

Radionica 1.

Digitalni marketing nauči, 5.000,00 kn odnesi kući!



Zašto uopće raditi istraživanja?



**Sport je
za muškarce**



**Igrice su
za djecu**



**Kućni poslovi
su za žene**

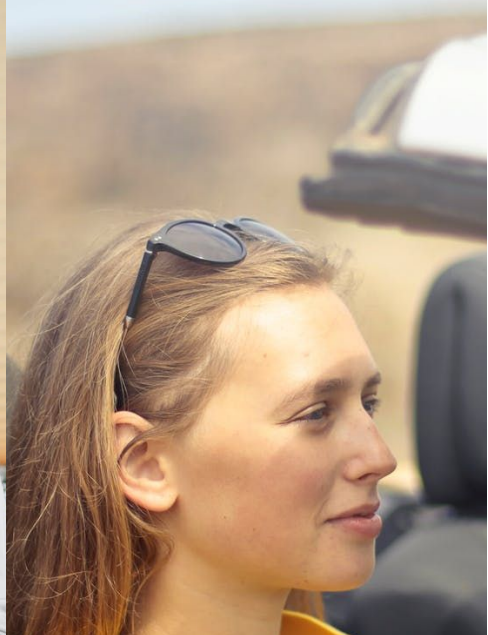


**Muškarci su
za aute**



Što moramo znati?

1. Kako korisnici koriste internet?
2. Kakvi su trendovi?
3. Što se upisuje u tražilice?
4. Na kojim tržištima je potencijal?
5. Je li web spreman?



+60%

Kupaca sportske opreme koji su stupili u kontakt s relevantnim YouTube sadžajem su **žene**

+45%

Pretraga o video igricama dolazi od ljudi **preko 35 godina**

+40%

Pretraga vezanih za domaćinstvo dolazi od **muškaraca**

+60%

Pretraga o automobilima na mobilnim telefonima dolazi od **žena**

Marketing - terminologija



Marketing - terminologija

CPM



Marketing - terminologija

BR

CPM



Marketing - terminologija

BR

CR

CPM



Marketing - terminologija

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Marketing - terminologija

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Marketing - terminologija

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CTR

Marketing - terminologija

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CTR

Kako korisnici
koriste internet?



consumerbarometer.com

Zadatak:

Koliki udio žena u Hrvatskoj krene u istraživanje o proizvodu nekoliko tjedana prije kupovine proizvoda?

consumerbarometer.com

Kakvi su
trendovi?



Kakvi su trendovi?



trends.google.com

Zadatak:

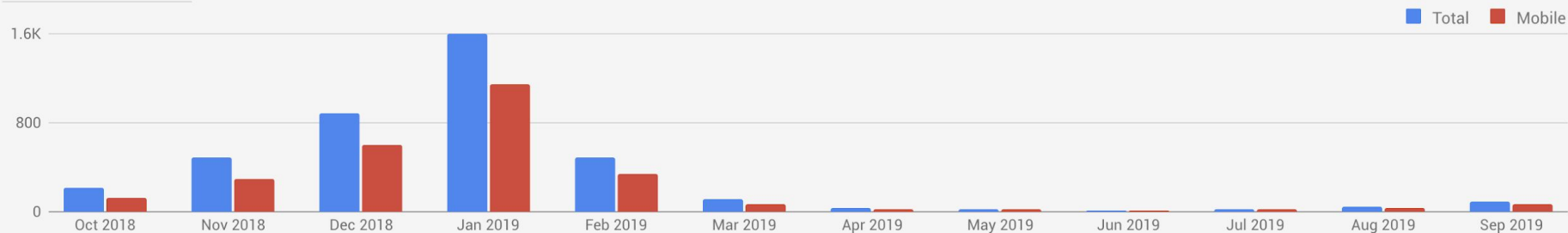
Istražite u kojim periodima je najveći potencijal za oglašavanje hrvatskih gradova kao turističkih destinacija u Njemačkoj i Austriji?

Istražite minimalno za 3 grada.

trends.google.com

Što se upisuje u tražilice?

