



# Digitalni Marketing

Projekt AHVN (IPA Adriatic 2007-2013)  
Grad Buzet

Buzet, 17. i 18. veljače 2014.



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## Dobrodošli

- O vama
- O predavaču
- O temama
- Ciljevi prezentacije



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## Dino Oreški



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## Raspored predavanja - ponedjeljak

- Digitalno brendiranje
- Ciljano oglašavanje
- Internetska stranica (e-commerce)
- Optimizacija stranice za tražilice
- Pisanje za web i Web PR



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## Raspored predavanja - utorak

- Društvene mreže
- Newsletter
- Odnos s klijentima / gostima (CRM)
- Promocija destinacije
- Promocija smještaja, proizvoda i usluga - zaključak



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## Digitalno brendiranje



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## Digitalno brendiranje

- Definiranje ciljne skupine
  - Koja je vaša ciljna skupina?
  - Što njima predstavlja vaš brend?
  - Što ih motivira?
  - Koji su njihovi interesi?



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## Digitalno brendiranje

- Definiranje vaše pozicije na tržištu
  - Gdje se trenutno nalazite?
  - Gdje želite biti?
  - Koje platforme / mehanizme koristite?
  - Na koji način pristupate tržištu



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## Digitalno brendiranje

- B2B i B2C su prošlost, živio B2H (Business to Humans)
- Vaši potencijalni gosti, klijenti i partneri traže (i pretražuju) upravo vas
- Vaše prisustvo na digitalnim kanalima od presudne je važnosti
- Vaša digitalna prezentacija ključna je u procesu donošenja odluka



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## Digitalno brendiranje - alati

- Društvene mreže
- Online PR & Blogovi
- Specijalizirane stranice
- Banner oglašavanje



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## Digitalno brendiranje – interni faktori

- Jasna poruka
- Predanost brendu
- Zaštita brenda
- Brzina donošenja odluka



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## Digitalno brendiranje – eksterni faktori

- Autentičnost
- Različitost
- Dosljednost
- Prisutnost
- Razumijevanje



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## Ciljano oglašavanje



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## Ciljano oglašavanje

- Najučinkovitija metoda oglašavanja u svijetu digitalnog marketinga jest ciljano oglašavanje
- Oglašavanje na tražilicama (Google, Yandex, Seznam, Bing, Yahoo)
- Remarketing kampanje
- Ciljani display oglasi



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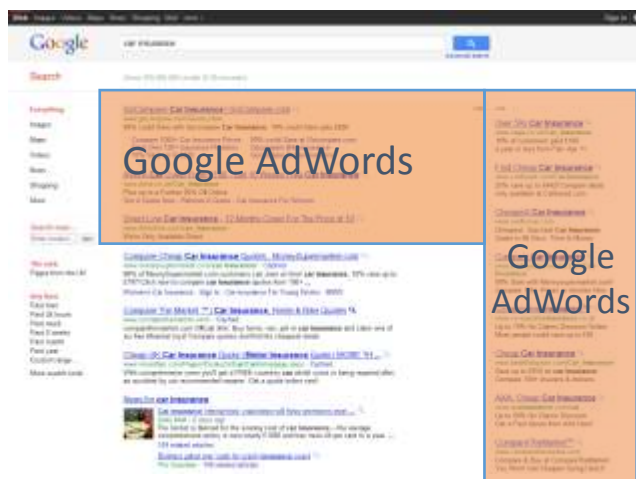
# Ciljano oglašavanje – Google AdWords

