



SOCIAL MEDIA MARKETING
Pravila igre, ki jih ne smete izpustiti
Boštjan Hozjan



Najpodjetniška ideja 2009

Red Orbit je zmagovalec Najpodjetniške ideje

KDO SMO & KAJ DELAMO?

- Red Orbit je vodilno podjetje na področju iskalnega marketinga in social media marketinga
- 7 let izkušenj z iskalnim marketingom
- Uradni izvajalec optimizacije spletnih strani za Najdi.si
- Optimizacija.eu – največji portal, namenjen optimizaciji v Sloveniji
- Dobitnik nagrade za Najpodjetniško idejo 2009

Medvešek Pušnik 

gorenje



 **Najdi.si**





"Social Media is like teen sex. Everyone wants to do it. Nobody knows how."

Avinash Kaushik - Analytics Evangelist, Google

KONCEPT

FACEBOOK

- SPAN PAGE
- UČENI PROFILES
 - ↳ KAKO NA 300 MILIARDA MILIARDA
 - ↳ POUČILA
- DOGODKI: ICEBERG, PLOP, PLOP
- SLIKE (NOVA ID, EVR, D NRS)
- VIDEO (NOVA ID - RO FUN KALLS)
- VPOŠADNI LINKI (SEN, SPIT, SOB)

YOUTUBE

- VIDEO
- KANAL
- ↳ IDENTITETA

VINEO

- VIDEO

TWITTER

- UP. PROFILI
- PRIZNAVANOST
- IZOBRAVITELNOST
- DOGODKI

Flicker

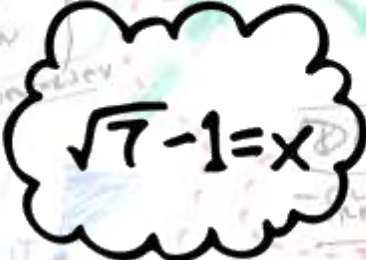
- IDENTITETA

RO BLOG

- STRUČNOJE OBJAVE
- IDENTITETA
- NO/PRO/FUN

FANI

COSINA
PRIZNAVANOST



$$\sqrt{7} - 1 = x$$

RED ORBIT
STR?

DOG. PR

ULIJA PUBLIKA → IZVIRNA PREGLEDU
PRIZNAVANOST

FANS (FG)
ISKANJE NA GOOGLU

SS

DIGG

SE

MEŠA DIŠA
NA TUJIH OBJAVI

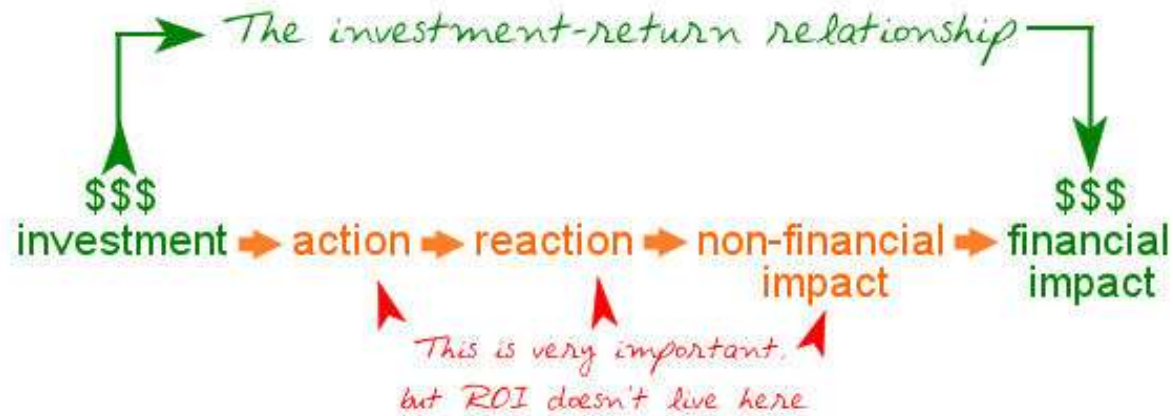
Nužne, Digniteta, priznavanje
Izobrazitelj, priznavanje

KONCEPT

- Cilji
- Ciljna publika
- Komunikacijski kanali, način komunikacije, resursi
- Merjenje uspeha



Merjenje uspeha



www.thebrandbuilder.wordpress.com



IZVEDBA



Tuesday, September 8, 2009



Red Orbit v oddaji Prava ideja!

Red Orbit, to je Prava ideja!

Type: Meetings - Business Meeting
Where: TV Slovenija 2
When: Tuesday, September 8, 2009 at 9:00 pm until
Wednesday, September 9, 2009 at 9:40 pm

Thursday, July 2, 2009



Red Orbit žur

Well open up your mind and see like us

Type: Party - Club Party
Where: Svetovna kavarna Sputnik
When: Thursday, July 2, 2009 at 8:00 pm until
Friday, July 3, 2009 at 8:00 am

Monday, May 11, 2009



Glasovanje za Najpodjetniško idejo

NPI

Type: Meetings - Business Meeting
Where: <http://www.finance-akademija.si/npi/?go=16>
When: Monday, May 11, 2009 at 1:00 am until

