

Mobilni marketing in marketing v družabnih medijih

Matevž Klanjšek, Renderspace



1983



2010

eHarmony
Love Begins Here

Follow us at: [@eHarmony](#)

Love is out there. We can help you find it.

You've come to the right place. A place where millions of people are brought together based on the things that really matter. Like who you are on the inside. And for the last 10 years, we've focused on just one thing: Helping people find deep, meaningful love. So let's get started. **Because love begins here.**

Review Your Matches For Free

My First Name is:

I'm a:

from:

Email:

Confirm Email:

Password:

How did you hear about us?
Please select...

[Find My Matches](#)

A Closer Look
Look behind the scenes of our TV ads.
[WATCH](#)

Real Couples
Get to meet the real couples from our new TV commercials.
[VIEW YOUR COUPLES](#)

29 Dimensions Compared
The basis to determine a match.
[LEARN MORE](#)

eHarmony Advice
Real people. Real advice.

5 Dating Rules you Should Never Break
Dating isn't easy, but you can enjoy a richer experience as a single person.

What's Your Dating IQ?
What makes a person great at interacting with others – and how good are you?

[ALSO: Home, Site Map, Contact Us, Privacy Policy, Terms of Service, About Us, Feedback, Help, Sign Up, Log Out, Account Settings, Matchmaking, eHarmony, eHarmony.com, eHarmony.com, eHarmony.com](#)

The LinkedIn 2013 Report 7 years in search for [matchaffinity.com](#) 2008-2013

Member login

match.com
START YOUR LOVE STORY

Register for free to meet new people today!

I am:

Age between: and

I was born on: / /

[CONTINUE](#)

Join thousands of singles on match.com today... Start your love story

Are you looking for matchaffinity.com?
A different kind of relationship service from match.

Take your first steps to a lasting relationship.

Step 1 Take our FREE! affinity personality test

Step 2 Receive your compatible matches straightaway

Step 3 Choose who you'd like to get in touch with

This information collected on this page is required in order for you to be able to use the services we offer, and is held by match.com and its partners situated within and outside the European Union. You can request, update or delete information concerning you, and notify, delete or forbid match.com from using it. To do this, go to the "my account" section of match.com, or contact us at the address given in the below, and conditions of use.

About match.com	Other match.com services	International
<ul style="list-style-type: none"> Sign me up! Match.com mobile Personal Center Dating Advice Online Dating Safety Tips Site Credits Match.com on Your phone Terms and Conditions Feedback Report form 	<ul style="list-style-type: none"> Match.com mobile Match.com mobile Match.com mobile Match.com mobile Match.com mobile Match.com mobile Match.com mobile Match.com mobile Match.com mobile Match.com mobile 	<ul style="list-style-type: none"> Austria Belgium Denmark France Germany Italy Netherlands Poland Spain Sweden Switzerland United Kingdom USA, Canada, Mexico

Več kot 1.500 porok dnevno v ZDA
Več kot 15% vseh porok v ZDA

do you have a boy friend

I don't even have someone I am dating ... no ... u can be my boyfriend ;)

then I am

I wish

when was the last time you got laid

45% ljubezenskih zvez se konča z SMS-jem

Mladi do 35 let, ZDA

Tržno komuniciranje je najuspešnejše
in najučinkovitejše takrat, ko so
uporabniki emocionalno aktivni



