

Online Sales Basics

Dragan Varagić,

dragan@varagic.com

www.draganvaragic.com/weblog/

twitter.com/varagic

Internet Professional Program

Sadržaj

- Osnovne postavke prodaje
- Željena akcija korisnika – Call to Action
- Dati vrednost korisniku – Value Proposition
- Web dizajn koji prodaje
- Izrada Web sajta u kontekstu prodaje
- Promocija u funkciji online prodaje
- Optimizacija konverzije

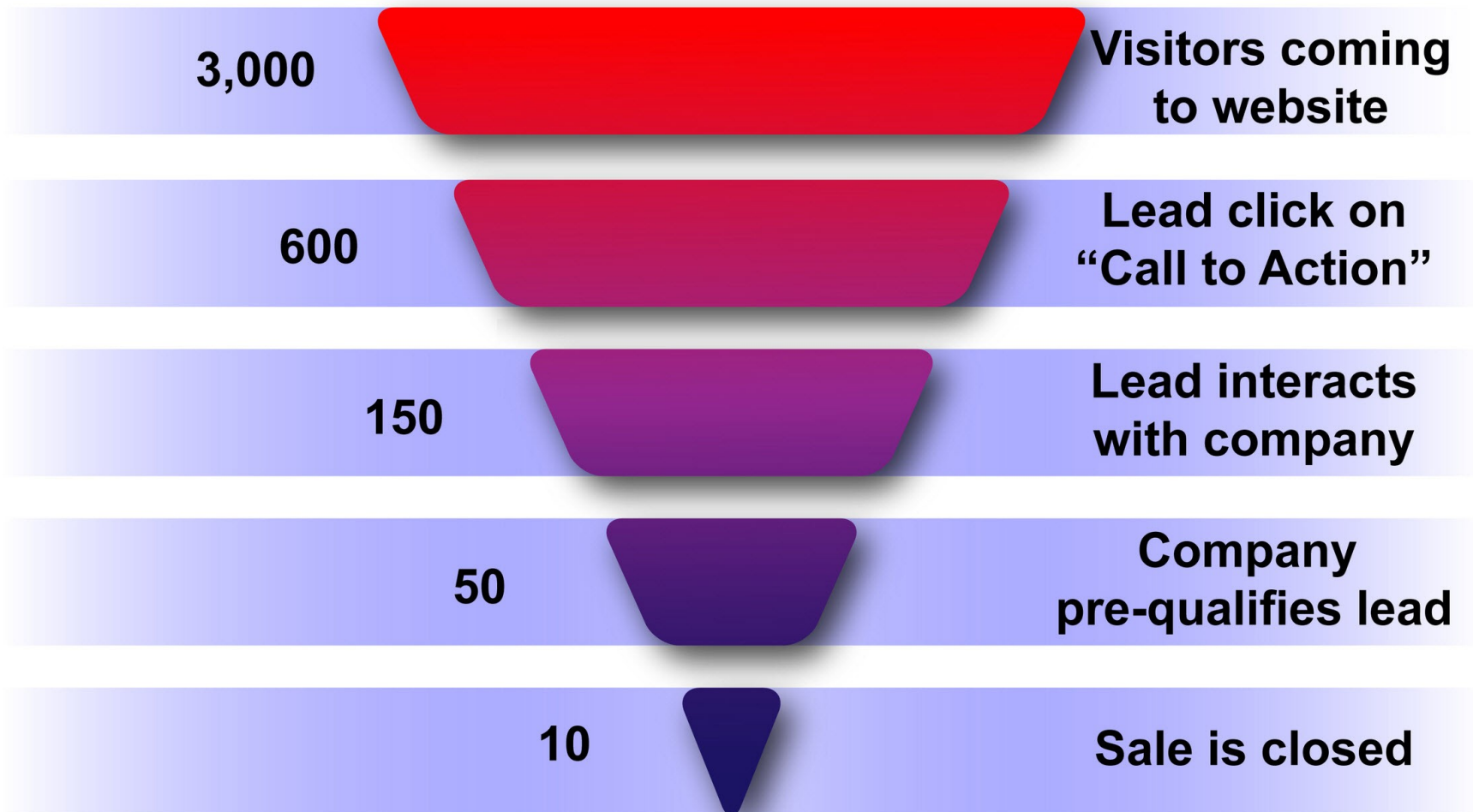
Osnovne postavke prodaje

(Sales) Lead - U našim uslovima, “*lead*” se prevodi kao **kontakt**, a značenje same reči “*lead*” sugeriše da se radi o **aktivnostima koje osobu vode /uvode (*to lead*) u proces prodaje.**

(Sales) Prospect / Qualified Lead – Kontakt koji se *kvalifikovao* kao **potencijalni kupac.**

Lead Generation - Kreiranje procesa i aktivnosti koje omogućuju **dolazak do kvalifikovanih kontakata.**

Osnovne postavke prodaje



Željena akcija korisnika – Call to Action



© Webseoanalytics.com

Kako sadržajem i izgledom Web sajta ostvariti da korisnik uradi baš ono što vi imate kao cilj date stranice?

Željena akcija korisnika – Call to Action

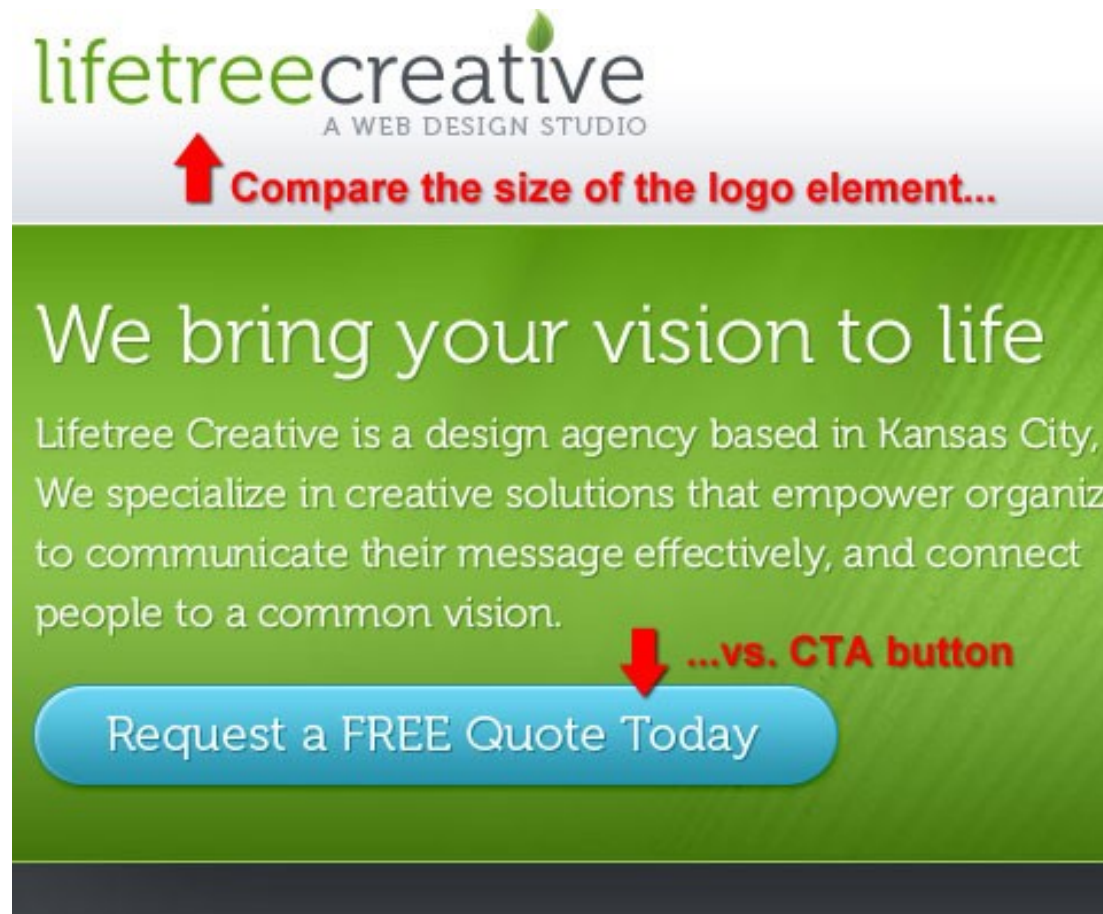


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Poziv na akciju (*Call to Action, CTA*) ima veće efekte kada je tražena akcija osmišljena u kontekstu stvarne potrebe korisnika – What's in it for me?; (IMT)

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Željena akcija korisnika – Call to Action



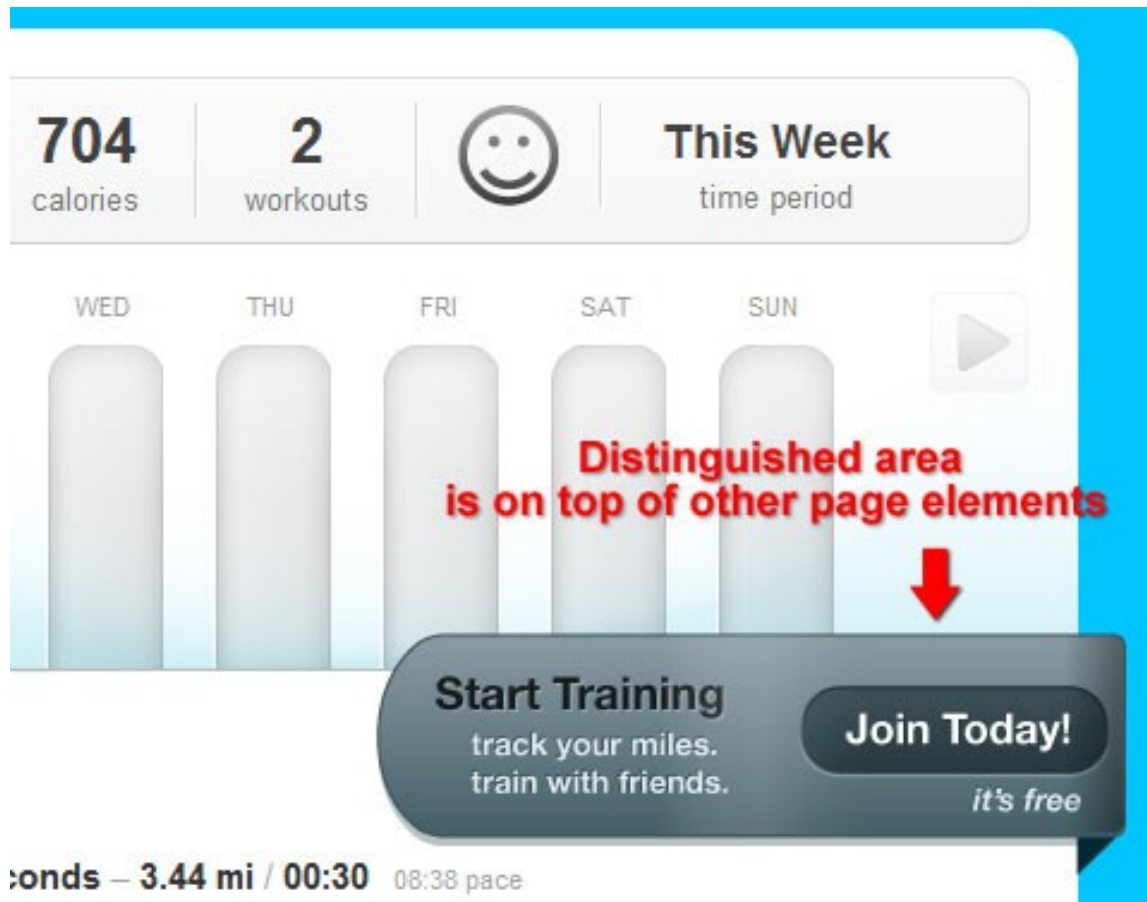
smashingmagazine.com/2009/10/13/call-to-action-buttons-examples-and-best-practices/

