.rs/letovanje.htm - Translate this page
Letovanje, Letovanje Grčka, Letovanje Turska, Letovanje Italija, Letovanje Spanija, Letovanje Hrvatska, Letovanje Crna Gora, Letovanje Bugarska, Letovanje Malta ...
Grčka - Turska - Crna Gora

Letovanje 2013
www.letovanje2013.com/ - Translate this page
Letovanje 2013. Pogledajte spisak najpopularnijih država i destinacija za **leto 2013.** godine. Klikom na destinaciju otvara se spisak najpopularnijih objekata iz ...

Ads

Halkidiki letovanje 2013.
www.juresicns.com/
Grčka - Hoteli - rani booking
Kasandra- Sitonija- Atos- popusti

Grčka hoteli 2013
www.prestigettravel.rs/
Halkidiki, Ostrva, Olimpijska regija
Popusti za rane uplate do 40%

Grčka hoteli leto 2013
www.soleazur.rs/akcije/
/Veliki izbor hotela/Popusti do 35%
Kasandra, Sitonija, Atos hoteli **2013**

apartmani
www.eurojet.rs/
Fantastične destinacije. Povoljno!
Različite pogodnosti i popusti.

Hotel Perla - Herceg Novi
www.perla.me/
Sobe, Apartmani, Restoran, Plaža..
Rezervisi online - najbolje cijene!

See your ad here »

Google.rs

Kontekstualno oglašavanje i direktni efekti

Google oglasi

Calculus poslovni softver

www.calculus.rs

Poslovni paket i za najzahtevnije. Probajte besplatno.



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www.Grammarly.com/plagiarism_check

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www.erodate.rs/devojke

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www.feed-machinery.com

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ginekologija i intervencije Golsvortijeva 18, kod Vuka, Kalenic



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Patentirani stolovi od javora Najprodavaniji u Srbiji



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www.pcpractic.rs

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WWW.SVP.rs

Do Tokija za 33 minuta?

Da, jer su svi najbolji japanski restorani samo jedan klik daleko.

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Rammstein u Beogradu



Kupite ulaznice za koncert 28.04.2013.

Httpool oglasi

ETARGET reklama



Progovorite

Brzi rezultati kroz sasvim novo iskustvo Zlatni partner Britanskog saveta.



Okuraži se

Zajedno samo jačve ! Zajedno protiv diskriminacije.



OPTIMO veliki popust

Priušite sebi vrhunski sistem za zdravo i udobno spavanje, po 20% nižoj ceni.

Dodaj oglas

adbuka oglasi

Kečap Caporione Uz svaki kupljen laptop dobijate... **Post**
ani šampion prodaje! Drumski transport Žigovina elektronskih v
aga Prodaja sortirana polovna garderoba Zbirni prevoz rob

[Podesi prikaz](#) | [Postavi oglas](#)

Kontekstualno oglašavanje i direktni efekti

Table 3.2: Key Capabilities of Selected PPC Campaign Management Tools

Vendor	Facebook campaign management & optimization	Algorithmic bid optimization	Automated campaign management based on inventory feed	Landing page optimization	Keyword-level attribution	Multi-channel attribution	Display buying capabilities (DSP, GDN*, Criteo for retargeting)
Adobe	Yes	Yes	Yes	Multivariate; A/B	Yes	Yes	Own DSP**
Acquisio	Yes	Yes	Yes	No	Yes	Yes	Own DSP
Autonomy	Yes	Yes	No	Multivariate; A/B	Yes	Yes	GDN
Clickable	Yes	Yes	Yes	Multivariate; A/B	Yes	Yes	No
DoubleClick Search	No (planned)	Yes	No (planned)	No (planned)	Yes	Yes	GDN/DFA/ Invite Media
eSearchVision	Yes	Yes	Yes	Multivariate; A/B	Yes	Yes	GDN, Criteo
IgnitionOne	Yes	Yes	Yes	Multivariate; A/B	Yes	Yes	Own DSP
Kenshoo	Yes	Yes	Yes	Multivariate; A/B	Yes	Yes	GDN, Criteo
Marin Software	Yes	Yes	Yes	Multivariate; A/B	Yes	Yes	GDN, Criteo
SearchForce	Yes	Yes	Yes	No	Yes	Yes	GDN, Criteo

*DSP=Demand Side Platform; GDN=Google Display Network; Criteo=Criteo used for retargeting

**On technology acquired from Efficient Frontier

Source: Third Door Media

Complete this weekly workflow
to see results fast — in just
20 minutes a week!