- Google AdWords
  - Račun
  - Kampanje
  - Grupe oglasa
  - Ključne riječi



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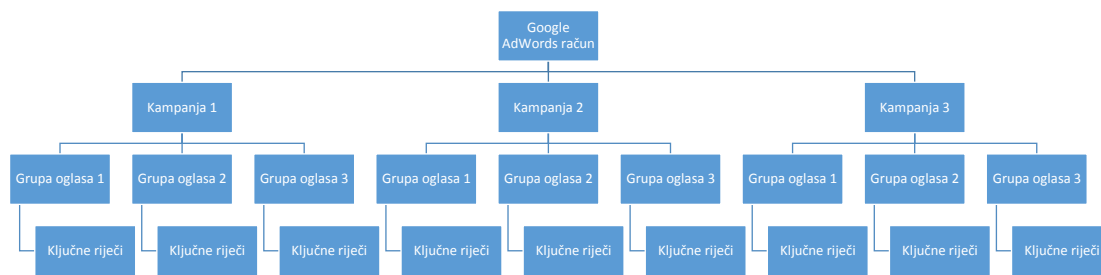
# Ciljano oglašavanje – Google AdWords



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## Ciljano oglašavanje – Google AdWords



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## Ciljano oglašavanje – Remarketing

- Strateško plasiranje oglasa korisnicima koji su već posjetili vaše internetske stranice
- Komunikacija o promocijama ili popustima
- Mogućnost dodatne prodaje
- Zahvala



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## Ciljano oglašavanje – Remarketing



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## Ciljano oglašavanje – Ciljani display oglasi

The screenshot shows a YouTube channel page for 'Dubrovnik, Croatia' with 33,851 subscribers. A targeted display advertisement for 'belroy' is visible on the right side of the page, featuring the text 'SET YOUR POCKETS FREE' and 'GO FROM 0 TO 143'. Below the ad are several video thumbnails, including one for 'Anthony Bourdain - No Reservations - Droatian Coast' and another for 'Croatia - The Most Beautiful Country in The World'.



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## Internetska stranica (e-commerce)



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## Internetska stranica

- Vaše prisutstvo na internetu
- Sadrži vaš opis, vaše slike i vašu prezentaciju svijetu digitalnog marketinga
- Osnovna podjela:
  - Statična internetska stranica
  - Dinamična internetska stranica



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## E-Commerce stranica – osnovne značajke

- Jednostavna navigacija
- Korisničko iskustvo (UX)
- Proces kupnje ili bookinga
- Promocija
- Mjerenje rezultata



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## E-Commerce stranica – jednostavna navigacija



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## E-Commerce stranica – jednostavna navigacija

The screenshot shows a website interface with a left-hand navigation menu and a main content area. The navigation menu includes categories like 'Posebne ponude', 'Elektronika i računala', 'Igračke i dječja oprema', 'Auto oprema', 'Sport i dodaci prehrani', 'Ljepota i zdravlje', 'Moda i modni dodaci', 'Dom i vrt', 'Glazba i glazbala', and 'Sve kategorije'. The main content area is titled 'Sport i dodaci prehrani' and lists various sports equipment and food supplements. A large image of three people skiing is featured on the right, with the text 'SVE ZA SKIJANJE! pogledaj ponudu »' below it.



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## E-Commerce stranica – korisničko iskustvo

The screenshot shows a travel booking website interface. The top navigation bar includes 'Hotels', 'Apartments', and 'Villas'. The main content area is titled 'Paketi i ponude' and displays a search result for 'Pure Ayurveda' in Meliá Coral. The result includes a description of the package, a price of 2,512 HRK - 340 EUR, and a 'Traži' button. A right-hand sidebar contains a 'Rezervirajte boravak' form with fields for 'Datum dolaska', 'Datum odlaska', and 'Traži' button. The website also features a 'Garancija cijene' badge.



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## E-Commerce stranica – korisničko iskustvo

The screenshot shows the 'ekupi' website interface. At the top, there is a search bar with the placeholder text 'Unesite pojam pretraživanja...' and a 'Sve kategorije' link. Below the search bar is a navigation menu with 'Povratak' and 'Home' links, and a breadcrumb trail: 'Ljepota i zdravlje > Polazeće stvari'. The main product is 'Badem set za ruke', with a rating of 5 stars. It is labeled as a 'Novi proizvod' (New product) with a SKU of '233944'. The quantity is set to '1'. The price is '34.00 Kn'. There are two buttons: 'Kupi odmah' (Buy now) and 'Dodaj u košaricu' (Add to cart). A sidebar on the right contains 'Informacije o ekupi'.



