

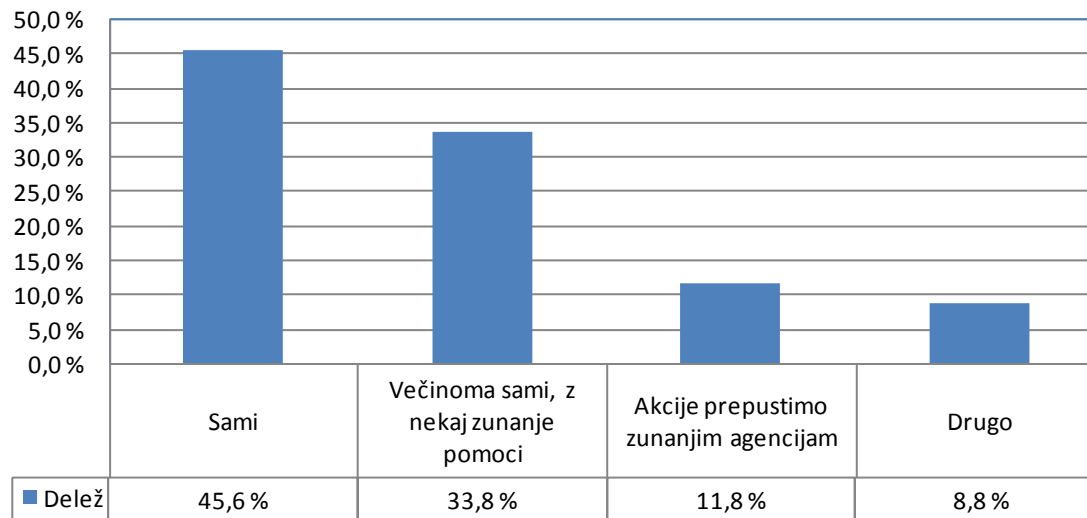
POSEL NA KRIŽIŠČU NOVIH MEDIJEV, ISKALNIKOV IN DRUŽABNIH OMREŽIJ

Primož Žižek, direktor
E-laborat d.o.o.

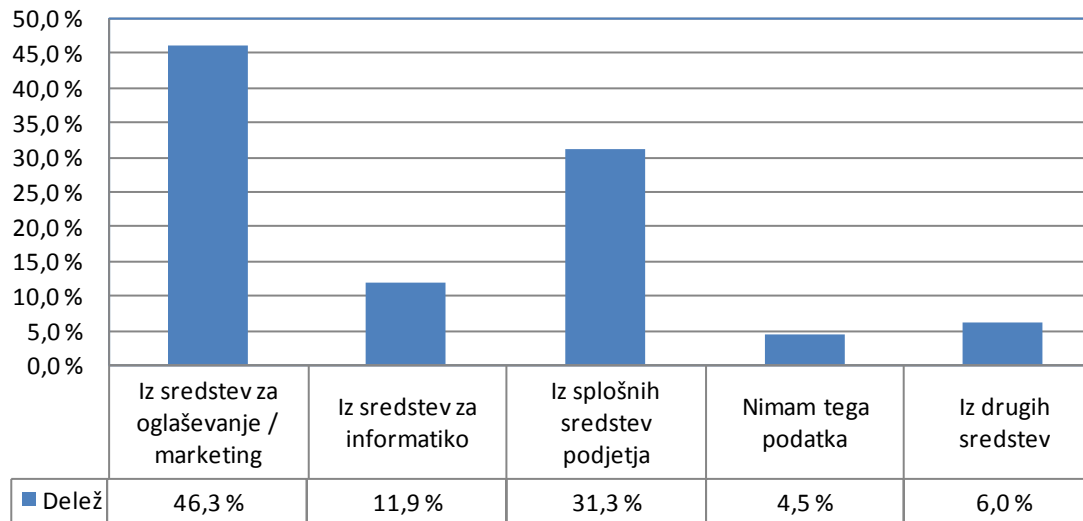
Prodajni lijak



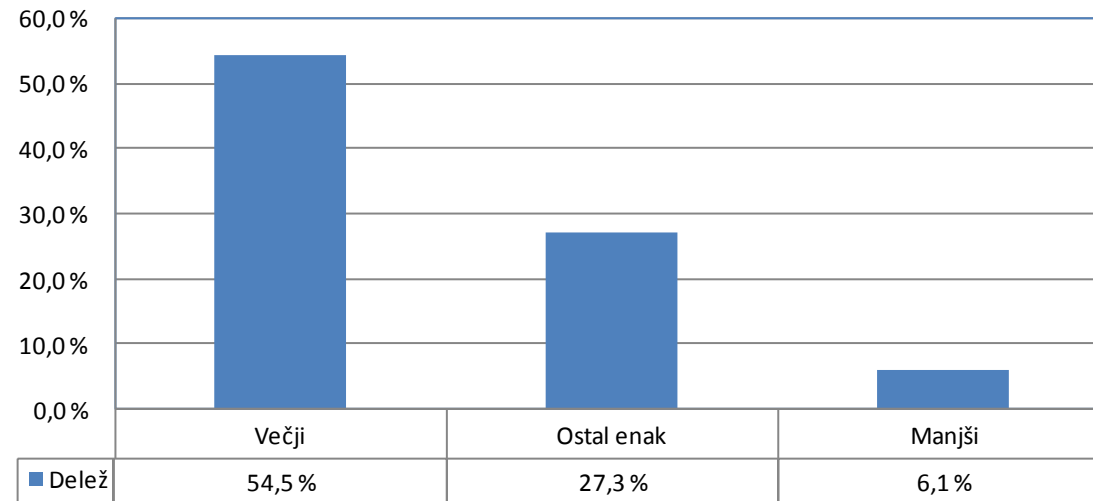
Kdo skrbi za vaše oglaševalske akcije na internetu?