Weekly Checklist

Date: _____

START

Brought to you by

WordStream

☐ **Minutes 0 – 1:**
Check Bids and Budget

↑ Raise bids on keywords
with strong performance,
profitable conversion rates

↓ Lower bids on keywords
that deplete your budget
with low or no ROI

☐ **Minutes 2 – 4:**
Pause Poorly Performing Keywords

Look for keyword
outliers with:

- Low ROI, and/or
- Low Quality Scores

☐ **Minutes 5 – 9:**
Perform Keyword Research

- + Add new keywords to extend
your reach
- Identify negative keywords to
reduce wasteful clicks
- 🧪 Experiment with different
keyword match types

☐ **Minutes 10 – 14:**
Optimize Ad Text

Write new text for your
worst two ads. Try
testing:

- A new headline
- Different call to action
- Dynamic Keyword
Insertion

NEW
HEADLINE

BUY NOW

☐ **Minutes 15 – 18:**
Improve Campaign Relevancy

Split your largest ad group into two
smaller, more targeted groups

Create a new, more targeted
landing page

GOAL

Set goals for
next month

Show off your
progress!

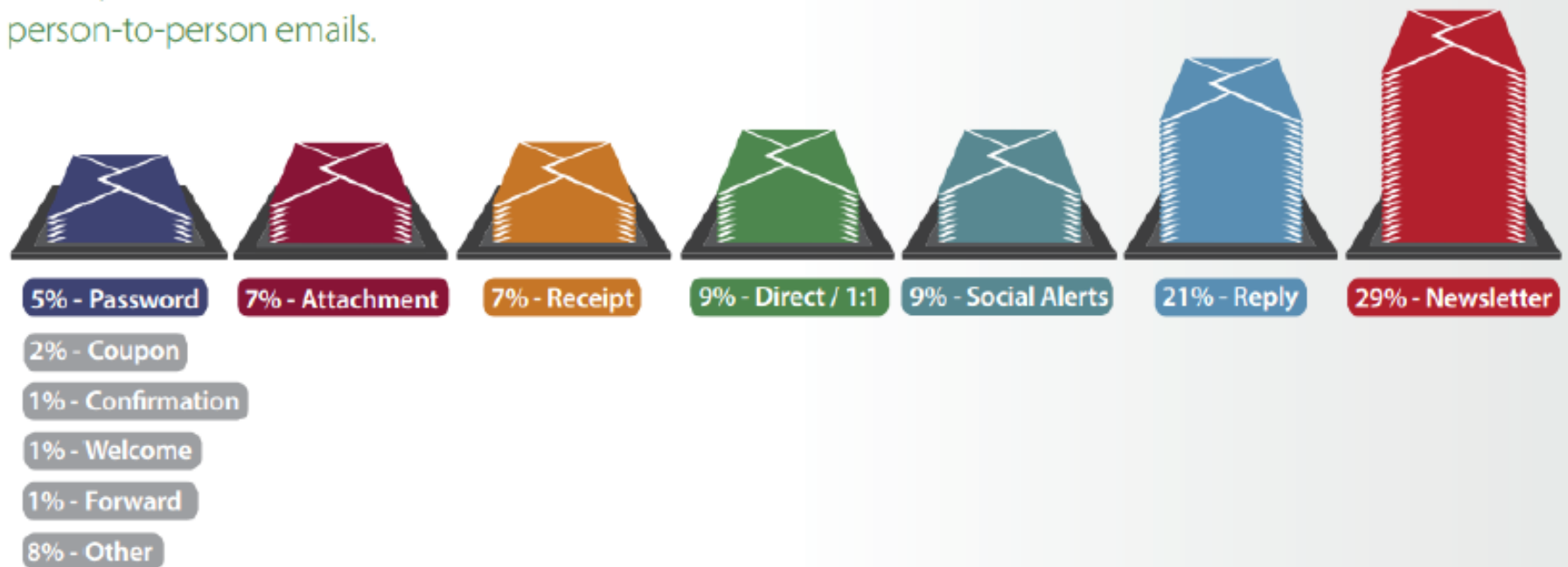
☐ **Minutes 19 – 20:**
Complete PPC Reporting

Kontekstualno oglašavanje i direktni efekti

Email marketing

- 29% of emails are newsletters. [Source: [Return Path](#), November 2012]

