



DIGITALNI MARKETING KAO SREDSTVO UNAPRIJEĐENJA BIZNISA

KO ĆE VAS VODITI KROZ OVAJ TRENING?



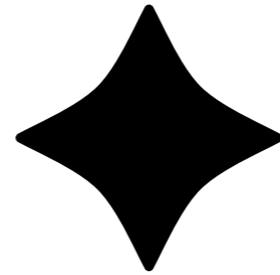
Andela Đokić

MyG Guide
MONTENEGRO

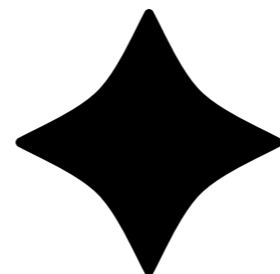


**Iconic
Void.**





A ČIME SE VI BAVITE?





KAKO USPJEŠNI BIZNISI PREDSTAVLJAJU SEBE NA TRŽIŠTU?

SLIJEDE PRIMJERI SA RAZLIČITIM PRISTUPIMA NA TRŽIŠTU



NatGeoTravel priča priče iz cijelog svijeta, a mi im vjerujemo!

#storytelling



natgeotravel



natgeotravel Photo by [@justin.jin](#) / The sun sets behind baobab trees in the western coastal region of Madagascar. Africa's "tree of life" is dying because of habitat destruction and climate change. Located off the coast of East Africa, Madagascar is the world's fourth largest island. Madagascar split from India about 88 million years ago, allowing plants and animals on the island to evolve in relative isolation. Approximately 90 percent of all species found in Madagascar are endemic. The island has been classified as a biodiversity hot spot.

Follow [@justin.jin](#) for more stories and images from around the world.
[#justinjin](#) [#madagascar](#) [#baobab](#)



252,346 свиђања

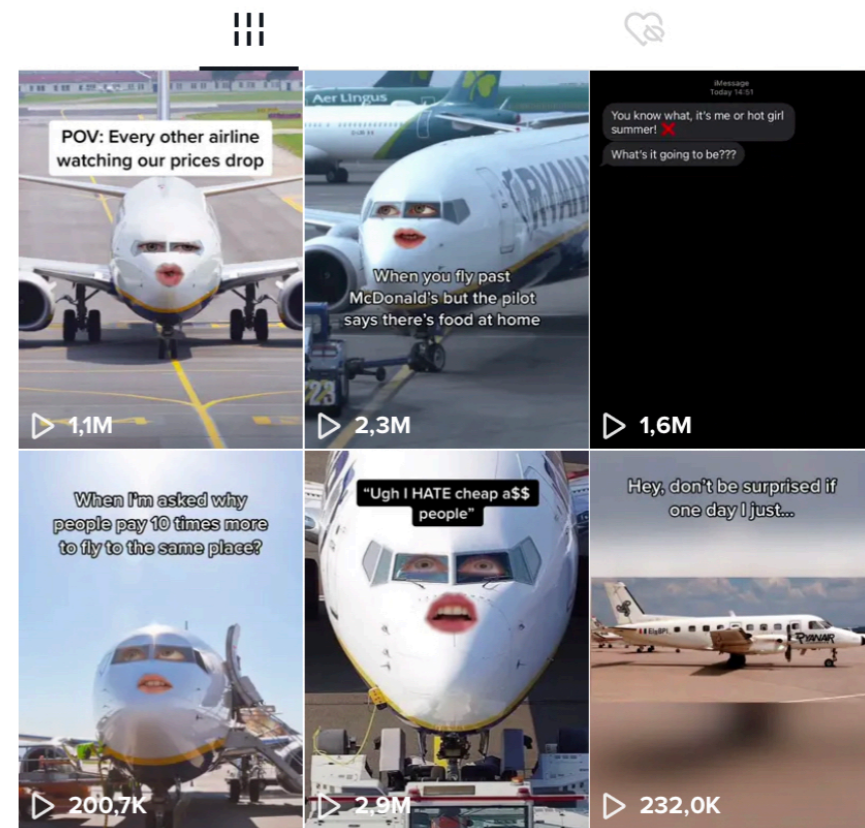
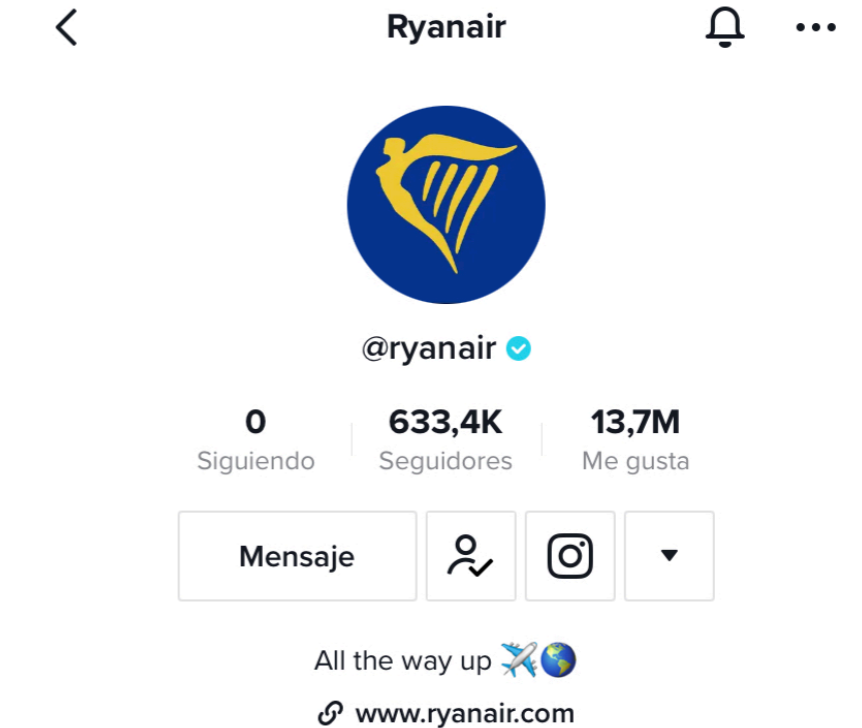
ПРЕ 2 ДАНА



Унесите коментар...

Објави

RyanAir se zabavlja sa mladim pratiocima na TikToku!





ORDER FROM MCDONALD'S.

We never thought we'd be asking you to do this. Just like we never thought we'd be encouraging you to order from KFC, Subway, Domino's Pizza, Pizza Hut, Five Guys, Greggs, Taco Bell, Papa John's, Leon... or any of the other independent food outlets, too numerous to mention here. In short, from any of our sister food chains (fast or not so fast).

We never thought we'd be asking you to do this, but restaurants employing thousands of staff really need your support at the moment.

So, if you want to help, keep treating yourself to tasty meals through home delivery, takeaway or drive thru. Getting a Whopper is always best, but ordering a Big Mac is also not such a bad thing.

*Take care,
Team Burger King UK*

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Zoom  @Zoom · Jun 11 ...

Our Happy Crew and Social Impact team hosted a global fundraising event via a bike competition, Tour de Zoom! 🚲 Our Zoomies raised over \$96,000 USD for 50 organizations all while virtually connecting and enjoying the outdoors. 🎉

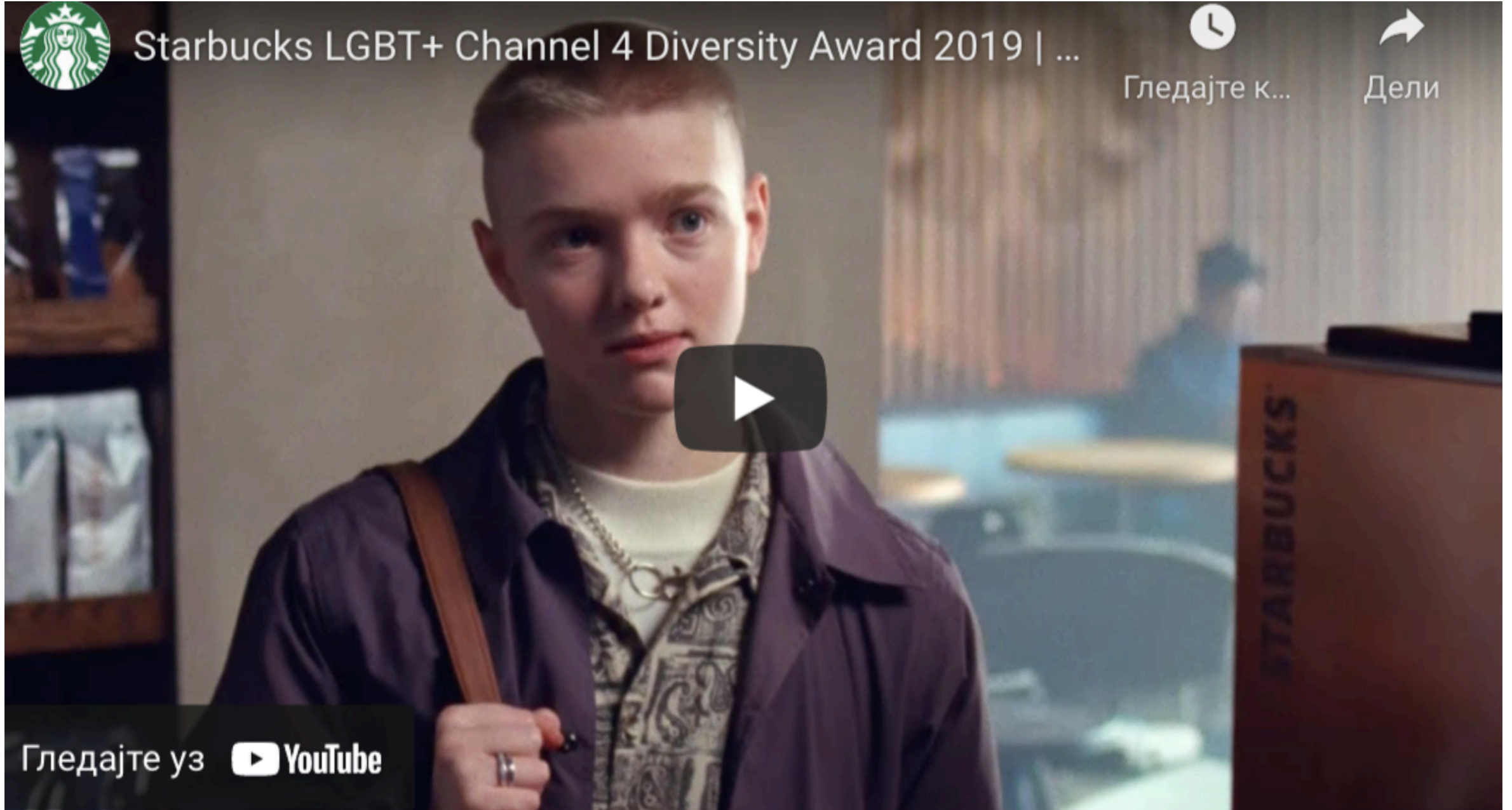


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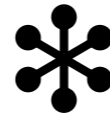






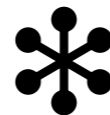
**DA LI STE UPAMTILI NEKI ZANIMLJIV
PRIMJER SA DOMAĆEG TRŽIŠTA?**





TARGET GRUPE/CILJNE GRUPE

KAKO PRIVUĆI POTROŠAČE ZAHVALJUJUĆI DIGITALNIM KANALIMA



Baby Boomers

- 1946-1964
- imaju vremena, novca i želje za putovanjima
- vole tradicionalne medije
- ne žele konektovanost
- žele komfor, ali i najbolju ponudu

The Baby Boomer Generation



Baby Boomer

Birth Years: 1946 to 1964

Current Age: 57 to 75

Size: 71.6 million

Media Consumption: Baby boomers are the biggest consumers of traditional media like television, radio, magazines, and newspaper. Despite being so traditional, 90% of baby boomers have a Facebook account. This generation has begun to adopt more technology in order to stay in touch with family members and reconnect with old friends.

Shaping Events: Post-WWII optimism, the cold war, and the hippie movement.

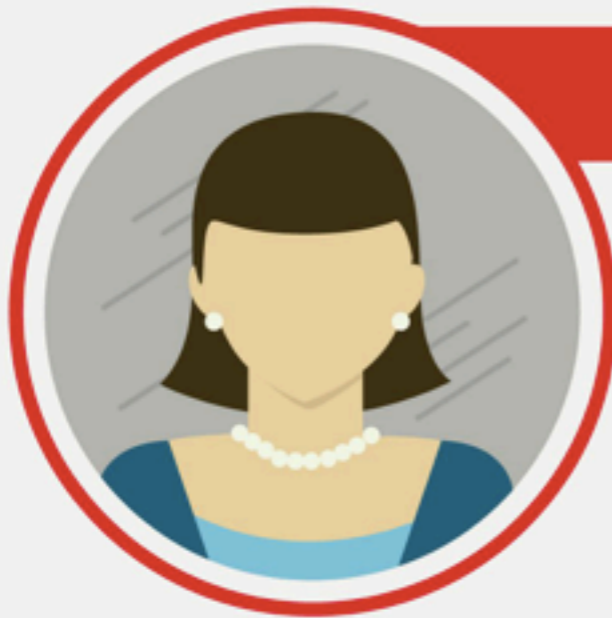
Finances: Managing retirement with life expectancies on the rise.

KASASA

Generation X

- 1965-1980
- (i dalje) čitaju novine, gledaju TV, ali su prihvatili digitalne tehnologije i koriste ih
- najzaduženija generacija na planeti, koja plaća svoje kredite i kredite za školovanje svoje djece
- žele porodična iskustva

Generation X



Generation X

Birth Years: 1965 to 1979/80

Current Age: 41 to 56

Size: 65.2 million

Media Consumption: Gen X still reads newspapers, magazines, listens to the radio, and watches TV (about 165 hours' worth of TV a month). However, they are also digitally savvy and spend roughly 7 hours a week on Facebook (the highest of any generational cohort).

Shaping Events: End of the cold war, the rise of personal computing, and feeling lost between the two huge generations.

Finances: Carrying the highest debt load (\$142K) while still raising children and saving for retirement

Millennials (Gen Y)



KASASA

Millennials (Gen Y)

Birth Years: 1980 to 1994/6

Current Age: 25 to 40

Size: 72.1 million

Media Consumption: 95% still watch TV, but Netflix edges out traditional cable as the preferred provider. Cord-cutting in favor of streaming services is the popular choice. This generation is extremely comfortable with mobile devices, but 32% will still use a computer for purchases. They typically have multiple social media accounts.

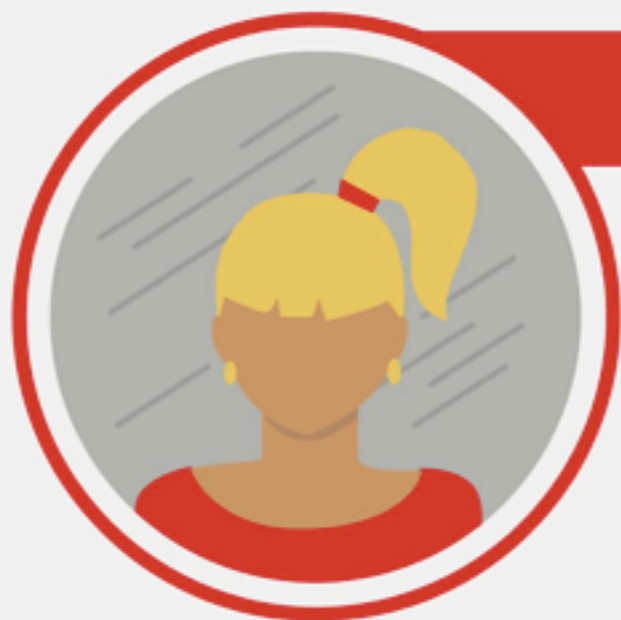
Shaping Events: The Great Recession, the technological explosion of the internet and social media, and 9/11.

Finances: Massive student debt causes this generation to delay major life purchases.

Generation Y/Milenialls

- 1980-1994/6
- upotreba mobilnih platformi
- često samci
- troše novac na iskustva, radije nego na stvari
- ne brinu o troškovima koliko o optimizaciji
- marketing se odnosi na životni stil

Gen Z



KASASA

Gen Z

Birth Years: 1996 to 2012/15

Current Age: 6 to 24

Size: 68 million

Media Consumption: The average Gen Zer received their first mobile phone at age 10.3 years. Many of them grew up playing with their parents' mobile phones or tablets. They have grown up in a hyper-connected world and the smartphone is their preferred method of communication. On average, they spend 3 hours a day on their mobile device.

Shaping Events: Smartphones, social media, never knowing a country not at war, and seeing the financial struggles of their parents (Gen X).

Finances: Similar to Gen X (their parents) in financial attitudes, but wanting to avoid debt after seeing Millennials struggle.

Generation Z

- 1996-2012/15
- aktivni, internacionalni potrošači
- pretraga iskustava, izdvajanje budžeta i želja za vrijednošću
- budžet najradije troše na putovanja i iskustva
- brinu o životnoj sredini
- vjeruju recenzijama i influenserima



Kreiranje persone kupca/klijenta

- ◆ Ko su vaši potencijalni klijenti i koji problem vi rješavate za njih?
- ◆ Poznajete li njihove želje i afinitete?
- ◆ Sakupljate li o tome statistiku?
- ◆ Kako će vaš proizvod/usluga pomoći i uspjeti đe su drugi omanuli?