In produkti in storitve so najuspešnejši
takrat, ko so narejeni z ljubeznijo



Blagovna znamka



Uporabniki



Vzajemnost



Dialog



Engagement

Ljubezenski ekosistem

Mobile

Družabni mediji

Aplikacije



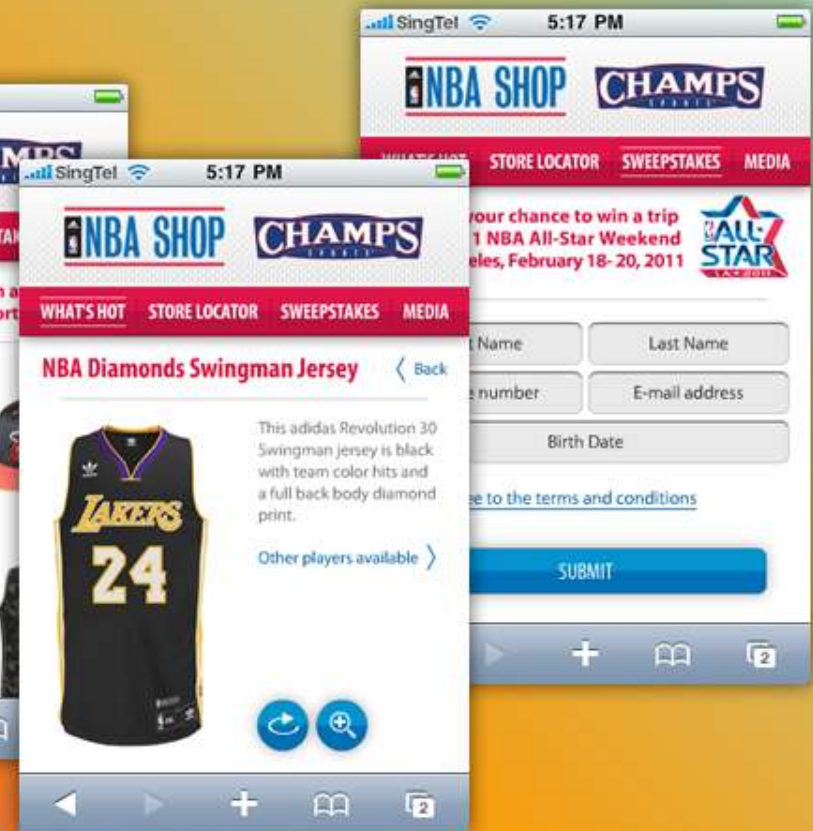
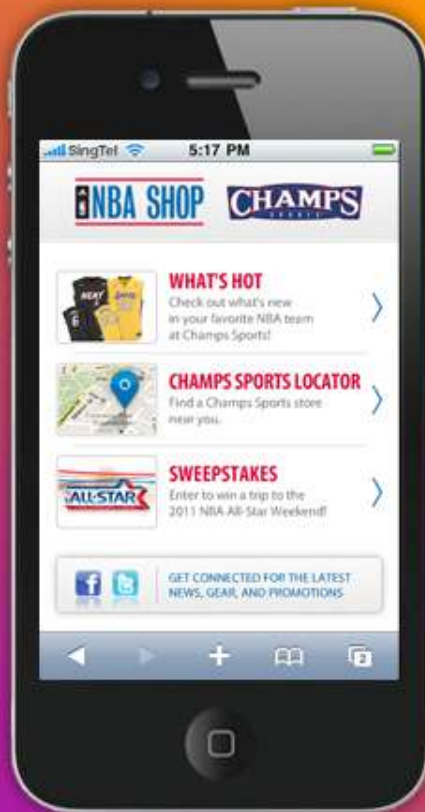
Sporočanje



Oglaševanje



Mobilni marketing Oglaševanje



Več kot 30% obiskovalcev uspešno zaključilo registracijo

Mobilni marketing Sporočanje

Jamba-TV
860 7610, 7650, N-Gage, N-Gage OD, Sony P800, P900, P910i +++ Mindestal

CHECK MY TITS
HANDYVIDEOS

T200
T201 NEUGIERIG GEWORDEN?
T202 HOHL DIR DAS
HANDYVIDEO!

333333

www.jamba.de 9222 (SFr 4.95) 0900-033333 (€2-) wap.jamba.de

3 Downloads deiner Wahl für €2,99/Woche als Guthaben in diesem Sparabo (+Transport). Jederzeit Kündigung: stopflexi an 33333

AT&T 2:21 PM

Messages 909-99 Edit

Haiti

To confirm your \$10 donation to Red Cross Int'l Response Fund reply with YES. Reply HELP for help or visit RedCross.org

YES

Thanks! \$10 charged to your phone bill for Red Cross Int'l Relief. Reply HELP for help or Visit RedCross.org
Reply STOP to cancel.
Msg&Data Rates May Apply

Send

SMS iniciativa Rdečega Križa zbrala \$8M v 2 dneh

Mobilni marketing Aplikacije



12% penetracija pri ciljni publiku v prvih treh mesecih

Velik kontrast med "starim" (message-based)
in "novim" mobilnim marketingom

Mobilno oglaševanje in mobilne aplikacije
sta najhitreje rastoči marketinški panogi

Mobilni marketing z nenehnimi tehnološkimi
inovacijami predstavlja idealno sintezo
marketinških naporov prihodnosti

(targetiranje, distribucija, billing, itd.)

