



DIGITALNI MARKETING I DRUŠTVENE MREŽE

Ivana Domazet, 29. april 2020.

Digitalni marketing



- Web 2.0 koncept – tehnološka revolucija
- Interaktivnost korisnika na netu
- Promocija i prodaja online

Digitalni marketing

način oglašavanja u kome se digitalni mediji koriste za promociju proizvoda ili usluga na tržištu.

Pristup **CBC**:

1. Ciljevi
2. Budžet
3. Ciljna (target) grupa

Zašto su ljudi online?



- Traže informacije o novom proizvodu, usluzi ili lokaciji
- Imaju pitanja, traže pomoć, dodatne informacije o problemu
- Žele više informacija o određenim brendovima, kompanijama i sl:
 - ✓ Polaznici seminara, webinarara, workshopova
 - ✓ Poslovni kontakti
 - ✓ Opšte informacije
 - ✓ Novi zaposleni
 - ✓ Dostupni poslovi
 - ✓



Prednosti digitalnog marketinga nad tradicionalnim marketingom



- ✓ Jednostavan, dostupan 24/7
- ✓ Precizno targetiranje auditorijuma
- ✓ Kontrola i brzina reagovanja
- ✓ Povratna informacija
- ✓ Merljivost rezultata
- ✓ Jeftiniji od tradicionalnog
- ✓ Unapredjuje odnos sa kupcima (CRM-Customer Relationship Management)



Vrste digitalnog marketinga



- ✓ Optimizacija web sajta i pretraživača (SEO)
- ✓ Google Ads sistem (web baneri i display oglasi)
- ✓ Marketing na društvenim mrežama
- ✓ Email marketing (Newsletter)
- ✓ Mobilni marketing (SMS+MMS)
- ✓ Marketing sadržaja (blogovi)
- ✓ Marketing uticaja (influenseri)
- ✓ Partnerski marketing (Affiliate Marketing)
- ✓ Prikriveni marketing (Native Marketing)
- ✓ Upravljanje online reputacijom brenda (ORM)
- ✓ Upravljanje odnosima sa kupcima - Customer Relationship Management (CRM)

Evolucija digitalnog marketinga

WWW → SEO → GoogleAds → PPC



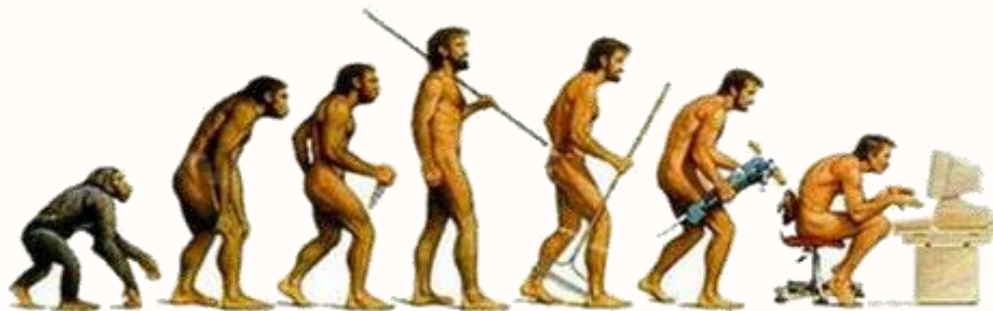
1. WEB sajt je u davna, analogna vremena, predstavljao veliki proboj u marketingu