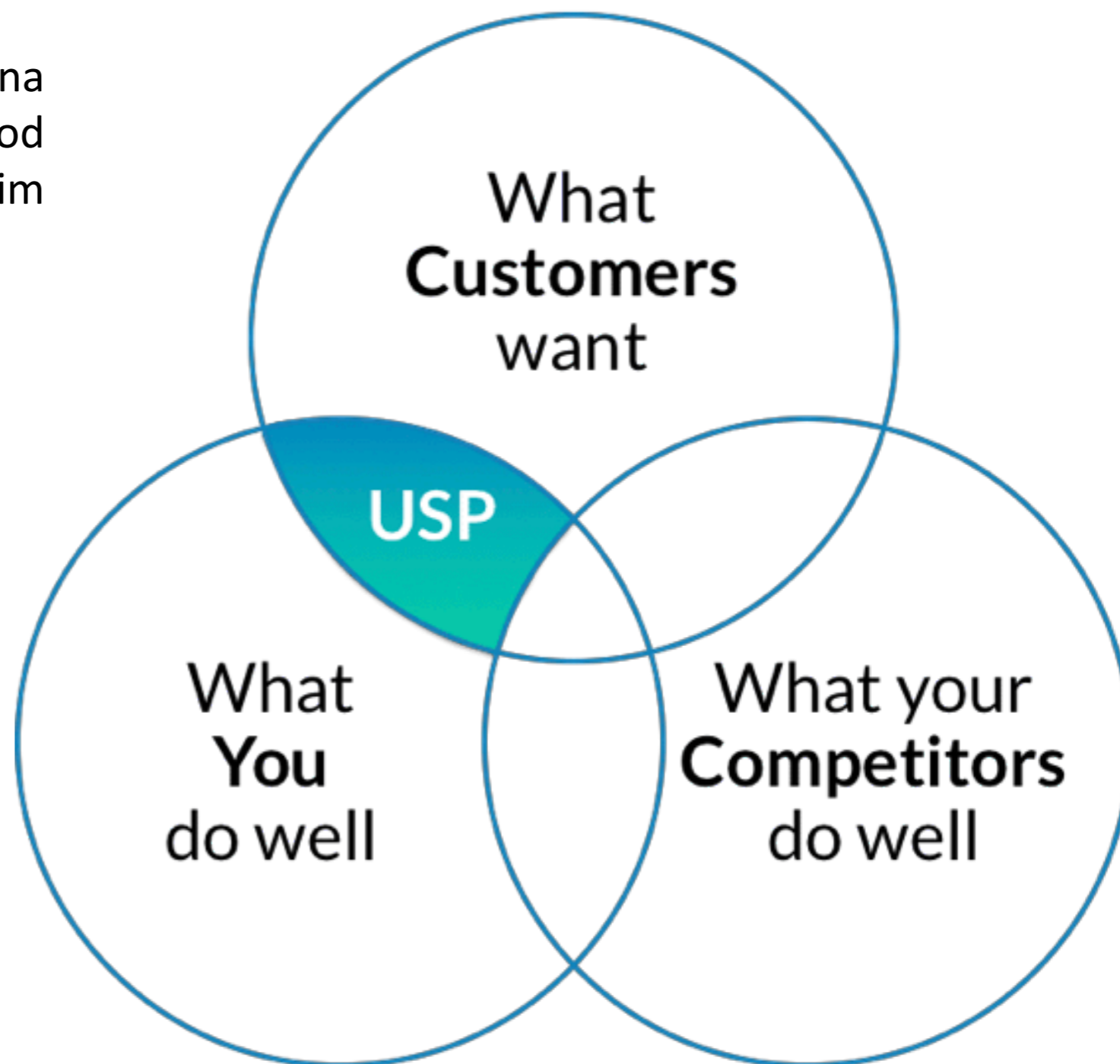


USP (jedinственост prodaje) je posebna pogodnost zbog koje se vaš proizvod ističe u poredjenju sa drugim sličnim kompanijama na vašem tržištu.

U

S

P



PAR SAVJETA...

- ◆ **nađite svoj tržišni segment - vaša publika ne mogu biti svi**
- ◆ **stvorite materijal i sadržaj koji će privući i zadržati klijenta**
- ◆ **budite prisutni na digitalnim kanalima**
- ◆ **uvežite se sa ljudima koji mogu da unaprijede vaš sadržaj i saradujte sa njima**



zajednice

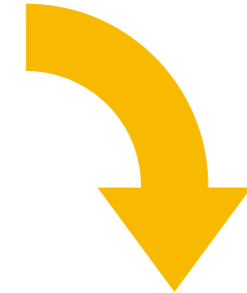
- povežite se sa klijentima
- ponudite više opcija i načina povezivanja
- ohrabrite potrošače da kreiraju sadržaj za vas
- dozvolite im da međusobno pomažu i edukuju jedni druge o vašim proizvodima (TripAdvisor)
- ustupite moć ljudima

zajednice ne pravimo samo sa klijentima, već i sa saradnicima, ljudima iz srodnih biznisa, lojalnom konkurencijom i sl.



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Group by My Guide Montenegro

Montenegro Travel Advice, Events and Recommendations

🔒 Private group · 1.4K members



[+ Invite](#)

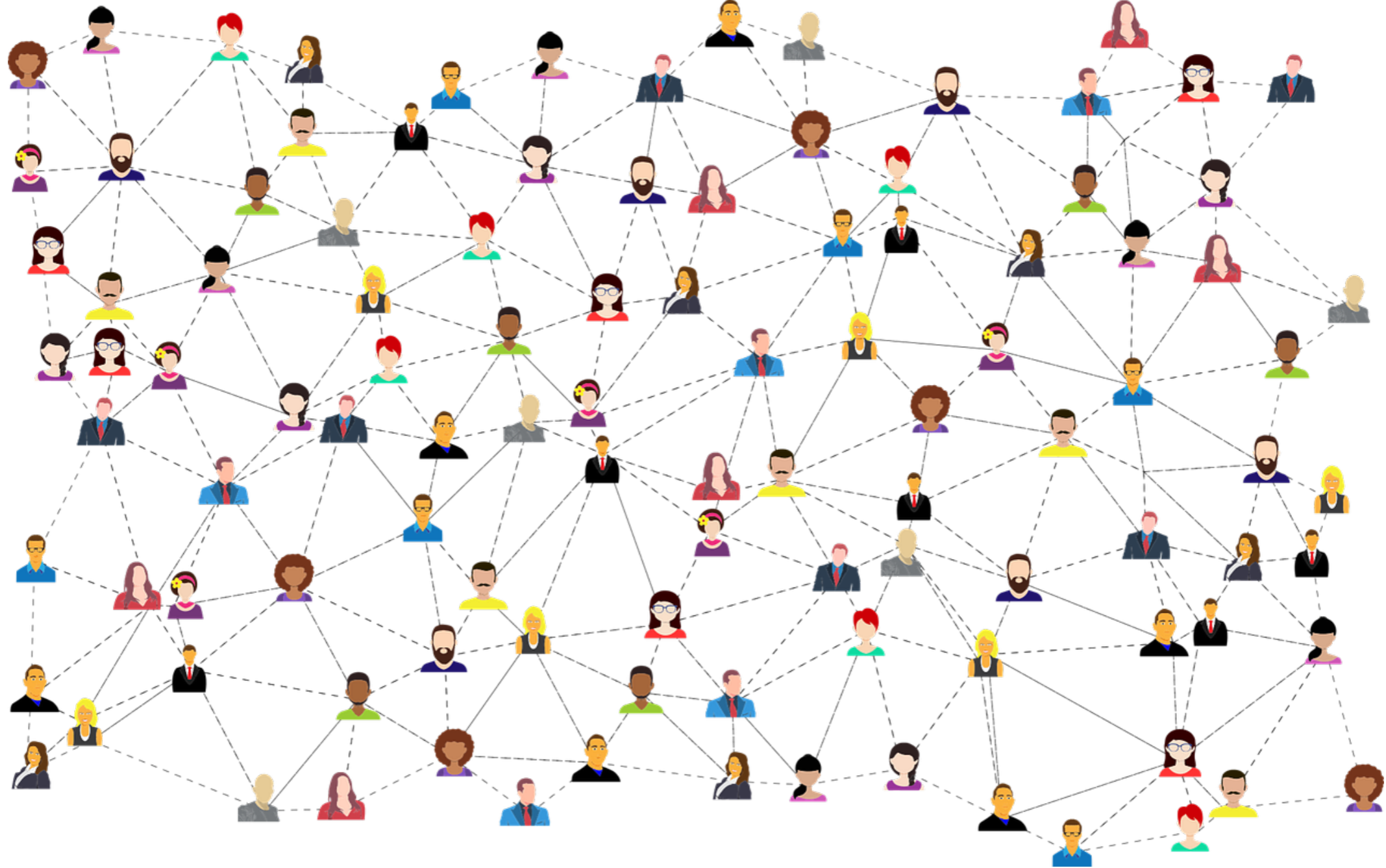
Lokalne zajednice igraju važnu ulogu u razvoju biznisa.

Lokalna zajednica mora biti uključena u donošenje politika i odlučivanja kako bi povećala povjerenje lokalnog stanovništva u razvoj kreativnih industrija.

Lokalna zajednica mora stremiti održivom razvoju!

Jedan od glavnih postulata uspješnosti lokalnih zajednica je i lojalna konkurencija!





Svi preduzetnici u biznisu jedne regije/grada bi trebali oformiti zvaničnu ili nezvaničnu, građansku (nikako političku) zajednicu, koja će uticati na donošenje odluka koje će:

- ✦ **povoljno uticati na poslovanje uključenih biznisa**
- ✦ **povoljno uticati na ekonomiju grada**
- ✦ **povoljno uticati na ekonomiju zemlje**
- ✦ **povoljno uticati na promovisanje proizvoda/usluga na globalnom tržištu**



THINK DIFFERENT

- čak ni vaša direktna konkurencija nema potpuno isti proizvod kao vi
- vaš potrošač i njegova odanost su najbolji pokazatelji kvaliteta vašeg brenda



**NIJESU SVI KANALI ZA
SVAKI BIZNIS!**

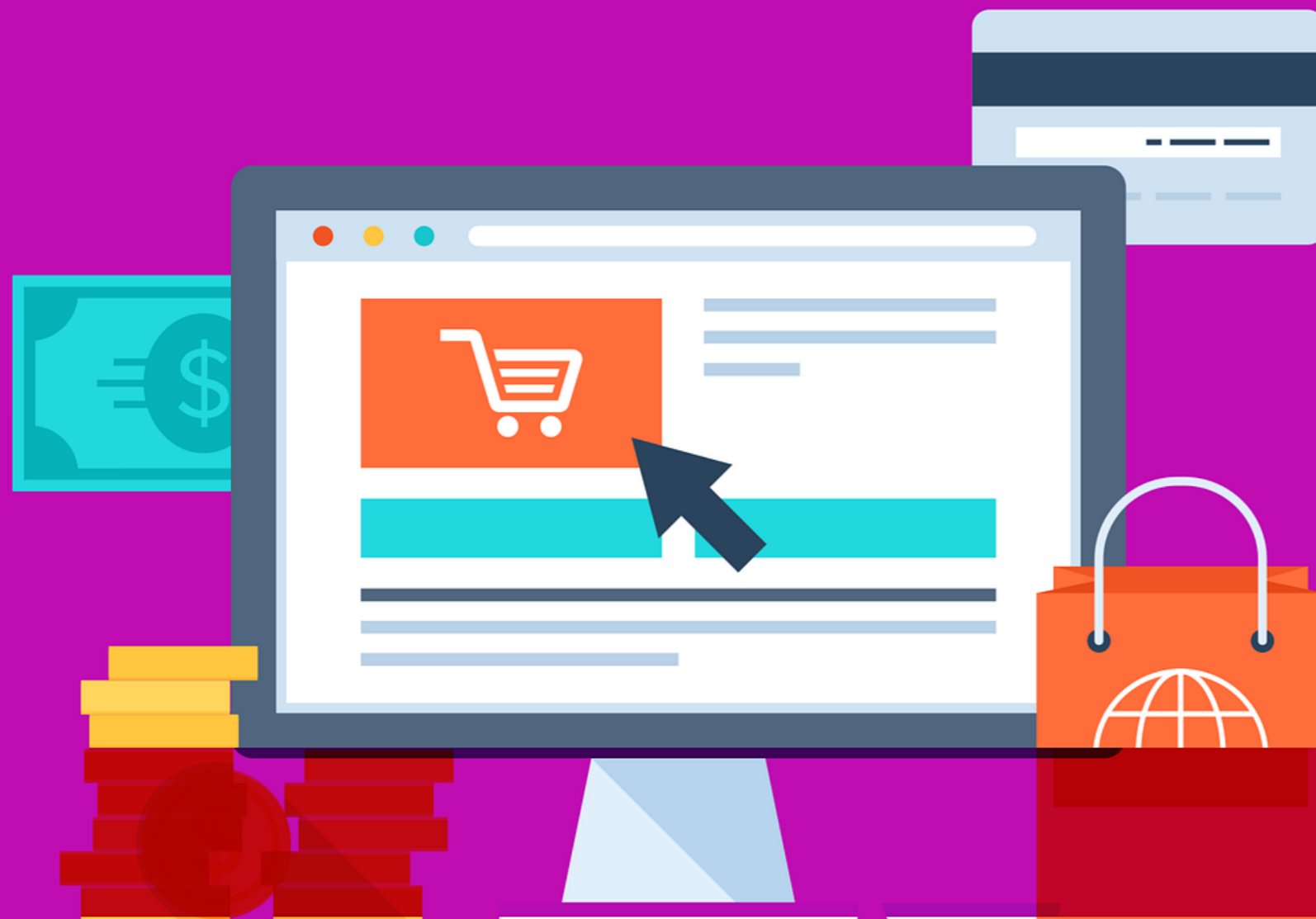






PR

phone tag twitter friends facebook news film
search • blog communication forum photo share like group
social media



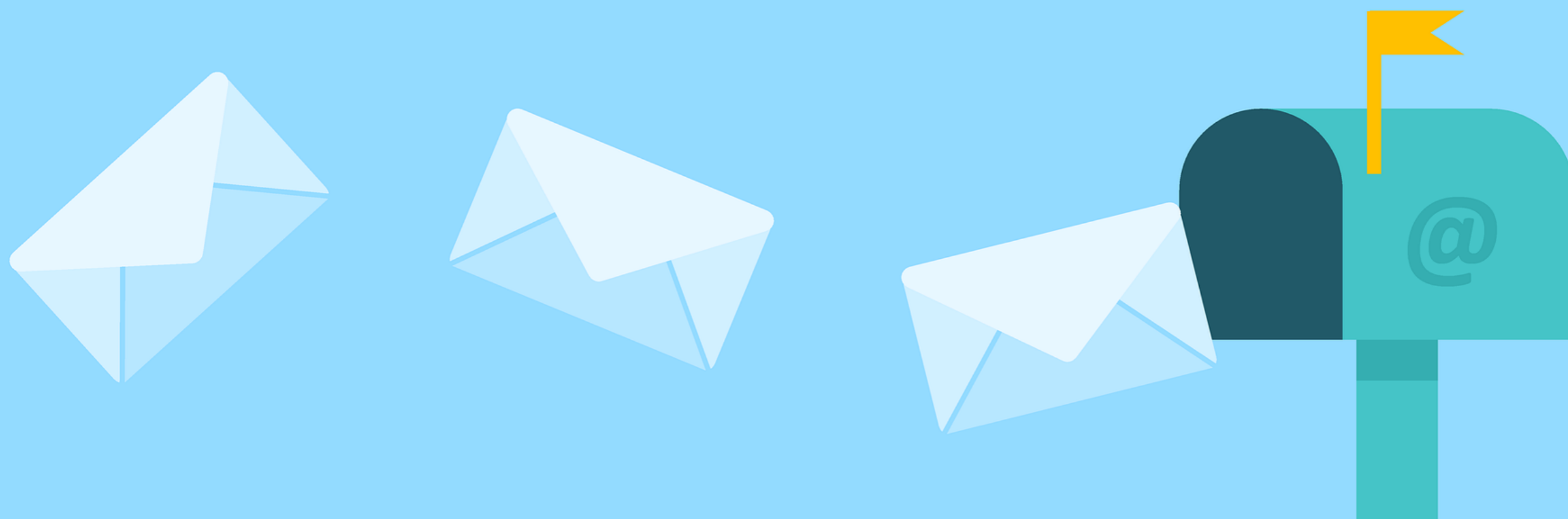
PPC

INFLUENSERI



THINK
ABOUT
THINGS
DIFFERENTLY

DISPLAY ADS



EMAIL MARKETING



POSTAVITE CILJ



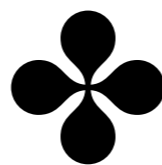
OPREDJELITE
BUDŽET



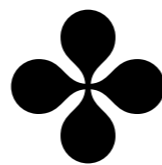
ODABERITE TIM
KOJI VAM MOŽE
POMOĆI

Kako odabrati

PRAVE KANALE?



VJEŽBA





- 1. KREIRATI PERSONU KUPCA ZA VAŠ
PROIZVOD/USLUGU**
- 2. KREIRATI SELEKCIJE TARGET TRŽIŠTA I
DEMOGRAFSKIH KARAKTERISTIKA**





Upotreba društvenih mreža za male i srednje biznise

Zašto koristimo društvene mreže za promociju biznisa?