Željena akcija korisnika – Call to Action



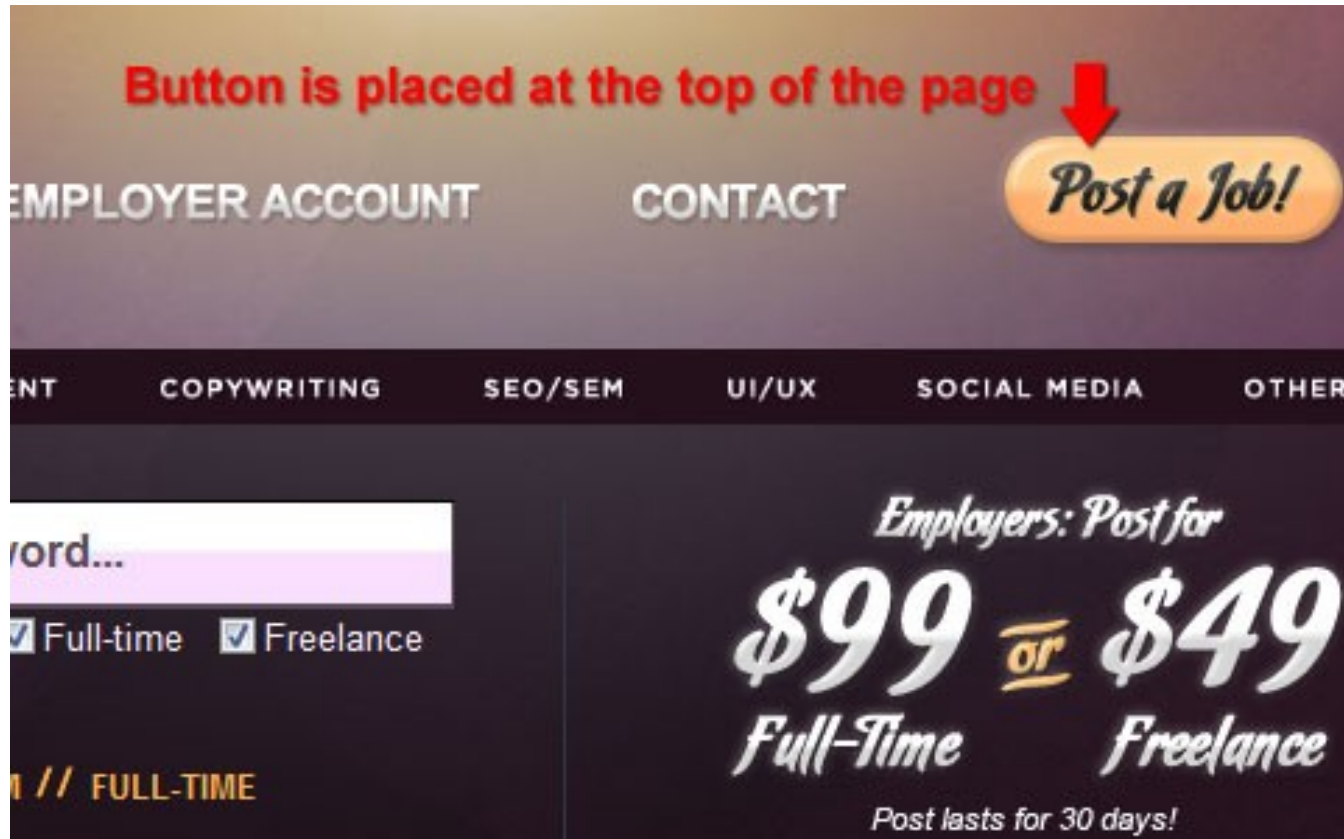
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Željena akcija korisnika – Call to Action



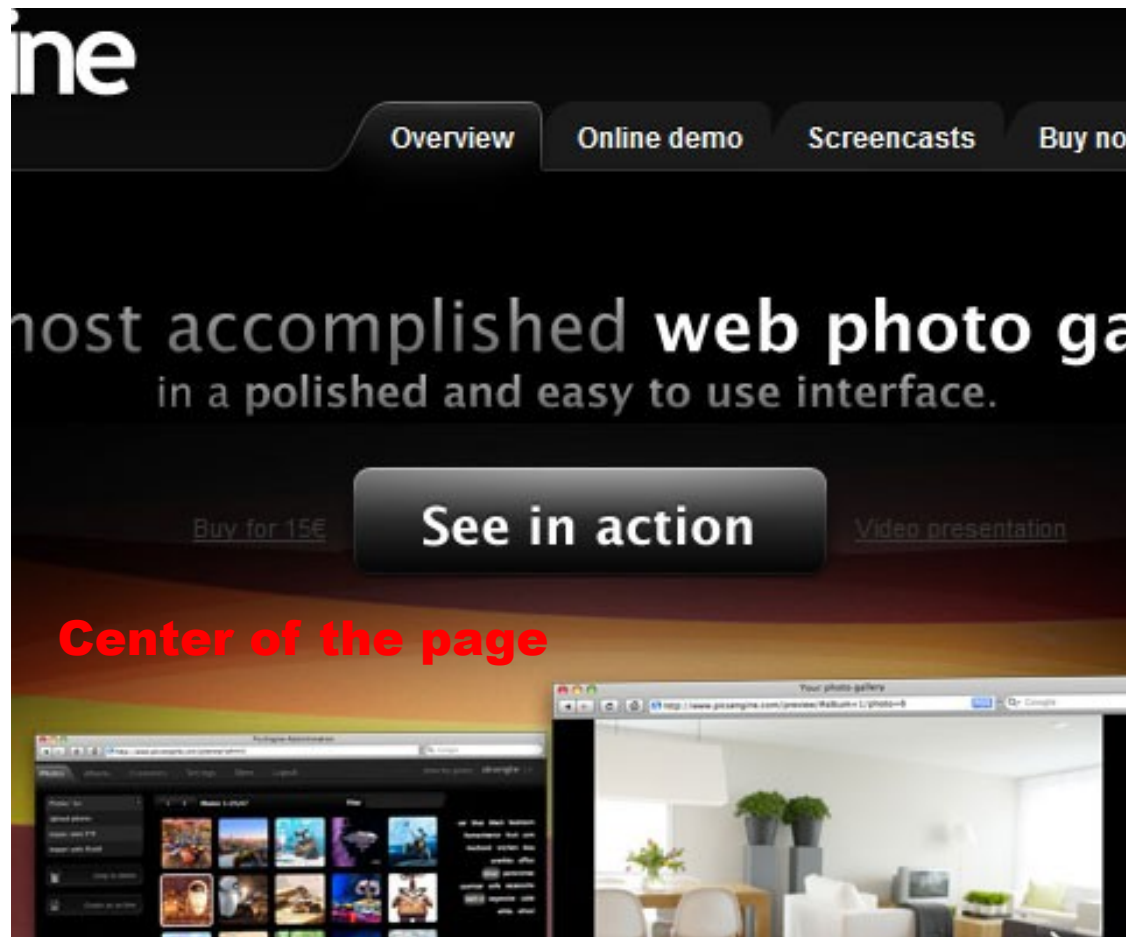
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Željena akcija korisnika – Call to Action



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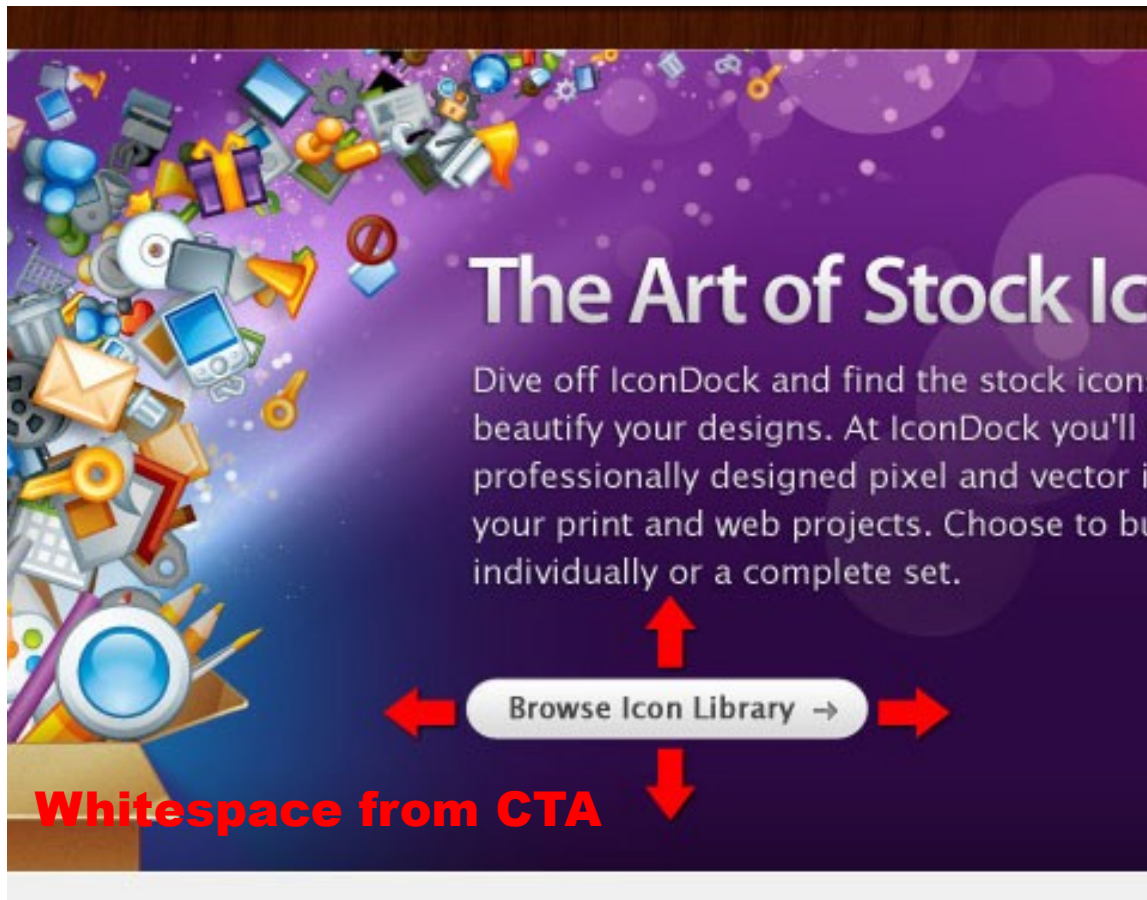
Željena akcija korisnika – Call to Action



Center of the page

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Željena akcija korisnika – Call to Action



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Željena akcija korisnika – Call to Action

Notepod 100pp

Notepod 3-pack

App idea? There's a page for that.



BUY NOW for \$17.95USD

Same price, shipped anywhere in the world.

Color contrast for CTA

What's a Notepod 3-Pack?

Three 60 x 110mm, 100pp Notepods printed on both sides. 80gsm laser

Payment and shipping

Payment is via Paypal. Your 3-pack costs \$17.95 USD, shipped wherever

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Željena akcija korisnika – Call to Action

Logbook

for Backpack Journal

Post your status and log tasks to your Backpack Journal in seconds right from your Mac.

Download Now

Version 1.0.1 - Mac OS 10.5



Secondary action



Buy It

\$12.99

Primary action

Professional Online Marketing and CRM

lution, it's a CRM based application that helps you target your online m

Sign up now!

Take the tour

ack **NEW!**

more coming soon...

Introducing Logbook

$$\text{VII}^2 = \text{endgame for player 1, assuming } \text{VII}^1 = \text{III}^1 \text{ and } \text{IV}^1 = \text{I}^1.$$

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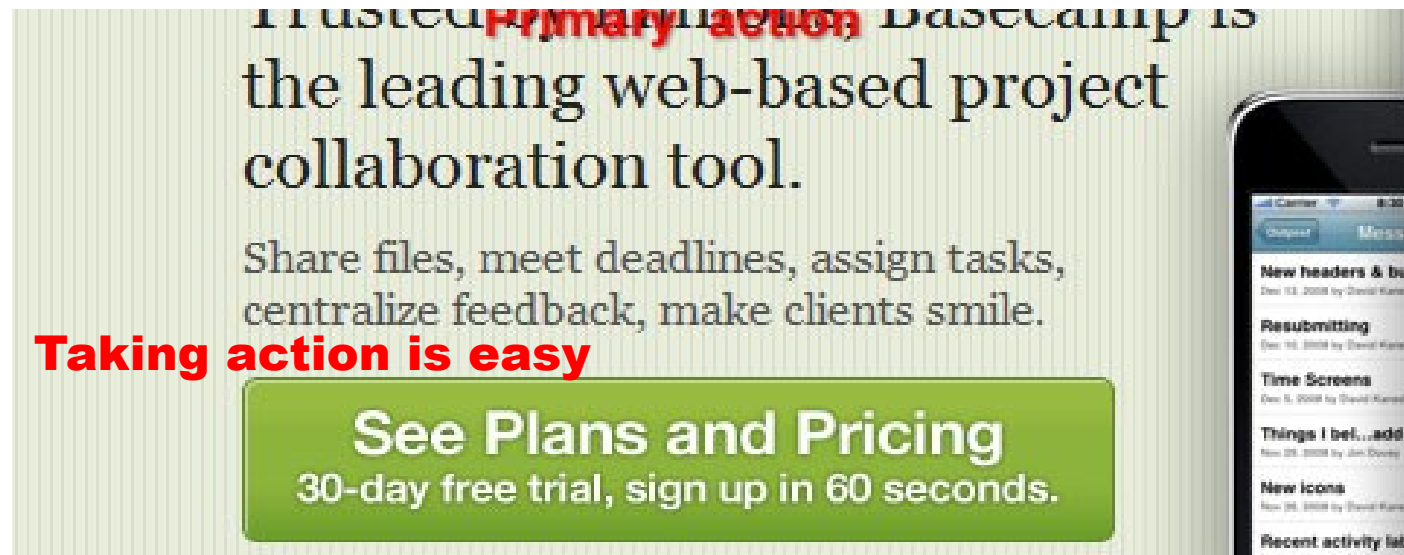
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Željena akcija korisnika – Call to Action



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Željena akcija korisnika – Call to Action



Primary action

Trusted by millions, Basecamp is the leading web-based project collaboration tool.

Share files, meet deadlines, assign tasks, centralize feedback, make clients smile.