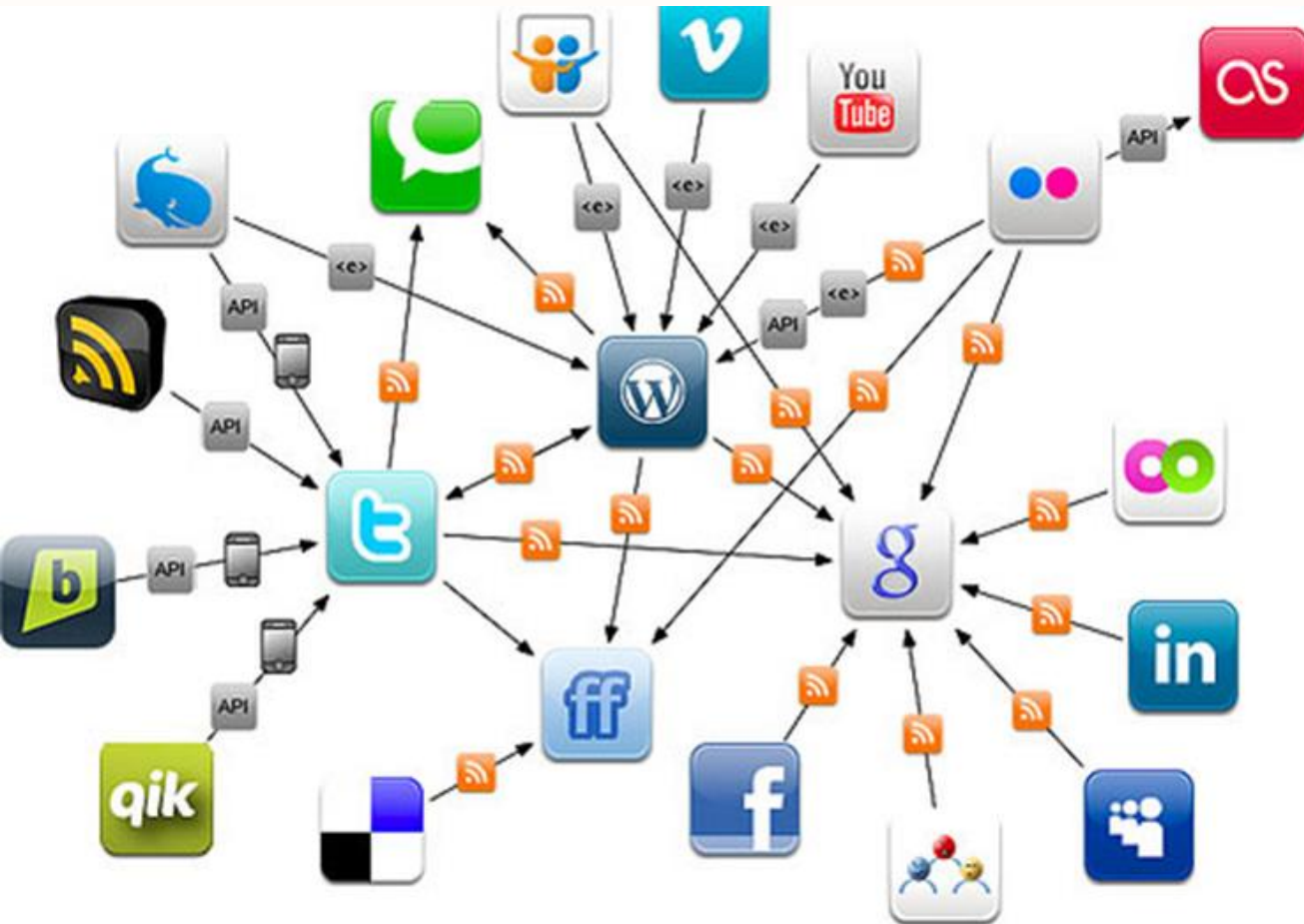
Danas predstavlja digitalnu ličnu kartu kompanije (institucije, fakulteta i dr.)

2. SEO (Search Engine Optimization) – optimizacija za pretraživače

Proces povećanja vidljivosti web sajta ili određenog oglasa na organskim ili besplatnim rezultatima pretrage.

3. GoogleAds – sistem zasnovan na plaćanje po kliku (PPC) na web baner ili drugu vrstu reklamnog oglasa





SAVREMENA KOMUNIKACIJA:

- Digitalna
 - Višekanalna
 - Integrisana
-
- Tablet
 - Laptop
 - Desktop
 - **MOBILNI TELEFON**

**I FEAR
NOTHING...**

**EXCEPT
LOSING
MY PHONE**

FEARLESSMOTIVATION.COM



NOMOPHOBIA – fobia od gubitka mobilnog telefona



Zvanično postoji više mobilnih uređaja nego ljudi na svetu.

HOW DID YOU FEEL WHEN YOU MISPLACED YOUR PHONE?



73%
PANICKED



14%
DESPERATE



7%
SICK



6%
RELIEVED

73%

korisnika je u panici zbog
potencijalnog gubitka
mobilnog telefona





66%

of the population suffers from nomophobia

Just four years ago, only 53% of people said they were afraid of losing or being without their phones



77%
of people ages 18-24 are nonpophobic, compared to only 68% of people ages 25-34

70%

of women have mobile phone separation anxiety, compared to 61% of men



47%
of men are likely to have two mobile phones, compared to 36% of women

66%

of people sleep next to their smartphones and 20% would rather go shoeless for a week than temporarily release their phones



no-mo(bile) phone-phobia

1. The fear of being out of cell phone signal range. 2. The anxiety relating to the sudden loss of a cellular connection.

72%
of people report being within five feet of their smartphones the majority of the time

Da li sam i ja NOMOFOB?