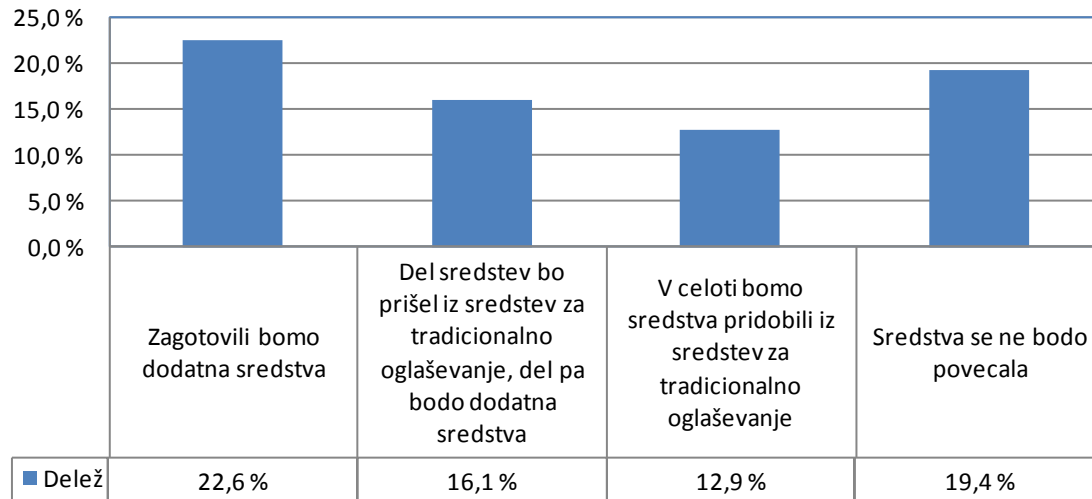
Iz katerih virov prihajajo sredstva za internetno poslovanje?



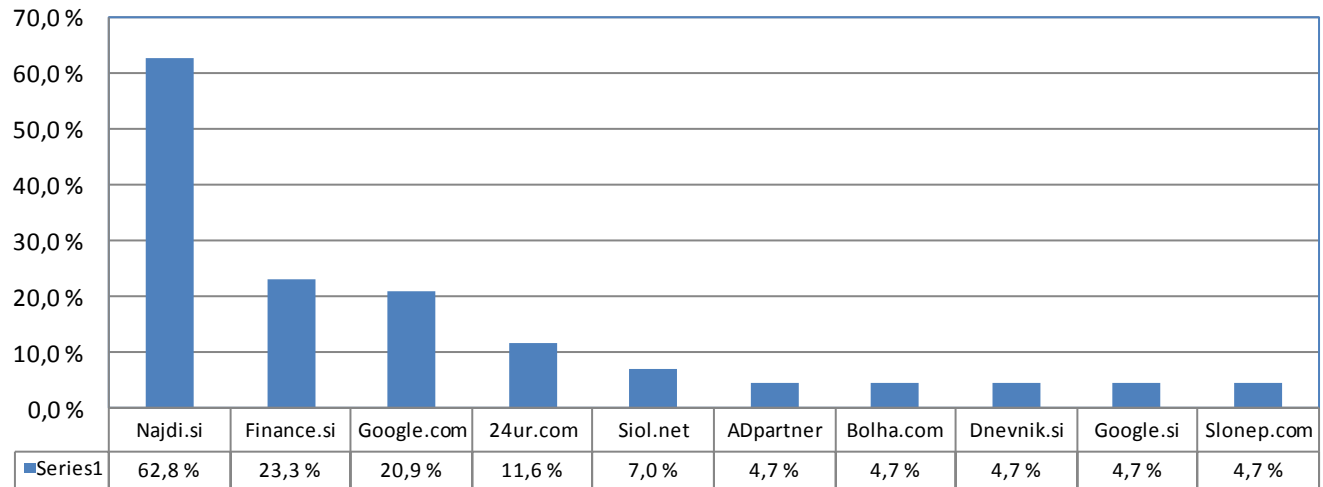
Obseg sredstev v primerjavi z letom 2007



Od kod boste črpali dodatna sredstva za oglaševanje na internetu?



Kje največ oglašujete?