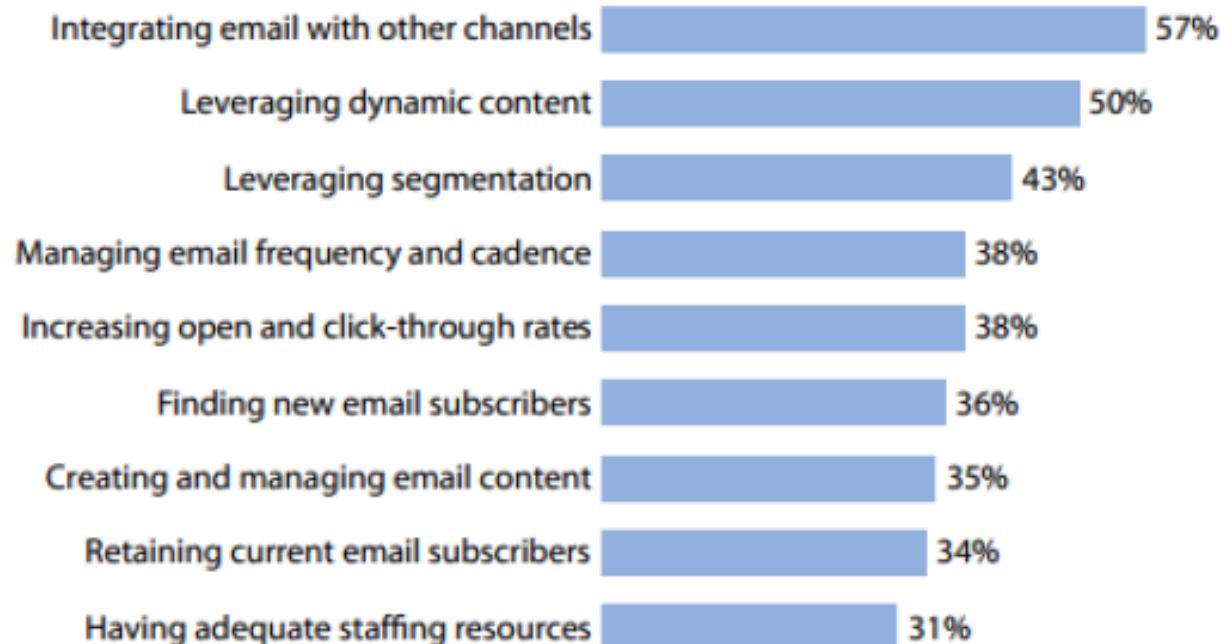
In fact, we receive more newsletters than person-to-person emails.



Email marketing

- 57% of email marketers consider integrating email with other channels as the biggest email marketing challenge they expect to face in the next two years. [Source: [Forrester](#), January 2012]

1-1 "What are the biggest email marketing challenges you expect to face in the next two years?"



Email marketing

- Najbolja e-mail strategija zasniva se na kreiranju sopstvene mailing liste (newsletter-a) preko veb sajta.
- Važno je odabrati dobar softver i voditi računa o tome da je lista „jača“ od spam filtera.



Affiliate marketing problemi

- Davanje provizije za različite aspekte prodaje jeste dobra strategija promocije (prodajna promocija), ali je potrebna velika frekvencija prodaje i visoka marža od koje se daje procenat partneru.



Dizajnerska Zona

www.vizioshop.com

Potreban Vam je dodatni izvor zarade?

Dizajneri, umetnici, "Photoshop" majstori...