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## E-Commerce stranica – proces bookinga

The screenshot shows the booking process on the 'ekupi' website. At the top, there is a navigation menu with 'Definiraj/Obrisi', 'Raspodjelitelj', 'Gjere i usluge', 'Podaci o korisniku', and 'Povratak rezervaciji'. The main content area is a green box with the following information: 'Kupnja Polazećih stvari (Ljepota i zdravlje)', 'Datum dolaska: 05. Kolovoz 2014, Petak (09:00-18:00)', 'Datum odlaska: 15. Kolovoz 2014, Petak (09:00-18:00)', and 'UKUPNO: 270,40 EUR (uključujući PDV)'. Below this, there is a 'REGULAR PRICE' section with 'Odobrena jedinica: Polazak' and a price of '24,00'. There is a 'Osobe:' section with a table for adding guests. At the bottom, there is a table of charges:

Doplata:	Cijena	Naplate	Količina
Katni doplati:	0,00	po osobi	(0/1)
Ulag:	0,00	po osobi	(0/1)
Prinosci za boravak:	4,00	po osobi	(0/1)
Dodatni boravak (za noćenje):	0,00	po osobi	(0/1)
Dodatni auto:	0,00	po osobi	(0/1)



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## E-Commerce stranica – proces kupnje

Online narudžba sokova  
Green 2go

POčetna | Moji SOKOVI | BLOG | O NAMA | KONTAKT | POMOĆ

POTVRDIVANJE NARUŽBE

Smoothie Juicy life

095 33 00 110

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## E-Commerce stranica – promocija



## E-Commerce stranica – Mjerenje rezultata



## E-Commerce stranica – Mjerenje rezultata





## E-Commerce stranica – Mjerenje rezultata



MCF Channel Grouping Path	Conversions	Conversion Value
1. Direct = 5	74	€41.623.80
2. Organic Search = 5	54	€31.645.00
3. Paid Search = 5	42	€24.342.80
4. Paid Search = 4 → Direct	18	€10.635.10
5. Organic Search → Direct = 4	18	€11.023.20
6. Organic Search = 2 → Direct = 2	16	€12.711.40
7. Referral → Direct = 4	15	€8.055.70
8. Organic Search = 2 → Direct → Organic Search = 2	15	€6.536.90
9. Paid Search → Organic Search → Paid Search → Organic Search → Paid Search	13	€8.056.40
10. Organic Search → Paid Search = 4	13	€6.624.00



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## E-Commerce stranica – Mjerenje rezultata



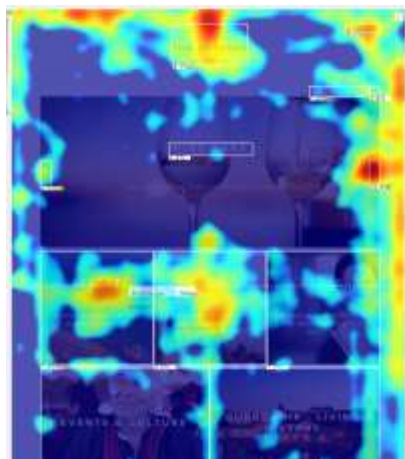
Adobe® Marketing Cloud



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## E-Commerce stranica – Mjerenje rezultata

CLIC TALE®



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## Optimizacija stranica za tražilice (SEO)



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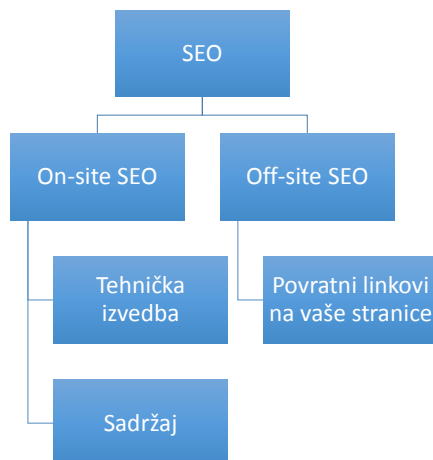
## O SEO-u

- SEO je dugoročno rješenje vašeg prisustva na tražilicama
- SEO podrazumijeva optimizaciju vaše internetske stranice za tražilice (prvenstveno Google) kako bi se stranica pojavila što više u prirodnim rezultatima pretraga preko određenih ključnih riječi
- Kako Google to radi automatizmom (preko svog robota zvanog Googlebot) želi sve informacije dostupne odmah čim posjeti Vašu stranicu, stoga je važno da mu iste i pružimo.