- 1. Gradimo brand awareness (svjesnost o našem brendu)**
- 2. Realizujemo prodaju uz personalizovano povezivanje sa publikom**
- 3. Dijelimo sadržaj koji kreiramo za sajt zbog dodatnih dijeljenja, reakcija i klikova**
- 4. Kreiramo email liste i segmente kontakata**
- 5. Povećavamo prodaju**



#funfacts

- ◆ oko milijardu aktivnih dnevni korisnika
- ◆ preko 80 milijardi dolara zarade u 2020.
- ◆ dobar za bilo koji biznis
- ◆ odlične ponude za sponzorisanje
- ◆ 69% odraslih osoba na svijetu koriste Facebook
- ◆ najviše posjeta sajtu sa ove mreže (social referral)

facebook

Trendovi za oglašavanje u 2021. na Facebook-u

1. Organic sadržaj
2. Jednostavan jezik
3. Video oglasi
4. Split test seta oglasa
5. Emotikoni
6. Direktni CTA
7. Sažeti i koncizni naslovi



Pros

- Massive audience reach
- Targeted advertising
- Great for customer interaction
- Powerful analytics



Cons

- Ads require large budget
- Takes consistent engagement
- Little-to-no control if page is suspended



Optimonster

facebook

#tips

- ◆ **Koristite riječi poznate vašoj publici**
- ◆ **Govorite jezikom vaše publike**
- ◆ **Ne budite previše detaljni**
- ◆ **Prenesite jednu po jednu ideju**
- ◆ **Ostanite u toku - ne ostavljajte mjesta zabuni**

facebook

PRESENTING

EdgeRank

A GUIDE TO FACEBOOK'S NEWSFEED ALGORITHM

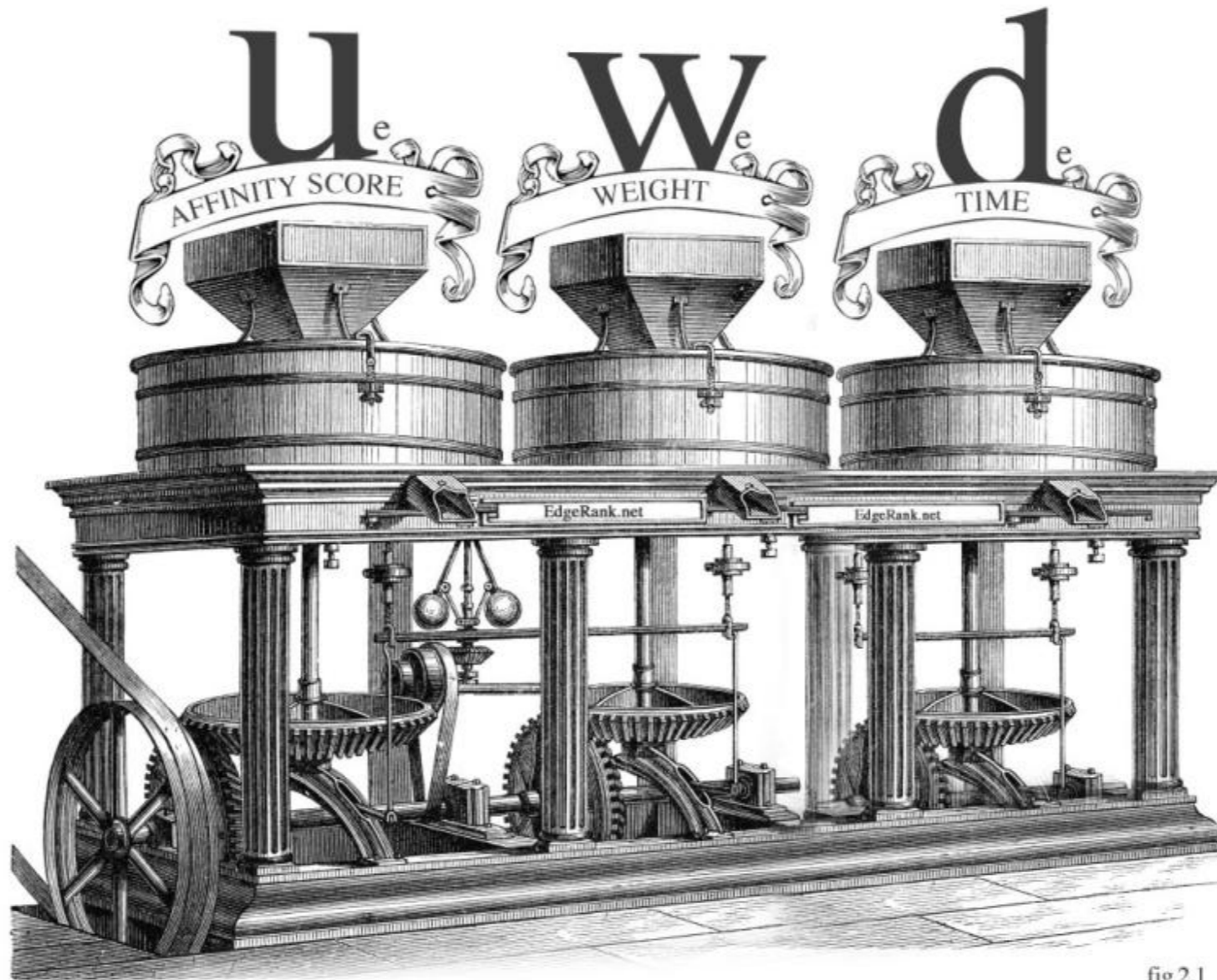


fig 2.1

Source: EdgeRank.net

$$\sum_{\text{edges } e} u_e w_e d_e$$

u_e ~ affinity score between viewing user and edge creator

w_e ~ weight for this edge type (create, connect, like, tag, ect.)

d_e ~ time decay factor based on how long ago the edge was created

Algoritmi uključuju **data science** i **machine learning**.
Ovo su vjerovatno analize koje nijedan marketar ne bi mogao
razumjeti tako lako, jer se radi o programerskom jeziku.



Kategorije, tagovi i ključne riječi takođe veoma utiču na to šta ćete vidjeti
na vašem zidu.

afiniteti i veze

koje stvarate sa stranicama i prijateljima na ovoj mreži utiču na



angažman pratilaca

- ◆ **shares**
- ◆ **comments**
- ◆ **likes**
- ◆ **clicks**

sadržaj

- ◆ **video**
- ◆ **slike**
- ◆ **status**
- ◆ **link**

#funfacts

- ✦ U roku od dva mjeseca od pokretanja platforme 2010. godine, Instagram je imao preko milion korisnika.
- ✦ Preko milijardu dnevnih korisnika
- ✦ Instagram je postao način da brendovi doslovno prikazuju svoje proizvode, nude vrijednost i pričaju glasom brenda (a ne da pišu o njima).
- ✦ Instagram je kreirao i "Checkout" opciju, što znači da je u potpunosti spreman za e-trgovinu

Instagram



#tips

- 1. Koristite Lead Generations cilj reklame na Ads manager-u**
- 2. Optimizujte biografiju**
- 3. Povežite se sa publikom**
- 4. Dijelite UGC (sadržaj generisan od strane publike)**
- 5. Koristite sve opcije (Reels, Live, Story)**
- 6. Promovišite sadržaj sa sajta**
- 7. CTA**

Instagram



Pros

- Highly appealing visual aspect
- More popular than Facebook with younger generation
- Created for mobile



Cons

- Misleading metrics (followers doesn't = **engaged**)
- Needs aggressive posting schedule



Optimonster

Instagram

Algoritam

- ◆ **Interesovanje** - najvažniji angažman za rangiranje feeda su komentari, sviđanja, ponovna dijeljenja i prikazi videozapisa
- ◆ **Veza** - ljudi čiji vam se sadržaj sviđa; ljudi kojima šaljete poruku; ljudi koje tražite; ljudi koje poznajete u stvarnom životu
- ◆ **Pravovremenost**
- ◆ **Frekventnost** - ako ste često na mreži, vaš će feed izgledati više hronološki. Ako rjeđe provjeravate aplikaciju Instagram, vaš će se feed sortirati prema onome što Instagram misli da vam se sviđa.
- ◆ **Pratioci** - ako je velik postotak pratilaca neaktivan, oni mogu nanijeti više štete nego koristi za algoritam.
- ◆ **Upotreba** - što više vremena provedete na aplikaciji, to bolje.

Instagram



LaterCon

A video frame with a woman wearing a wide-brimmed hat and a blue floral top. To her right are three stacked text boxes: "Brand Awareness", "Relationship Building", and "Community Nurturing". A small TikTok logo is in the bottom right corner of the frame.

Brand Awareness

Relationship Building

Community Nurturing

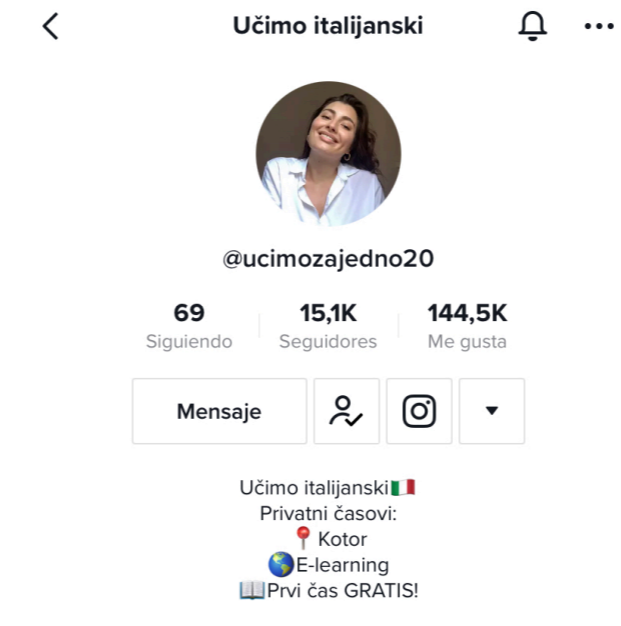
Trendovi

1. Mimovi
2. Influenseri
3. UGC
4. Brendirani #
5. Dueti
6. Promovisanje muzike
7. TV današnjice



#tips

- ◆ Kreirajte tutorijal o vašem proizvodu ili usluzi
- ◆ Pridružite se trendingu
- ◆ Saradnja sa influencerima
- ◆ Odaberite nišu




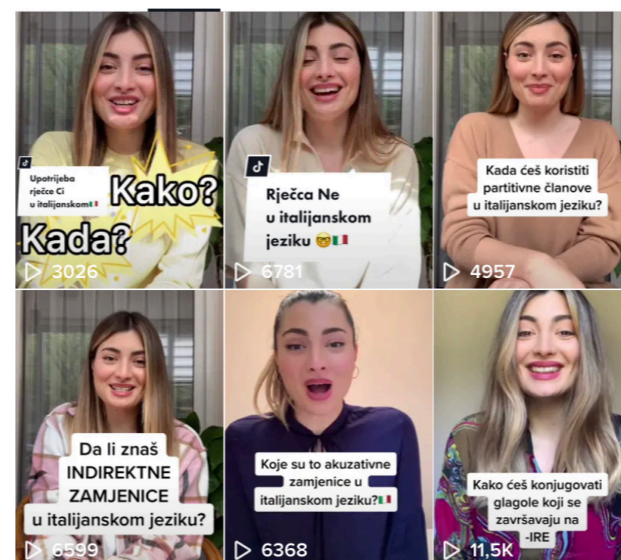
Učimo italijanski

@ucimozajedno20

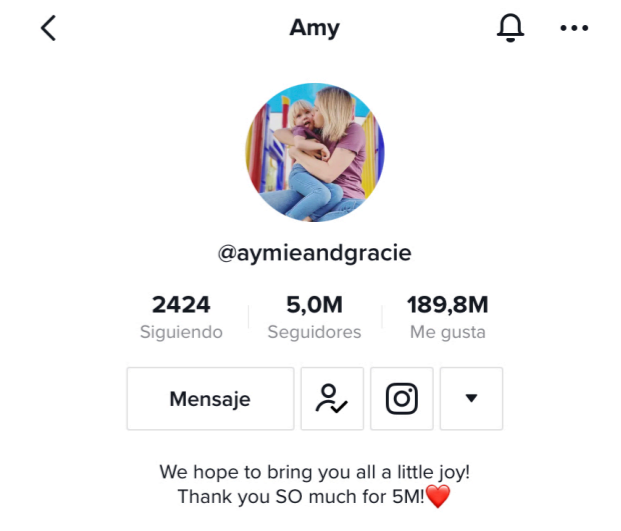
69 Siguiendo | 15,1K Seguidores | 144,5K Me gusta

Mensaje

Učimo italijanski 
Privatni časovi:
Kotor
E-learning
Prvi čas GRATIS!



<p>Kada?</p> <p>3026</p>	<p>Kako?</p> <p>6781</p>	<p>Kada ćeš koristiti partitivne članove u italijanskom jeziku?</p> <p>4957</p>
<p>Da li znaš INDIREKTNE ZAMJENICE u italijanskom jeziku?</p> <p>6599</p>	<p>Koje su to akuzativne zamjenice u italijanskom jeziku?</p> <p>6368</p>	<p>Kako ćeš konjugovati glagole koji se završavaju na -IRE</p> <p>11,5K</p>



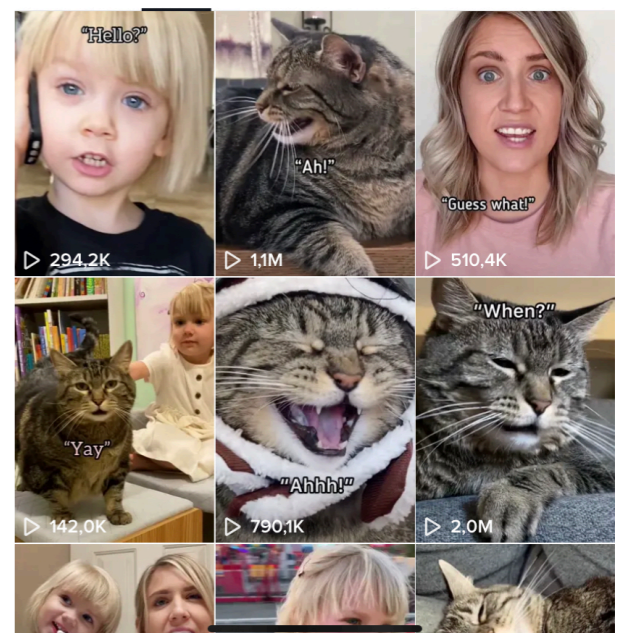
Amy

@aymieandgracie

2424 Siguiendo | 5,0M Seguidores | 189,8M Me gusta

Mensaje

We hope to bring you all a little joy!
Thank you SO much for 5M! ❤️



<p>"Hello?"</p> <p>294,2K</p>	<p>"Ah!"</p> <p>1,1M</p>	<p>"Guess what!"</p> <p>510,4K</p>
<p>"Yay"</p> <p>142,0K</p>	<p>"Ahhh!"</p> <p>790,1K</p>	<p>"When?"</p> <p>2,0M</p>



YouTube - dvije milijarde korisnika mjesečno, a postao je mjesto gdje ljudi ne idu samo radi zabave već i da bi naučili nove stvari.



Pros

- Videos drive more conversions
- Great way to show off your brand's personality
- Videos nicely complement other marketing strategies



Cons

- Videos can take longer to produce
- Users have high expectations for visual/audio quality
- Ranking your video can be difficult

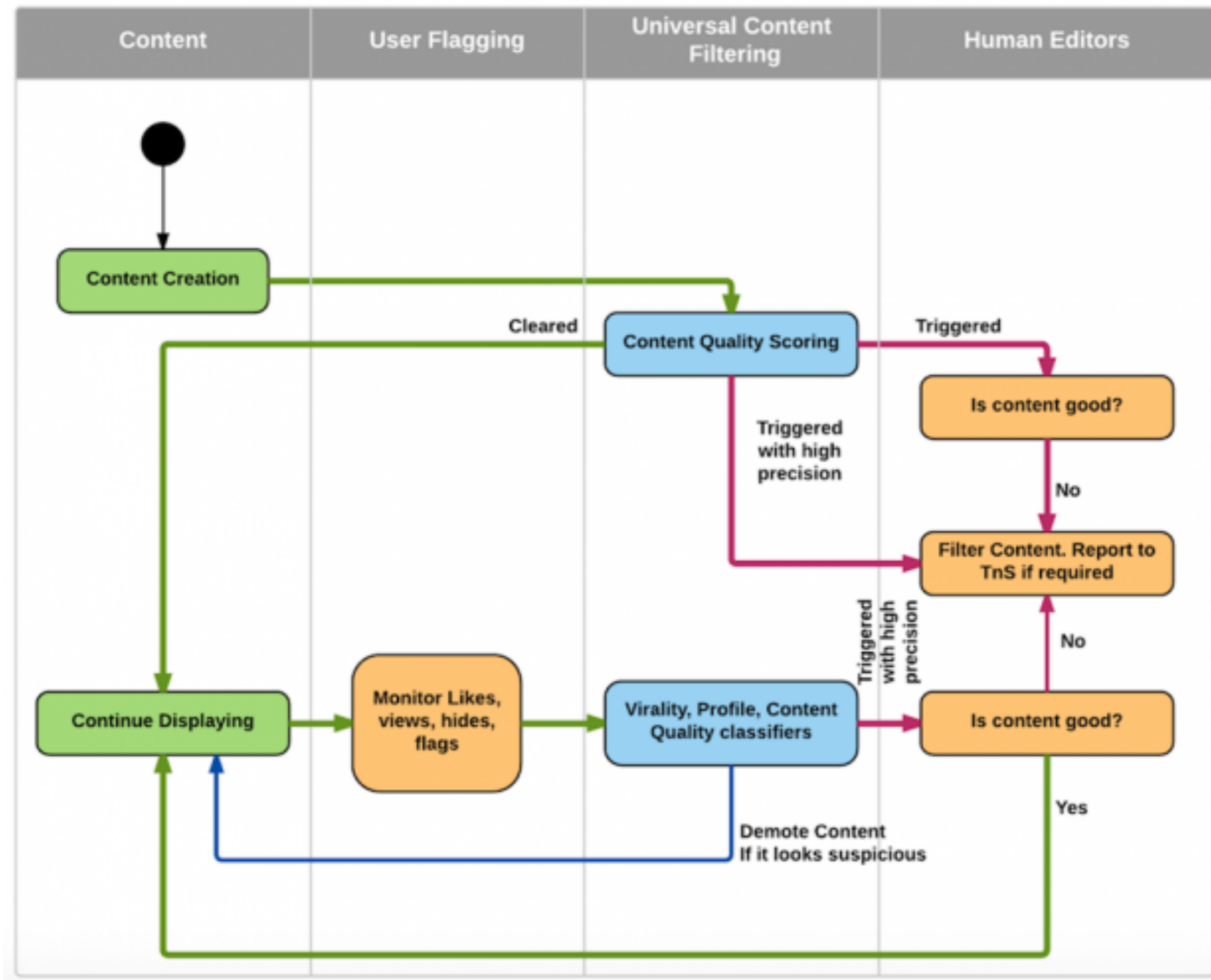


Optimonster



Vrste video zapisa na YT

- 1. EDUKATIVNI** - PREKO 70% PRETRAGA NA OVOM KANALU SU "HOW TO" VIDEO ZAPISI, PA SU EDUKATIVNI VIDEI ODLIČAN NAČIN DA PRODAMO NAŠ PROIZVOD ILI USLUGU
- 2. STORYTELLING/PRIČAM-TI-PRIČU** - UPOTREBA VAŠEG BRENDA DA BIŠTE PRIKAZALI VAŠE PARTNERE, IDEJE KOJE VAŠA KOMPANIJA PROMOVIŠE (RECIMO ZELENO POSLOVANJE), TO MOŽE BITI I NEKO PRETHODNO DOBRO ISKUSTVO (SUCCESS STORY) ILI TESTIMONIAL.
- 3. ZABAVNI** - NAJTEŽE IH JE NAPRAVITI, ALI ZAVISNO OD TOGA ŠTA JE VAŠ PROIZVOD.