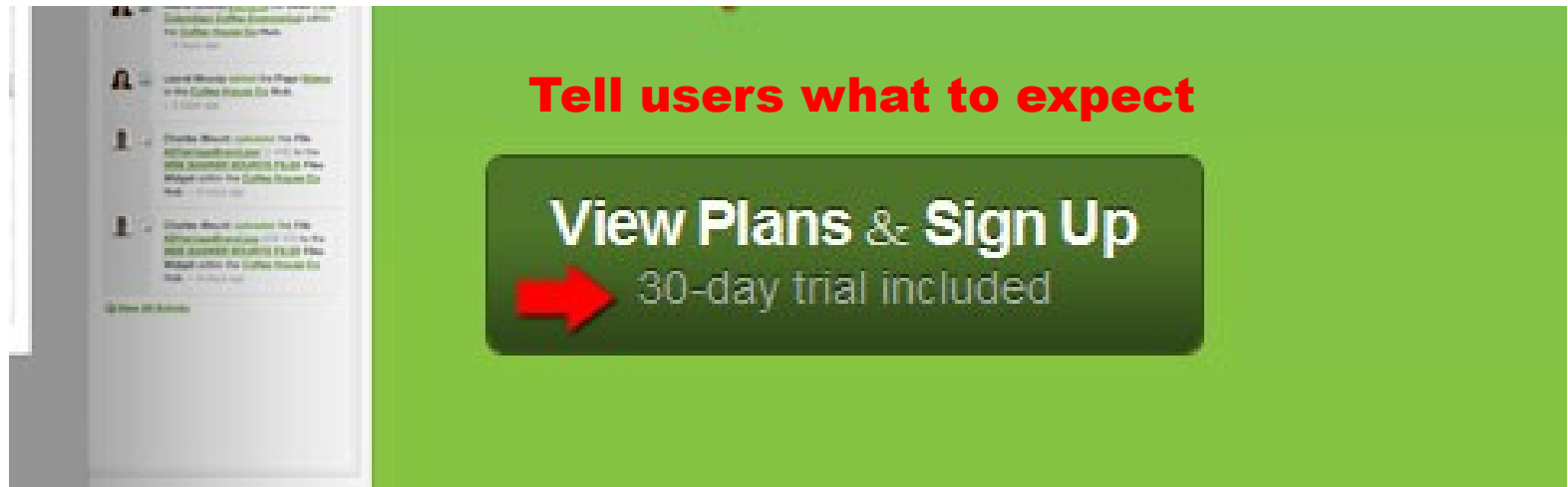
Taking action is easy

See Plans and Pricing
30-day free trial, sign up in 60 seconds.

The advertisement features a green button with white text. To the right is a smartphone mockup displaying a list of items: 'New headers & bu', 'Resubmitting', 'Time Screens', 'Things I bel...add', 'New icons', and 'Recent activity list'. Each item has a date and author below it.

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Željena akcija korisnika – Call to Action



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Dati vrednost korisniku – Value Proposition

- Koju ja potrebu/problem rešavam klijentima svojim proizvodom i uslugom?
- Da li rešavanje te potrebe/problema ima takvu vrednost za mog (potencijalnog) klijenta da će on zbog toga kupiti baš moj proizvod/uslugu?

Predstavljanje vrednosti proizvoda/usluga (Value Proposition) omogućuje kvalitetniju prodaju definisanjem i prikazivanjem jedinstvenih razloga zašto bi korisnici kupovali baš kod vas (**Unique Selling Proposition – jedinstvena prodajna ponuda**).

draganvaragic.com/weblog/index.php/2566/value-proposition-zasto-moji-klijenti-kupuju-moje-proizvode-i-usluge/

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Dati vrednost korisniku – Value Proposition

www.google.rs/imgres?q=online+value+proposition&um=1&hl=sr&biw=1366&bih=667&tbm=isch&tbnid=9P0pMWE2U-ruEM:&imgrefurl=http://e-thynne0912-ppd.blog...

Дели Следећи блог Направи блог Пријавите се

Google слике

Веб сајт за ову слику
www.designcouncil.org - The Design Council carries out all the major ...
e-thynne0912-ppd.blogspot.com

Слика у пуној величини
499 × 354 (Исте вличине), 41KB
Још величина

Претражите према слици

Сличне слике

Тип: JPG

Слика је можда заштићена ауторским правима.

TINY

- Services**
 - Quality
 - On time on Budget
 - Measurable
 - Reliable
- Technology**
 - Cutting Edge
 - Business Process Enhancement
 - Interoperable
 - Reliable
- Methodology**
 - Quality Processes
 - Tested Procedures
 - Industry Experience
 - Global Delivery Model
- Products**
 - State of the art
 - Value for Money
 - Low TCO & High ROI
 - Scalable
- Solutions**
 - Innovative
 - Customizable
 - End-to-end
 - Secure
- Alliances**
 - Global Industry Leaders
 - Long term commitment
 - Loyalty to Customers
 - Enhances Service Portfolio

CUSTOMER

value-proposition1.jpg
e-thynne0912-ppd.blogspot.com
Слично - Још величина

CONTEXTUAL AND

LABELS

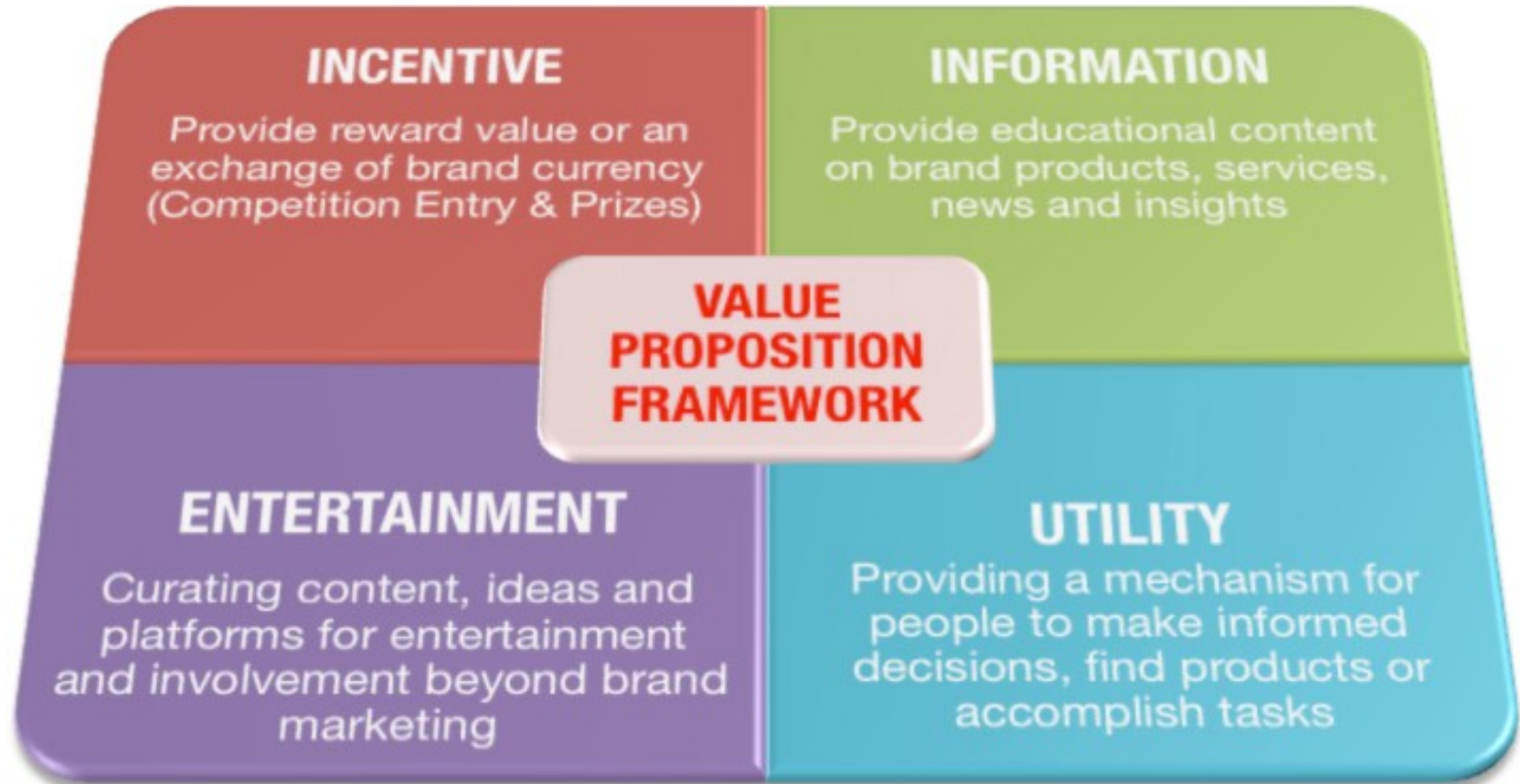
- Enterprise (46)
- OUCE255 (46)
- ougd 102 (1)
- OUGD 103 (6)
- OUGD101 (5)
- OUGD102 (1)
- OUGD201 (1)
- OUGD202 (6)
- OUGD203 (1)
- OUPD101 (1)
- Task 1 (1)
- Task 2 (5)
- Task 3 (1)
- Task 4 (1)
- Task 5 (1)

2% of work is done in big agency's
11% of work is done in medium sized agency's
87% of work is done in small agency's - less than 10 people make up a small agency.

Small agency's are more easy to set up and successful because they don't have to

EN 4:49 PM 1/20/2012

Dati vrednost korisniku – Value Proposition



© Itsadigitalife

Dati vrednost korisniku – Value Proposition

Great reasons
to buy online...



Find our best value tariffs
online

Free delivery

Keep your number

14 day return guarantee

Buy online or call
08442 020202

Why choose Swiftcover?



We're fast. Get a quote in
under 60 seconds



We're secure. Pay for
your policy online.



It's instant. Print your
certificate immediately.



It's easy. Change your
details online anytime!

Get a car quote



Dati vrednost korisniku – Value Proposition



Manage My Booking

> Home

Manage My Booking



Personalise your experience

- Specify dietary requirements and request meals
- Enter or edit your contact details
- Provide passport information
- Add Frequent Flyer information
- Add On Business information

Log in to your booking

Booking Reference [what is this?](#)

Passenger's last name

[Find my booking](#)

- > Made a booking within the last 24 hours with a travel agent (not with British Airways)?
- > Manage my booking FAQs



A smooth and relaxing journey

- Check in online 24 hours in advance
- Request and reserve seats in advance
- Check and purchase extra baggage allowances
- Print your itinerary and online boarding pass
- Book car parking

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Dati vrednost korisniku – Value Proposition

24/7 Customer Service (800) 927-7671 Live Help Log In / Logout My Account My Favorites Blogs Help

Zappos
POWERED BY SERVICE®

Shoes, Clothing, Bags, etc. **SEARCH**

365 Day Return Policy In other words, 1 full year!

FREE Shipping Both Ways It's always on the house!

My Cart

SEARCH BY: Size, Narrow Shoes, Wide Shoes, Popular Searches

SHOES CLOTHING BAGS & HANDBAGS HOUSEWARES WATCHES WHAT'S NEW? BRANDS WOMEN'S MEN'S KIDS' ALL DEPARTMENTS

ALPHABETICAL BRAND INDEX A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SHIPPING AND RETURNS

Return Instructions | **Shipping and Returns** | Frequently Asked Questions

FREE Shipping:

Unlike many other web sites that have special rules and lots of fine print, Zappos.com offers free shipping on all domestic orders placed on our website, with no minimum order sizes or special exceptions.

Just because shipping is free doesn't mean it should take a long time. Zappos.com understands that getting your items quickly is important to you, so we make every effort to process your order quickly. When you order from our website, you can expect to receive your order within 4-5 business days.

FREE Returns:

If you are not 100% satisfied with your purchase, you can return your order to the warehouse for a full refund. We believe that in order to have the best possible online shopping experience, our customers should not have to pay for domestic return shipping. So if for whatever reason you're not happy with your purchase, just go through our easy self-service return process (via My Account) to print out a free return label - your domestic shipping costs are prepaid.

(Self Service) Return Instructions

With Zappos Retail, Inc.'s 365 day return policy, there are no special catches or exceptions. All we ask is that you send the items back to us in the original packaging, and make sure that the merchandise is in the same condition.

- You can return your purchase for up to 365 days from the purchase date.
- Products must be in the condition you received them and in the original box and/or packaging.
- Return shipping is absolutely FREE.
- You will be provided with a pre-paid UPS domestic or USPS domestic label to return the purchase to us.*
- Please do not send your purchase back to the manufacturer.
- Once your return is received and inspected by the fulfillment centers (usually within 72 hours of receipt), your refund will be processed and a credit will be automatically applied to your credit card or original method of payment within 7 days. Please note that depending on

Return With Zappos.com - It's Easy:

Blogs.zappos.com by indiezappos

Return With Zappos.com - It's Easy:

SHOP WITH CONFIDENCE

SHOPPING ON ZAPPOS.COM IS SAFE AND SECURE. GUARANTEED!