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## Osnovna SEO podjela



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## On-site SEO

- On-site SEO je temelj SEO optimizacije, a temelji su:
  - Analiza sadašnjeg stanja i pozicija
  - Integracija Googleovih alata (Webmaster Tools, Analytics, Google+ page)
  - Postavljanje ključnih riječi
  - Postavljanje opisa stranica
  - Postavljanje naslova i tagova
  - Validacija stranice preko raznim internetskih servisa



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## Off-site SEO



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## Off-site SEO

- Off-site SEO predstavlja povratne linkove (backlinks) na Vaše stranice
- Najvrjedniji linkovi su sa stranica koje imaju visok page rank i sa stranica na koje su ih postavili korisnici (društvene mreže, forumi, ...)
- Važno je biti fer – Google voli “kažnjavati” stranice u smislu pada pozicija
- Potreban je lagan, prirodan porast broja povratnih linkova



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## SEO – važno je biti prvi



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## Pisanje za Web i online PR



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## Pisanje za Web i online PR

- Sadržaj je KRALJ
- Dupli sadržaj na webu se “kažnjava” od strane tražilica
- Dva su osnovna momenta prilikom pisanja teksta:
  - Koristiti adekvatne, analizirane ključne riječi
  - Tekstovi se pišu za posjetitelje, a ne za tražilice



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# Pisanje za Web i online PR

## Novinski članak ima 2-3 elementa

1. Naslov
2. Podnaslov (opcionalno)
3. Sadržaj

## Članak na web stranici ima mnoštvo međusobno relevantnih elemenata

1. Naslov
2. Podnaslov (opcionalno)
3. Meta keywords (element koji ne vide posjetitelji već samo tražilice)
4. Meta description (element koji vide tražilice i nekad se pojavljuje kao opis u rezultatima pretrage)
5. H1 –H6 Tagovi
6. Sadržaj (sadržaj koji može biti boldan tamo gdje naglašavamo neke elemente, može sadržavati poveznice s relevantnim sadržajem)
7. Linkove (dolazne / odlazne)



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# Pisanje za Web i online PR

- Sadržaj treba biti:
  - Gramatički ispravan na svim jezicima
  - Redovito ažuriran
  - Jasan
  - Jednostavan (samo 16% posjetitelja čita cijeli članak na webu)
  - Sažet
  - Razumljiv
  - Zanimljiv
  - Interaktivan (postavljanje linkove na ostale stranice)



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## Pisanje za Web i online PR

- Sadržaj treba biti čitljiv!
- Ako je tekst dobro napisan, ne znači da će biti i pročitano. Kod pripreme web sadržaja treba voditi računa o veličini i boji fonta koji se koristi za prikazivanje teksta na web stranicama. Ne koriste niti svi posjetitelji mreže istu veličinu zaslona, kao ni istu razlučivost. Uobičajena razlučivost je 1024x768 pixela, ali sve više ljudi koristi i veće razlučivosti. Presitan tekst umara čitatelja i zato velik broj posjetitelja takve tekstove neće niti početi čitati, već će potražiti informacije koje im trebaju na nekoj drugoj stranici. Ne treba zaboraviti da velik broj ljudi, pogotovo onih starije životne dobi, ima slabiji vid. Napravite profesionalni izgled koristeći kratke rečenice, zatim formatirajte stranice da prikazuju otprilike 65-80 znakova po liniji. Dugačke rečenice koje se kreću sa jedne strane internet stranice na drugu stranu izgledaju vizualno neprofesionalno.
- ... da, ovaj je slajd namjerno ovako napisan...