Pros

- 65+ million active users
- Great for promoting business-related content
- Perfect for networking
- Makes it easier to recruit talent



Cons

- Not designed for eCommerce
- Better for home businesses or freelancers
- Has a fraction of the users compared to other platforms



- ✦ **Mreža isključivo za profesionalce, koja je revolucionirala način na koji tražimo kadrove i poslove i zapošljavamo se.**
- ✦ **Vrlo je vjerovatno da ćemo pronaći poslovne partnere prije nego nove kupce.**
- ✦ **Ljudi odlaze na LinkedIn kako bi saznali više o svojoj industriji, vidjeli šta rade njihovi profesionalni kontakti i tražili nove mogućnosti za karijeru.**

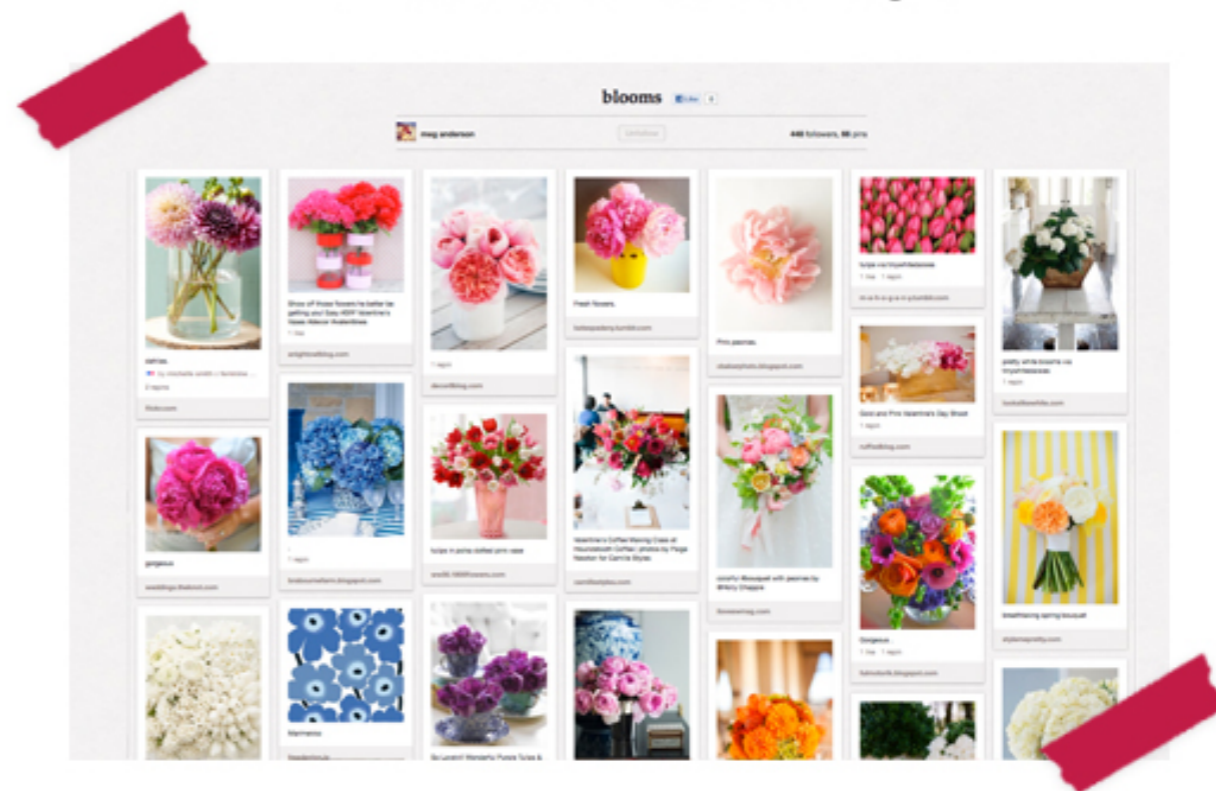
Šta je “pin”?

To je svaka slika ili video koje sačuvamo na svojem profilu, a za biznise - svaka slika/video mogu da sadrže link za sajt

Pinboards Five Pinterest Boards We Can't Get Enough Of

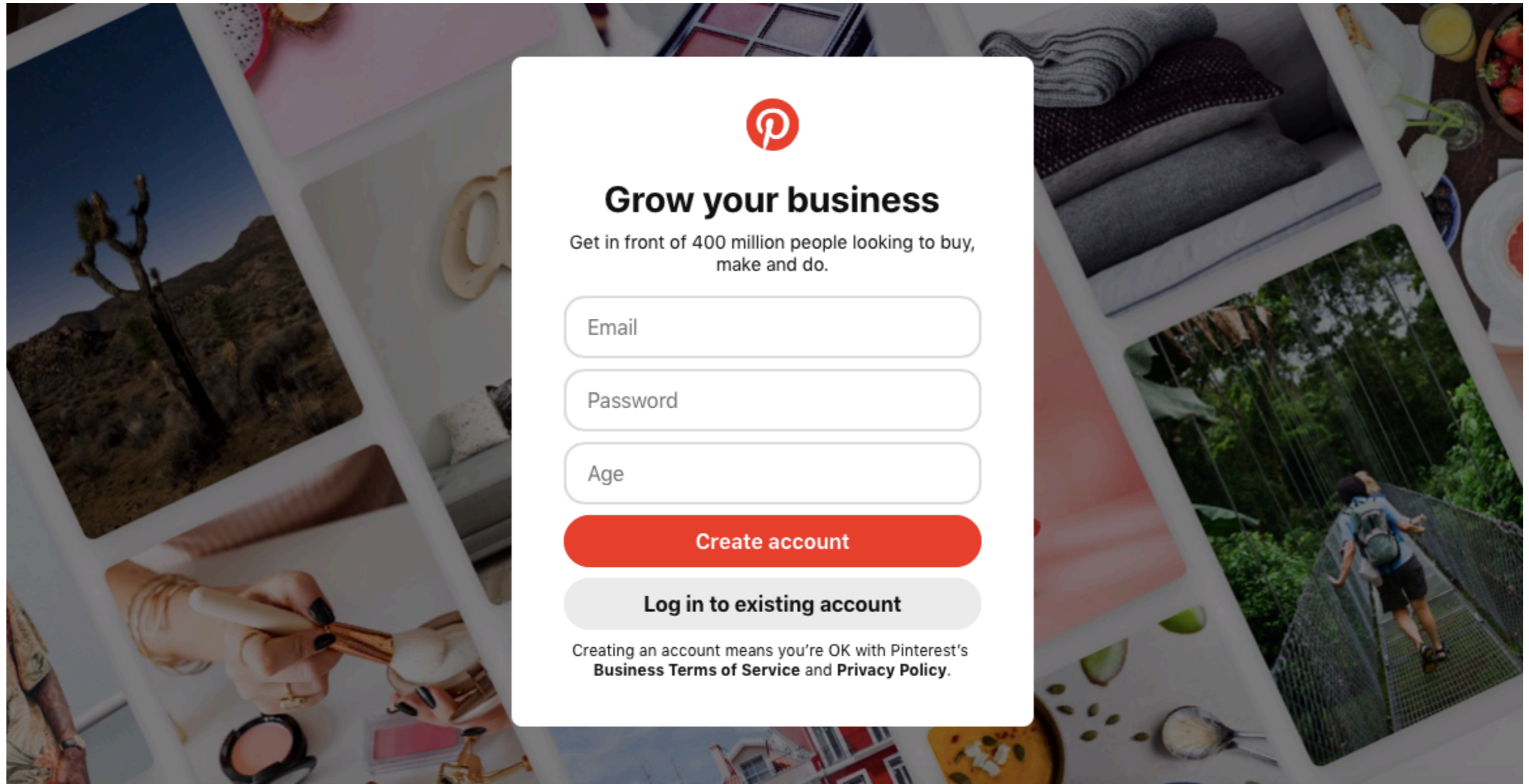
Šta su “boards”?

Sortirajte vaš sačuvani sadržaj!





- ◆ **Pinterest je jedna od najboljih platformi za male kompanije. Osnovan je 2009. godine, kada je imao samo 10 000 korisnika, a danas je prešao cifru od 300 miliona aktivnih korisnika.**
- ◆ **Većina korisnika su Gen Y/Millennials, više od polovine su žene u dobi između 25 i 54 godine. Osim toga, gotovo 40% novih korisnika su muškarci (i taj trend nastavlja rasti).**
- ◆ **Pinterest može biti dobar pokretač saobraćaja na vašoj web lokaciji, ali za neke je industrije prikladniji od drugih. Uređenje enterijera, recepti, web stranice s fotografijama i putovanja su primjeri kompanija koje mogu napredovati na Pinterestu.**
- ◆ **Većina korisnika želi sačuvati sadržaj radi inspiracije.**



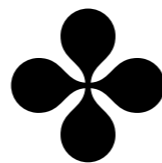
Grow your business

Get in front of 400 million people looking to buy, make and do.

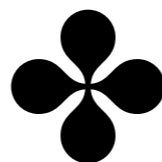
Create account

Log in to existing account

Creating an account means you're OK with Pinterest's **Business Terms of Service** and **Privacy Policy**.



PROMOVISANJE, BUDŽETIRANJE, PUBLIKA, PLASMAN, STATISTIKA



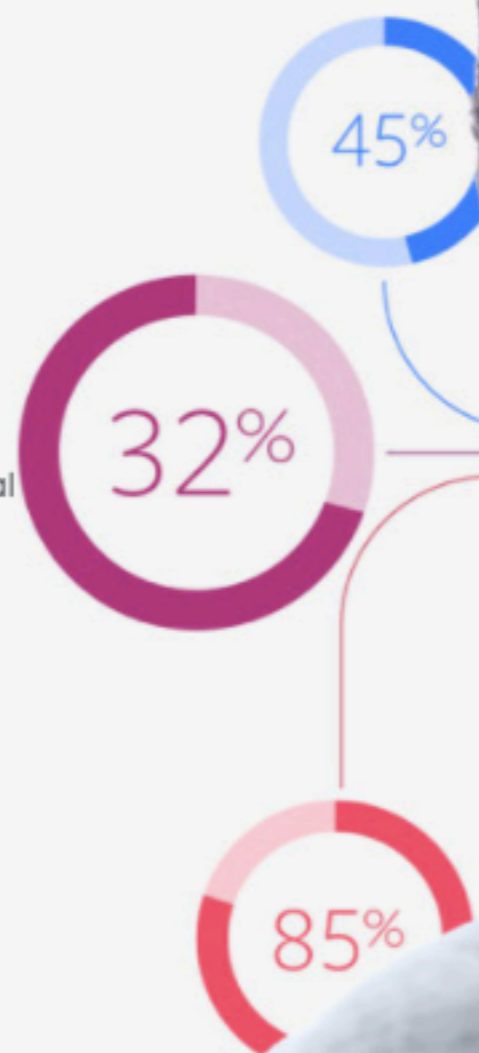


facebook IQ

Audience Insights

Inspire campaigns that are meaningful to people and drive real results.

[Go to Audience Insights](#)





zadatak

Kreiranje plana za objave na društvenim mrežama po izboru

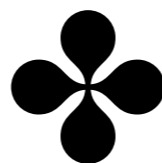
#tips

- 1. odaberite ključne teme**
- 2. sakupljajte materijal unaprijed (odaberite dan za fotografije, dodajte i zakažite postove)**

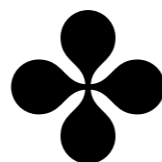


Editorial Calendar

Date	Topic	Text description	Multimedia	Notes	Channel	Sponsored	Budget



kreiranje sadržaja za društvene mreže



1. Odaberite kategorije u predstavljanju vašeg biznisa
2. Prikupljajte inspiraciju na raznim kanalima
3. Kreirajte kalendar objava

THREE STEPS:

1. Establish your content pillars
2. Gather inspiration
3. Create your content calendar



SOCIAL MEDIA CHEAT SHEET WITH CONTENT CALENDAR



24 DAYS OF CONTENT

INSPIRATIONAL QUOTES

Create your own or post other popular ones

YOUR BLOG POSTS

Your own content is the best way to grow your following!

QUICK TIP OF THE DAY

Create themes around quick tips to get more done

TUTORIALS

Show readers how to do something that will help them

CHALLENGES

Give people tasks to achieve something specific for their biz

CUSTOMER SURVEYS

Ask your readers questions about their biz or yours

OLD POPULAR CONTENT

Re-post popular content with new images

WEBINAR TRAININGS

Promote an information-packed webinar

EPIC CONTENT

Take a popular topic and write a long, detailed post on it

ANNOUNCEMENTS

Let readers know about upcoming events or specials

PROMOTE YOUR SERVICES

Give your social media followers bundled packages to buy

PRINTABLE FREEBIE

Create a checklist or cheat sheet readers can download

ASK QUESTIONS

Ask readers questions related to their biz/blog

SOCIAL-ONLY PROMOS

Offer exclusive discounts only for your social followers

CASE STUDIES

Share your own personal stories or client success stories

ANSWER FAQs

Answer common questions your readers have

FAVORITE HACKS + TOOLS

Show the resources and tools you use in your biz

SHORT VIDEOS

Share a short YouTube video with a quick tip

FREE E-COURSE

Let people opt-in to an email course to help build your list

BEHIND THE SCENES

Show images of your workspace and new projects

WEEKLY ROUNDUP

Share a list of your favorite industry posts each week

CONTESTS + GIVEAWAYS

Give away prizes in exchange for emails, likes/follows

HOLIDAY SPECIALS

Celebrate holidays with special themes graphics, and posts

ENCOURAGEMENT

Give positive words of encouragement for followers

- ◆ ne moramo sve sami osmisliti, internet je prepun ideja i inspiracije
- ◆ potrebno je testirati šta publika voli
- ◆ sadržaj ne treba biti jednoličan

AIDA MODEL



Kada vaš sadržaj izgradi:

A wareness (attention) / pažnju

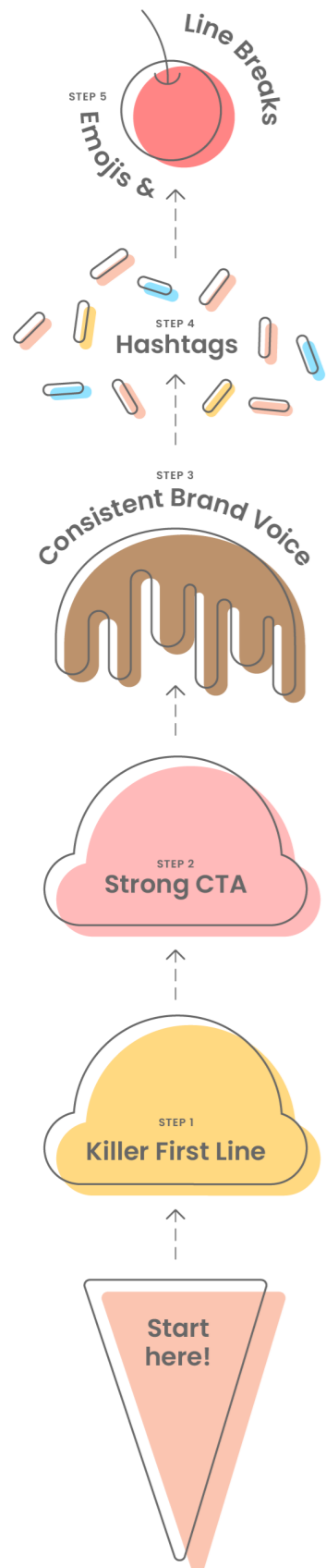
I nterest / Interesovanje i

D esire / Želju za vašim proizvodom/uslugom...