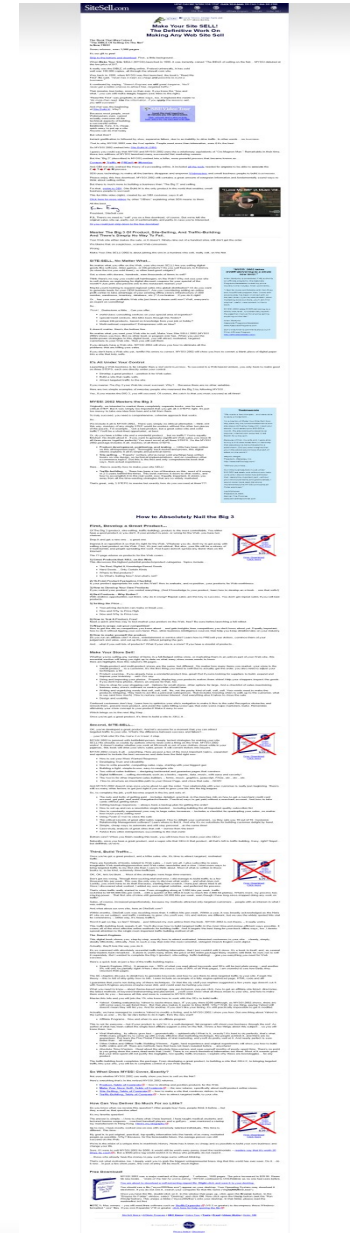
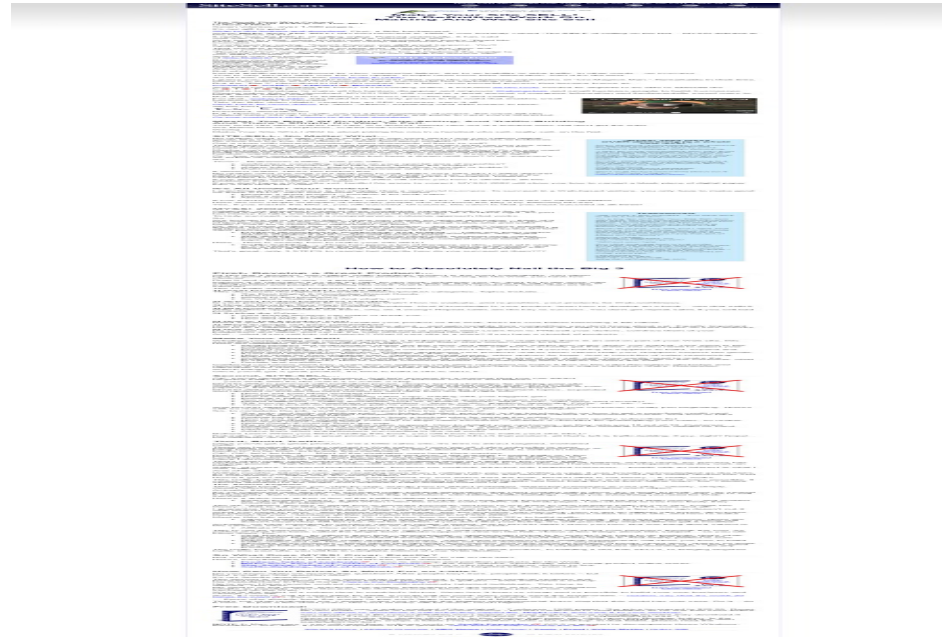
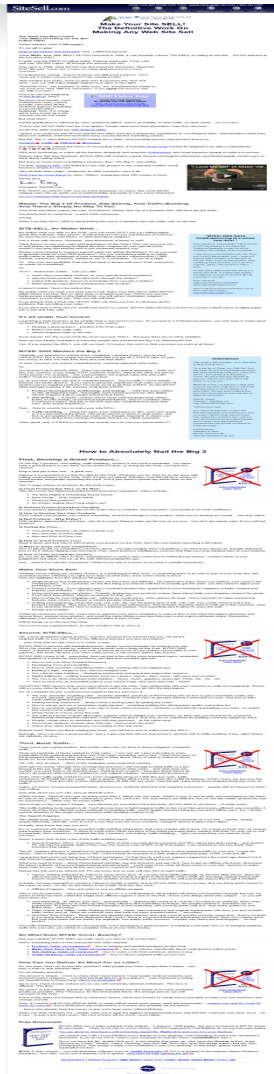
You'll pay nothing if unauthorized charges are made to your credit card as a result of shopping at Zappos.com.

SAFE SHOPPING GUARANTEE

All information is encrypted and transmitted without risk using a Secure Sockets Layer (SSL) protocol.

Learn How We Protect Your

Web dizajn koji prodaje



www.sitesell.com

Internet Professional Program

Web dizajn koji prodaje

The screenshot shows the IT Academy website with a red header. The main content area features several articles and course listings. On the left, there's a sidebar with a 'UPISNI ROK JE OTVOREN!' banner. The main article is titled 'Napratičnija škola za dobijanje posla u IT sektoru domaće ili strane kompanije, brzo'. Below it, there's a section 'Kako postati stručan za napredan rad sa računarima'. The bottom of the page has a 'Kolekcija resursa za IT i dizajn' section with a list of links and a 'UPISNI ROK 2011/2012 JE OTVOREN! Prijavite se!' banner.

This screenshot shows a different view of the IT Academy website, focusing on the 'Kako postati stručan za napredan rad sa računarima' article. The article is written in a conversational style, addressing the reader's needs for IT skills. It includes a list of topics covered in the course, such as 'Administracija mreža', 'Dizajn & multimedija', and 'Programiranje'. The article also mentions the 'UPISNI ROK 2011/2012 JE OTVOREN!' and provides a link to the application form.

www.it-akademija.com

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Web dizajn koji prodaje

ITAcademy
by LINKgroup
Škola za profitabilnu IT karijeru

Po zvaničnom ovlašćenju odeljenja za međunarodne ispite
Univerziteta u Cambridgeu i dve vodeće softverske korporacije

Jednodišnje školovanje za programiranje, administraciju, dizajn i multimediju, IT poslovanje, CAD.

DL platforma Online Servis

Pitanja? +381 (0)11 3166-406

**UNIVERSITY of CAMBRIDGE**
International Examinations
CAMBRIDGE INTERNATIONAL CENTRE

Po ovlašćenju odeljenja za međunarodne
ispite Univerziteta u Cambridgeu

7-minutni TEST
Proverite da li je ITAcademy pravo
rešenje za Vašu karijeru. Odvojite
sedam minuta i testirajte se.

BESPLATNI IT i dizajn centar
Resursi za sadašnje i buduće IT i
dizajn stručnjake. Ideje. Vruće teme.
Razgovor sa stručnjacima i kolegama.

Želite dobru platu?
Možemo da pomognemo. Slaćemo
Vam uputstva, pozive na besplatne
seminare i vesti sa ITAcademy. Samo
unesite Vaš e-mail i ime.

Vaš e-mail:
Vaše ime:

Pošaljite

PROGRAM
Programming Department

- Microsoft Web Development 4 Program
- Microsoft Windows Development 4 Program
- Microsoft Azure Development 4 Program
- Microsoft Development 4 Program



**Da li želite bolju,
novu karijeru?**
Otkrijte veštine, diplome i
alate za naplative dizajn
poslove. Po zvaničnom
ovlašćenju ispitnog odeljenja
Kembriž Univerziteta.
[Upis 2011/2012 je u toku.](#)

PROGRAM	UPIS	ŠTA DOBIJATE	UČENJE NA DALJINU	DIPLOME I CERTIFIKATI	O IT AKADEMIJI
Ovde ste: Glavna strana » PROGRAM » Design & Multimedia Department					

Pretvorite svoj kreativan dar u dobro plaćeno zanimanje
Design & Multimedia Department
Školovanjem na odseku za dizajn i multimediju spremićete se za
kreativan rad kroz upotrebu računara i najnovijih programa za dizajn.
Upoznaćete se sa principima dizajna i obradom multimedijalnog
materijala.
Program obuhvata oblasti grafičkog dizajna, vizuelnih komunikacija,
multimedije, interaktivnosti, produkcije i dinamičkih vizuelnih principa.
Savlađaćete napredne metode i tehnike obrade digitalne slike, zvuka,
videa, tehnike ilustriranja, animiranja i komponovanja interaktivnog
multimedijalnog sadržaja.
Školovanje na odseku **Design & Multimedia** se izvodi na četiri
programa:
[Print Design](#)

Design & Multimedia Dept.
NASTAVA: tradicionalna ili online
TRAJANJE: 2 semestra
FOND ČASOVA: 321
PROGRAMI: Print, Web, Video i New Media
Design
DIPLOME I CERTIFIKACIJA: Adobe Certified
Expert (InDesign, Dreamweaver, Acrobat,
Photoshop, Illustrator, Premiere, After Effects
and Flash), Adobe Certified Specialist and
Master, ITA Certified Professional Designer.
PRIJAVITE SE »

Internet Professional Program www.itakademija.com

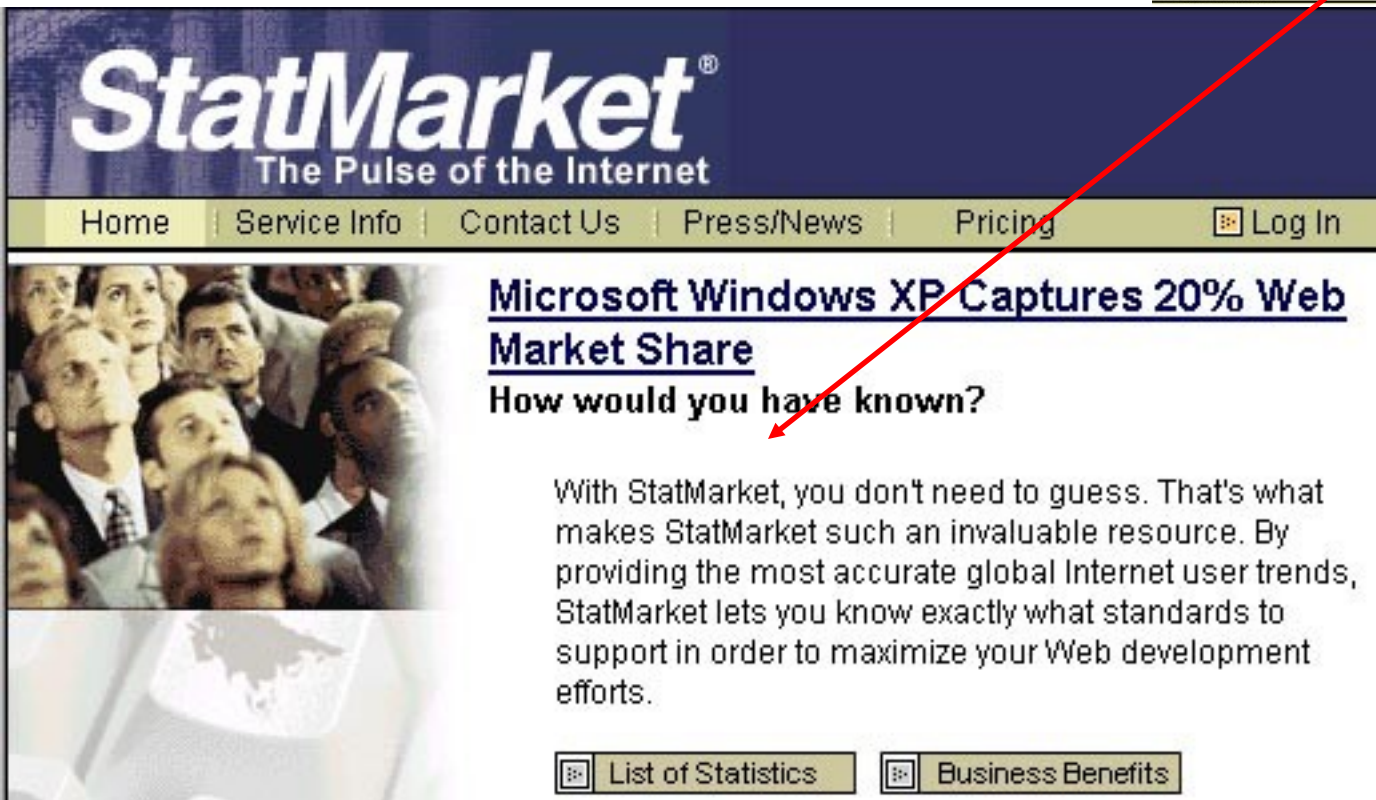
Web dizajn koji prodaje



www.gedzet.com

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Izrada Web sajta u kontekstu prodaje



Internet Professional Program

Izrada Web sajta u kontekstu prodaje

A Division of **WEBSIDESTORY**

Stats Powered by **HitBox**

Interested in purchasing a
* **StatMarket** subscription?

Referred by?

Name:

Company:

Business:

E-mail:

Phone:

* [Pricing info](#)

StatMarket
The Pulse of the Internet

A Division of **WebSideStory**

Home Service Info Contact Us Press/News Pricing Log In Stats Powered by **HitBox**

Microsoft Windows XP Captures 20% Web Market Share
How would you have known?
With StatMarket, you don't need to guess. That's what makes StatMarket such an invaluable resource. By providing the most accurate global Internet user trends, StatMarket lets you know exactly what standards to support in order to maximize your Web development efforts.

Interested in purchasing a
* **StatMarket** subscription?

Referred by?

Name:

Company:

Business:

E-mail:

Phone:

StatMarket Customers

Join the list of companies that have used StatMarket to improve the ROI on their Web development.

Communications
Northwestern Mutual Overture

Browser War

Microsoft
Netscape

The Incredible Shrinking Browser - Netscape Share Less than 4% Worldwide

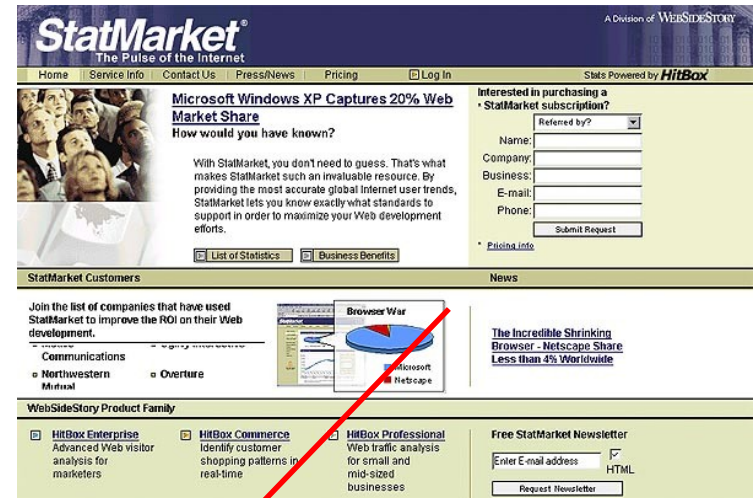
WebSideStory Product Family

- ☐ **HitBox Enterprise**
Advanced Web visitor analysis for marketers
- ☐ **HitBox Commerce**
Identify customer shopping patterns in real time
- ☐ **HitBox Professional**
Web traffic analysis for small and mid-sized businesses

Free StatMarket Newsletter

Enter E-mail address ☐ HTML

Izrada Web sajta u kontekstu prodaje



StatMarket Customers

Join the list of companies that have used StatMarket to improve the ROI on their Web development.