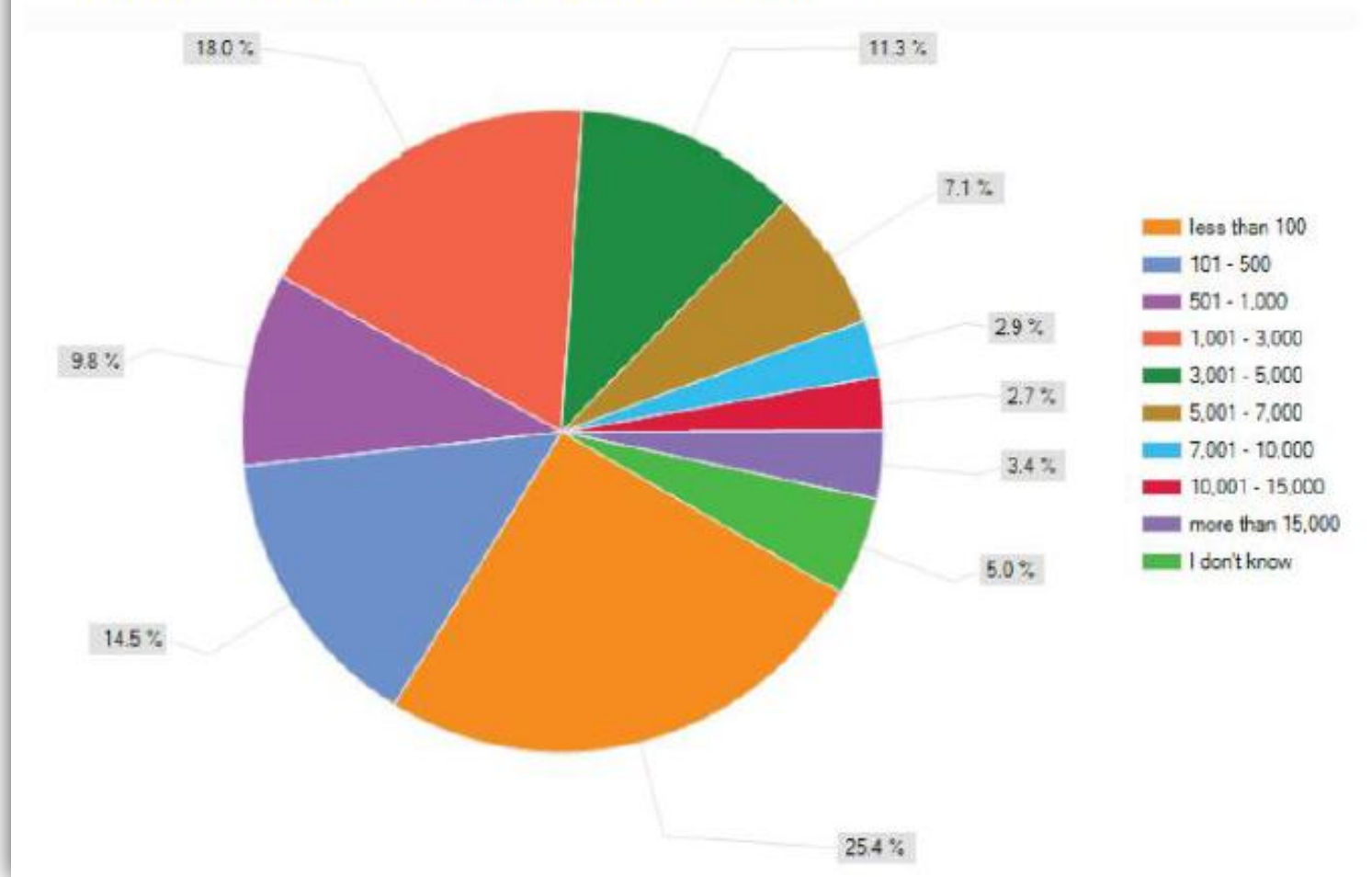
Evo prilike da unovčite svoj talenat !!!

VIZIOshop, najveća internet prodavnica za majice na Balkanu Vam nudi da stavite na naš sajt **VAŠA** idejna rešenja i da zaradite od svake prodane majice sa tim motivom.