Marketing v družabnih medijih

Sporočanje

facebook

ITAK Itakovi, a bi ta teden malo brali? Biografije, stripe, klasike, romane, strokovn...

Wall Info Živi na veL... Itak Džafest Photos Video

Share: Status Photo Link Video

Write something...

ITAK Že poznate portal Moj Mobilni? Naredi si rezervno i...
Imenika, prečkiraj, kolikšna je tvoja mesečna poraba i...
stvari – od preusmeritev dalje. :)

Moj Mobilni
moj.mobilni.si

977 Impressions · 8,308 Feedback

8 hours ago · Like · Comment · Share · Promote

You and 11 others like this.

Matevž Črnlogar Samo ikoda je, ker moj telefon ne po...
Mrokovnika ter sem ga v tem času večkrat potreboval.
Naše dni mi telefon bo moral nujno imeti poobara
M rokovnika, ker ta storitev je zastonj!

7 hours ago · Like · Flag

Write a comment...

ITAK Bi brali e-knjige? Project Gutenberg je spletna digi...
knjižnica, ki zagotavlja prost dostop do literarnih del, g...
in slikovnega gradiva. Navajimo :)

Project Gutenberg
www.gutenberg.org

Project Gutenberg offers over 34,000 free elon...

1,362 Impressions · 0,498 Feedback

12 hours ago · Like · Comment · Share · Promote

You and 9 others like this...

Ziva Jalevec Navari |
12 hours ago · Like · Flag

Tina Šubic Kavala Jap, tole je kul. Posebej, če obratuj k...
=)

12 hours ago · Like · Flag

Information

About:
Več na | <http://www.itak.si/>

Insights

See all

16,058 Monthly Active Users
89 Daily New Likes
17,290 Daily Post Views
14 Daily Post Feedback

facebook

ITAK's Photos - Wall Photos

Photo 39 of 44 Back to Album · ITAK's Photos · ITAK's Profile

Previous Play Next

Amazonke sicer niso moglo leteti, zato pa lahko leti njihova daljna potomka. Kadar ne leti po nebu in rešuje svet, žreba majice za itakovce. Če se označiš na njen fotki, bo morda izžrebala ravno tebe!