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## Pisanje za Web i online PR

- Stavite zaključke na početak – zamislite piramidu naopako; temelji idu na početak
- U jednom odlomku držite se jedne ideje
- Koristite ključne riječi
- Izbjegavajte pasivnost u pisanju
- Koristite podnaslove
- Pišite kratke rečenice



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## Pisanje za Web i online PR



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## Raspored predavanja - utorak

- Društvene mreže
- Newsletter
- Odnos s klijentima / gostima (CRM)
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- Promocija smještaja, proizvoda i usluga - zaključak



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## Društvene mreže



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## Facebook

- Postoji više od 1,15 bilijuna Facebook profila
- 750 milijuna korisnika pristupa Facebooku putem mobilnih uređaja
- 23% Facebookovih korisnika ulogira se pet puta dnevno u svoj profil
- 350 milijuna slika uploada se dnevno na Facebook



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## Facebook community management



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## Facebook community management



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## Facebook oglašavanje



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## Twitter

- 288 milijuna korisnika je stalno "priključeno" na Twitter
- Ukupno ima više od 500 milijuna korisnika
- 60 milijuna korisnika pristupa Twitteru isključivo putem mobilnih uređaja
- Dnevni „promet“: 400 tweetova



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## Twitter profil



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## Google plus

- 343 milijuna korisnika
- 67% korisnika su muškarci
- 60% korisnika koristi Google plus svaki dan
- +1 button dnevno se klikne više od 5 bilijuna puta



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## Google plus profil



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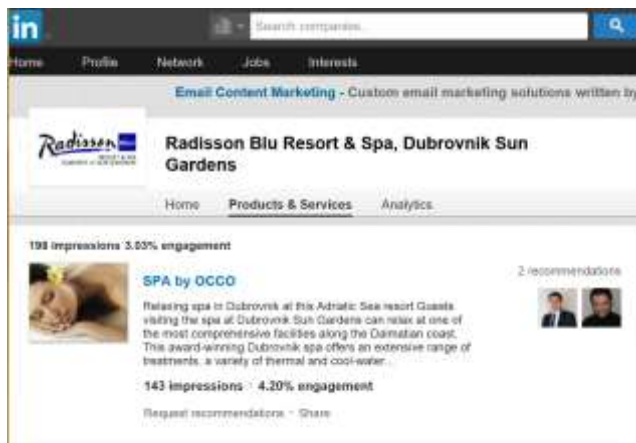
## LinkedIn

- 238 milijuna korisnika
- 50% korisnika ima višu ili visoku stručnu spremu
- Postoji više od 3 milijuna službenih stranica
- 15 milijuna grupa



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## LinkedIn službena stranica



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## Instagram

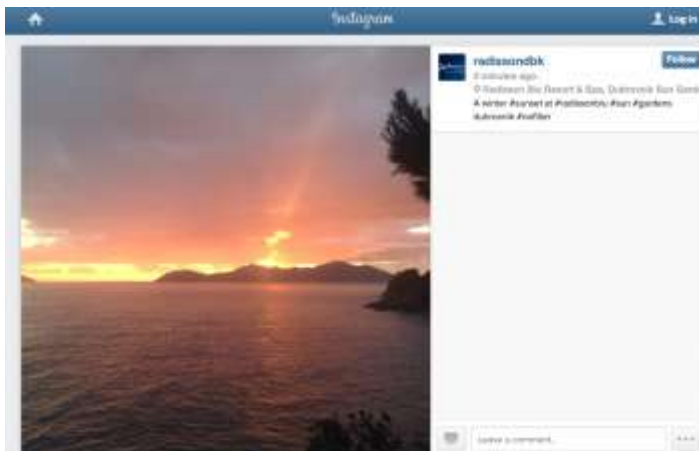
- 130 milijuna korisnika
- Svake sekunde 8.000 „lajku” neku sliku
- Svake sekunde piše se 1.000 komentara
- Svaki dan se postavi više od 5 milijuna slika