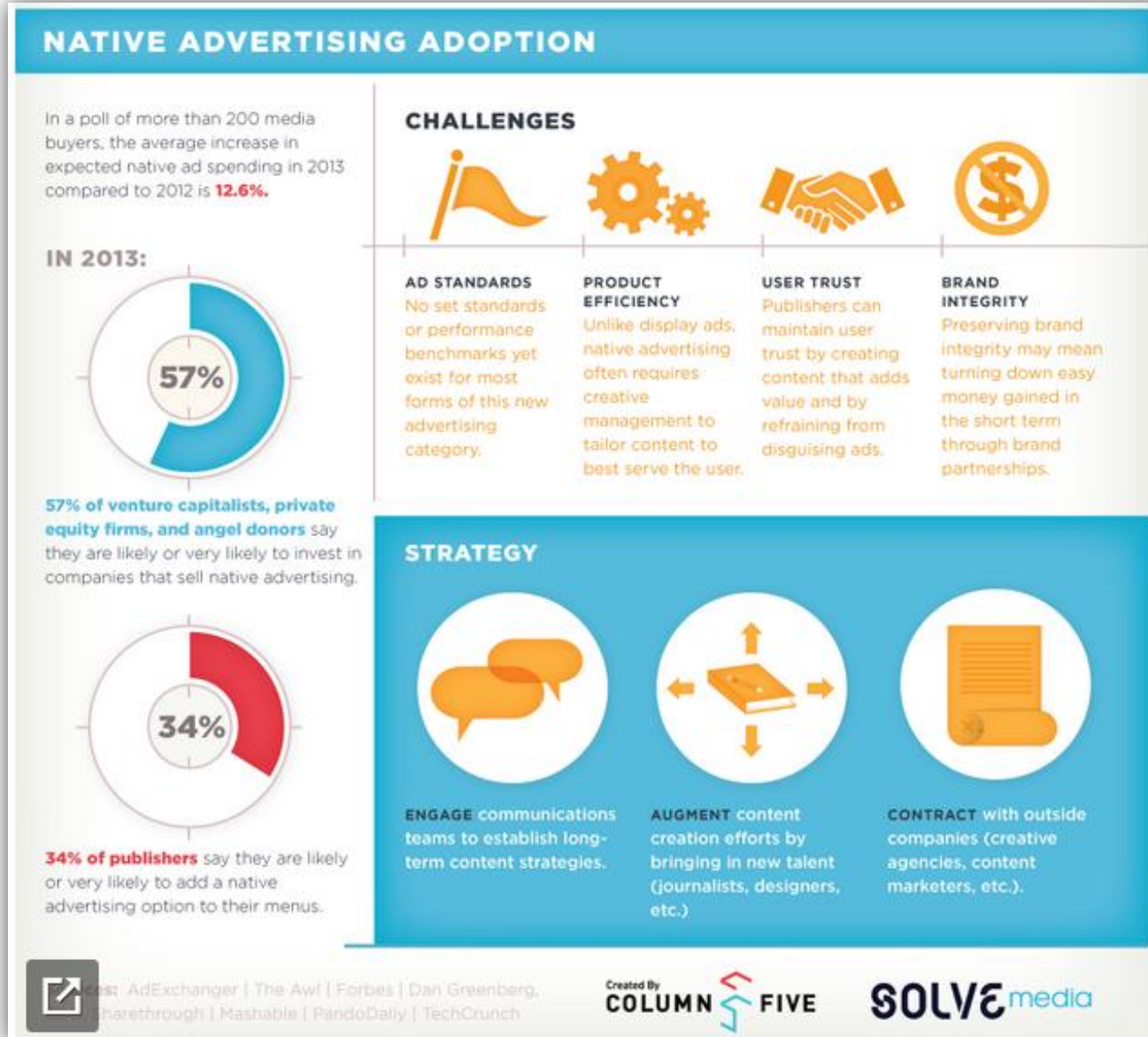
U suštini, na ovaj način **VI** dobijate svoju internet prodavnicu koja radi sve za **VAS**.

Affiliate marketing problemi

- More than 25% of merchants have less than 100 affiliates in their current programs. [Source: [AffiliateBenchmarks™](#) a division of [NetX](#), September 2011]



Native Advertising perspektiva



Native Advertising perspektiva

The image is a screenshot of the BuzzFeed homepage. At the top, the BuzzFeed logo is in red. To its right is a row of yellow circular buttons with text: LOL, ftw, omg, cute, geeky, trashy, fail, wtf, and a red circular button with a white upward arrow. Below this is a navigation bar with links: Politics, Tech, Entertainment, Celeb, Music, Lifestyle, Food, Rewind, LGBT, Sports, Animals, and More. A search bar and Sign In/Sign Up links are on the right. A row of small image thumbnails follows, including a group of people, a dog, a meme with text 'ARE YOU MOCKING ME?', a couple, and a person in a blue dress. Below this is a large featured article on the left titled '29 Crazy Margaritas You Need To Try' with a 'LOVELY RITA' tag. To its right is another article titled '21 Awkward Situations We All Survived In High School' with an IFC logo and 'PRESENTED BY IFC (Independent Film Channel)' text. Below the margarita article is a video thumbnail for '28 Signs That You Totally Have Senioritis' by Dave Stopera. To the right of this are two more sections: 'Big Stories' with a thumbnail of a man in a suit, and 'Hot On The Web' with a thumbnail of a person in a hat. The bottom of the page has a red banner with the text 'Internet Professional Program' and a cursor icon pointing to the word 'Professional'.

BuzzFeed

LOL ftw omg cute geeky trashy fail wtf

Politics Tech Entertainment Celeb Music Lifestyle Food Rewind LGBT Sports Animals More Search Sign In Sign Up

Include Only Me activity

PARTNER

ARE YOU MOCKING ME?

LOVELY RITA

29 Crazy Margaritas You Need To Try

21 Awkward Situations We All Survived In High School

PRESENTED BY IFC (Independent Film Channel)

FEATURED PARTNER

28 Signs That You Totally Have Senioritis

Graduation can't come soon enough.