- Communications
- Northwestern Mutual
- Overture

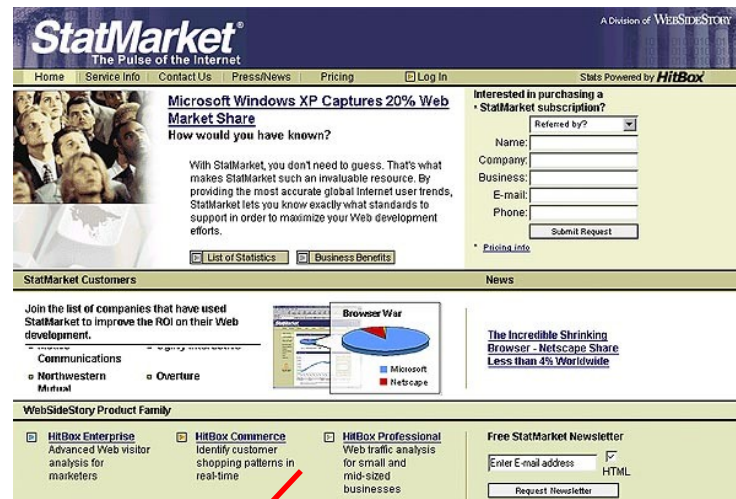


News

The Incredible Shrinking Browser - Netscape Share Less than 4% Worldwide

Internet Professional Program

Izrada Web sajta u kontekstu prodaje



WebSideStory Product Family



HitBox Enterprise

Advanced Web visitor analysis for marketers



HitBox Commerce

Identify customer shopping patterns in real-time



HitBox Professional

Web traffic analysis for small and mid-sized businesses

Izrada Web sajta u kontekstu prodaje

The screenshot shows the Salesforce.com homepage with the following annotated elements:

- 1** Clear brand ident: Points to the Salesforce logo and tagline "Success. Not Software."
- 2** Trackable phone contact: Points to the phone number "00800 7253 3333" in the top right.
- 3** Engaging visuals including testimonials: Points to the main hero image of Lucy Mills and the quote "Great customer service is critical in times like these. But so is saving money. Salesforce helps us deliver both."
- 4** Start visitors on their journey: Points to the navigation bar with links like "GET STARTED", "HOW CRM WORKS", "WHY SALESFORCE", and "MORE RESOURCES".
- 5** Profile and qualify through form: Points to the "Get Started Today" form, which includes fields for Name, Email, Phone, Company, and Employees, along with checkboxes for trial and subscription.
- 6** Clear call-to-action: Points to the "Continue to Free Trial" button.
- 7** Recognition for innovation: Points to the "Recognition for Innovation" section listing awards like "UK Software Satisfaction Awards 2009".
- 8** Powerful headline and body copy engages visitors: Points to the "More revenue. Happier Customers. Better Business." headline and the descriptive text below it.
- 9** Remember Google Quality Score - incorporate Adwords keywords: Points to the "Customer Success Stories" section.
- 10** Provide more information answering questions "What is this?", "Why us?", "Help me decide": Points to the footer containing international site links and copyright information.

Izrada Web sajta u kontekstu prodaje

1 Clear brand ident

2 Trackable phone contact

3 Engaging visuals including testimonials

4 Start visitors on their journey

5 Profile and qualify through form

6 Clear call-to-action

7 Recognition for Innovation:

8 Powerful headline and body copy engages visitors

9 Remember Google Quality Score - incorporate Adwords keyphrases

10 Provide more information answering questions "What is this?", "Why us?" "Help me decide"

1 salesforce.com
Success. Not Software.™

00800 7253 3333

The trusted CRM choice of 2m+ users
Find out why Salesforce is the world's most popular CRM Service
No hardware. No software. Just less.

“Great customer service is critical in times like these. But so is saving money. Salesforce helps us deliver both.”
Lucy Mills, Business Excellence Manager, Nimbus Partners

GET STARTED | HOW CRM WORKS | WHY SALESFORCE | MORE RESOURCES

More revenue. Happier Customers. Better Business.

Salesforce.com provides CRM software applications as a pay-as-you-go service over the internet.

Using our applications to manage your sales team, track customer data, and deliver better service can help you grow your business.

You don't need to spend a lot of money on servers or data centers to be successful with CRM. With Salesforce.com you get customized CRM applications without a lot of up-front cost and complexity.

More than 82,400 customers around the world use Salesforce.com every day.

Get Started Today

☐ Sign Up For a FREE Trial
☐ Contact Me

First Name:
Last Name:
E-mail:
Phone:
Company:
Employees: -- Select One --
Country: -- Select One --

☐ Yes, I would like to receive offers and information from Salesforce.com.
☐ I have read and agreed to the [Master Subscription Agreement](#).

Continue to Free Trial

Recognition for Innovation:

- UK Software Satisfaction Awards 2009: Best SME and Enterprise CRM
- Gartner: Leader in Sales Force Automation (SFA), CRM Customer Service Contact Centers
- PC Magazine: 2010 Editors Choice for CRM
- Forbes: Top 100 Most Trustworthy Companies

Customer Success Stories

International Sites | 0800 0921223 (Freephone) | Privacy Statement | Security Statement | Site Map
USA | France | Germany | Europe | Italy | Spain | UK | Netherlands | Sweden | Japan | Australia | Latin America
© Copyright 2000-2010 salesforce.com, inc. Customer Relationship Management (CRM) All rights reserved Various trademarks held by their respective owners.

Izrada Web sajta u kontekstu prodaje

1 Clear brand ident

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8 Powerful headline and body copy engages visitors

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1 salesforce.com
Success. Not Software.®

00800 7253 3333

The trusted CRM choice of 2m+ users
Find out why Salesforce is the world's most popular CRM Service
No hardware. No software. Just **3**ess.

“Great customer service is critical in times like these. But so is saving money. Salesforce helps us deliver both.”
that efficiency.”

Lucy Mills
Business Excellence Manager
Nimbus Partners

NIMBUS
from strategy to reality.

GET STARTED | HOW CRM WORKS | WHY SALESFORCE | MORE RESOURCES

More revenue. Happier Customers. Better Business.

Salesforce.com provides CRM software applications as a pay-as-you-go service over the internet.

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Izrada Web sajta u kontekstu prodaje

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POČETNA **BOLJI IZGLED** **POPUSTI** **BUDI FIT** **ZA KUĆU** **ZDRAV ŽIVOT** **LEPOTA** **KNJIGE** **PORODICA** **ČLANCI** **KATALOG**

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» Kako izabrati odgovarajući jastuk?
» Memorijska pena: za izuzetan osećaj udobnosti
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- » Destilacija: organska nakon praznika
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O kompaniji Kontakt 100% sigurna kupovina! Uslovi poslovanja

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Izrada Web sajta u kontekstu prodaje

1. Kreirati (ili imati već definisane) **prave vrednosti** zbog kojih će korisnici kupiti baš vaše proizvode ili usluge.
2. **Odabrati željenu akciju korisnika** (*Desirable Action*), odnosno šta je to što želite da posetilac uradi na posmatranoj Web stranici.
3. **Odabrati one vrednosti** vaših proizvoda i usluga koje su **u kontekstu onoga što želite da postignete na posmatranoj stranici**.
4. **Odabrati vrste sadržaja** s kojima ćete na najbolji način “**komunicirati**” predstavljene **vrednosti** vaših proizvoda i usluga (tekst, slike, video, tabele, animacije...).
5. **Kreirati potrebne sadržaje vodeći sve vreme računa o tome šta želite da korisnik uradi na posmatranoj stranici**.
6. **Kreiranje rasporeda sadržaja na Web stranici u odnosu na njihovu važnost** (u odnosu na željenu akciju korisnika) – **informaciona arhitektura** (*Information Architecture*).
7. Dizajniranje Web stranice.
8. Tehničko kreiranje Web stranice
9. **Testiranje efekata** pojedinih delova (sadržaja) Web stranice (Npr. *A/B Split Test* metoda testiranja stranica) i
10. **Unapređenje efekata** (menjaniem sadržaja, njihovog rasporeda i sl.)

Promocija u funkciji online prodaje

processes that help create awareness for your products and services and drive traffic and sales to both your online, and bricks and mortar locations.

Online marketing is the fastest growing form of advertising to promote your products and services. It creates visibility for your company through text, graphic, flash and video ads where...

Sales & Marketing Funnel

Marketing			Sales	
Broad-Casting & Narrow-Casting marketing & advertising programs to potential customers	Qualified Customers who meet targeted demographic profile(s)	Existing or Potential Customers customers who have been approached	Past, Competitor & Alternate Product Customers customers who issue RFP or one time unique opportunity	Existing Customers Repeat Customers

Public Relations Press Releases Sponsorship	Social Networking Search Engine Marketing Special Events	Lead Mgmt Sales Rep White Papers Case Studies Blogging CMS	Sales Support Tech Pre-sales Exec. Support References Testimonials	Account Management Relationship Management Product Knowledge Individual & Group Sales Customer Service
---	--	---	--	--

CLOSE X

Social Networks are an increasingly important part of the mix as new technologies are evolving to allow your audience to utilize

Challenging a Client
Many of us have experienced a challenging relationship - as....
VIEW BLOG »
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Why Collaborative E-Learning?
While E-Learning has been around for many years, a new....
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Promocija u funkciji online prodaje

U.S. online advertising spending growth, by format, 2006-2011

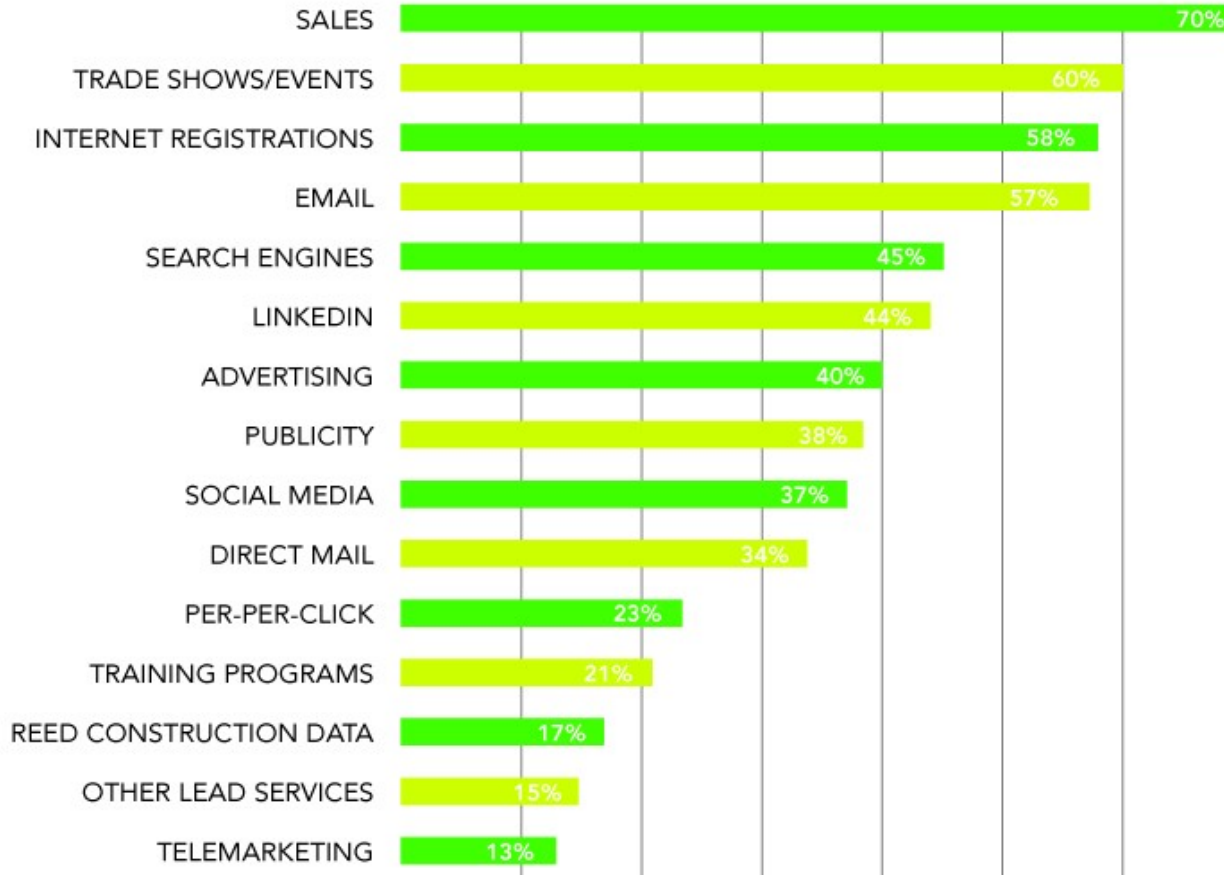
	% Increase/decrease vs. prior year					
	2006	2007	2008	2009	2010	2011
Rich media/video	18.7%	47.2%	48.9%	36.8%	24.8%	22.8%
Lead generation*	74.0%	32.3%	30.9%	23.2%	17.4%	12.0%
Search	32.2%	26.8%	27.5%	17.6%	15.2%	11.3%
Classified	43.5%	18.9%	28.5%	17.5%	14.4%	10.3%
Display ads	46.9%	27.2%	26.2%	12.7%	12.6%	9.2%
Sponsorships	-20.9%	7.9%	2.8%	-11.4%	-3.8%	7.5%
E-mail	34.6%	26.6%	12.4%	14.8%	8.6%	5.0%
Total	34.6%	26.8%	28.5%	18.2%	15.4%	12.0%