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## Instagram objava



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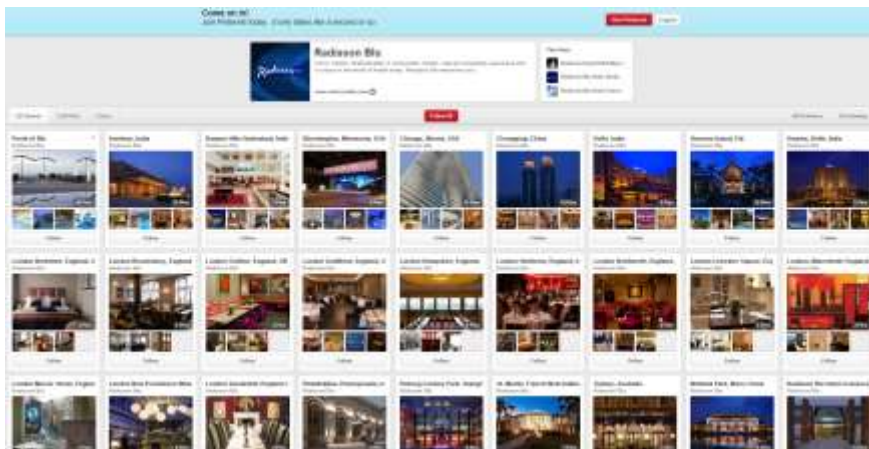
## Pinterest

- 130 milijuna korisnika
- 69% korisnika su žene
- 57% svih komentara vezano je uz kuhanje
- 80% svih pinova se re-pina



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## Pinteres profil



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## YouTube

- Googleov servis
- Više od 1 bilijun korisnika mjesečno posjeti YouTube
- 100 sati video materijala postavi se svaki sad na YouTube
- 6 bilijuna sati video materijala se pregleda na YouTubeu svaki mjesec



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# YouTube

Sheraton Hotels & Resorts's YouTube videos  
Videos shared publicly in Sheraton Hotels & Resorts's YouTube channel.

Sheraton - Life is wherever you are      Secrets of HOWELAND      Carrie from the Beginning



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# Analiza i praćenje

**Revinate** GS2 - Weekly Property Report  
Guest Satisfaction (GS2)

**GS2 Overview**

**Radisson Blu Resort & Spa, Dubrovnik Sun Gardens**  
January 01, 2014 - January 25, 2014

	Revinate Rating	Score	Revinate	Comp. Perf.	Comp. Star	Comp. Index	Goal	% of Goal
Revinate Rating	4.50	4.50	83	4.3*	1.000	4.5	100%	
Position Revinate	100%	100%	81	76%	1.265	80	111%	
Recommended	-	-	82	100%	-	80	101%	
# of Reviews	2	100%	84	58	1.448	5	207%	
Top Reviewer Popularity Index	0%	0%	85	100%	0.0	80	101%	

**Review by Star**

**Competition Overview**

Property Name	Revinate Rating	Score	Revinate	# of Reviews	Score	Comp. Index	MAF Index
Radisson Blu Resort & Spa	4.50	4.50	83	2	1.000	4.5	1.00
Hotel Imperial Dubrovnik	4.30	4.30	80	6	1.667	4.3	1.16
Dubrovnik Palace Hotel Dubrovnik	4.30	4.30	80	1	1.000	4.3	1.16
Radisson Hotel & Spa Dubrovnik	4.30	4.30	80	6	1.667	4.3	1.16
Grand Villa Dubrovnik Hotel Dubrovnik	4.30	4.30	80	1	1.000	4.3	1.16
Hotel Belvedere Dubrovnik	4.30	4.30	80	6	1.667	4.3	1.16