A ction / Akcija je tu, prije ili kasnije!



How to Write Engaging Instagram Captions



Rafting the 2nd deepest canyon in the world. 🛶

Join us on this adventure of a lifetime and fill your memories book with pure adrenaline!
Our dedicated team will take good care of you.

Write to us, we will respond to all of your questions upfront and give you the best offer!

#taracanyon #tararrafting #explorebalkans
#GoExploreBalkans #adrenalineaddict
#activetravels #adventuretravel #travellingpictures

Paris

299,-*

Amsterdam

299,-*

Helsinki

399,-*

Bangkok

1299,-*

Krakow

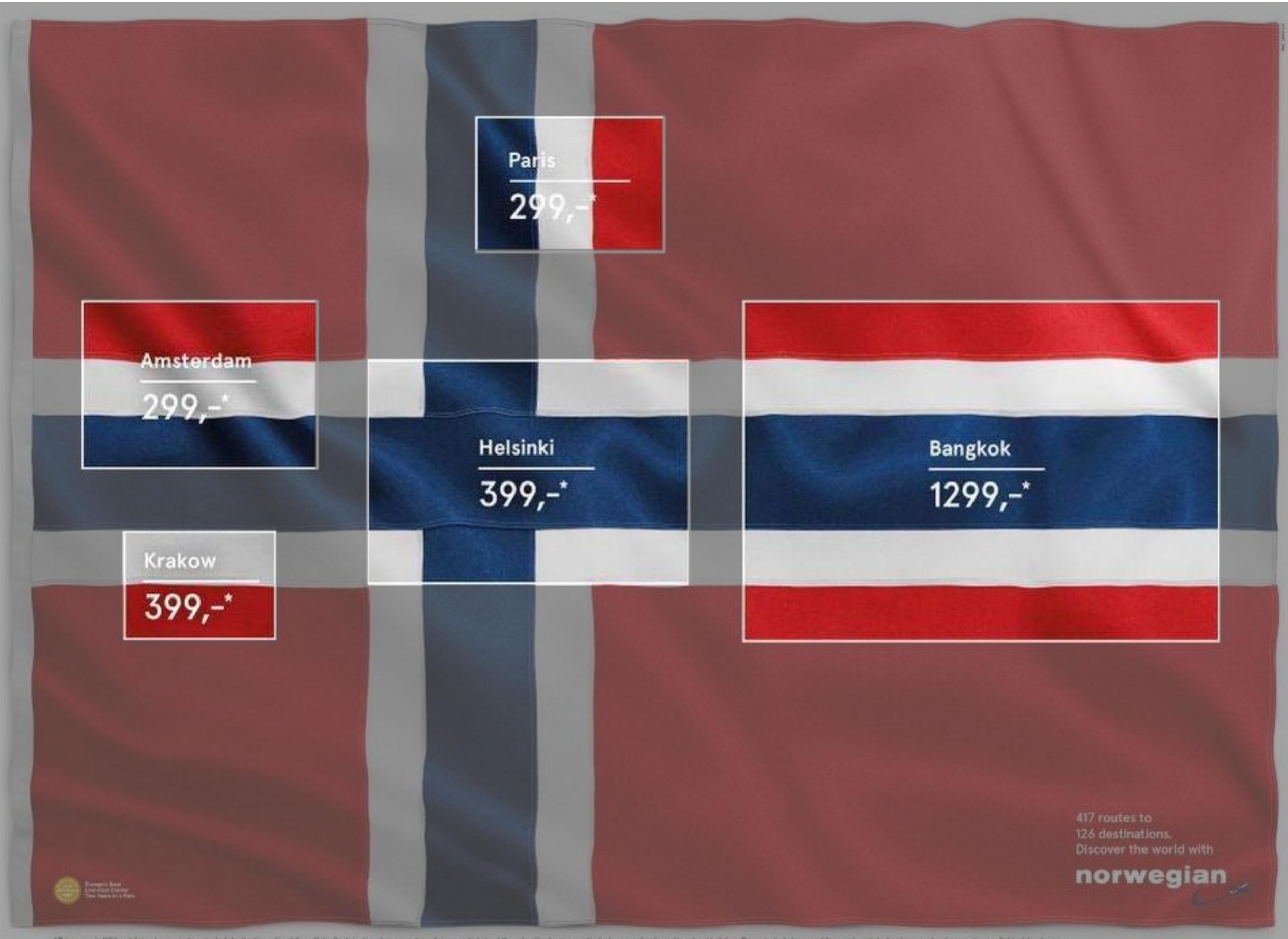
399,-*

417 routes to
126 destinations.
Discover the world with

norwegian



*Prices are in NOK and from / one way to selected destinations direct from Oslo. Certain departures may have few or no tickets at the advertised price, particularly on weekends and in school holidays. Prices include taxes and fees and apply to bookings made at norwegian.no. Subject to change.



Paris
299,-*

Amsterdam
299,-*

Helsinki
399,-*

Krakow
399,-*

Bangkok
1299,-*

417 routes to
126 destinations.
Discover the world with

norwegian



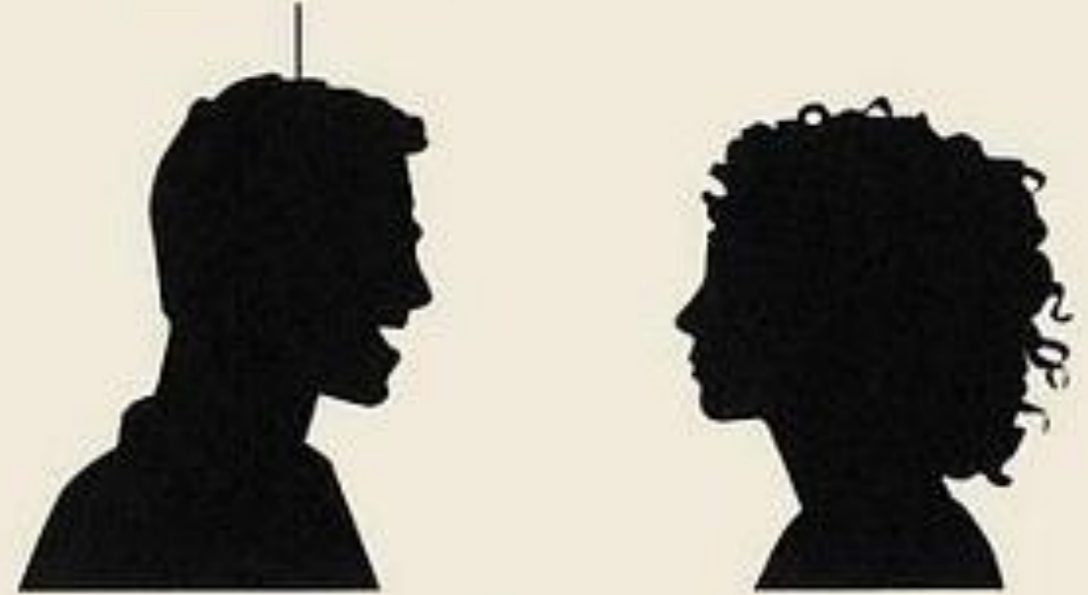
*Prices are in NOK and from Oslo to selected destinations. Excludes taxes, airport fees, and other charges. Prices include taxes and fees, but exclude business meals, baggage, and other services. Subject to change.

"I'M A GREAT
LOVER."



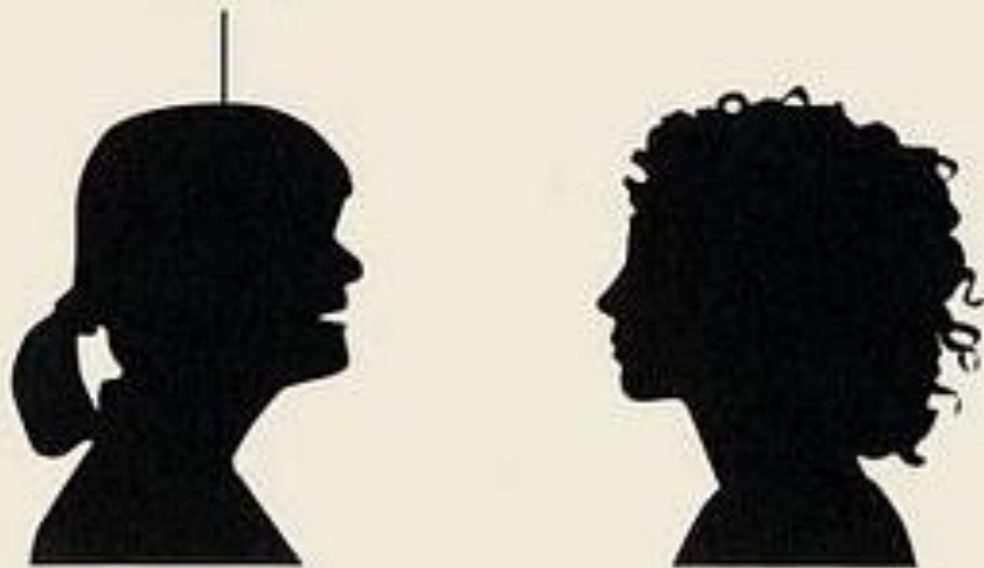
MARKETING

"I'M A GREAT LOVER.
I'M A GREAT LOVER.
I'M A GREAT LOVER."



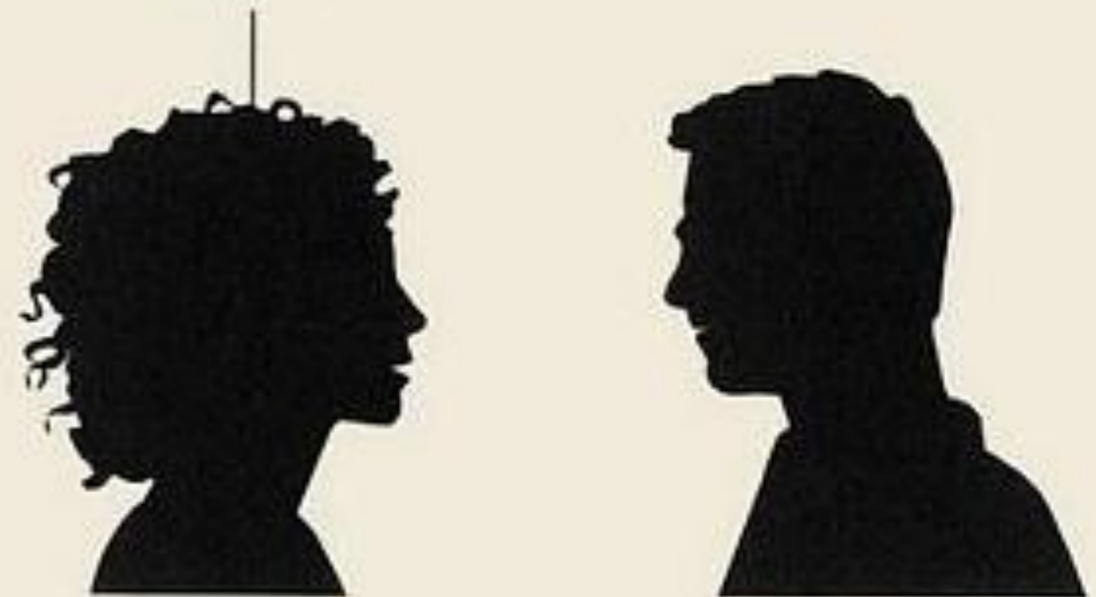
ADVERTISING

"TRUST ME.
HE'S A GREAT
LOVER."



PUBLIC RELATIONS

"I UNDERSTAND
YOU'RE A GREAT
LOVER."



BRANDING

CTA/Call to action/Poziv na akciju



SHOP NOW



REGISTER NOW



CALL NOW



CONTACT NOW



CLICK NOW



DOWNLOAD



UPLOAD



SEARCH HERE



START TRIAL



SAVE NOW

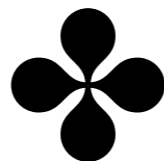
Pisana direktiva, najčešće napisana u imperativu, koja bi podsvjesno trebala da navede naše kroisnike da odreaguju na naše marketing napore.

lagana formula za zanimljiv sadržaj na društvenim mrežama

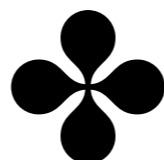
4E

Educate, entertain, enlighten, and evoke

Edukujte, zabavite, prosvijetlite, evocirajte



websites & newsletters



Copywriting je pisanje sadržaja koji se prenosi preko digitalnih medija ili štampe.

Kopi (engl. copy) je sadržaj koji se koristi za reklamiranje i marketing. Ova vrsta pisanog materijala se često koristi da ubijedi ljude ili grupe i poveća svijest o brendu (engl. brand awareness).

Cilj kopirajtinga je da stvori odličan sadržaj koji će čitalac ocijeniti kao vrijedan i željeti da uradi ono što kopirajter traži od njega.

- ◆ **da li sami kreirate sadržaj za sajt?**
- ◆ **koliko često dodajete sadržaj?**
- ◆ **kako se rankirate na Google kanalu?**



Kako pretraga funkcioniše?

How Search Works

Matt
(expert guy)

in the quality group at Google and I'd like to talk today about what happens when you



0:11 / 3:14

77% internet korisnika čita blogove!

**Predviđanja u 2021 su da će biznisi sa blogom imati 126% više lidova nego oni bez bloga.
Biznisi koji objavljuju blog će imati 434% više index stranica pretrage.**



Jezik bloga mora biti savršeno tačan.

Dvije najviše ekterno angažovane uloge u kompanijama su kopirajteri (44%) i grafički dizajneri (41%).

Koliko često šaljete **Newsletters**?

Šaljite mejlove sa jednom temom, kako biste istakli njenu relevantnost, nije važno da li je to savjet, ponuda, mišljenje i sl.

Neka to bude forma komunikacije koja ne mora biti jako česta, ali će informisati publiku na čemu radimo i kakva iskustva dijelimo.

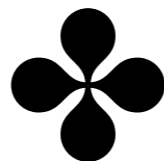


TRENDOVI

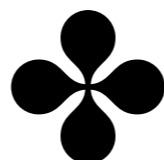
- **video**
- **transparentnost brenda**
- **personalizacija sadržaja**
- **autoritet iznad ključnih riječi - Google će posvetiti više pažnje na dubinu ekspertize onoga ko piše nego na tehnikalije kao što je recimo izgradnja linkova**
- **E-A-T (Expertise-Authority-Trustworthiness)**
- **Your-Money-Your-Life (YMYL - health, finances, state of mind)**
- **istraživanja i studije će imati povećanju popularnost**
- **vrijednost sadržaja će eksplodirati**
- **atomizacija sadržaja - segmentirajte ga i iskoristite**
- **sadržaj u trendu - Livestream, Podcasts, Clubhouse.**

GREŠKE

- **ne planirati**
- **ne praviti segmente**
- **ne diverzifikovati**
- **ne promovisati**
- **ne mjeriti**
- **biti nestrpljivi**
- **ignorirati izmjene na tržištu**
- **ne ulagati u multimediju**



multimedija



< see.rural.balkans ...



118 Publicaciones **475** Seguidores **120** Seguidos

SWG RRD
 Organización gubernamental
 Standing Working Group for Regional Rural Development in South East Europe
 #westernbalkans #ruraldevelopment #europeanunion #SeeRuralBalkans
linktr.ee/seerural.org
 visegradturizam, myguidemontenegro y 3 más siguen esta cuenta
 Ver traducción

Siguiendo v Mensaje

Local Food Events Publications Crafts Reports



brendiranje profila

< minutadoposla ...



242 Publicaciones **3897** Seguidores **1740** Seguidos

Minuta do posla | Career Coach
 Orientador profesional
 Privuci poslovne ponude na LinkedInu
 Priprema za razgovor za posao
 CV & motivaciono pismo
 #posao Njemačka... más
linktr.ee/minutadoposla
 Radoja Dakica bb, Niksic, Montenegro
 see.rural.balkans, hotelrestaurantconte y 6 más siguen esta cuenta





30 Publicaciones 167 Seguidores 294 Seguidos

IconicVoid.

Comunidad

"We are effortlessly Iconic.

We feel free, only in the Void."