U.S. online advertising spending, by format, 2006-2011

	% of total online ad spending					
	2006	2007	2008	2009	2010	2011
Search	40.3%	40.3%	40.0%	39.8%	39.8%	39.5%
Display ads	21.8%	21.9%	21.5%	20.5%	20.0%	19.5%
Classified	18.1%	17.0%	17.0%	16.9%	16.8%	16.5%
Rich media/video	7.1%	8.2%	9.5%	11.0%	11.9%	13.1%
Lead generation*	7.8%	8.2%	8.3%	8.6%	8.8%	8.8%
E-mail	2.0%	2.0%	1.8%	1.7%	1.6%	1.5%
Sponsorships	2.9%	2.5%	2.0%	1.5%	1.3%	1.2%

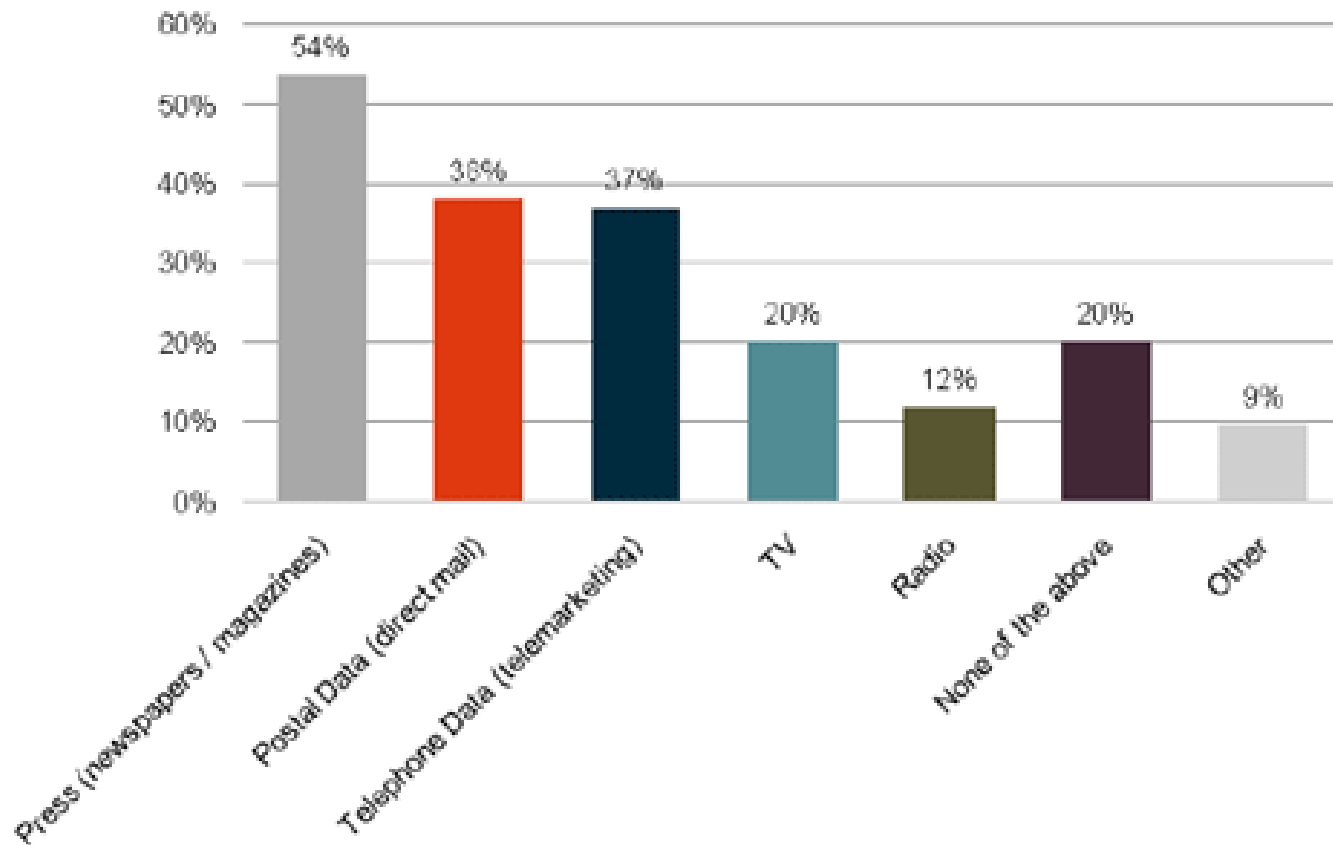
Promocija u funkciji online prodaje

Lead Generation Techniques



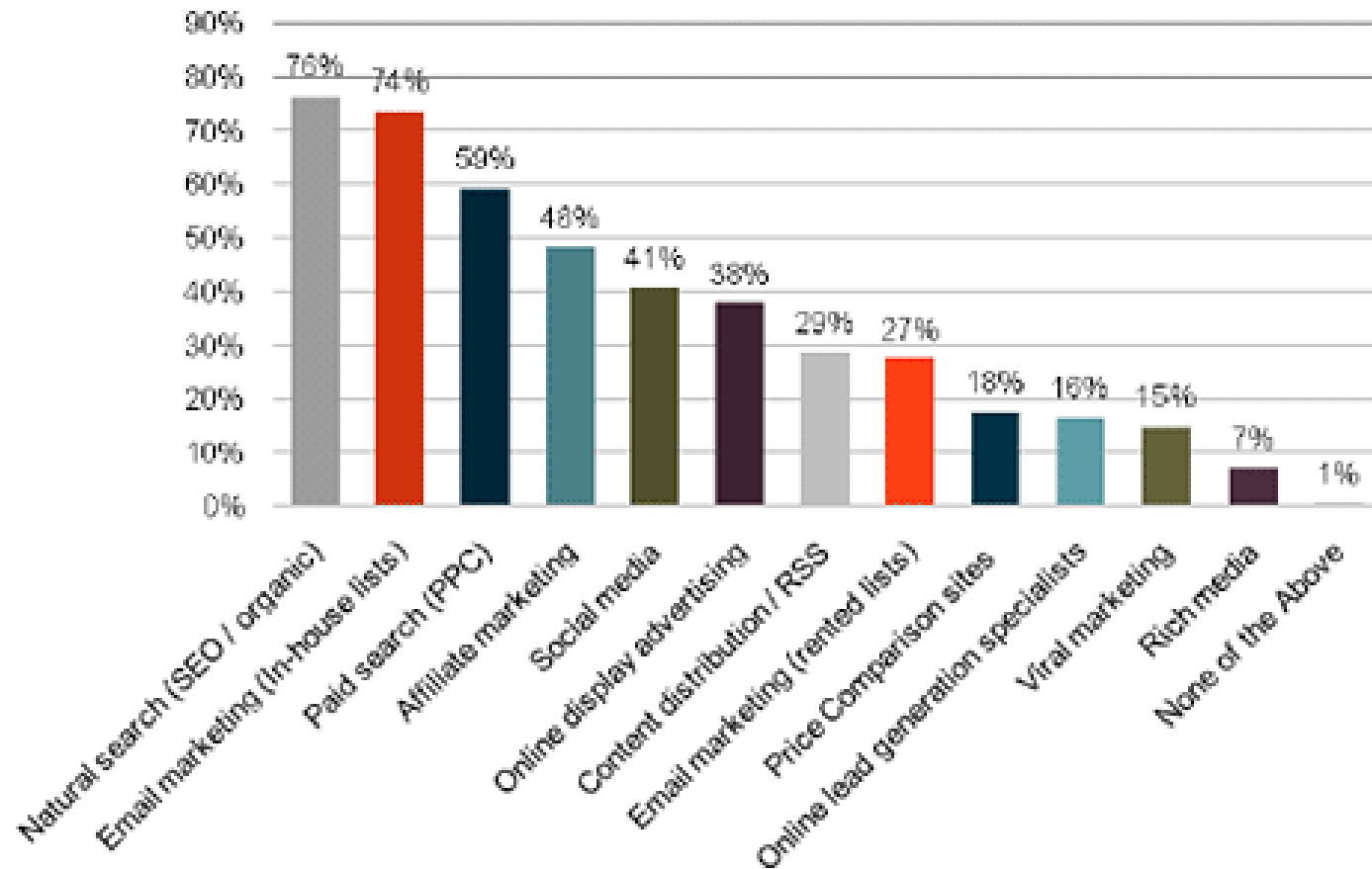
Promocija u funkciji online prodaje

Figure 17: Which offline methods do you use to generate consumer leads?



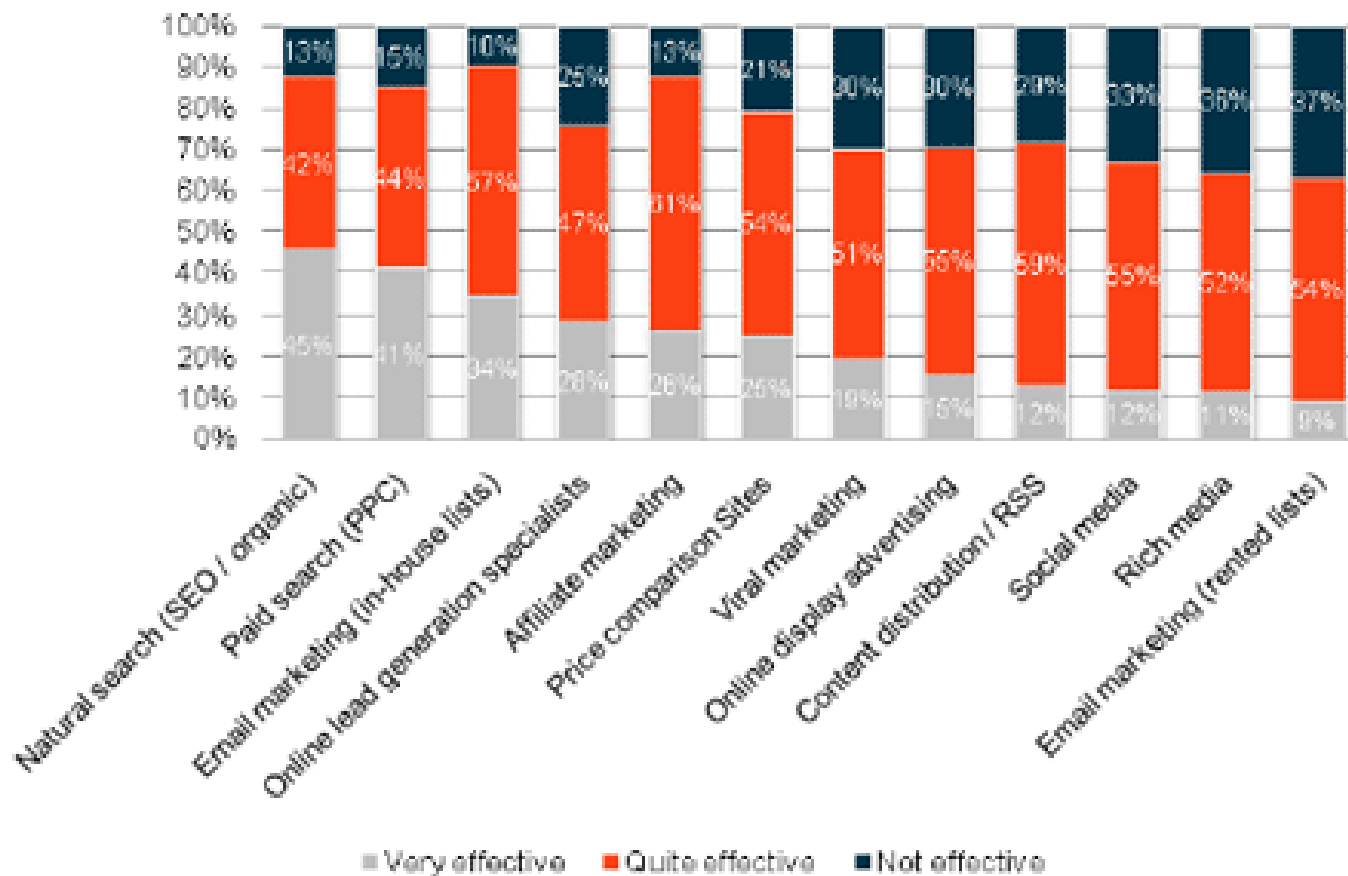
Promocija u funkciji online prodaje

Figure 22: Which online methods do you use to generate consumer leads?