**Review Rating Detail**

	Revinate Rating	Score	Revinate	# of Reviews	Score	Comp. Index	MAF Index
Overall	4.50	4.50	83	2	1.000	4.5	1.00
Check-in	4.50	4.50	83	1	1.000	4.5	1.00
Room	4.50	4.50	83	1	1.000	4.5	1.00
Service	4.50	4.50	83	1	1.000	4.5	1.00
Value	4.50	4.50	83	1	1.000	4.5	1.00



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## Newsletter



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## Newsletter

- Publikacija koja se šalje vašoj bazi korisnika (putem emaila, u svijetu digitalnog marketinga)
- Komunicirate vaše ponude, proizvode i uspjehe
- Razlikujemo prodajno orijentirane informativne newslettere
- Možete koristiti vlastite aplikacije ili gotova rješenja



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# Newsletter



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# Newsletter



## Gorski kristal - zaštitnik vašeg prostora

Gorski kristal ili čist kvarc je jedan od najzastupljenijih i najpoznatijih minerala na zemlji.

Nalazi se još i kvarčni kristal, stjenoviti kvarc, gorski kremen.

Po kemijskom sastavu on je silicijev dioksid (SiO<sub>2</sub>).

Nalazi se u sastavu mnogih magmatskih, metamorfnih i sedimentnih stijena.

Zahvaljujući svojim jedinstvenim svojstvima, izdržljivoj, otpornosti na temperature i mehanička i kemijska trošenja, ubriva se u najkorisnije prirodne tvari na zemljinj površini.

Gorski kristal je od davnina omiljen i cijenjen zbog svoje ljepote ali i pozitivnog djelovanja na čovjeka.



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## Odnos s klijentima / gostima (CRM)



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## Customer relationship management (CRM)

- CRM je model prema kojem ostajete u stalnom kontaktu s vašim gostima, klijentima ili kupcima
- Od alata najviše se koriste email, društvene mreže, telefon i direktna poštanska pisma
- Svaka CRM poruka treba sadržavati osobnu poruku i dodatne pogodnosti
- Važno je imati otvorenu komunikaciju s gostima, klijentima ili kupcima



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## CRM u hotelskom smještaju



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## CRM u hotelskom smještaju

**THE SPA BY OCEO - IDEAL OF THE WEEK**

Imagine yourself in our award-winning "The Spa by OCEO" and leave all the stress behind!

Start yourselves with photos and feel your favourite treatment in try our bestseller - OCEO hotel's message, in just relax on the Spa website and book on-line now!

OCEO hotel's messages are customized according to your needs and are designed as a combination of the Spa manager techniques and the hotel's approach. The special amenities, music and scents of our fragrance guarantee you an unforgettable experience.

We have prepared a special limited offer for you: book a 10-minute OCEO hotel's message between your arrival and your departure a free 10 min. Spa's message!

Click here and book now!

SPORTS CENTRE	CLIMATE	RIGHTS OF
<p>For all sports fans, the sports centre is the ideal place to relax and enjoy the sun. The centre is equipped with a variety of sports facilities, including a tennis court, a basketball court, a swimming pool, and a gym. The centre is also equipped with a variety of sports equipment, including tennis rackets, basketballs, and gym equipment.</p>	<p>Relaxing in the sun, enjoying the view, and feeling the breeze on your face. The climate is perfect for a relaxing holiday. The hotel is located in a beautiful area with a view of the sea and the mountains. The hotel is also equipped with a variety of amenities, including a swimming pool, a spa, and a restaurant.</p>	<p>The hotel is located in a beautiful area with a view of the sea and the mountains. The hotel is also equipped with a variety of amenities, including a swimming pool, a spa, and a restaurant. The hotel is also equipped with a variety of amenities, including a swimming pool, a spa, and a restaurant.</p>