Popularne društvene mreže

Facebook

Mreža koja je okupila najviše korisnika 2,49 milijardi.

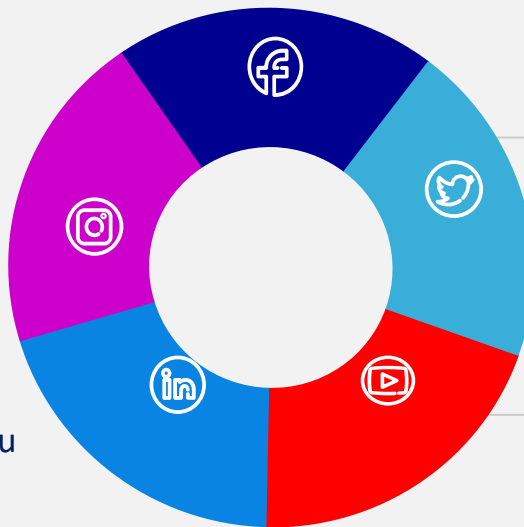
Kada bi Facebook bio zemlja, bio bi prva po veličini, iza bi bile Kine i Indije.

Instagram

Omiljena društvena mreža mlađih generacija. Na ovu društvenu mrežu svakog dana se okači preko pet miliona fotografija.

LinkedIn

Najveće "online" mesto gde se skupljaju stručnjaci iz raznih oblasti poslovanja.



Twitter

Značajno "online" mesto za okupljanje uticajnih ličnosti.

YouTube

Od platforme do društvene mreže, chat opcije i mogućnosti deljenja videa sa prijateljima.

Marketing na društvenim mrežama u vreme pandemije korona virusom



U vreme korona virusa prisutna su 2 kontradiktorna trenda:

1. Eksponencijalni rast:
 - ✓ prisustva pojedinaca i komunikacije na društvenim mrežama
 - ✓ tražnje za striming platformama (video konferencije i online edukaciju)
2. Smanjenje oglašavanja od strane kompanija (zbog negativne konotacije pandemije)

Predviđanja nekih analitičkih kuća (pesimistički scenario)
Google i Facebook mogli bi samo od pada oglašavanja da izgube 40 milijarde dolara u 2020.



Prednosti marketinga na društvenim mrežama



- ✓ Efektivno ciljane targetiranih kupaca
- ✓ Visok povrat na investicije (ROI)
- ✓ Ne zahteva specijalizaciju ili velike tehničke veštine
- ✓ Efikasna promocija sadržaja koji kreirate
- ✓ Personalizovana komunikaciju sa kupcima/klijentima
- ✓ Veliki broj posetilaca sajta i pratilaca profila na mrežama
- ✓ Sposobnost eksponencijalnog viralnog širenja
- ✓ Istraživanje tržišta (šta komentarišu i o čemu razgovaraju vaši kupci?)



Nedostaci marketinga na društvenim mrežama



- Pogrešna strategija može naštetiti vašoj reputaciji
- Sve je javno → Rizik od negativnih komentara
- Potrebna je brza interakcija na svakoj lokaciji kontakta (odgovori na pitanja i komentare)
- Neefikasna upotreba → Gubitak verodostojnosti brenda
- Potrebna je kontinuirana aktivnost na društvenim mrežama