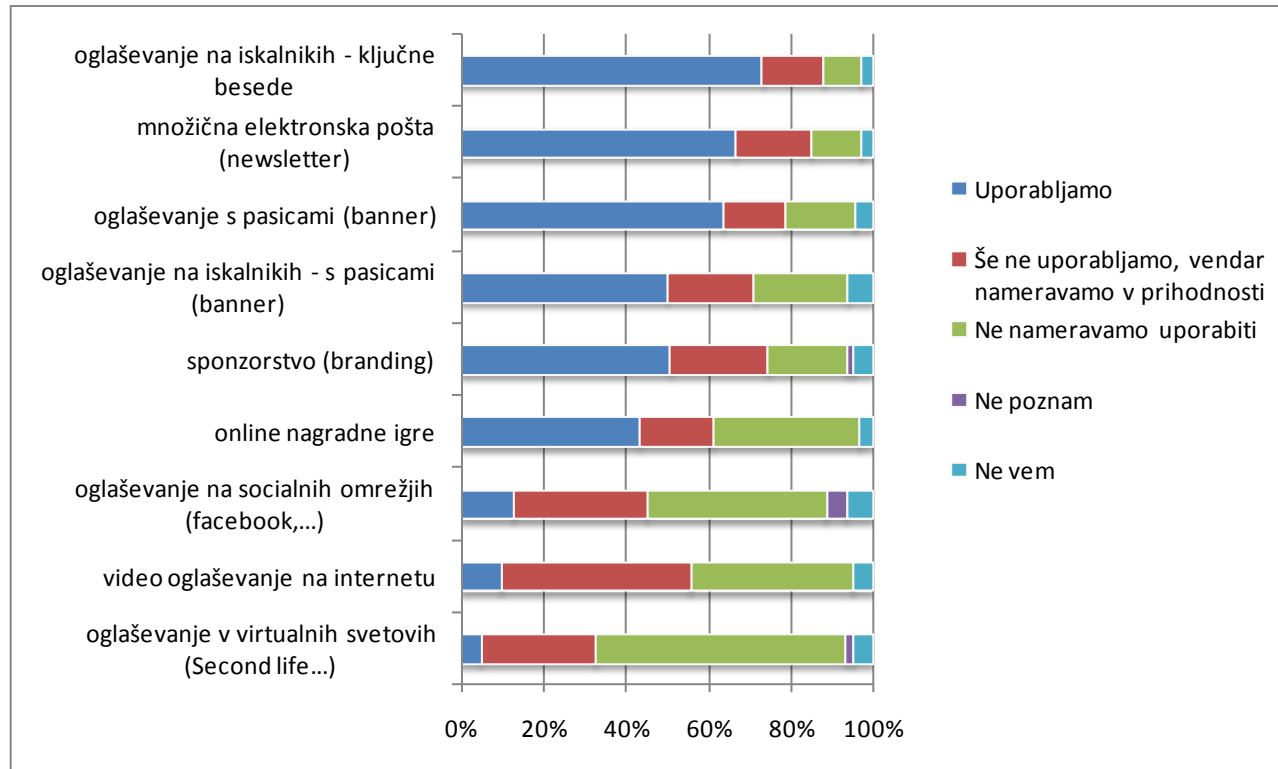
Koga briga? Idejni virusi zmagujejo



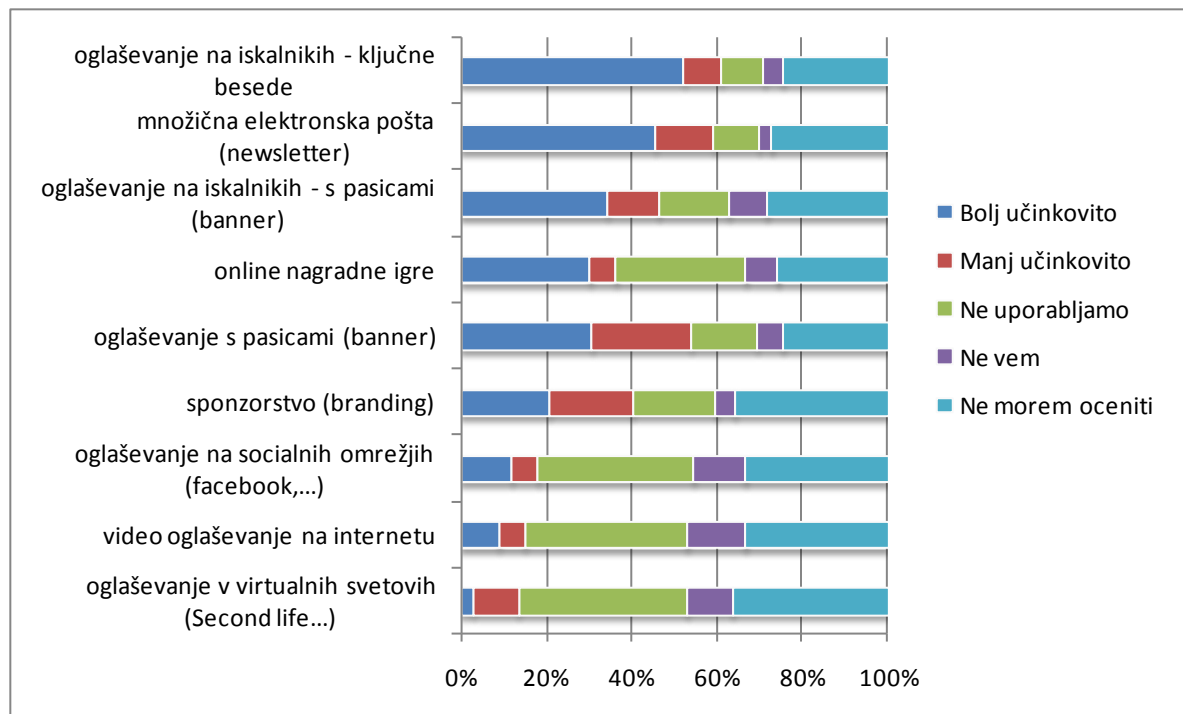
"Reputation is capital of trust.
Attention is the only hard currency in the virtual world."