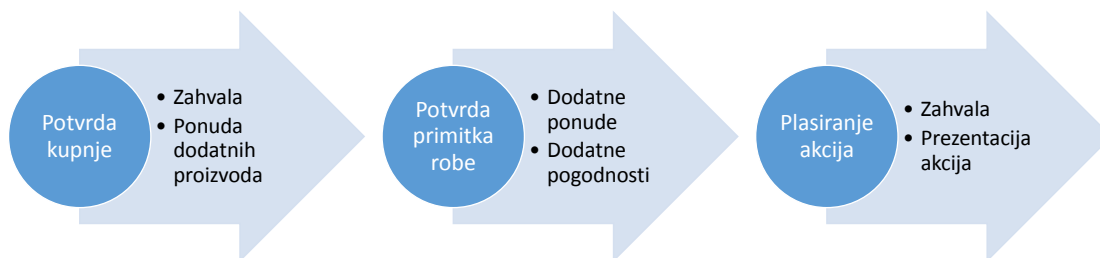
**STAY CONNECTED**



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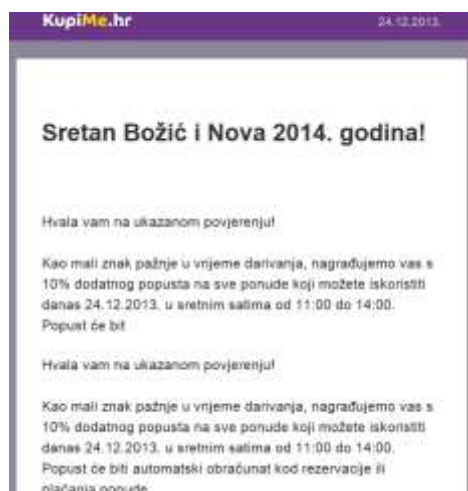


## CRM kod procesa kupnje



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## CRM kod procesa kupnje



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## Promocija destinacije



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## Promocija destinacije

- Digitalni branding
- Online PR
- Društvene mreže
- Kvalitetna internetska stranica sa:
  - Relevantnim podacima o destinaciji
  - Galerijom slika
  - Video materijalima
  - Online bookingom
  - Promocijom aktivnosti



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## Promocija destinacije – digitalni marketing



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## Promocija destinacije – online PR



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## Promocija destinacije – društvene mreže



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## Promocija destinacije – internetska stranica



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## Promocija destinacije – internetska stranica

[Za svaku zemlju](#) [Press \(PR\)](#) [Kontaktirajte nas](#) [Cesta prijava](#) [HR](#) [EN](#) [DE](#) [IT](#) [RU](#) [NL](#)

**Istra** SLUŽBENI TURISTIČKI PORTAL ISTRE

[Naslovnica](#) [Regije i općine](#) [Smještaj](#) [Planiranje putovanja](#) [Aktivnosti i atrakcije](#) [Sve o Istri](#)

**ONLINE BOOKING**

Odaberite destinaciju:

Odaberite tip smještaja:

Datum: 14/02/2014

Datum: 17/02/2014

**Pretraži**

**Pokrij ostalo**

Call Center  
 +385 52 880088

**Destination 2013**



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## Promocija destinacije – internetska stranica

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**camping.hr**

[Camping in Croatia](#) [Best Croatian Camps](#) [Wild Camping](#) [Mobile Homes & Apartments](#) [Service Disports](#) [About Croatia](#)

**Camping in Croatia...**

**Croatia - The True Camping Destination**

The quality of [Camping in Croatia](#) has been recognized by camping enthusiasts since the very start of the European Camping scene. Even when leaving the Adriatic with a caravan and a real adventure, often taking 24 hours or more to reach the nearest [Croatian campsite](#) from Western Europe, European camping fans would travel to [Croatian campsites](#) each year to start discovering...

**SEARCH CAMPSITES**

Region:

Type:

Destination:

With Online Booking:

Search:

**SEARCH**



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## Promocija smještaja, proizvoda i usluga



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## Promocija smještaja, proizvoda i usluga

- Digitalni marketing
  - Branding
  - Direct response
- Internetska stranica
  - Korisničko iskustvo
  - Jednostavnost
  - SEO
  - Lakoća prodaje
- Praćenje rezultata
  - Google Analytics, Adobe Marketing tool
- CRM
  - Ostanite u kontaktu s vašim gostima, klijentima ili kupcima



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Hvala na pažnji!

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097 737 0423



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