The unique Millennial Community that connects intriguing ladies together.



myguidemontenegro, fitcamp_montenegro y 5 más siguen esta cuenta

Ver traducción

Siguiendo v Mensaje v



Void. Pills



Q&A



30 Publicaciones 100 Seguidores 33 Seguidos

Unplug Retreat Montenegro

Evento

A carefully curated retreat for executives and business people. 🌿

FitCamp Montenegro

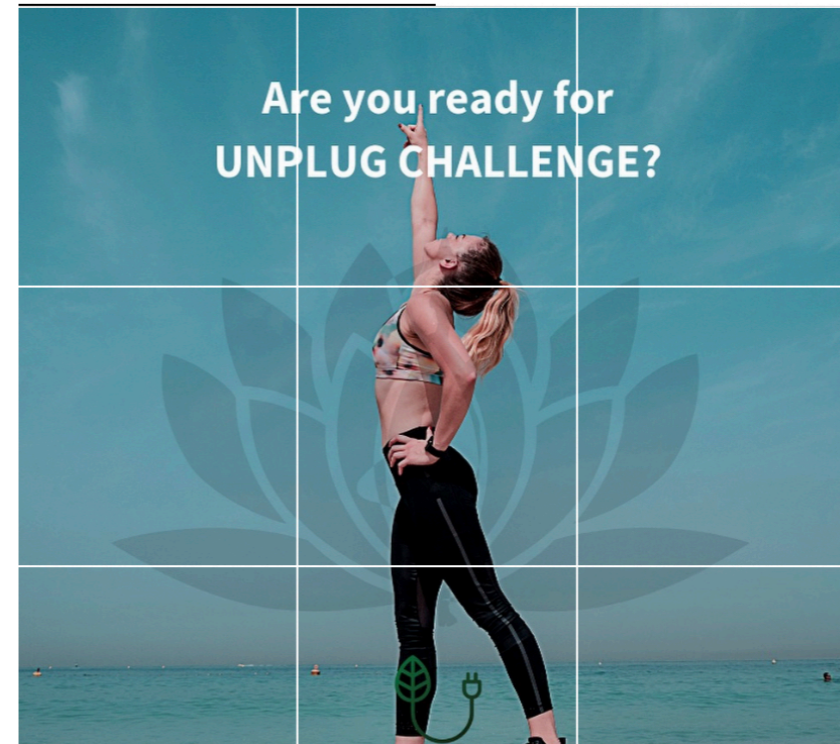
unplugretreat.me/

lifestylemontenegro, myguidemontenegro y 3 más

siguen esta cuenta

Ver traducción

Siguiendo v Mensaje Correo v

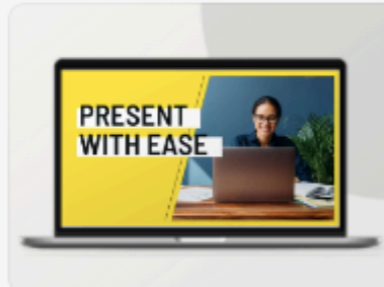




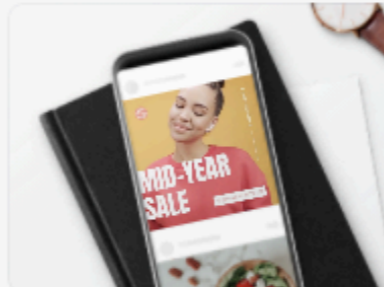
- Recommended for you**
- All your designs
- Shared with you
- Brand Kit
- All your folders
- Trash
- Equipo de Andjela Lazarevic
- Invite members
- [👑 Try Canva Pro](#)

Design anything Custom size

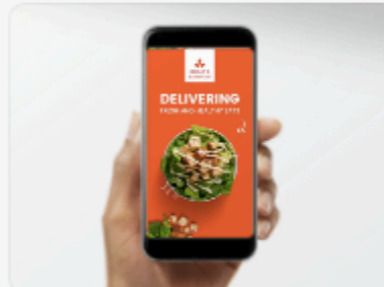
For you Presentations Social media Video Marketing Office More



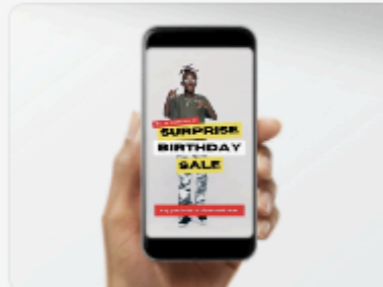
Presentation




Instagram Post



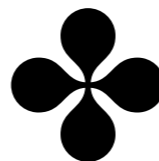
Instagram Story



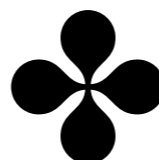
Your Story



Logo



influenseri



5 TOTAL FOLLOWERS IN 100M

THE WORLD'S TOP 50 SOCIAL MEDIA INFLUENCERS

From sports and movie stars to social media personalities and politicians, here are the people with the largest social media followings across platforms.



517M Athlete

91,791,031 1,740,000
148,640,712 274,984,864

Cristiano Ronaldo

Soccer superstar Cristiano Ronaldo is the most-followed person on both Instagram and Facebook.



455M Musician
Justin Bieber

114,335,392 62,200,000
88,289,496 169,490,965
20,900,000



429M Musician
Ariana Grande

82,956,603 47,600,000
44,104,777 230,111,258
24,400,000



425M Musician
Selena Gomez

65,017,409 28,700,000
83,332,770 220,660,577
27,500,000

Musicians account for half of the top 50 top social media influencers.



342M Actor
Dwayne Johnson

15,100,000 5,550,000
58,739,699 227,317,500
35,700,000

338M Musician
Katy Perry

109,573,836 40,300,000
67,318,510 115,543,402
5,500,000



361M Musician
Taylor Swift

88,735,382 42,000,000
76,943,549 152,875,670



333M Other
Kylie Jenner

38,191,048 10,600,000
31,415,682 224,477,187
28,300,000

The Kardashians and Jenners grew from reality stars to celebrity, beauty, and social media powerhouses.

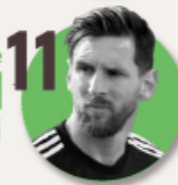
319M Other
Kim Kardashian

69,706,073 1,820,000
33,855,401 213,640,987



332M Musician
Rihanna

102,669,731 36,900,000
98,480,328 93,900,000



298M Athlete
Lionel Messi

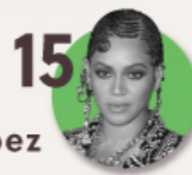
283M Athlete
Neymar



282M Musician
Shakira



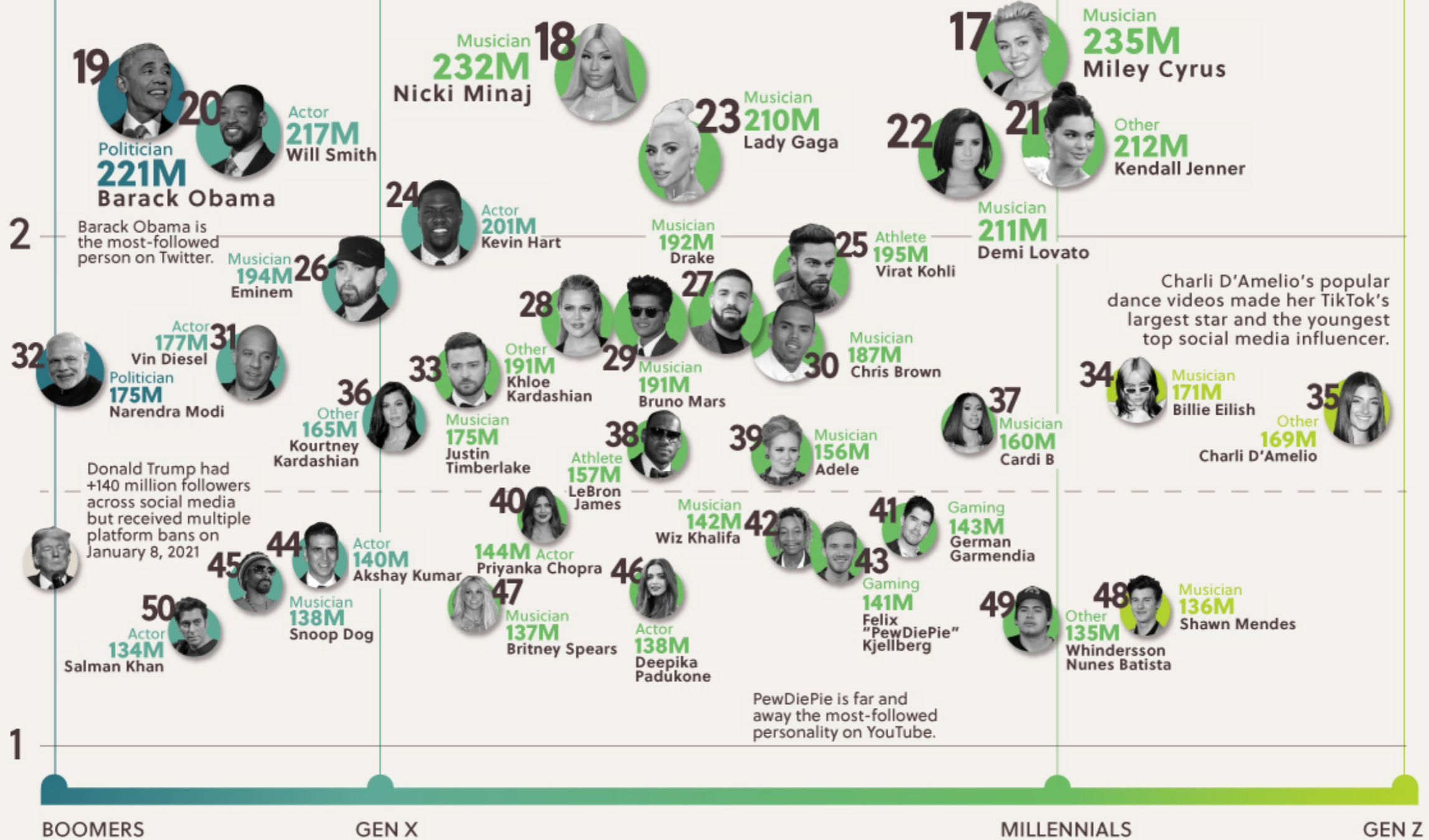
277M Musician
Jennifer Lopez



267M Musician
Beyoncé



260M Other
Ellen DeGeneres

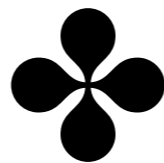


Barack Obama is the most-followed person on Twitter.

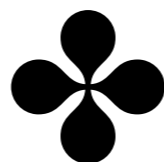
Donald Trump had +140 million followers across social media but received multiple platform bans on January 8, 2021

Charli D'Amelio's popular dance videos made her TikTok's largest star and the youngest top social media influencer.

PewDiePie is far and away the most-followed personality on YouTube.



ključne riječi



Ključne riječi su riječi i fraze koje opisuju sadržaj koji promovirate, a koje će vaša ciljana publika upisati u pretragu na kanalu.

- ◆ **short tail keywords - up to 3 words**
- ◆ **long tail keywords**
- ◆ **fresh keywords - ne traju dugo**
- ◆ **evergreen keywords**



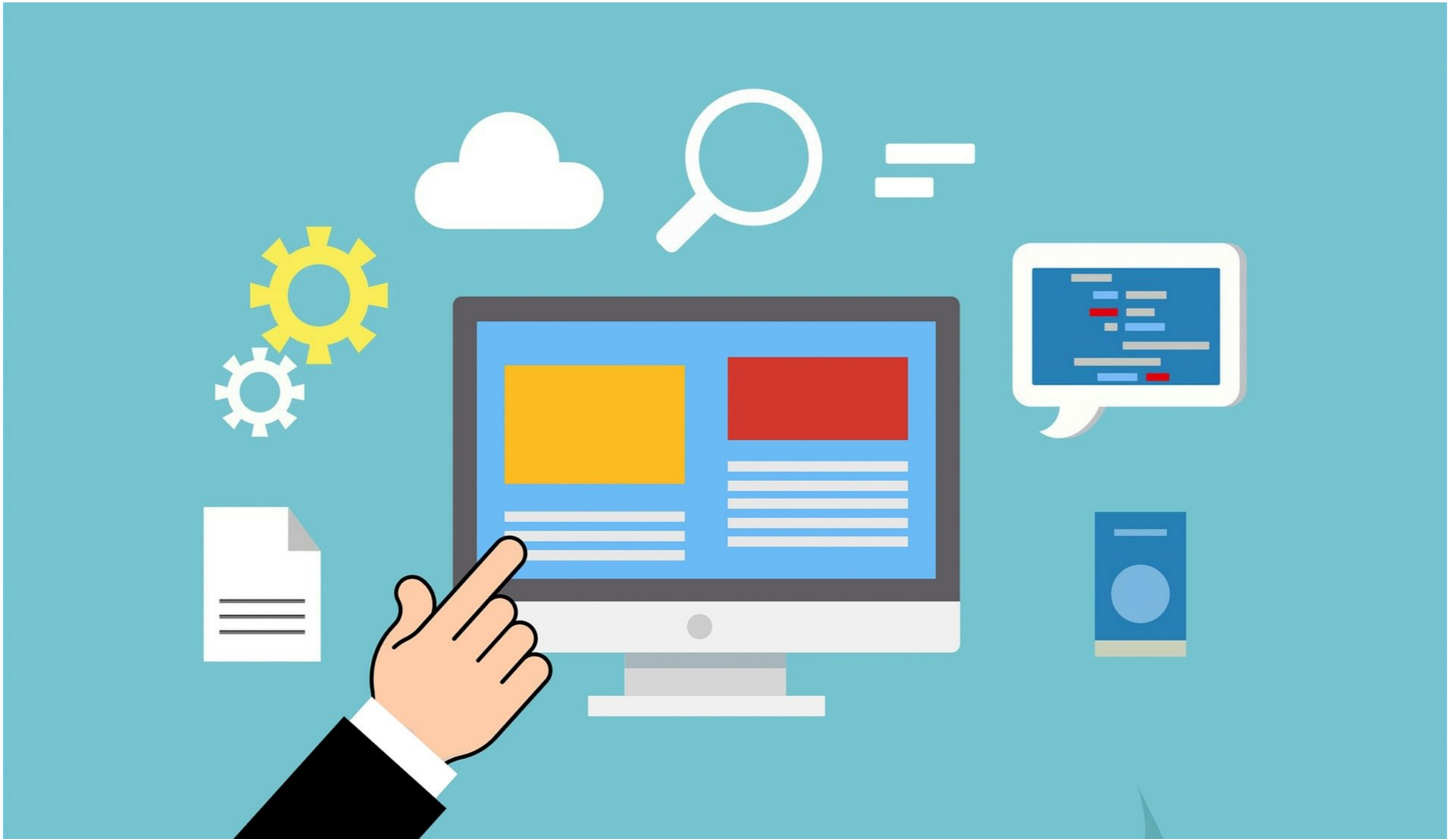
SEMRUSH
COMPETITIVE INTELLIGENCE



zadatak

Kreirati tekstualni (duži opis) + vizuelni sadržaj (Canva) za sajt ili društvene mreže.





SEO

3 razloga zbog kojih **Google** pretraga ima ogroman značaj za **SEO**:

- ◆ rješenje problema / odgovor na pitanje
- ◆ specifičnost u pretrazi
- ◆ vrijeme - brzina pretrage i dobijanje rezultata odmah

rezultati pretrage (SERPs) su poređani po

- **relevantnosti** - zavisi od ključnih riječi i fraza
- **autoritetu** - zavisi od *backlinks* i vrijednosti linkova

strategija za uspjeh

postanite relevantni.
neka vam vjeruju.
postanite popularni.



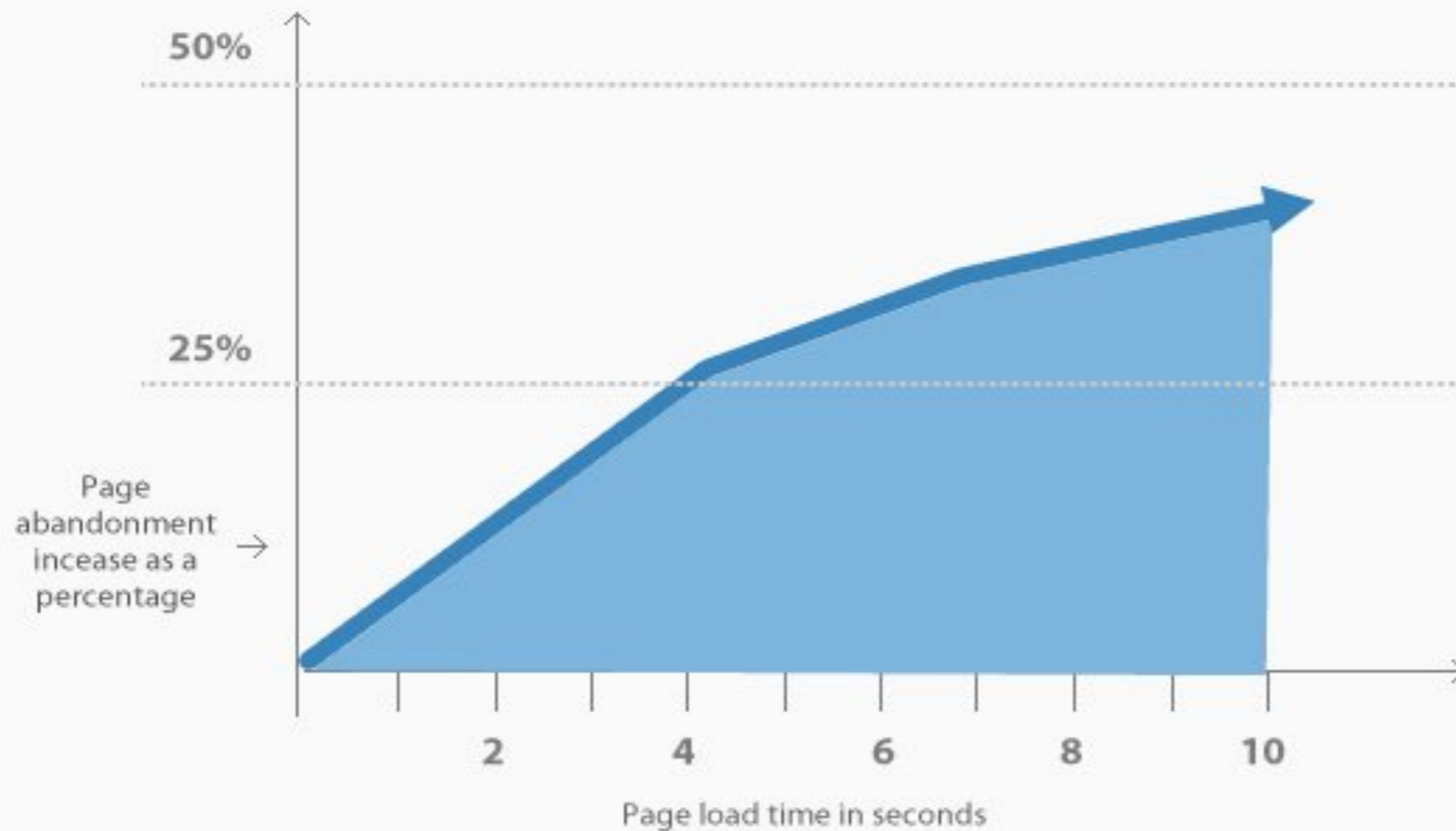
DOs	DON'Ts
jednostavan i upotrebljiv dizajn	ne blokirajte Google
ključne riječi u naslovima	ne zbunjujte posjetioce
kvalitetan sadržaj	ne pretjerujte sa ključnim riječima
praćenje konkurencije	ne kopirajte sadržaj
bullet points	bez trikova (black hat)
sklonite zastarjeli sadržaj	previše oglasa
interno povezujte stranice na sajtu	očekivati sve odmah
jednostavna navigacija	
AMP	
nenapadni baneri	
dugmići za društvene mreže	

Vrijednost AMP-a

(accelerated mobile pages)

Abandonment of web pages due to loading time

Slower page response time results in an increase in page abandonment



TECH SEO

- ◆ **Snippet Text** - dodajte najvažnije informacije o vašem biznisu ili temi o kojoj pišete; započnite glagolom (CTA)
- ◆ **Google Search Console** - pratite performanse vašeg sajta kroz analitiku
- ◆ **Google Mobile Friendly Test** - testirajte da li je vaš sajt mobile-friendly i optimizujte ga
- ◆ **Keywords Strategy** - koristite manje konkurentne termine i fraze, pratite CPC ako sponzorišete; koristite Google Autocomplete za duge ključne riječi
- ◆ **Latent semantic indexing (LSI)** pretraga sinonima (ključne riječi) u vašem tekstu.