Alexander Bard & Jan Soderqvist, Netocracy

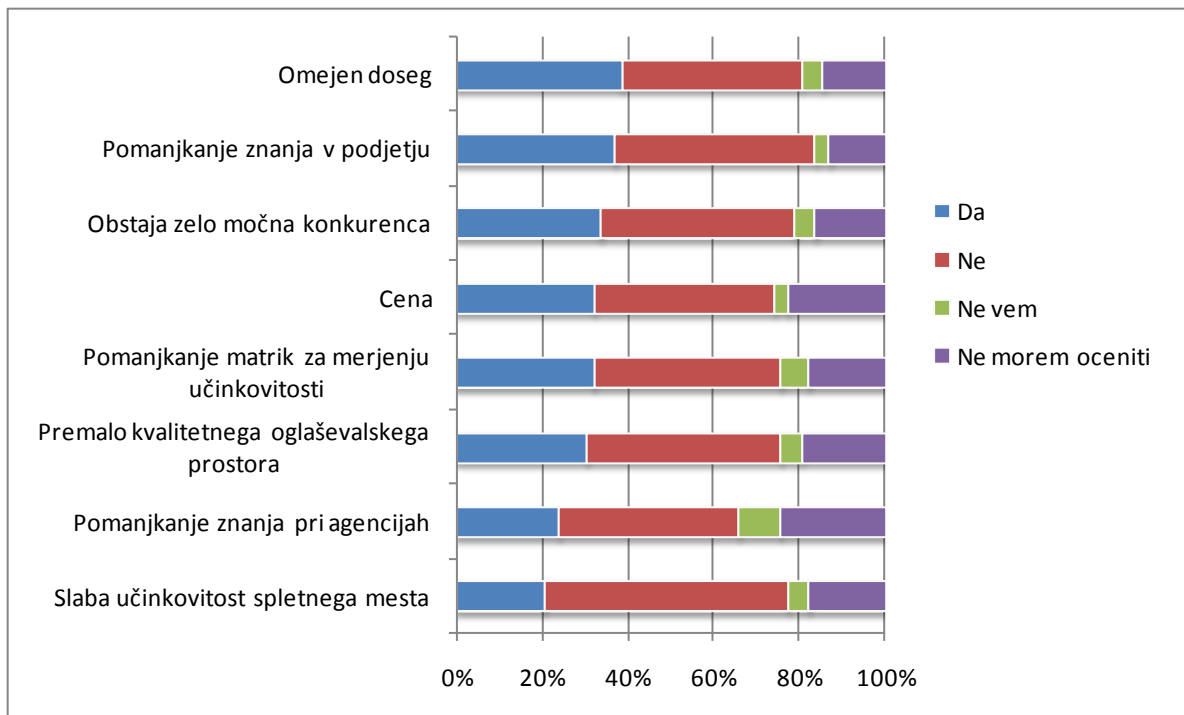
Kako oglašujete?