Dave Stopera 15 minutes ago 27 responses

Big Stories

Politics

Hot On The Web

EXCLUSIVE

Internet Professional Program

www.buzzfeed.com

Native Advertising perspektiva

- » "Piletina na Maggi način sa belim lukom" – Gaga Grne blog, kampanja za Maggi
- » "Kao golubica (I)" – Mooshema blog, Dove
- » "Nova tehnička znanja za novinare" (Bedno piskaralo) i "Ja, Internet preduzetnica, takoreći mala privrednica" (Mahlat), u sklopu kampanje podrške samozapošljavanju blogera, Link Group
- » "Enekretnine.com – Primer usaglašavanja naprednih integracija i online nastupa", moj blog, Enekretnine
- » "Profesionalna orijentacija: Kako sam postao savetnik za poslovnu primenu Interneta? – I deo", moj blog, Profesionalna Orijentacija
- » ...

10
NOV

31 komentara

Premijera: Telenor m-payment "PlatiMo"

Kategorija: [Poslovanje & E-biznis](#)

4,858 pregleda

Tweet 0

+1

Share 0

Nakon prve informacije o planovima kompanije Telenor da pusti pravi m-payment servis [koja je objavljena krajem prošle godine na ovom blogu](#), dobio sam mogućnost da premijerno predstavim m-payment rešenje kompanije Telenor pod komercijalnim nazivom "PlatiMo".

"PlatiMo" sistem plaćanja putem mobilnog



Native Advertising perspektiva

www.telegraf.rs/sex-i-ljubav/557140-organizujte-putovanje-8-marta-za-samo-dva-sata

TELEGRAF

Lajkovača

VIDEO

FOTO

GROVI

SVASTARA

Pošalji
i ti svoju foru!

NASLOVNA

VESTI

SPORT

JETSET

ZANIMLJIVOSTI

FOTO

SEX & LJUBAV

ŽIVOT & STIL

HI-TECH

SEKSI AVANTURA: Odvedite je na putovanje iz snova za samo dva sata

Bliži se Dan žena a vi nemate pojma kako da iznenadite svoju partnerku? Iznenadno putovanje će je ostaviti bez daha, ali i bez odeće kroz samo nekoliko trenutaka. Evo plana za brzu akciju!