SEO na stranicama

- ◆ Fokus na jednoj ključnoj riječi/frazi po tekstu
- ◆ Naslov - ne predug i sa kontekstom koji pretraživač voli
- ◆ **URLs** - treba da su prilagođeni i bez brojki, simbola i sl.
- ◆ **Meta Description** - kratak opis koji treba da sadrži ključne riječi
- ◆ **Slike** - pogledajte Alt text i naslov slike sa “-“ ili “_”
- ◆ **Redukujte Bounce Rate** - dodajte ključnu riječ u prvih 100 riječi na stranici
- ◆ **Tagovi u podnaslovima** - razmotrite dodavanje ključne riječi u H2, H3
- ◆ **Outbound link** - dajte prostor na vašim stranicama sajtovima sa autoritetom
- ◆ **Interni linkovi** - povezujte sa drugim stranicama na vašem sajtu (nova kartica obavezno)
- ◆ **Objavite duži tekst** (makar više od 300 riječi)
- ◆ **Dugmići za društvene mreže za dijeljenje**

SEO linkova

- ✦ **backlinks** strategija bi trebala biti zasnovana na “do follow” linkovima; postovi na društvenim mrežama su obično “no follow”
- ✦ analiza **konkurencije**
- ✦ ako neko pominje vas ili vaš proizvod, zamolite da spoji linkom sa vašim sajtom
- ✦ ponudite vaš sadržaj sajtovima sa autoritetom iz slične oblasti/industrije
- ✦ koristite Google Disavow alat da sklonite “slomljene” linkove
- ✦ Google My Business - da li ste već aktivirali nalog?
- ✦ NAP (name, address, phone) - ujednačite ih na svim kanalima!
- ✦ prikupljajte recenzije od potrošača i prikažite ih na sajtu



- A - algoritam**
- B - povratne veze**
- C - sadržaj**
- D - dupli sadržaj**
- E - evergrin sadržja**

Ff

is for

FRESH CONTENT

Search engines love new content. Fresh content often has a better chance of ranking higher if it deals with trending topics or breaking news as search engines want to return the most relevant content. Updating pages with outdated information can help keep your content relevant to users, which will increase your chances of ranking.

Ff

Gg

is for

GOOGLE PLACES

Establishing local online presence is a great way to grow your business as local listings are often given high priority on search engine results pages (SERPs). Adding your business to Google Places will increase your chances of ranking on Google searches related to your business and location.

Gg

Hh

is for

HTML

HTML (Hyper Text Markup Language) is the language in which web pages are created. HTML is used to add formatting and functionality to web pages. HTML formatting helps inform search engine crawlers what the webpage is about.

Hh

li

is for

INDEXING

Search engines use crawlers to navigate web documents in order to gather information. Indexing is the processing of the information from its crawling activities. In order for your site to rank, your webpage will need to have been indexed. Google Webmaster Tools has a feature called 'index status' which will give you an idea of how many pages Google is choosing to index.

li

Jj

is for

JAVASCRIPT

In the past SEO has warned against sites relying heavily on JavaScript as it inhibited search engines from indexing content contained within the code. That view has changed over time. If implemented correctly, JavaScript can be read by search engines. You shouldn't shy away from using it, if you feel it is necessary for your website.

Jj

Kk

is for

KEYWORD RESEARCH

Keyword research is the process of identifying words or phrases that a user enters into a search engine. This research should form the basis of your keyword targeting for your site. Keywords should relate to the products and services you offer and the content on your webpages. The main objective is attracting the right kind of visitors to your site and keyword research will help you find the best opportunities.

Kk

F - svjež sadržaj
G - Google mjesta
H - html jezik
I - indeksi
J - Java Script
K - ključne riječi

LI

is for

LONG TAIL KEYWORDS

Long tail keywords are search queries that contain 3 or more words, which traditionally have lower search volumes. An example of a long tail keyword would be 'recipes for making pancakes'; the equivalent short tail keyword would be 'pancake recipes'. Less frequent keyword searches make up the majority of search engine queries, with most sites getting the majority of their search traffic from long tail keywords.

LI

Mm

is for

META TAGS

Meta tags are HTML tags which appear in SERPs but are not visible on a webpage. The most commonly used meta tags for SEO are 'title tags' and 'meta descriptions'. Adding relevant keywords within your title tags can improve your chances of ranking for those keywords. Meta descriptions have no influence over search rankings, however they play an important role in influencing users to click through to your site within SERPs.

Mm

Nn

is for

NOFOLLOW

Nofollow is a command which instructs search engines to not follow any links on a page, or not follow a specific link. This means the link is unable to pass on any authority that would help the linked page rank. While individual nofollow links won't help your search rankings, having a good proportion of nofollow links will help your link profile seem natural, which does help rankings.

Nn

Oo

is for

OVER OPTIMISATION

Over-optimisation can refer to the content on your webpage, or the backlinks pointing to your site. A common form of over-optimisation is loading a webpage with keywords in an attempt to manipulate rankings. Over-optimised backlinks refers to an unnatural number of links with keyword optimised anchor texts. In both cases search engines can place penalties on sites or even ban them from appearing in SERPs.

Oo

Pp

is for

PENALTIES

Google places penalties on websites they deem to be in violation of their guidelines. Sites hit by penalties will often see their rankings slip or their site removed from SERPs. Penalties can either be algorithmic or manual. Algorithmic penalties occur when Google releases an update to its algorithm that attempts to tackle web spam. On occasion Google will hand out manual penalties for sites that they believe are deliberately trying to manipulate search results.

Pp

Qq

is for

QUERIES

A query is the exact search phrase that a user enters within a search engine. Your keyword research should give you a good indication of the types of queries your customers are using. You can also look in Google Analytics to see the exact queries that visitors have used when entering your site from search engines.

Qq

L - dugačke ključne riječi
M - meta tagovi i opisi
N - ne prati!
O - previše optimizacije
P - penali
Q - upiti

Rr

is for

RICH SNIPPETS

Rich snippets are enhanced search results that are created by adding microdata to your webpage. Microdata is a type of formatting that summarises the content of a webpage to search engines. Rich snippets help your webpage stand out in SERPs and can substantially increase the number of people clicking on your search result.

Rr

Ss

is for

SOCIAL SIGNALS

There is some debate over whether Google uses social shares as a ranking signal. Studies have shown that sites with a greater number of social shares can usually be found higher in rankings. If you create good content or offer a great service, then social shares will come naturally. Having a strong social presence can help you gain more links which will have a direct impact of your ranking.

Ss

Tt

is for

TRUST

Trust plays an important part in determining the success of your search rankings. Adding history or information about yourself, displaying your address and contact details, and linking to your privacy policy, will reassure your visitors that your site is trustworthy. Search engines want to offer their visitors the highest quality search results, so it makes sense that trustworthiness is a factor that your site will be judged on.

Tt

Uu

is for

UNNATURAL LINKS

Unnatural links are backlinks that are deliberately attempting to manipulate search rankings. Google is particularly strict on types of linking and will penalise sites that deem to have a large proportional of artificial links. These can include links that have been purchased, links created by scrapers, or links that are originating from bad neighbourhoods of the internet.

Uu

Vv

is for

VIDEO

Video can present a great opportunity for brands to get search visibility. According to Forrester, it is 50 times easier to reach page one of Google with a video than with a webpage. Just like webpages, videos should be optimised with keywords that relate to the content to give search engines a better understanding of what the video is about.

Vv

Ww

is for

WEBMASTER TOOLS

Google Webmaster Tools is essential for managing your SEO. Webmaster Tools helps you view your site as Google sees it. The toolset will give you insight into the number of pages indexed on your website, what links are pointing to it, and your most popular keywords. Webmaster tools will automatically inform you of crawl errors, duplicate content and penalties relating to your site.

Ww

R - bogati isječci
S - share na društvenim mrežama
T - povjerenje
U - neprirodni linkovi
V - video
W - Google Webmaster

Xx

is for

XML SITEMAPS

XML sitemaps help search engines crawl your site. Think of a sitemap as a roadmap which allows a crawler to navigate your sites using your preferred routes. The sitemap also provides information on when pages get updated and how important they are. Submitting an up-to-date XML sitemap is SEO best practice.

Xx

Yy

is for

YOAST

WordPress SEO by Yoast is an extremely popular WordPress plug-in that allows you to easily setup page title and meta description templates for your content, create XML sitemaps, and verify your Google and Bing webmaster tools accounts. There are many SEO plug-ins available that can help you manage your website's content to ensure it is optimised for search engines.

Yy

Zz

is for

ZEITGEIST

Google Zeitgeist is an annual review that sums up how the world has searched during the year. To succeed in SEO, you should always have an understanding of how people are searching. New trends will emerge and it's important to keep on top of how search behavior is changing for continued success.

Zz

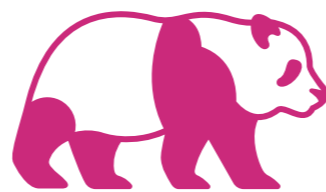
This infographic was created by thomsonlocal Direct Marketing Services, who provide Search Engine Optimisation services to boost search visibility and increase traffic to websites.

thomsonlocal
Direct Marketing
SERVICES

www.thomsonlocal.com/directmarketing

**X - mape sajta
u programerskom
jeziku
Y - Yoast plug-in
Z - Zeitgeist**

Google Panda



algoritam koji se primjenjuje na sajtove radi mjerenja kvaliteta sajta

Google Penguin

algoritam koji pronalazi webspam

PageRank

PageRank djeluje tako što broji količinu i kvalitet veza do stranice kako bi se utvrdila okvirna procjena važnosti tog vebsajta. Osnovna pretpostavka je da će važnije web stranice vjerovatno dobiti više veza sa drugih web stranica.

Google Search Console

☰ Search Console Help



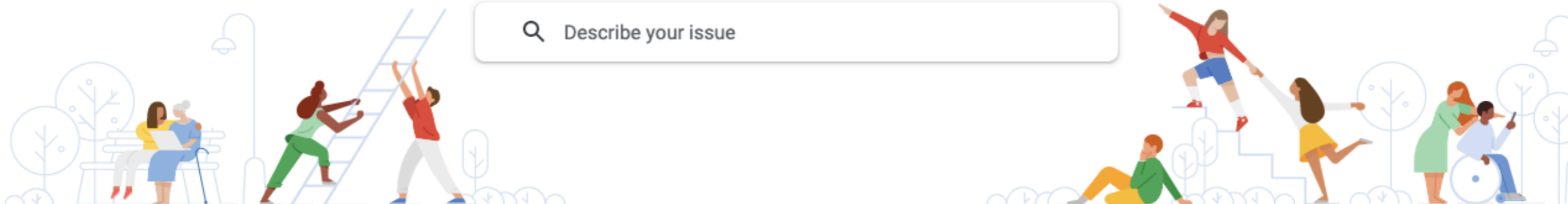
[Help Center](#) Community

Search Console



How can we help you?

🔍 Describe your issue



Getting started

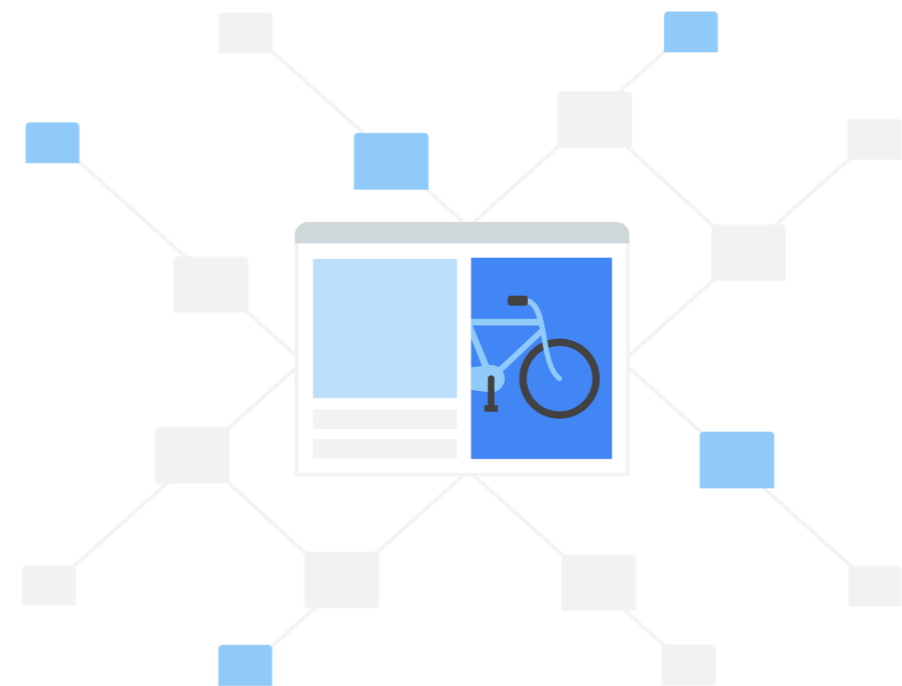
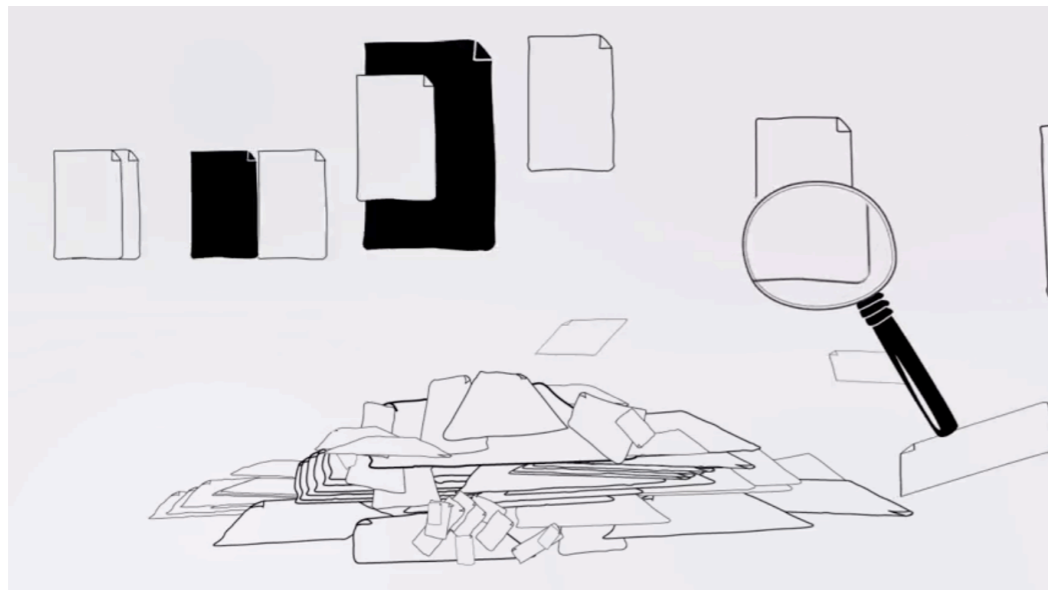


About Search Console

Korisne opcije unutar Webmaster-a su napr.:

Fetch - trik uz pomoć kojeg ćete saznati kako i da li Google *craw*-luje vaš veb sajt

Page Speed Insight - kopirajte domen vašeg sajta i provjerite kako Google ocjenjuje brzinu i ostale performanse vašeg sajta





Click-Through Rate (CTR) Formula

Calculate how frequently people click on an ad or link

$$\text{CTR} = \left(\frac{\text{Total Measured Clicks}}{\text{Total Measured Impressions}} \right) \times 100$$

(Click-Through Rate)

**Click-Through Rate is expressed as a percentage, so for ease of use x100 is added to the above equation.*

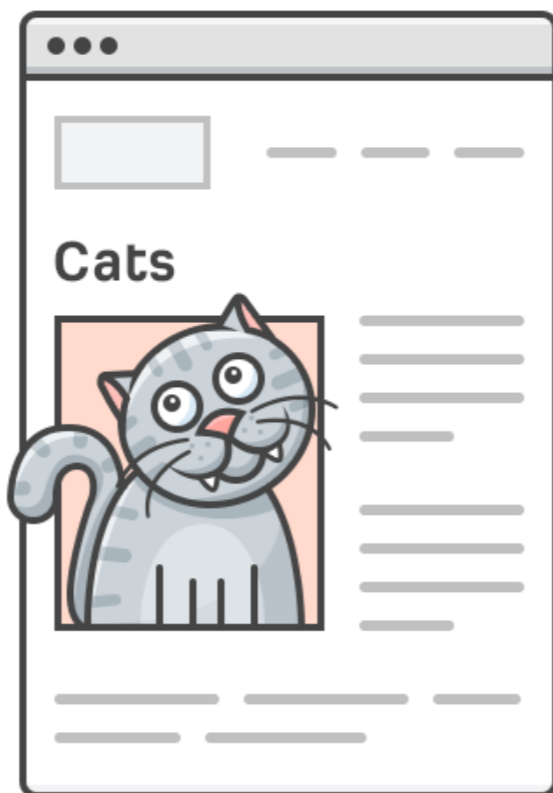
What does it mean?