Online vs. tradicionalno oglaševanje



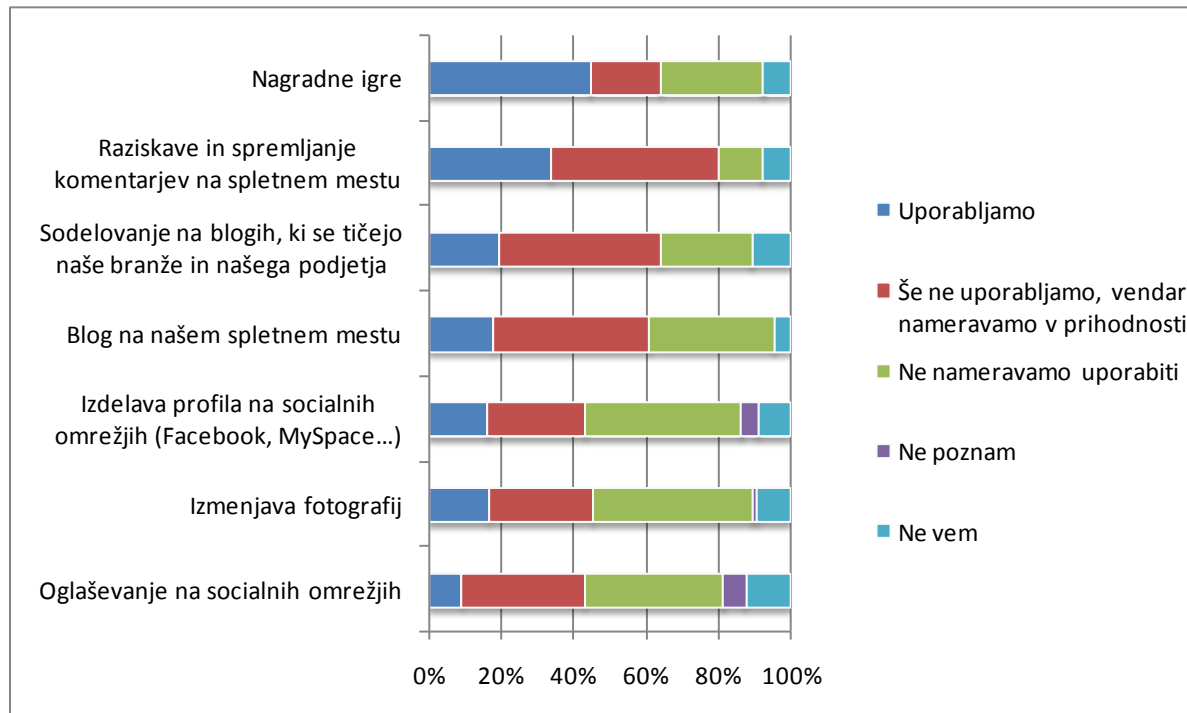
Ovire



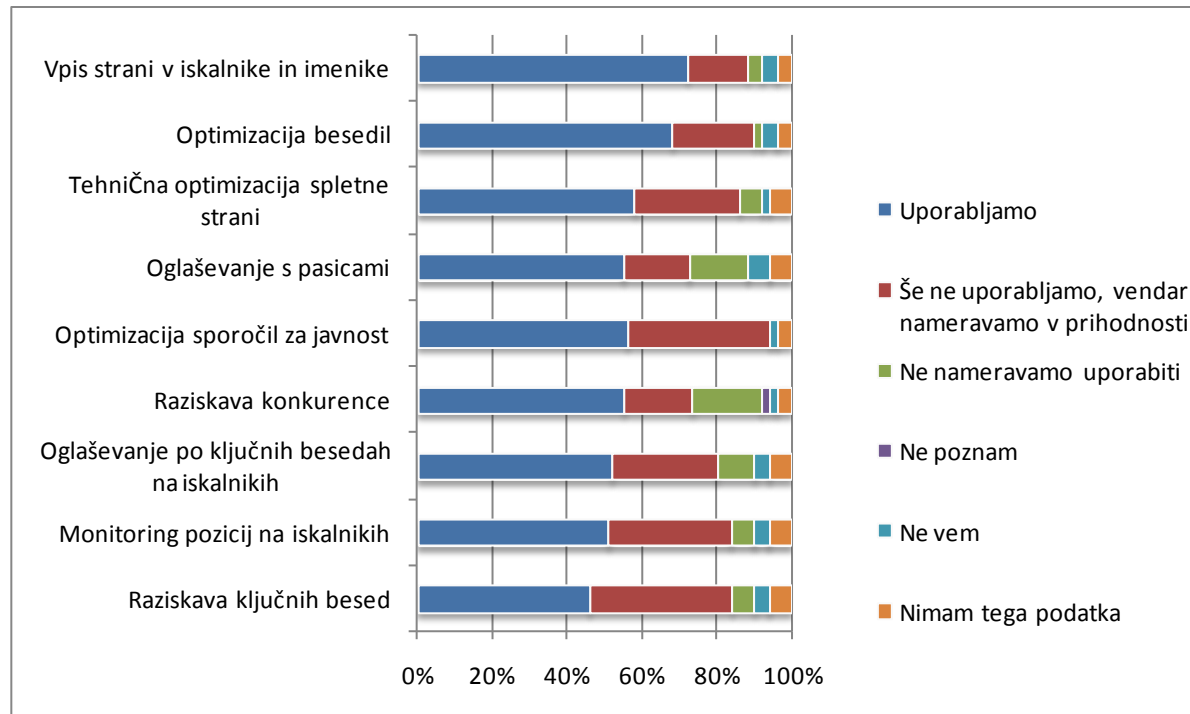
Od kod uspeh?