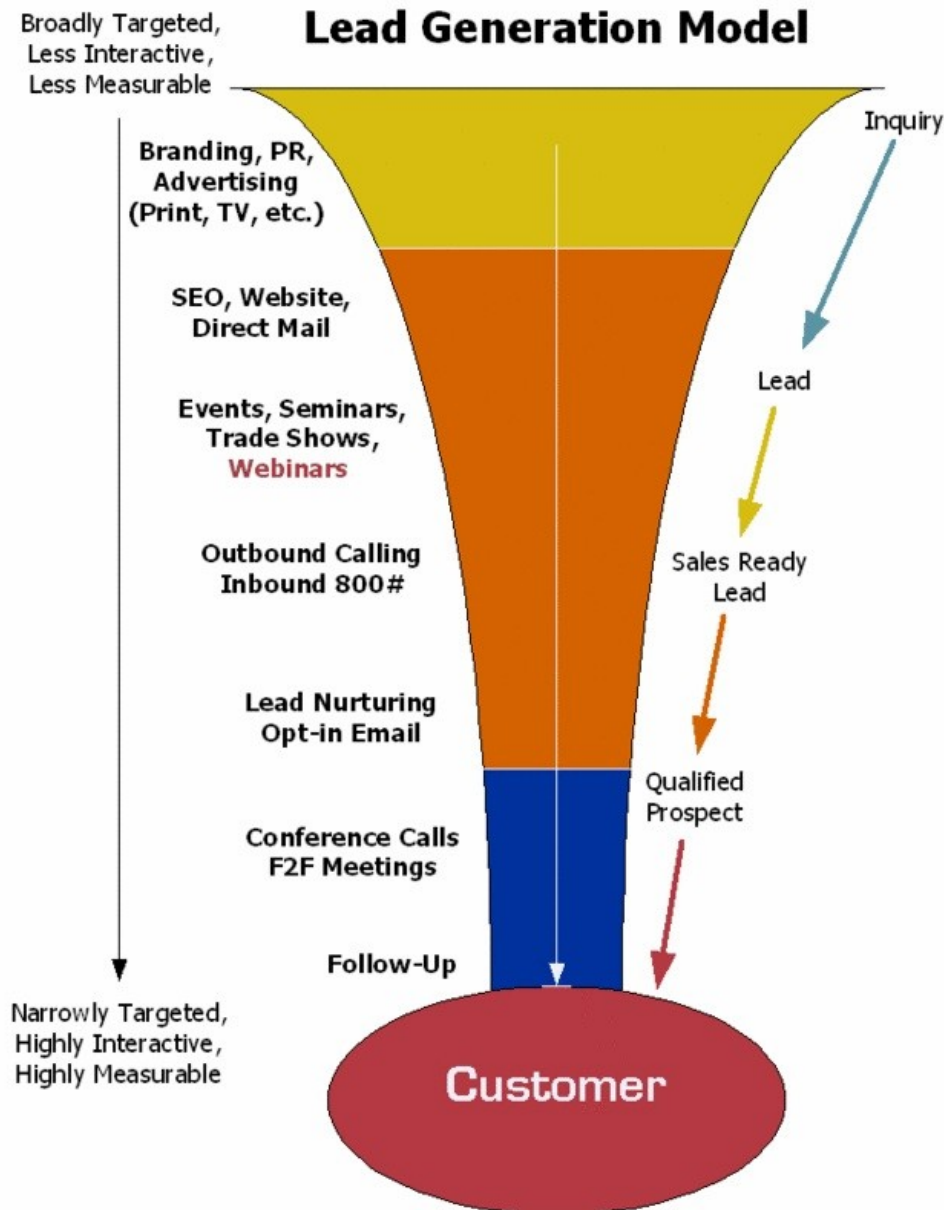


Promocija u funkciji online prodaje

Figure 42: For those which are relevant, how effective are these online methods for getting consumer leads / prospects for your business?



Promocija u funkciji online prodaje



Optimizacija konverzije

ONLINE TESTING ESSENTIALS

1. TEST YOUR LANDING PAGES

HEADLINES

Are attention grabbing, relevant, and clear. They should be tested and optimized for each visitor segment.

COPY

Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

TIP

Use keywords in your copy to help visitors find what they are looking for.

YOUR HEADLINE

Supporting copy

LINK

RELATED LINKS

COLOR

PICTURE

CALL TO ACTION

What you want visitors to do next. It should be clear, compelling, and tested for each visitor segment.

FOOTER & SIDEBAR

Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

2. TEST YOUR SIGNUP FORMS

HEADLINES

Are attention grabbing, relevant, and clear. They should be tested and optimized for each visitor segment.

WORDS OF VISIBILITY

Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

SIGN UP FOR OUR NEWSLETTER!

You are called?

Form fields: Name, Email, Password, Confirm Password

Page 1 of ...

WORDS OF VISIBILITY

Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

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Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

3. TEST YOUR PPC CAMPAIGNS

HEADLINES

Are attention grabbing, relevant, and clear. They should be tested and optimized for each visitor segment.

DESTINATIONS

Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

BUY OUR WIDGETS!

WE HAVE THE BEST WIDGETS!

BUY OUR WIDGETS!

WE HAVE THE BEST WIDGETS!

COPY

Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

TIP

Use keywords in your copy to help visitors find what they are looking for.

4. TEST YOUR MEDIA BUYING CAMPAIGNS

SALES COPY

Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

DISPLAY WEBSITE

Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

Click Here

GREEN WIDGET

BUY THE BLUE WIDGET!

YOUR CREATIVE

Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

DESTINATIONS

Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

5. TEST YOUR EMAIL CAMPAIGNS

OPEN RATE

Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

TIP

Use keywords in your copy to help visitors find what they are looking for.

Hi! From example.com

Rich Text Copy

Plain Text Copy

EMAIL COPY

Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

RICH VS. PLAIN TEXT

Supporting copy can be tested for clarity, relevance, and length. It should be tested and optimized for each visitor segment.

Optimizacija konverzije

ONLINE TESTING ESSENTIALS

1. TEST YOUR LANDING PAGES

HEADLINES
The headline is the most important element on your landing page. It should be clear, concise, and compelling. It should also be tested to see what works best.

CALL TO ACTION
The call to action is the button or link that you want visitors to click. It should be clear, concise, and compelling. It should also be tested to see what works best.

YOUR HEADLINE
Supporting copy

USERS' FIDELITY
The more users you have, the more data you can collect. This data can be used to improve your landing page and increase conversions.

COLOUR
The color of your landing page can have a significant impact on conversions. Test different colors to see what works best.

PAUSE
The pause button is a critical element on your landing page. It should be clear, concise, and compelling. It should also be tested to see what works best.

2. TEST YOUR SIGNUP FORMS

HEADLINES
The headline is the most important element on your signup form. It should be clear, concise, and compelling. It should also be tested to see what works best.

YOUR HEADLINE
Supporting copy

USERS' FIDELITY
The more users you have, the more data you can collect. This data can be used to improve your signup form and increase conversions.

COLOUR
The color of your signup form can have a significant impact on conversions. Test different colors to see what works best.

PAUSE
The pause button is a critical element on your signup form. It should be clear, concise, and compelling. It should also be tested to see what works best.

3. TEST YOUR PPC CAMPAIGNS

HEADLINES
The headline is the most important element on your PPC campaign. It should be clear, concise, and compelling. It should also be tested to see what works best.

YOUR HEADLINE
Supporting copy

USERS' FIDELITY
The more users you have, the more data you can collect. This data can be used to improve your PPC campaign and increase conversions.

COLOUR
The color of your PPC campaign can have a significant impact on conversions. Test different colors to see what works best.

PAUSE
The pause button is a critical element on your PPC campaign. It should be clear, concise, and compelling. It should also be tested to see what works best.

4. TEST YOUR MEDIA BUYING CAMPAIGNS

HEADLINES
The headline is the most important element on your media buying campaign. It should be clear, concise, and compelling. It should also be tested to see what works best.

YOUR HEADLINE
Supporting copy

USERS' FIDELITY
The more users you have, the more data you can collect. This data can be used to improve your media buying campaign and increase conversions.

COLOUR
The color of your media buying campaign can have a significant impact on conversions. Test different colors to see what works best.

PAUSE
The pause button is a critical element on your media buying campaign. It should be clear, concise, and compelling. It should also be tested to see what works best.

5. TEST YOUR EMAIL CAMPAIGNS

HEADLINES
The headline is the most important element on your email campaign. It should be clear, concise, and compelling. It should also be tested to see what works best.

YOUR HEADLINE
Supporting copy

USERS' FIDELITY
The more users you have, the more data you can collect. This data can be used to improve your email campaign and increase conversions.

COLOUR
The color of your email campaign can have a significant impact on conversions. Test different colors to see what works best.

PAUSE
The pause button is a critical element on your email campaign. It should be clear, concise, and compelling. It should also be tested to see what works best.

PEOPLE PAY YOU. NOT PAGEVIEWS.

KISSmetrics

SPECIAL THANKS TO @perrymarshall

© KISSMetrics

Optimizacija konverzije

How did we increase results by almost 400% in 2001?

CITRIX® | online

Registration Form

"Above The Fold", Strong "Call To Action",
"2 Minute" reduces fears of long install

Headline
Static, Bold, Optimized through
Email Subject Line Testing

Ugly Burst Graphic
Creates a "Special Offer" image

Copy Format

- Short Description
- Benefit/Usage examples instead of feature description ("What's In It For Me" Factor)
- Optimized through emails

A Picture

- Is worth a thousand words

No Links to GoToMyPC

- Giving fewer navigational choices increases desired actions: REGISTER

GoToMyPC

GoToMyPC is the fast, easy and secure way to access and control your computer from any Web browser, anywhere.

TELEWORK: Use your office computer from home, easily and securely, with just an Internet connection.

TRAVEL: Access and use your work or home computer from hotels, airports, Internet cafes - anywhere with Web access.

LAST MINUTE ACCESS: Get that file or email you left at the office from anywhere, anytime.

See why GoToMyPC is revolutionizing how people work remotely. Sign up for a **FREE TRIAL** now!



expertcity

Access and Control Your Computer from Anywhere.

Free Trial

Register Now! Setup takes only 2 minutes.

Note: Your account password must contain at least 8 characters and include letters and numbers.

First Name:

Password:

Last Name:

Re-Type Password:

Email:

☒ You may send me occasional GoToMyPC product updates

By clicking Submit, you agree to the [Terms of Service](#). Your info confidential as stated in our [Privacy Policy](#).

Submit

Arrow

Increases CTR



"GoToMyPC is Revolutionary."

The New York Times:

"An impressive tool."
"Ingenious."
"Wonderful."



"You'd be nuts not to sign up."

Press Quotes With Logos

- Provide third party endorsements from recognizable Brands
- Increase Trust

Optimizacija konverzije

Other: Registration form on top

CITRIX | online

Access Your PC from Anywhere.™ TRY IT FREE

Create Your GoToMyPC Account



First Name:

Last Name:

Email:

CONTINUE

Your email address and personal information are confidential and will not be sold or rented. See our [Privacy Policy](#) for more details.

GoToMyPC allows you to:

- **Work** on your office PC from home
- **Travel** anywhere and use your PC remotely
- **Increase** your work flexibility and productivity
- **Access** your files, programs, email and network

...with easy, secure access to your PC from any browser.

Questions? Call Toll-Free: (888) 259-3826.



"You'd be nuts not to sign up."

[Read more.](#)

LEARN MORE

NEED TO SIGN UP MULTIPLE USERS?

Optimizacija konverzije

Other: 1-2-3 How It Works approach

CITRIX® | online

Access Your PC from Anywhere.™ TRY IT FREE

1 CREATE
your account

Last Name:
 CONTINUE

Create your GoToMyPC account and follow the easy instructions to set up the PC you want to access remotely.

2 LOG IN
to gotomypc.com

Password:
 Log In

Log in to gotomypc.com from any other Internet-connected PC or wireless device and click connect.

3 CONNECT
to your PC from anywhere!



Work on your PC as if you were sitting in front of it. Access your email, use your programs, transfer files and more.

Questions?
Call Toll-Free: (888) 259-3926.

NEED MORE
INFORMATION?

NEED TO SIGN
UP MULTIPLE
USERS?



"You'd be
nuts not
to sign up."

[Read more.](#)

GoToMyPC™
Like being there.