Broj mesečno aktivnih korisnika: 2.49 milijarde

Broj dnevno aktivnih korisnika na desktop računaru: 1.5 milijardi

Broj dnevno aktivnih korisnika na mobilnom uređaju: 1.6 milijardi

Žene predstavljaju 53% FB korisnika, a muškarci 47%

Prosečan FB korisnik ima oko 155 prijatelja

Više od 40 miliona malih biznisa ima aktivne strane na FB



INSTAGRAM

Ukupan broj mesečno aktivnih korisnika: 1 milijarda

Ukupan broj svakodnevno aktivnih korisnika: 600 miliona

Broj fotografija objavljenih do danas: preko 50 milijardi

Broj biznisa prisutnih na Instagram-u: 38 miliona

Dnevni broj lajkova na Instagram-u: 9 milijarde

68% korisnika Instagram-a su žene

32% korisnika Instagram-a su muškarci



LinkedIn

Ukupan broj LinkedIn korisnika: preko 600 miliona

Ukupan broj mesečno aktivnih korisnika: 250 miliona

Procenat korisnika koji koriste LinkedIn svakodnevno: 40%

Broj novih korisnika linkedin-a po sekundi: 2

57% korisnika su muškarci, 44% su žene



Twitter

Ukupan broj mesečno aktivnih korisnika: 340 miliona

Ukupan broj dnevnih tvitova: preko 500 miliona

Procenat korisnika *twitter*-a na mobilnim uređajima: 80%

Broj dnevnih aktivnih korisnika *twitter*-a: 100 miliona

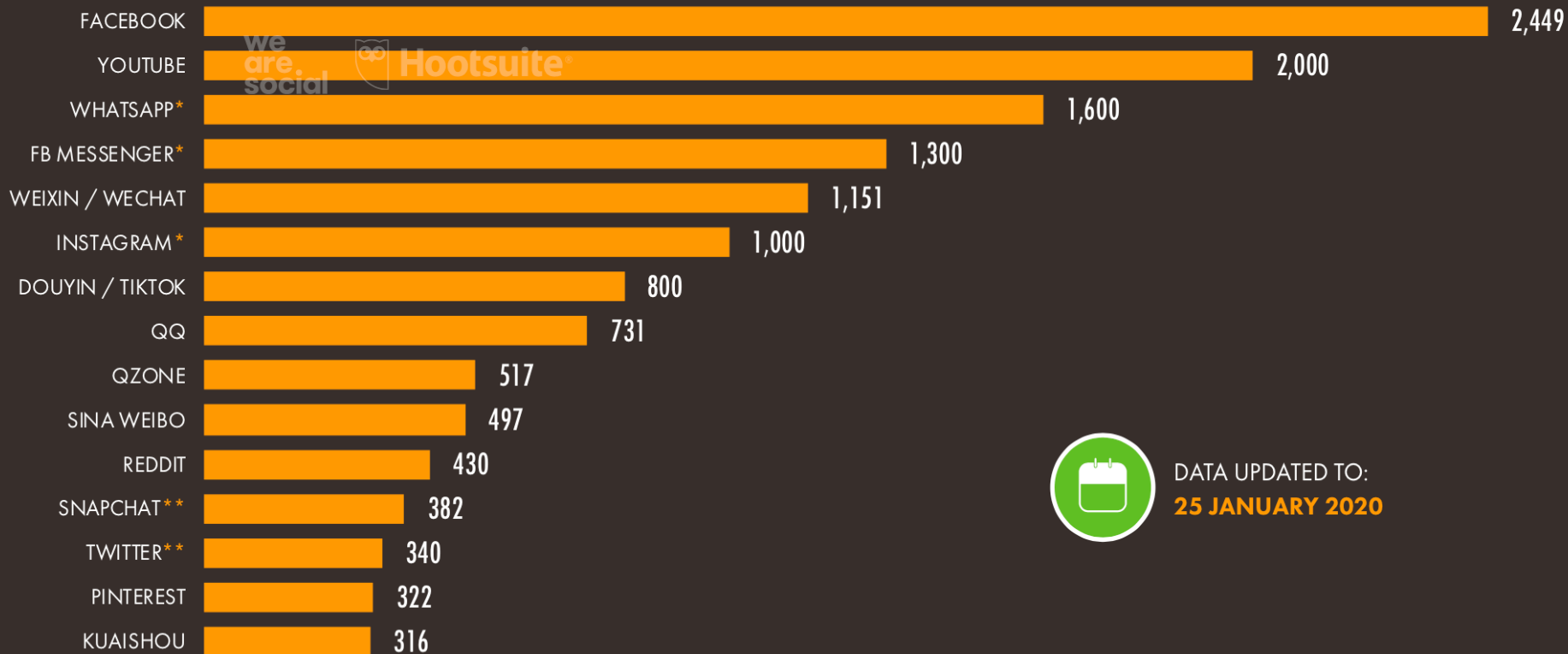
37% korisnika *twitter*-a su uzrasta između 19-29 godina, 25% korisnika je između 30-49 godina

Ukupni engagement (angažovanost) sa reklamama je u porastu preko 90% godišnje

JAN
2020

THE WORLD'S MOST-USED SOCIAL PLATFORMS

BASED ON MONTHLY ACTIVE USERS, ACTIVE USER ACCOUNTS, ADVERTISING AUDIENCES, OR UNIQUE MONTHLY VISITORS (IN MILLIONS)