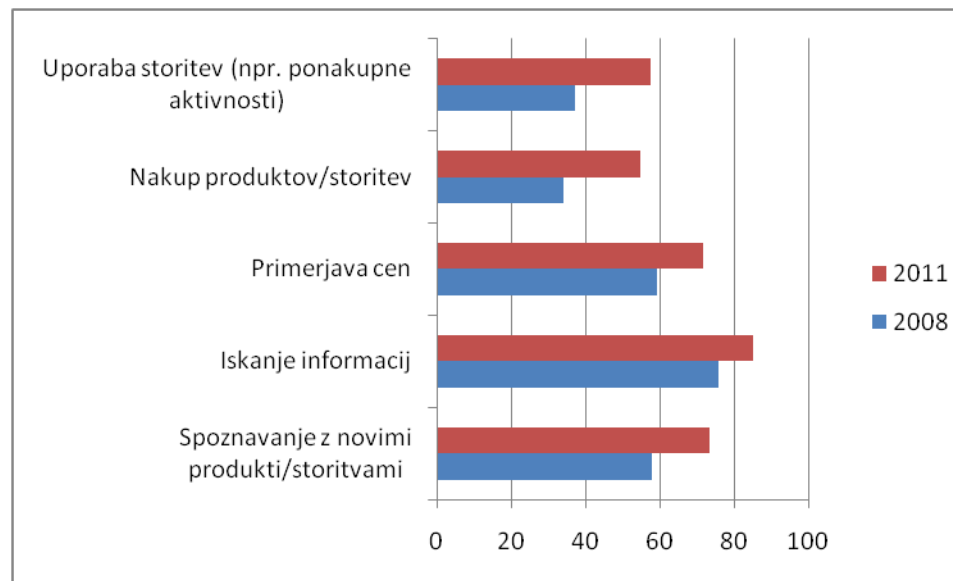
Napredno oglaševanje



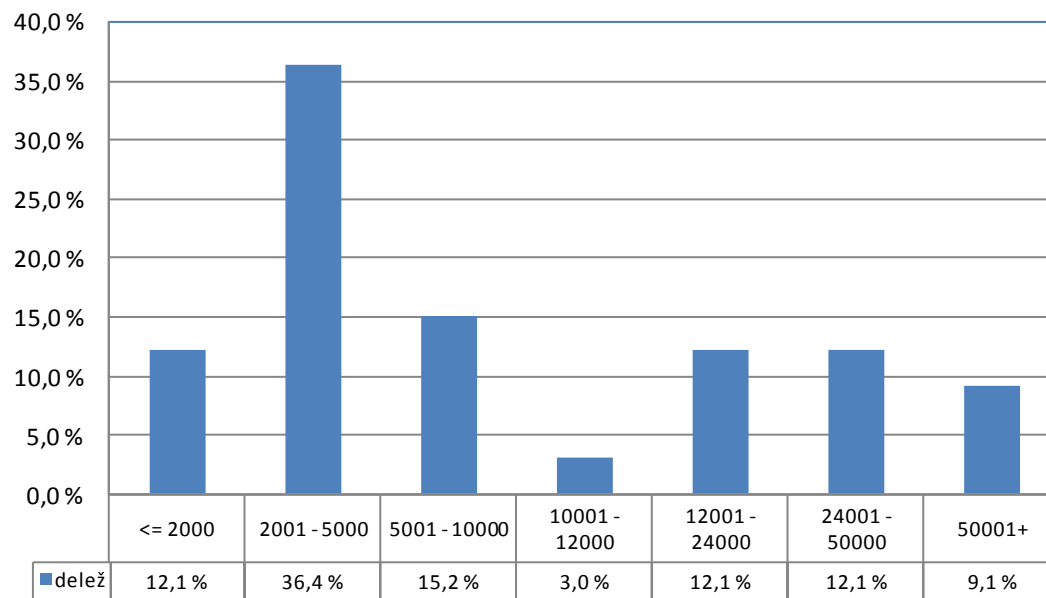
Uporabljene metode



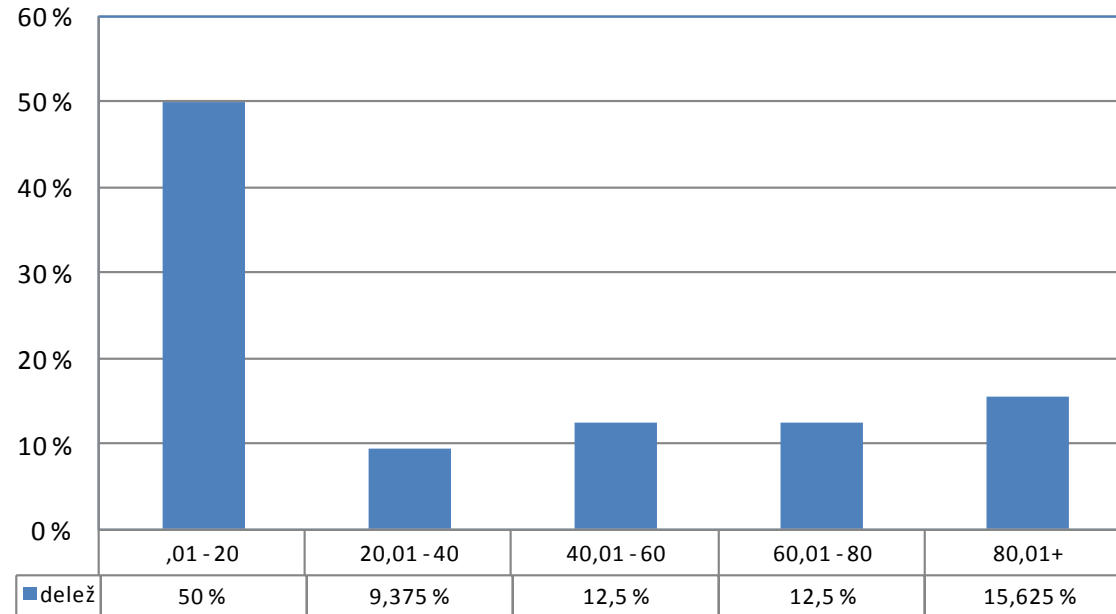
uporaba digitalnih orodij za posamezne namene



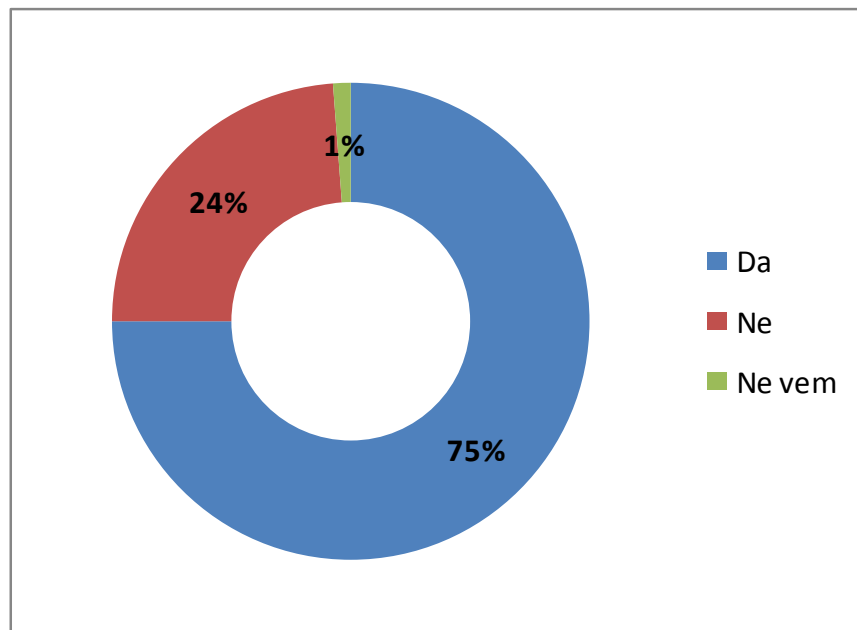
Obseg sredstev za internetno poslovanje



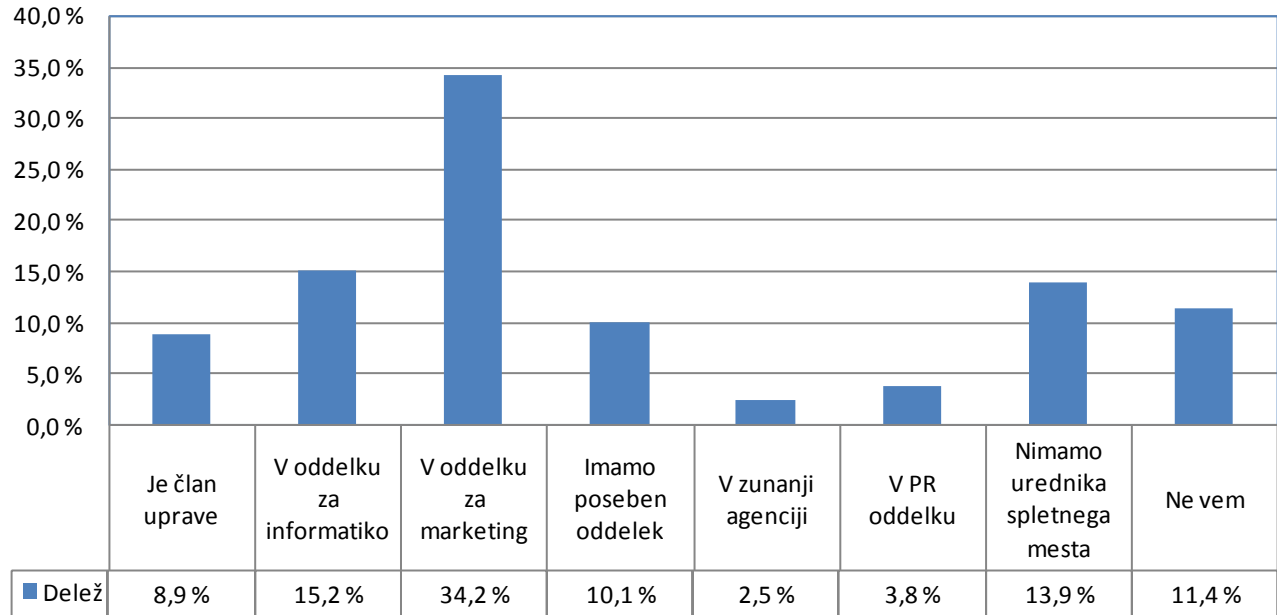
Kolikšen delež celotnega obsega sredstev za marketing in oglaševanja predstavlja internetno oglaševanje?