Share

214

Tweet

7

+1

1

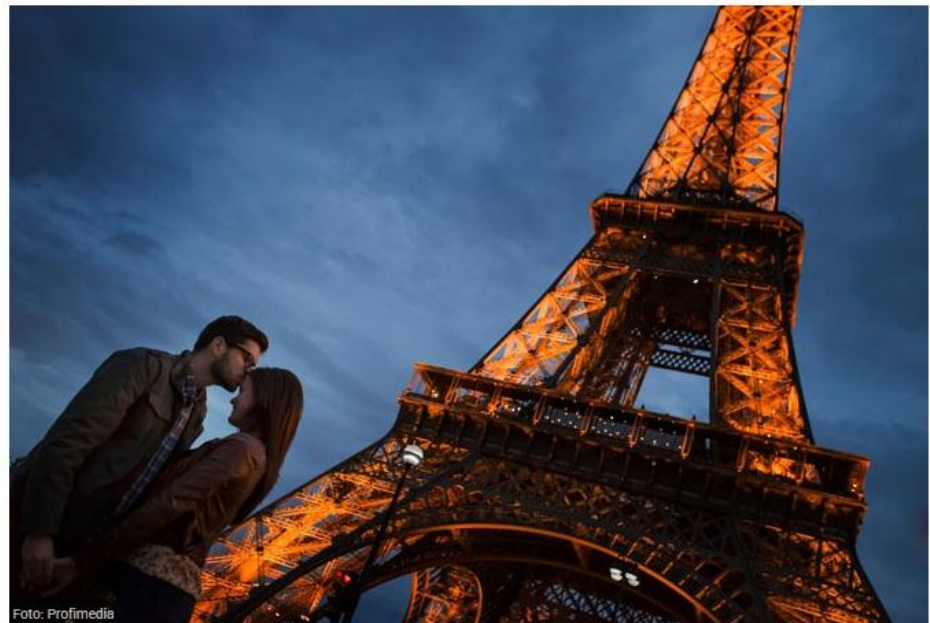


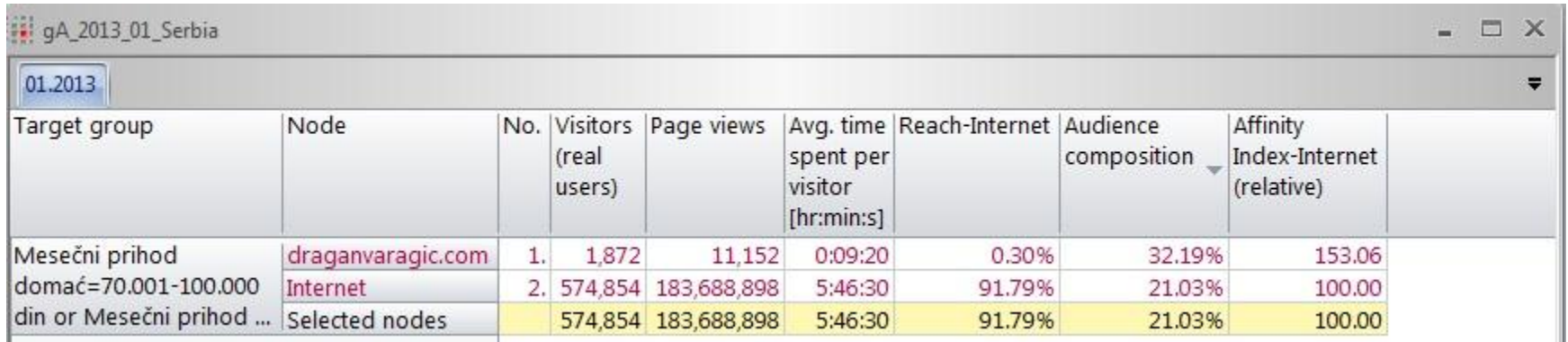
Foto: Profimedia

Internet Professional Program

Partner teksta

FUDEKS FUDEKS.RS

Izdvajanje prednosti za ponudu promocije



The screenshot shows a window titled 'gA_2013_01_Serbia' with a dropdown menu set to '01.2013'. Below the menu is a table with the following columns: Target group, Node, No., Visitors (real users), Page views, Avg. time spent per visitor [hr:min:s], Reach-Internet, Audience composition, and Affinity Index-Internet (relative). The table contains three rows of data.

Target group	Node	No.	Visitors (real users)	Page views	Avg. time spent per visitor [hr:min:s]	Reach-Internet	Audience composition	Affinity Index-Internet (relative)
Mesečni prihod	draganvaragic.com	1.	1,872	11,152	0:09:20	0.30%	32.19%	153.06
domać=70.001-100.000	Internet	2.	574,854	183,688,898	5:46:30	91.79%	21.03%	100.00
din or Mesečni prihod ...	Selected nodes		574,854	183,688,898	5:46:30	91.79%	21.03%	100.00

Gemius Audience, januar 2013.

- 4. najbolji rezultat u Srbiji sa 32.2% posetilaca na blogu sa mesečnim prihodom po domaćinstvu od 70.000 din. i više (u odnosu na ostale veb sajtove prema Gemiusu).
- 50.1% posetilaca bloga ima visoku stručnu spremu, što je 5. rezultat u Srbiji.
- 23% posetilaca ima visoku stručnu spremu i prihod po domaćinstvu od preko 70.000 din, što je drugi najbolji rezultat u Srbiji.

Ponuda prema potrebama oglašivača

1. Kreirati Media Kit sa ponudom u kojoj treba da bude odgovor zašto bi se neko baš kod vas oglašavao.
2. Koju vi **vrednost** dajete time što će se neko oglašavati kod vas na sajtu/blogu?
3. Da li ste postavili kontakt podatke i da li se brzo odazivate na upite?
4. Cene oglašavanja prilagodite mogućnostima ciljnih grupa i stanju na tržištu.
5. Angažujte prodavca oglasa, ako ga nemate.

Kako se efikasno oglašavati?

1. Da li znate šta radi vaša konkurencija na internetu i koliki je potencijal online efekata za vašu privrednu granu?
2. Da li ćete različite tehnike e-promocije raditi samostalno (in-house), ili ćete za pojedine aktivnosti ili celokupno ustupiti ovaj posao agenciji?
3. Koliko su zaposleni realno obučeni da samostalno obavljaju aktivnosti online promocije i/ili da prate realne efekte?
4. Koliko ste spremni da izdvojite budžet za aktivnosti čiji se rezultati ne vide odmah?
5. Koliko ste spremni za testiranje novih mogućnosti interneta?