Total Measured Clicks: The total amount of clicks on an ad (which were counted by a server).

Total Measured Impressions: Number of times something (such as an ad or webpage) was loaded on a page (and counted by a server). For emails you could replace impressions with Opens.

Screen Readers May Read Out Ugly Filenames for Images Without Alt Text

✘ Without Alt Text



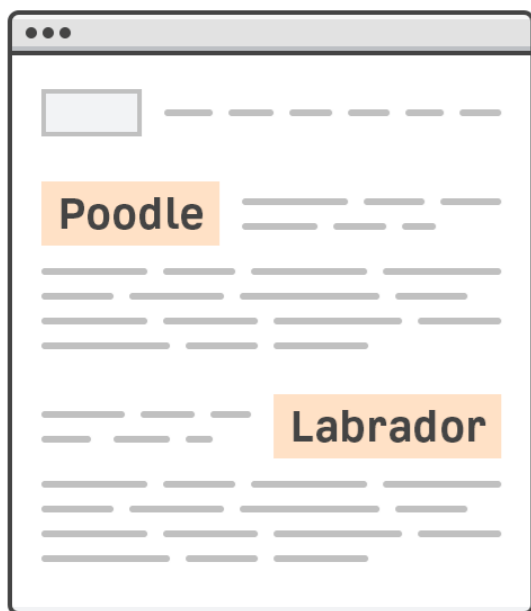
IMG_584792.png

✔ With Alt Text

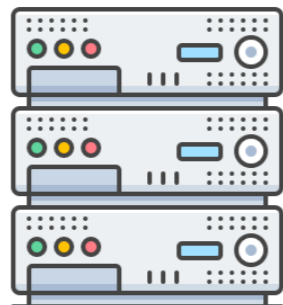


Cute cat

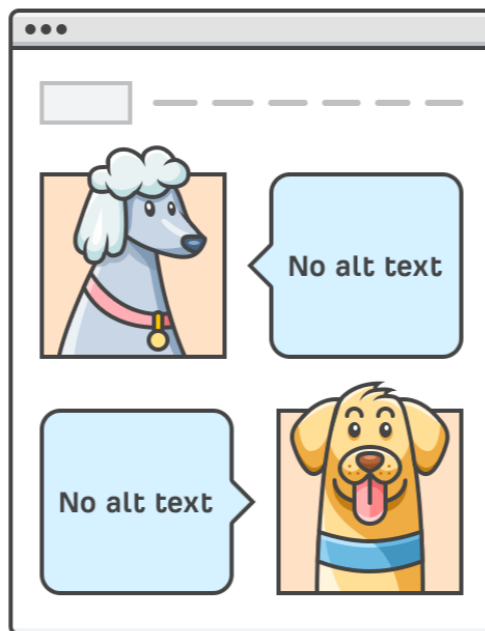
Google Looks at the Words on a Page to Understand What It's About



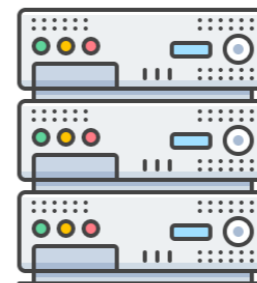
Looks like this page is about dog breeds.



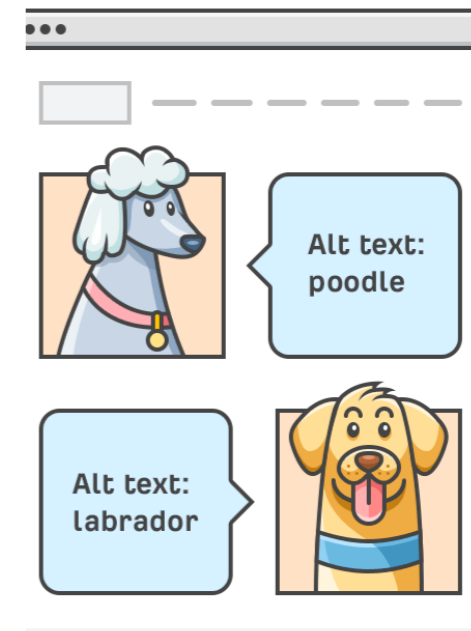
Images Without Alt Text Hide Potentially Important Content from Google



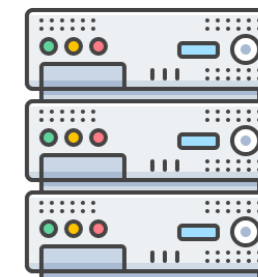
It's not clear what the two photos are of.



Alt Text Reveals Important Content to Google



Looks like the two photos are of dog breeds.





zadatak

Optimizovanje kreiranog sadržaja i retargetiranje za različite kanale





KOMUNIKACIONA STRATEGIJA



1. SADRŽAJ I POGLAVLJA STRATEGIJE



Sadržaj

1. Proizvodi i usluge - opis

1.1. USP - jedinstvenost prodaje

1.2. SWOT analiza

1.3. Analiza konkurencije

2. Persona kupca i target publika

2.1. Plasman proizvoda/usluga

2.2. Ciljne javnosti

3. Plan aktivnosti i ciljevi na digitalnim kanalima

3.1. Vremenski definisan plan objava na društvenim mrežama i vebsajtu

3.2. Tabela za analitiku

3.3. Sponzorisanje

4. Aktivnosti članova tima

4.1. Crvena nit | Slogan

5. Ciljevi za određeni vremenski period

5.1. Vizija i misija kompanije/preduzetnika

6. Evaluacija



2. OPIS PROIZVODA I USLUGE



Opis proizvoda nije kratak sadržaj cjelokupnog plana i karakteristika, već detaljna razrada o vašem predloženom projektu/planu za određeni vremenski rok.

U opisu proizvoda morate objasniti svoj proizvod ili uslugu, **specifični smjer** svog plana i glavne strategije koje će se koristiti za postizanje vaših ciljeva.

Cijela ideja koja stoji iza opisa proizvoda je osigurati da iznesete **suštinu svog plana** kako biste imali jasno objašnjenje zašto je vaš proizvod ili usluga potreban tržištu i šta namjeravate s njima učiniti.



3. SWOT ANALIZA

na primjeru MyGuideMontenegro



Strenghts/Snažne strane

- Globalna mreža putnih vodiča;
- Promocija Crne Gore kao putne destinacije kroz savremene digitalne kanale i praćenje globalnih trendova;
- Tehnološki tim među najsnažnijim i najinovativnijim u Evropi
- Optimizacija sajta i mreže prema posljednjim izmjenama na Google-u
- Niska konkurencija
- Profesionalni i stručni tim lokalnih eksperata koji dijele provjerene informacije I korisne savjete svim budućim posjetiocima Crne Gore;
- Cijela komunikacija sa ciljnim grupama je na engleskom jeziku – svi je mogu razumjeti;
- Globalni branding;
- Preko 2 miliona posjetilaca našem sajtu na godišnjem nivou svjedoči o korisnom, kvalitetnom i bogatom sadržaju;
- Prvi na listi Google pretraživača za mnoge ključne riječi kao što su: “weddings Montenegro”, “events Montenegro”, “shopping Montenegro”, “Montenegro wellness”...
- Lojalni partnerski odnosi sa klijentima;
- Značajni i dugogodišnji partneri – The Chedi Lustica Bay, Regent Porto Montenegro, Lazure Hotel & Marina, Dukley Hotels, Hotel Conte Perast, Lustica Bay, gotovo sve crnogorske lokalne turističke organizacije...

Weaknesses/Slabe strane

- Nizak marketing budžet;
- Ograničene mogućnosti za povećanje prihoda na godišnjem nivou
- Malo tržište;
- Slaba digitalna pismenost publike;
- Visoki troškovi održavanja mreže;
- Mali tim na lokalnom tržištu;
- Odsutnost direktne konkurencije;
- Niske zarade zaposlenima.

Opportunities/Mogućnosti

- Globalno jačanje mreže planirano za 2021. – lansirana prva u svijetu booking platforma osnažena lokalnim ekspertima;
 - Inovativna zajednica koja prati trendove
 - Prilagođavanje tržištu (2020. kao dobar test)
 - Kvalitetan sadržaj koji konstantno povećava organic reach na kanalima pretrage
 - Gotovo nepostojeća konkurencija
 - Edukovan tim
 - Dodatne edukacije i praćenje globalnog tržišta

Threats/Prijetnje

- Slabo razvijena svijest o važnosti marketinga kod velikog dijela uslužnih preduzetnika i kompanija u Crnoj Gori;
 - Loše organizovana i nedovoljno edukovana konkurencija;
 - Nedigitalizovan sistem naplate potraživanja
 - Smanjenje obima posla i globalnih putnih kretanja izazvano pandemijom;
 - Politička i ekonomska previranja



4. AKTIVNOSTI I CILJEVI

na primjeru MyGuideMontenegro



Opšti cilj

Promocija turističke destinacije Crne Gore i informisanje inostranih turista i doseljenika o tome šta da istražuju, planiraju i kako da bukiraju najuzbudljivija putovanja u našoj zemlji.

Učiniti *travel experience* zanimljivijim, jednostavnijim i ljepšim, za sve korisnike naše platforme uz stvaranje novih trendova u personalizaciji putovanja.

Specifični ciljevi na primjeru MyGuideMontenegro

WEBSITE

- Povećati broj korisnika i sesija našem vebsajtu www.myguidemontenegro.com za 20% u odnosu na 2020. godini, kroz dobru SEO optimizaciju, zanimljiv i koristan sadržaj koji prati svjetske turističke i digitalne trendove, kao i potrebe naših ciljnih javnosti;
- Unaprijediti uslugu kroz inovaciju u vidu booking platforme na sajtu, koja bi trebalo da se implementira u prvoj polovini 2021. godine;
- Ažuriranje postojećeg sadržaja u kategorijama Useful Info, Travel articles i Regional Info do kraja 2021. godine;
- Popunjavanje slobodnih baner pozicija na sajtu (očekivano aktiviranje do 150 novih banera do kraja 2021. godine).

SALES

- Povećati ukupni prihod za 20% u odnosu na 2020. godinu;
- Kreirati nove ponude za saradnju za My Guide Travel do juna 2021.;
- Potpisati ugovor za menadžment društvenih mreža sa bar 3 nova klijenta do kraja 2021. godine.

FACEBOOK

- Prikupiti 300 novih pratilaca na Facebook platformi i poboljšati angažman sa njima, u poređenju sa 2020. godinom (očekivano povećanje angažmana je 15%)
- Prikupiti 1500 članova u našoj Facebook grupi *Montenegro travel advice, events and recommendations* do kraja 2021. i kreirati mikro zajednicu koja pomaže posjetiocima da nađu preporuke.

INSTAGRAM

- Povećati aktivnost administratora na Instagram profilu na 40 minuta u nedjeljnom prosjeku; voditi monitoring analitike
- Ostvariti bolji angažman sa publikom na Instagramu i prikupiti 4000 pratilaca do jula 2021.;
- *Storytelling* u objavama, sa temama sa našeg vebsajta – vezati linkovima i tako poboljšati broj sesija na sajtu i povećati broj posjetilaca koji dolaze preko Instagrama za 25% u odnosu na 2020. godinu;
- Birati koga pratimo i skloniti sve nerelevantne naloge sa naše liste do marta 2021.;
- Povećati broj inostranih pratilaca kroz praćenje demografije.



5. CILJNE JAVNOSTI



CILJNE JAVNOSTI	CILJEVI	PORUKE/CRVENA NIT
Interna javnost	<ul style="list-style-type: none"> •Timski ciljevi - MyGuideNetwork: Informisanost, globalna saradnja, međusobna motivacija, edukacija, praćenje trendova; •Timski ciljevi MyGuideMne: postizanje specifičnih ciljeva, praćenje analitike, kreiranje sadržaja za sajt i društvene mreže, menadžment naloga za klijente, planiranje objava i sl. 	<ul style="list-style-type: none"> •Misli globalno – djeluj lokalno •Efikasan rad, a fleksibilno vrijeme •Dugoročna vizija uvijek ispred kratkoročnih ciljeva •Timski duh donosi rezultat

Mediji

- Pojavljivanje u nekom internacionalnom magazinu (offline ili online) u toku 2021. godine - strateška partnerstva

- Povećanje inostrane publike na društvenim mrežama

- Pojavljivanje na televizijskim stanicama i mrežama koje promovišu putovanja – Travel Channel, Discovery, 24-kitchen, Amazon Prime, Netflix itd.

- We are local experts who help you explore destinations

- Spotify for Travel

- Personalised travels are the travel of now and the future

Poslovna javnost

- Učestala komunikacija sa klijentima – makar jednom nedjeljno;
- Kontaktirati makar 12 potencijalnih klijenata nedjeljno i informisati ih o našim uslugama i ponudama
- Rast prodaje od 20% do kraja 2021.godine
- Sklapanje makar 2 ugovora o strateškoj saradnji na obostranu korist ugovornih strana
- Uvođenje booking sistema na platformi – jun 2021.
- Organizovanje 2 darivanja sa influencerima i partnerima do kraja 2021.godine

- Unaprijedite svoje performanse i budite preporučeni na inostranom tržištu – pridružite se našoj mreži;
- Najlakši način da proširite vašu pojavnost na internetu
- Lokalna zajednica je ključ uspjeha
- Pomozite nam u naporima da Crna Gora bude među najpoželjnijim destinacijama u 2021.
- Mi smo prijatelji koji rade za vas!

Lokalna zajednica

- Učestvovati na digitalnim i turističkim konferencijama u 2021. godini – Spark.me, FTC, tedX Kotor, tedX Podgorica itd.
- Angažovati najmanje 2 volontera do kraja 2021.godine, radi njihove dodatne edukacije i obučavanja, a kasnije potencijalnog zapošljavanja
- Posjećivati značajne događaje lokalne turističke zajednice – SeaDance, LakeFest, KotorArt, Grad teatar, Karnevali, Bokeška noć, Dani borovnice, MonteVino, concerts and celebrations around the country, Christmas Bazaars itd.
- Akcije čišćenja – 2 u 2021.godini
- Radionice za digitalni marketing – 5 grupni do kraja 2021.godine

- Crna Gora je zemlja velikih potencijala, unaprijedimo turističku ponudu kako bismo te potencijale iskoristili na najbolji način;
- Poštujemo, čuvajmo i ugostimo!
- Kvalitetna edukacija i vrijedni rad vode do ostvarenja ciljeva i boljeg života za sve nas
- Ekološka zemlja je naša najveća konkurentska prednost u 2021.godini – očistimo je!

Uticajna javnost

- Pratiti pozive za javne rasprave na zanimljive teme
 - Ostvariti komunikaciju i saradnju sa inostranim ambasadama u Crnoj Gori – britanska i američka u 2021.godini;
 - Napraviti odabir globalnih influensera i razmotriti njihovu posjetu Crnoj Gori – procjeniti troškove vs. benefite;
 - Javljati se na relevantne pozive resornih ministarstava – pratiti sajtove jednom u dvije sedmice
- Uz uspješnu saradnju javnog i privatnog sektora ostvarićemo bolje rezultate za sve;
 - Podstaknimo putovanja i na lokalnom tržištu;
 - Ekološki put je put budućnosti putovanja
 - Pravo je vrijeme za posjetu Crnoj Gori!

**Stručna
javnost**

- Praćenje trendova putovanja i studija od strane stručne javnosti
- Implementacija preporuka studija
- Jedina konstanta je promjena – budimo promjena koju putnici žele!
- Edukacijama do ciljeva



6. CILJEVI



Specifičan cilj	Aktivnost	Očekivani rezultati	Osoba zadužena za monitoring	Osoba zadužena za izvođenje zadatka	Vremenski okvir	Indikator rezultata



PLAN OBJAVA



Datum objave	Tema	Tekstualni opis	Vizual/ Multimedia	Napomene	Mreza za objavu	Sponzo risanje	Budzet



EVALUACIJA



Cilj	Nije ispunjen	Djelimično ispunjen	Ispunjen u potpunosti	Bilješke
1				
2				
3				
4				



HVALA!