Try it now for free. Setup takes only 2 minutes:

Create Your GoToMyPC Account:



First Name:

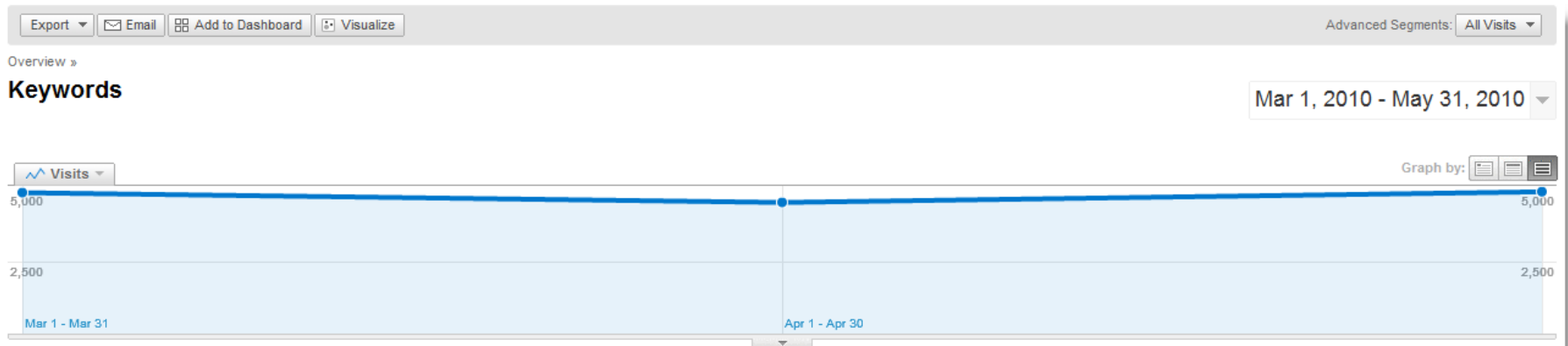
Email:

Last Name:

Re-enter Email:

CONTINUE

Analitika ciljeva/KPI/konverzije



Search sent 14,486 total visits via 6,196 keywords

Show: total | paid | non-paid

Site Usage		Goal Set 1	Goal Set 2	Views:						
Visits 14,486 % of Site Total: 63.32%	Goal1: 7.0 Pages/Visit 8.54% Site Avg: 8.12% (5.15%)	Goal2: 4 Minutes on Site 16.98% Site Avg: 16.69% (1.73%)	Goal3: Webpage Dynamic Phone Number 0.00% Site Avg: 1.63% (-100.00%)	Goal4: General Question Form Completion 0.32% Site Avg: 0.31% (6.04%)	Goal5: Estimate Form Completion 4.73% Site Avg: 4.65% (1.68%)	Goal Conversion Rate 30.57% Site Avg: 31.40% (-2.62%)	Per Visit Goal Value \$0.00 Site Avg: \$0.00 (6.04%)			
Keyword	None	Visits ↓	7.0 Pages/Visit	4 Minutes on Site	Webpage Dynamic Phone Number	General Question Form Completion	Estimate Form Completion	Goal Conversion Rate	Per Visit Goal Value	
1.		613	11.09%	23.16%	0.00%	0.65%	4.08%	38.99%	\$0.01	
2.		314	9.24%	21.34%	0.00%	0.00%	10.51%	41.08%	\$0.00	
3.		254	16.54%	25.59%	0.00%	1.18%	3.15%	46.46%	\$0.01	
4.		246	6.91%	16.26%	0.00%	0.00%	5.28%	28.46%	\$0.00	
5.		198	9.09%	17.68%	0.00%	0.51%	12.12%	39.39%	\$0.01	
6.		187	9.63%	17.11%	0.00%	0.00%	5.35%	32.09%	\$0.00	
7.		186	3.76%	13.98%	0.00%	0.00%	5.38%	23.12%	\$0.00	
8.		130	6.92%	9.23%	0.00%	0.00%	5.38%	21.54%	\$0.00	
9.		129	11.63%	23.26%	0.00%	0.78%	6.98%	42.64%	\$0.01	
10.		110	10.00%	24.55%	0.00%	0.00%	11.82%	46.36%	\$0.00	

Analitika ciljeva/KPI/konverzije

Sales of 2 products generated \$2,600.00

Products

Views:    

Quantity 5 % of Site Total: 100.00%	Unique Purchases 5 % of Site Total: 100.00%	Product Revenue \$2,600.00 % of Site Total: 100.00%	Average Price \$520.00 Site Avg: \$520.00 (0.00%)	Average QTY 1.00 Site Avg: 1.00 (0.00%)	
Product	Quantity ↓	Unique Purchases	Product Revenue	Average Price	Average QTY
1. jet : NONE	4	4	\$2,000.00	\$500.00	1.00
2. jet : today	1	1	\$600.00	\$600.00	1.00

Find Product:

Go

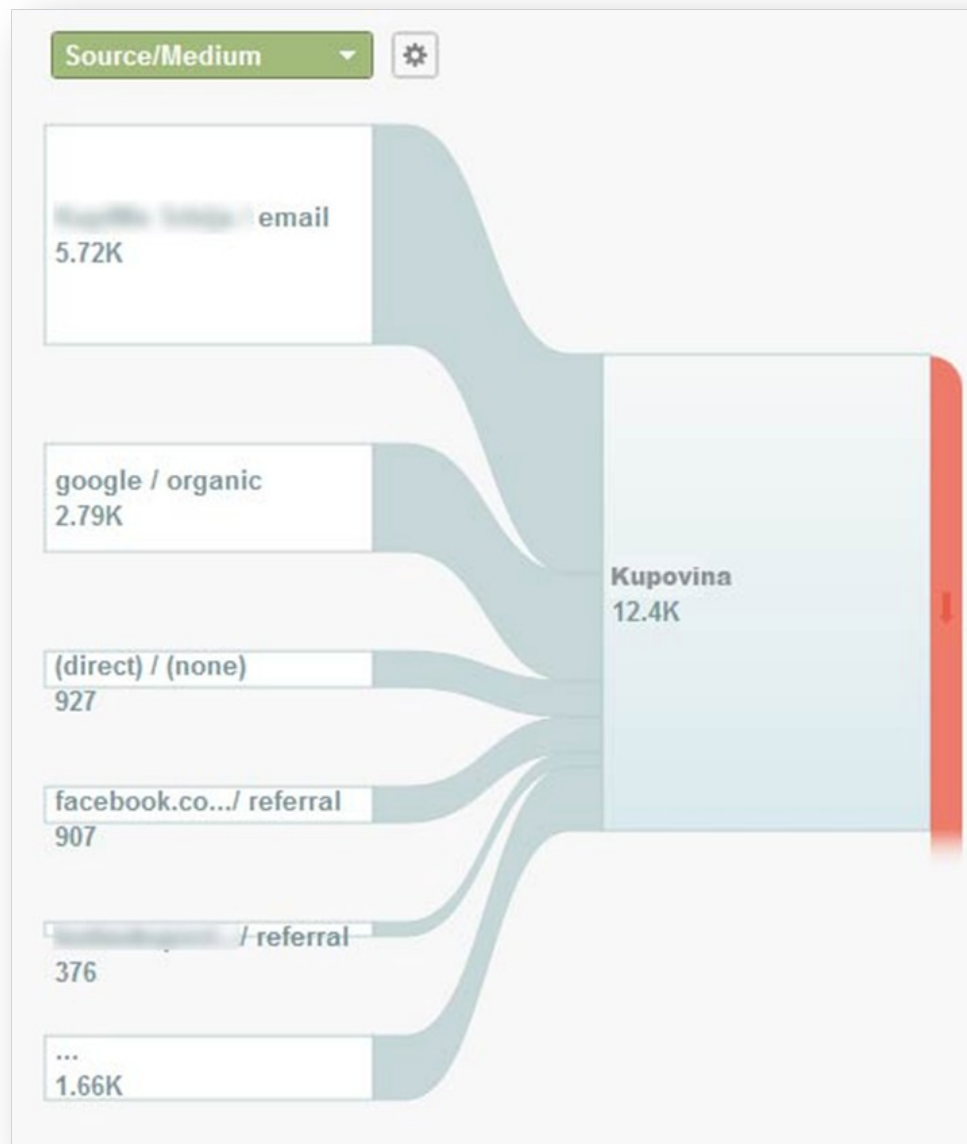
Go to:

Show rows:

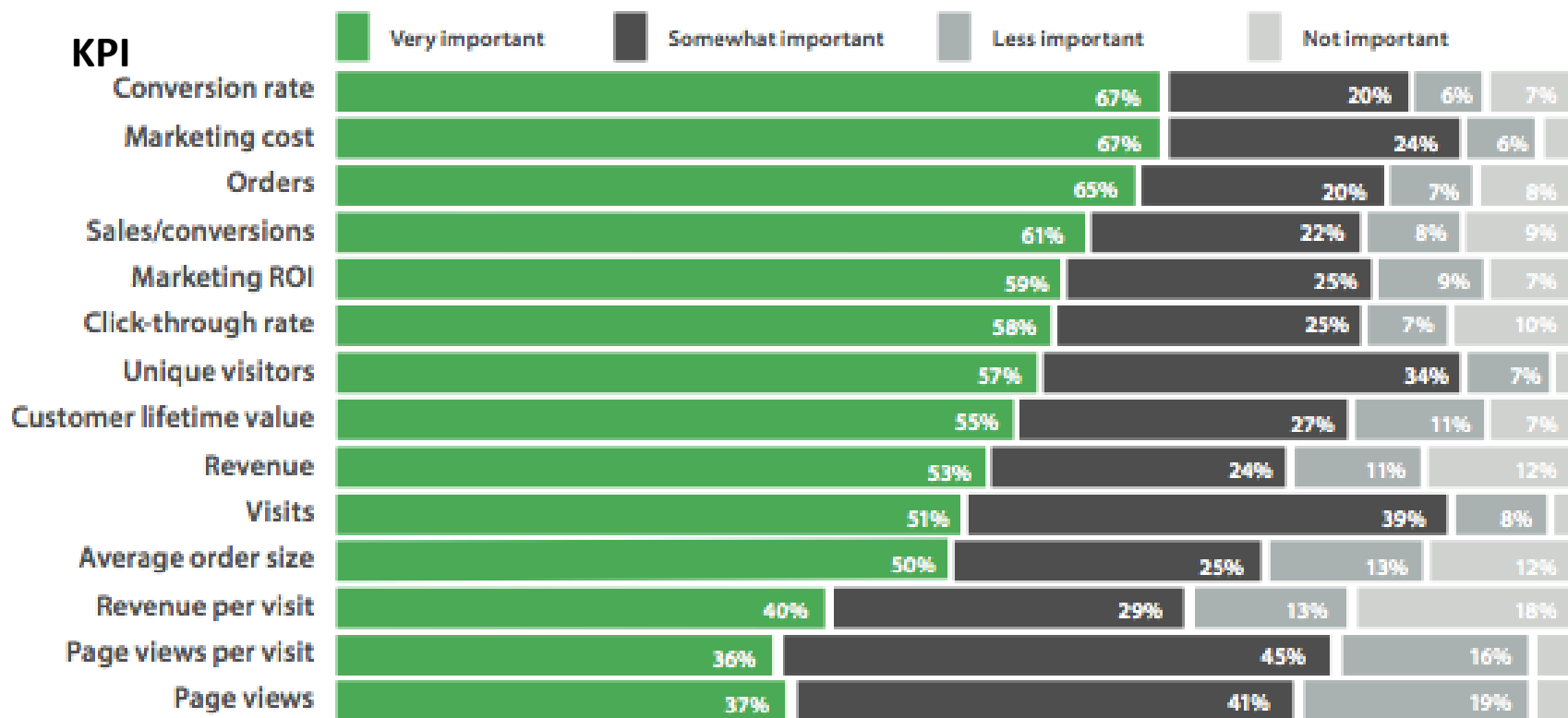
1 - 2 of 2

Site Usage			Goal Conversion			Ecommerce			Views:    						
Visits 		Revenue 		Transactions 		Average Value 		Ecommerce Conversion 		Per Visit Value 					
4		\$3,520.00		15		\$234.67		375.00%		\$880.00					
% of Site Total: 100.00%		% of Site Total: 100.00%		% of Site Total: 100.00%		Site Avg: \$234.67 (0.00%)		Site Avg: 375.00% (0.00%)		Site Avg: \$880.00 (0.00%)					
Source/Medium				Visits		Revenue ↓		Transactions		Average Value		Ecommerce Conversion Rate		Per Visit Value	
1. (direct) / (none)				4		\$3,520.00		15		\$234.67		375.00%		\$880.00	
Find Source/Medium: containing				Go		Go to: 1		Show rows: 10		1 - 1 of 1					

Analitika ciljeva/KPI/konverzije



Analitika ciljeva/KPI/konverzije



I za kraj



DISCOUNT
KoalaMeat.COM

Guaranteed tastiest koala loins on the web!

[HOME](#) - [THE KOALAS](#) - [CONTACT](#) - [SHOPPING CART](#) - [CLEARANCE](#)

NEVER STROKE A DEAD KOALA

Checkout :: Step 5 of 5

Confirmation

Sack of Koalas

Mesquite Roasted Koala Brains	2x	\$31.90
-------------------------------	----	---------

Koala entrails adorned with festive bells and Christmas lights.	1x	\$24.99
---	----	---------

FREE book light!	1x	\$0.00
------------------	----	--------

HOLY KOALA MANURE WHAT A DEAL!

[Edit Shopping Cart](#)

Total: \$106.84

Shipping Address:

Matthew Inman
1234 Oatmeal Lane
Seattle, WA 98121 USA

[Edit Shipping](#)

Billing Address:

Matthew Inman
1234 Oatmeal Lane
Seattle, WA 98121 USA

[Edit Billing](#)

Shipping: \$11.00

Total: \$117.84

Complete Purchase

If I click back to make changes,
please for the love of Zeus'
thundering buttohole don't forget
everything I entered and make
me start over

... i za kraj ...



DISCOUNT
KoalaMeat .COM

Session Expired

Your session has expired. Please [click here](#) to return to the beginning and start all over again.



Every time someone sees this message a baby rabbit gets run over by a riding lawnmower.



... i za kraj...



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- OTADZBINA
- NAJNOVIJE
- HENRI LLOYD
- SNIZENJE
- FRED PERRY
- LONSDALE
- JAKNE STREETWEAR
- HARDCORE UNITED
- HOOLIGAN STREETWEAR
- MAJICE MODS 69
- COMMANDO INDUSTRIES
- SRBI ZA SRBE
- SALOVI
- KACKETI STREETWEAR I CASUAL STYLE
- ZIMSKE KAPE

**OD DANA 20.2.2010
PRODAVNICA I WEB SHOP
NEĆE RADITI!
SA RADOM POČINJEMO
NAJVEROVATNIJE 01.03.2010
UKOLIKO DOĐJE DO NEKIH
PROMENA OBAVEŠTICEMO
VAS PUTEM SAJTA.**

Internet Professional Program

www.mods69.com

Online Sales Basics

Dragan Varagić,

dragan@varagic.com

www.draganvaragic.com/weblog/

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