Trend: Marketing Attribution

Anatomy of a conversion path (what is being tracked in this report)

First Interaction

Last Interaction

Conversion



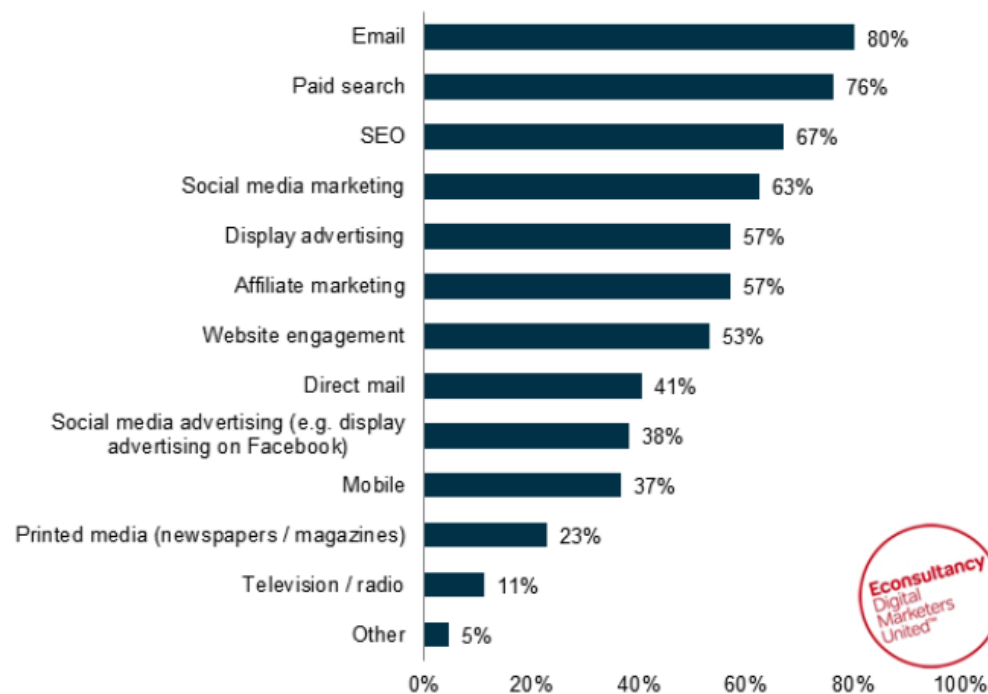
Assisting Interactions

Path Length = 4 (number of interactions to conversion)

Time Lag (number of days to convert)

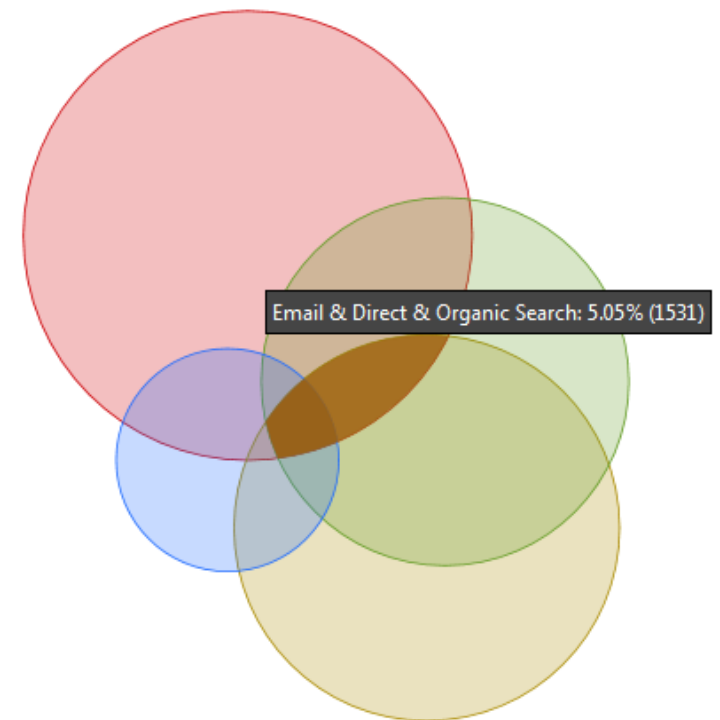
Client-side respondents

Figure 11: What channels are included as part of your marketing attribution?



Adobe Quarterly Digital Intelligence Briefing

Email & Direct & Organic Search & Paid Search: 0.62% (189)



The overlap areas of the circles above are approximations.

Trend: Spajanje digitalnog i fizičkog sveta



Internet Professional Program

You Scanned:

NORDSTROM



Product Info

More Sizes

Ship it to me

Recommendations



E-advertajzing

Kako se efektno oglašavati na internetu

Dragan Varagić,

dragan@varagic.com

www.draganvaragic.com/blog/

twitter.com/varagic

Internet Professional Program