DATA UPDATED TO:
25 JANUARY 2020

JAN
2020

SOCIAL MEDIA OVERVIEW

BASED ON THE REPORTED POTENTIAL ADVERTISING REACH OF SELECTED SOCIAL MEDIA PLATFORMS



SERBIA

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA USERS



we
are
social

3.70
MILLION

SOCIAL MEDIA USERS
COMPARED TO
TOTAL POPULATION



global
web
index

42%

CHANGE IN SOCIAL
MEDIA USER NUMBERS
(APR 2019 TO JAN 2020)



oo

+6.7%
+232 THOUSAND

PERCENTAGE OF ACTIVE
SOCIAL MEDIA USERS
ACCESSING VIA MOBILE



96%

JAN
2020

FACEBOOK AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON FACEBOOK



SERBIA

NUMBER OF PEOPLE THAT
FACEBOOK REPORTS
CAN BE REACHED WITH
ADVERTS ON FACEBOOK

FACEBOOK'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+

QUARTER-ON-
QUARTER CHANGE
IN FACEBOOK'S
ADVERTISING REACH

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS FEMALE*

PERCENTAGE OF
ITS AD AUDIENCE
THAT FACEBOOK
REPORTS IS MALE*



we
are
social

3.00
MILLION



39%



0%
[UNCHANGED]



50.0%



SOURCES: FACEBOOK'S SELF-SERVICE ADVERTISING TOOLS (ACCESSED JANUARY 2020); POPULATION DATA FROM THE U.N. **NOTE:** FACEBOOK DOES NOT PUBLISH ADVERTISING AUDIENCE DATA FOR GENDERS OTHER THAN 'MALE' AND 'FEMALE'. **ADVISORY:** FIGURES REPORTED ON THIS CHART ARE BASED ON FACEBOOK'S ADDRESSABLE ADVERTISING AUDIENCE, AND MAY NOT MATCH TOTAL ACTIVE USERS. **COMPARABILITY ADVISORY:** BASE CHANGES. DATA MAY NOT BE COMPARABLE TO FIGURES PUBLISHED IN PREVIOUS REPORTS.

JAN
2020

INSTAGRAM AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON INSTAGRAM



SERBIA

NUMBER OF PEOPLE THAT
INSTAGRAM REPORTS
CAN BE REACHED WITH
ADVERTS ON INSTAGRAM

INSTAGRAM'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+

QUARTER-ON-
QUARTER CHANGE
IN INSTAGRAM'S
ADVERTISING REACH

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS FEMALE*

PERCENTAGE OF
ITS AD AUDIENCE
THAT INSTAGRAM
REPORTS IS MALE*



2.10
MILLION



28%



+1.4%



52.4%



47.6%

JAN
2020

SNAPCHAT AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON SNAPCHAT



SERBIA

NUMBER OF PEOPLE THAT
SNAPCHAT REPORTS
CAN BE REACHED WITH
ADVERTS ON SNAPCHAT

SNAPCHAT'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+

QUARTER-ON-
QUARTER CHANGE
IN SNAPCHAT'S
ADVERTISING REACH

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS FEMALE*

PERCENTAGE OF
ITS AD AUDIENCE
THAT SNAPCHAT
REPORTS IS MALE*



1.35
MILLION



we
are
social

18%



+17%



59.8%



39.2%

JAN
2020

LINKEDIN AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON LINKEDIN



SERBIA

NUMBER OF PEOPLE THAT
LINKEDIN REPORTS
CAN BE REACHED WITH
ADVERTS ON LINKEDIN*



860.0
THOUSAND

LINKEDIN'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 18+



12%

QUARTER-ON-
QUARTER CHANGE
IN LINKEDIN'S
ADVERTISING REACH



+1.2%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS FEMALE*



52.7%

PERCENTAGE OF
ITS AD AUDIENCE
THAT LINKEDIN
REPORTS IS MALE*



47.3%

JAN
2020

TWITTER AUDIENCE OVERVIEW

THE POTENTIAL NUMBER OF PEOPLE THAT MARKETERS CAN REACH USING ADVERTS ON TWITTER



SERBIA

NUMBER OF PEOPLE THAT
TWITTER REPORTS
CAN BE REACHED WITH
ADVERTS ON TWITTER



406.5
THOUSAND

TWITTER'S REPORTED
ADVERTISING REACH
COMPARED TO TOTAL
POPULATION AGED 13+



5.3%

QUARTER-ON-
QUARTER CHANGE
IN TWITTER'S
ADVERTISING REACH



-0.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS FEMALE*



36.3%

PERCENTAGE OF
ITS AD AUDIENCE
THAT TWITTER
REPORTS IS MALE*



63.7%



we
are
social



Podrška globalnih kompanija

borbi protiv COVID-19



Google



amazon



CHANEL



TOKYO 2020
Practice Safe Social Distancing



CLOSED



Podrška srpskih kompanija borbi protiv COVID-19



iako razdvojeni, nikada nismo bili bliži.



nije svejedno.



Hvala na pažnji!