From the album: Wall Photos by ITAK

Share

Tag this Photo

Edit this Photo

Delete this Photo

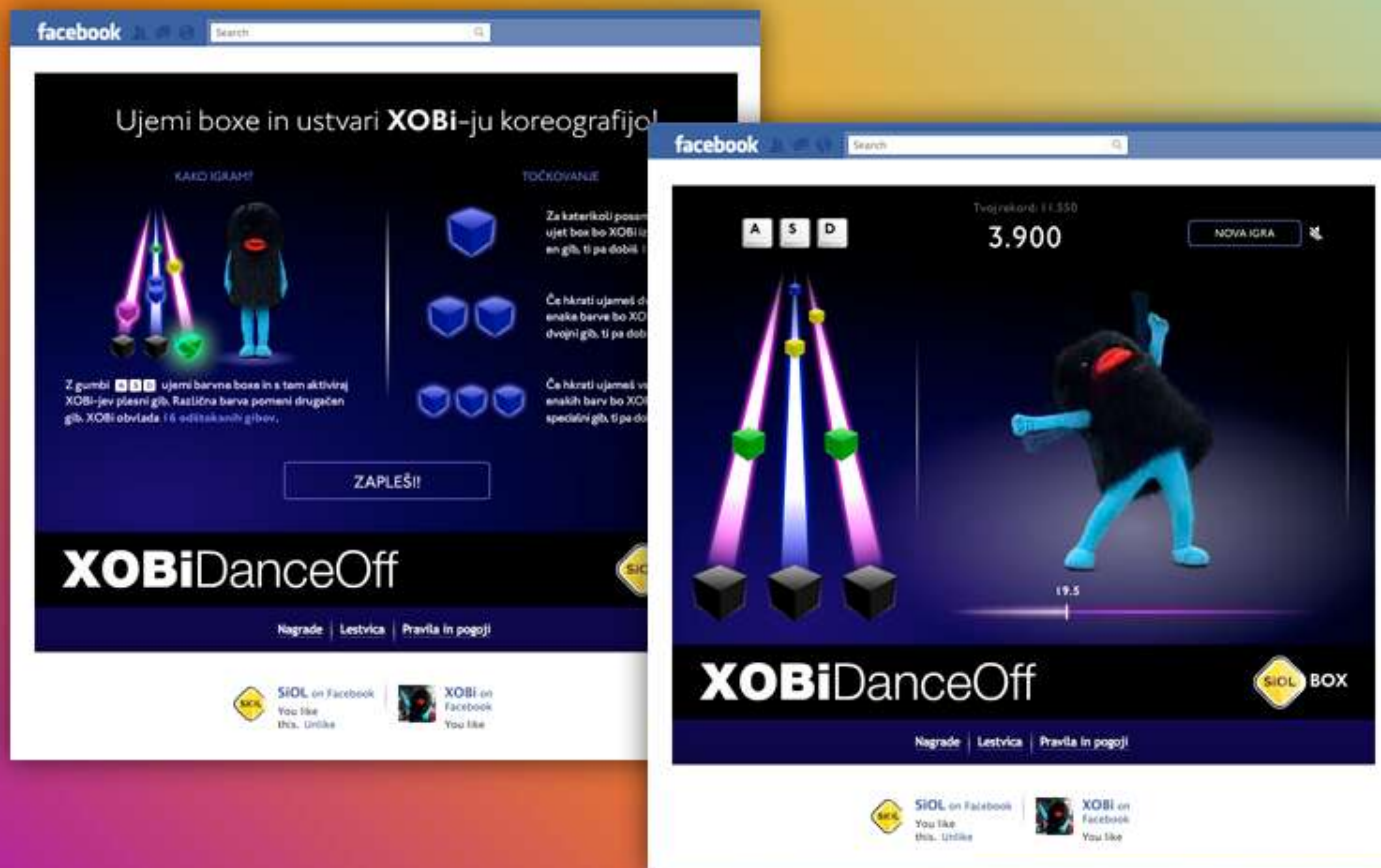
Make Profile picture for Page

In this photo: Aleš Planinšek (remove tag), Saudin Mahmutović (remove tag), Simon Novak (remove tag), Vita Lara Selinšek (remove tag), Jelena Ljubić (remove tag), Stebja (remove tag), Marko Gosar (remove tag), Marija Novak (remove tag), Gr Ga (remove tag), Mari Grego (remove tag), Ivanka Novak (remove tag), Erika Jerele (remove tag), Lucija Dolenc (Photos) (remove tag), Mateja Novak (remove tag), Benedik Aru (remove tag), Tanja Kapa (remove tag), Franci Novak (remove tag), Jan Sterle (remove tag), Janja Vozelj (remove tag), Denis Anicaž (remove tag), Urška Kutnik (remove tag), Nik Sterle (remove tag), Franci Starejši Novak (remove tag), Boštjan Čopkovič (remove tag), Peter Bordon (remove tag), Vesna Vuković (remove tag), Anita Rak (remove tag), Andreja Krugelnik (remove tag), Naja Lampič (remove tag), Franci Novak (remove tag), Lilijana Sušnik (remove tag), Janez Sušnik (remove tag), Veronika Holc (remove tag), Peter Vanča (remove tag), Nadija Grujić (remove tag), Teja Novak (remove tag), Tadeja Povše (remove tag), Marija Sušnik (remove tag), Svetlana Sušnik (remove tag), Maja Tuhinčič (remove tag), Matjaž Čuček (remove tag)

50 tagov na objavljeno sliko prej kot v 10 minutah

Marketing v družabnih medijih

Aplikacije



Vsak uporabnik povprečno odigral več kot 10 iger (20 min. igranja)

Marketing v družabnih medijih agresivno izpodriva klasični spletni marketinški splet

Kvaliteten (viralni) marketing v družabnih medijih dosega najvišji ROI v industriji



Odprtost
Razumevanje
Zaupanje
Sodelovanje
Praktičnost
Dosegljivost
Prijaznost
Duhovitost

1:56 AM



Marketinski fo...

Edit

XOXO