Search volume trends ▾



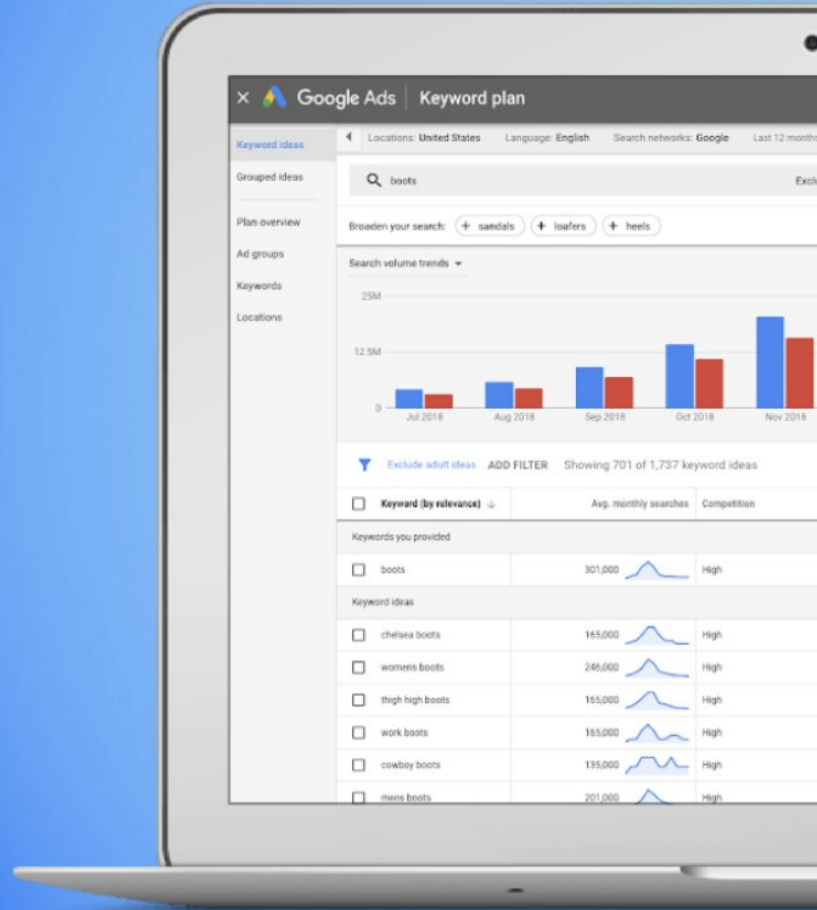
email@gmail.com



[https://ads.google.com/home
/tools/keyword-planner/](https://ads.google.com/home/tools/keyword-planner/)



Keyword planner



You do not have any Google Ads accounts. Would you like to create a new one?



NEW GOOGLE ADS ACCOUNT

SWITCH GOOGLE ACCOUNT

What's your main advertising goal?

Ads that focus on a specific goal help you get the results you want



Get more calls



Get more website sales or sign-ups



Get more visits to your physical location

NEXT

Are you a professional marketer? [Switch to Expert Mode](#)

Select the goal that would make this campaign successful to you [?](#)



Sales



Leads



Website traffic



Product and brand consideration



Brand awareness and reach



App promotion



Create a campaign without a goal's guidance

[Create an account without a campaign](#)

Zadatak:

Odredite mjesečni budžet za Ads kampanju za oglašavanje zimskih autoguma u studenom u hrvatskoj.

ads.google.com

Na kojim tržištima je potencijal?

Market Finder

Think with **Google**



Zadatak:

Koja su tržišta najveći potencijal za prodaju hrvatskih proizvoda.

Istražite minimalno 3 proizvoda.

marketfinder.thinkwithgoogle.com

Je li web spreman?



developers.google.com

Zadatak:

Testirajte pomoću Google Pagespeed Insights brzinu dvije konkurentskih web stranica.

developers.google.com



swotanalysis.com

- Things your company does well

- Qualities that separate you from your competitors

- Internal resources such as skilled, knowledgeable staff

- Tangible assets such as intellectual property, capital, proprietary technologies etc.

- Things your company lacks

- Things your competitors do better than you

- Resource limitations

- Unclear unique selling proposition

- Underserved markets for specific products

- Few competitors in your area

- Emerging need for your products or services

- Press/media coverage of your company

- Emerging competitors

- Changing regulatory environment

- Negative press/media coverage

- Changing customer attitudes toward your company

 WordStream

[swotanalysis.com](https://www.swotanalysis.com)

Zadatak:

Izradite SWOT analizu za
Reverto.hr online trgovinu.

swotanalysis.com

Web stranica

TEMPLATE

VS.

Custom



Web stranica



Zadatak:

Izradite wireframe za online trgovinu skijaške opreme.

developers.google.com



Rezime:

- Istražite kako korisnici koriste internet.
- Kakvi su trendovi.
- Što se upisuje u tražilice.
- Na kojim tržištima je potencijal.
- Analiza tvrtke (SWOT).
- Je li web spreman.

Hvala na pozornosti!

Molimo vas da popunite anketu:

bit.ly/2POGTui