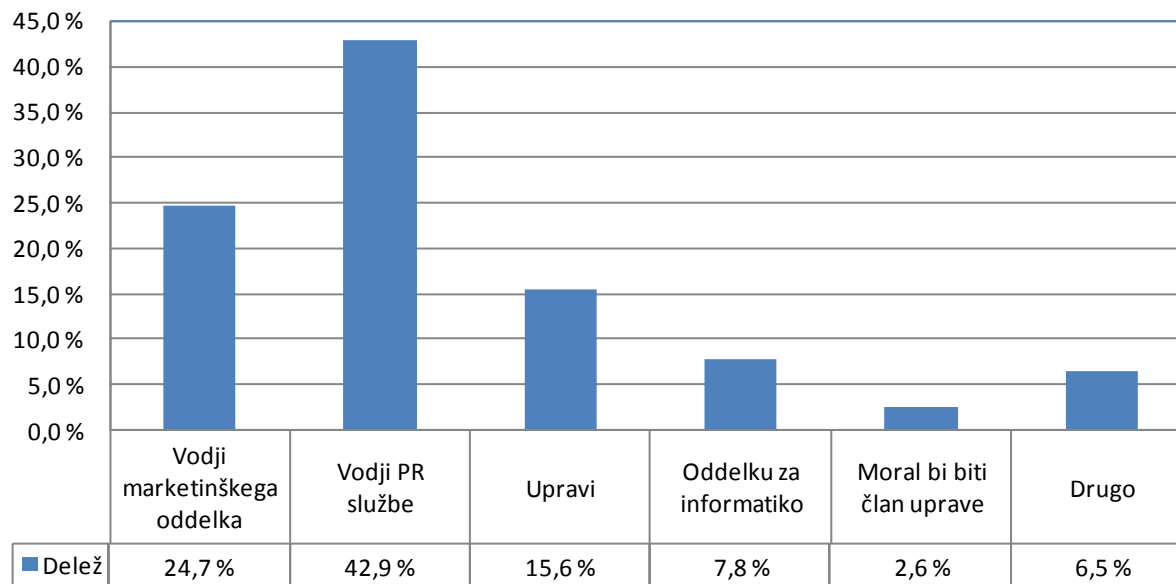
Ali imate v podjetju urednika spletnega mesta?



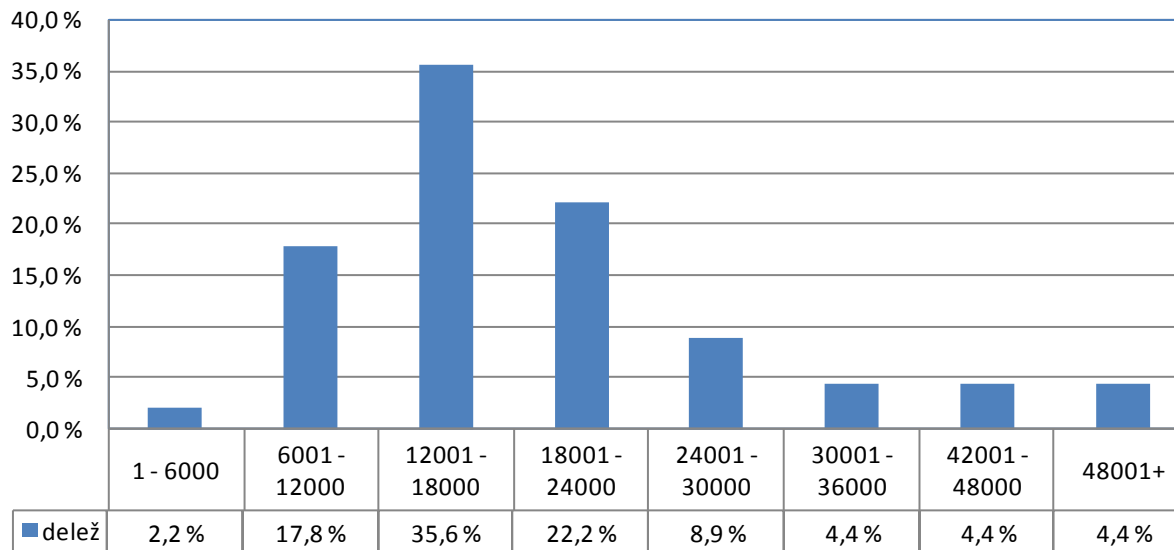
V katerem oddelku v vašem podjetju deluje urednik spletnega mesta?



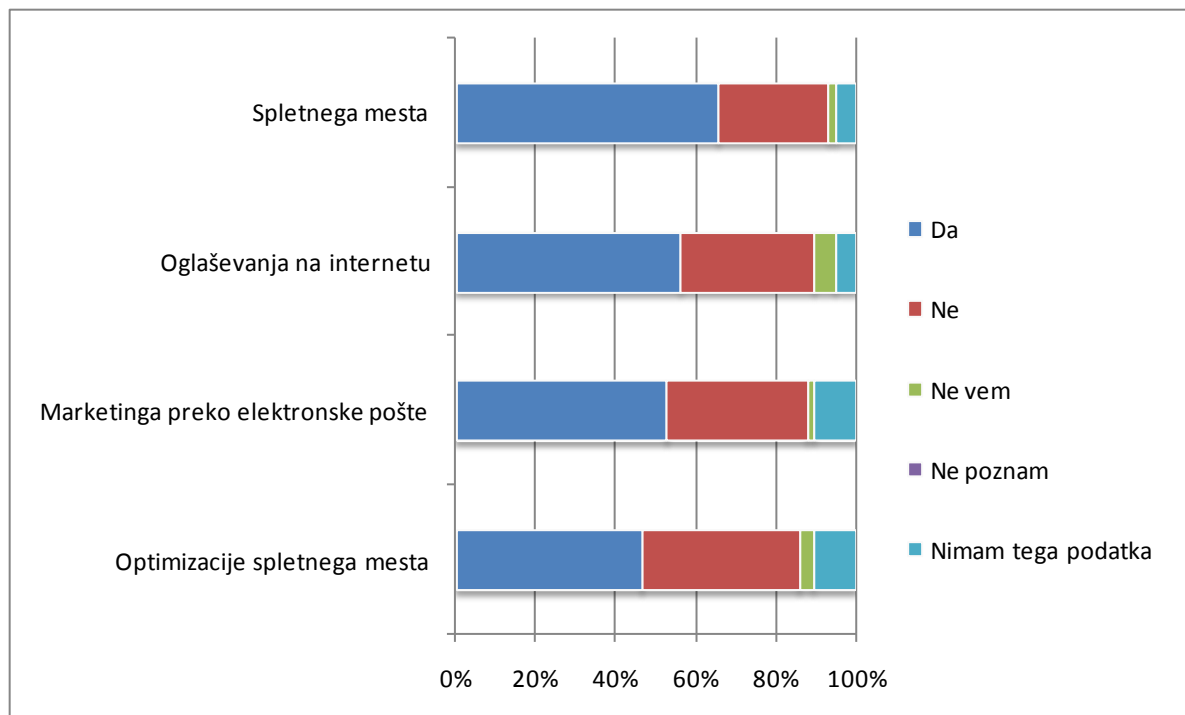
Komu bi po vašem mnenju moral biti direktno podrejen urednik spletnega mesta?



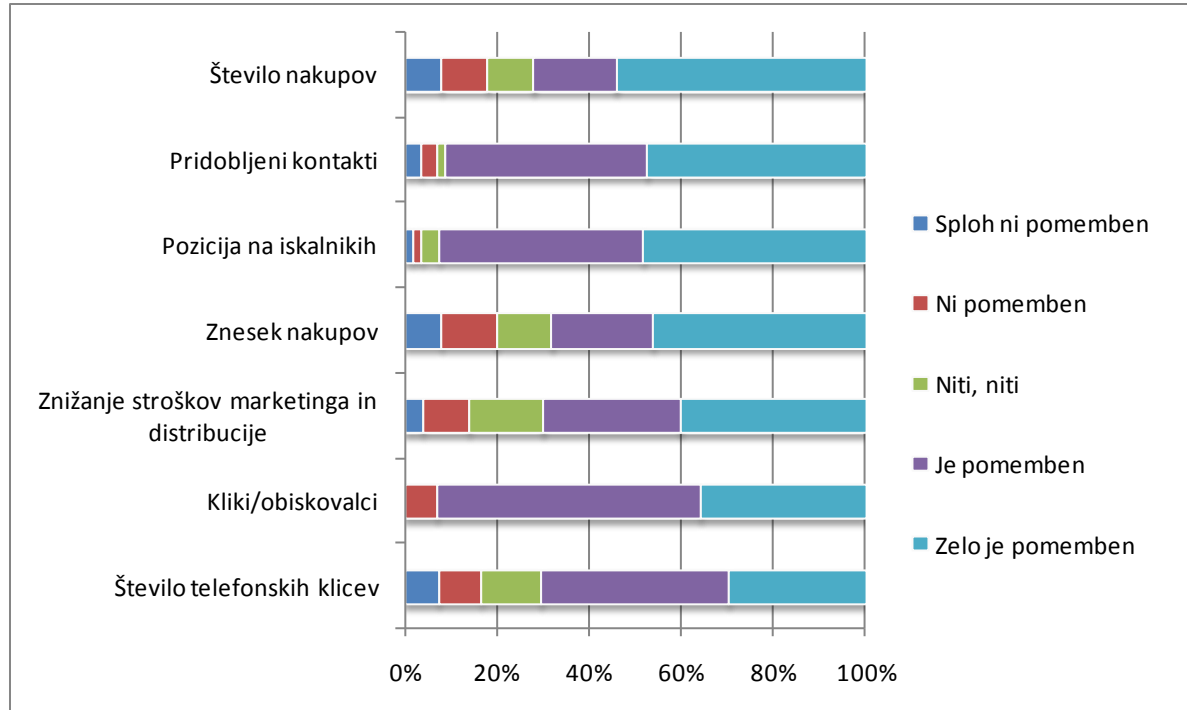
Sprejemljiv bruto letni dohodek urednika spletnega mesta



Merjenje



Uporabljeni kazalci



Hvala za pozornost!



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