Wednesday, Febru



Ljubljana, Slovenija
Phone: +386 590 75 68
Mon - Fri: 8:00 am - 4:00 pm

Fans

6 of 259 fans



Lea Jos



Maruša Ma

Video

2 of 40 videos

Filters
Social media case

Red Orbit's Albums 13 Photo Albums

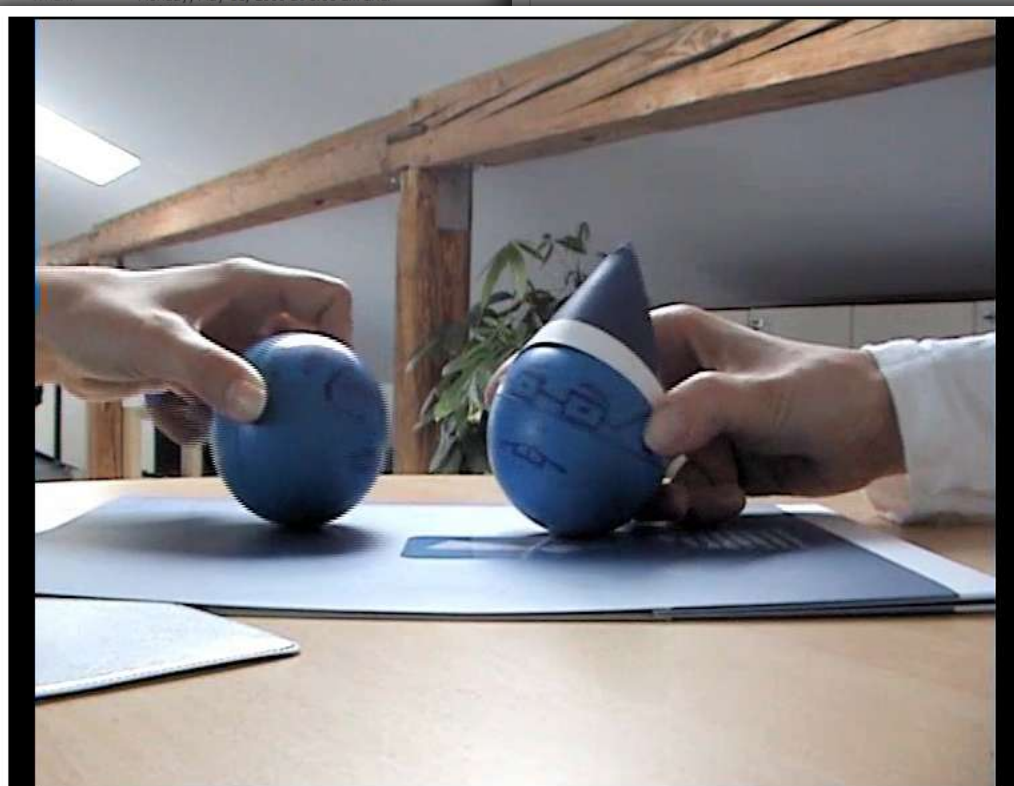
View Comments

1 2 3 4 Next




Profile Pictures
3 photos

Red Orbit zabava - Najpodjetniška ideja 2009
69 photos



Red Orbit najpodjetniška ideja



★★★★★ 2 ratings

50 views

Favorite Share Playlists Flag

Facebook Twitter MySpace (more share options)

Statistics & Data

Video Responses (0)

Sign in to post a Video Response

Text Comments (1) Options

Sign in to post a Comment

redkoenig (8 months ago)

Reply 0

Red Orbit: Fun, innovative & professional

Showing 1 of 1 comments

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View All 1 comments

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redorbitplanet Subscribe
 May 11, 2009
 (more info)
 Red Orbit finalist za »Najpodjetniško idejo« 2009.
 Glasuj na [http://www.finance-akademij...!](http://www.finance-akademij...)
 URL
 Embed

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<http://facebook.red-orbit.com>

Contact us at:
info@red-orbit.com
or call us on
+386 590 75 680

Read our blog:
<http://blog.red-orbit.com>



10:21 AM Jun 20th, 2009 from twhirl

what's the point of creating a great website if your customers can't find it

8:08 AM Jun 20th, 2009 from twhirl

on his way to LUI party

9:11 AM Jun 17th, 2009 from twhirl

just got back from photo trip

4:22 AM Jun 14th, 2009 from twhirl

I believe

1:32 AM Jun 14th, 2009 from twhirl

Počasi imam dovolj in odhajam domov. :)

4:27 AM Jun 13th, 2009 from web

Enjoying a beautiful sunny day in the office

1:26 AM Jun 13th, 2009 from twhirl

Become a Red Orbit Fan. Join us on <http://bit.ly/WMdY7>

11:51 PM May 26th, 2009 from twhirl

Red Orbit (www.red-orbit.com) won the Best Business Idea award!

5:48 AM May 26th, 2009 from twhirl

The perfect example of modern break up <http://tinyurl.com/yrmqwl>

2:22 PM May 3rd, 2009 from web

Check out this SlideShare Presentation : SEO Case Studies - SKIM 2009 by Red Orbit <http://tinyurl.com/cm22tk>

10:24 AM May 3rd, 2009 from web

Preparing SMM strategies

3:56 AM May 3rd, 2009 from web

Another sunny day in Ljubljana. NOT

1:03 AM Apr 26th, 2009 from twhirl

#Saša doesn't allow me to do SEO today :(...so SEO is banned for today :P

11:47 AM Apr 25th, 2009 from twhirl

Today is a perfect day to do some SEO :)

11:32 AM Apr 25th, 2009 from twhirl

getting ready for annual DSI meeting

10:49 AM Apr 24th, 2009 from twhirl

grem počasi domov. dost je za ta teden :)

7:14 AM Apr 24th, 2009 from twhirl

v Šentvidu spet gori....listje za hišo...važno, da je prišla cela brigada gasilcev :)



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Red Orbit med 10 finalisti izbora »Najpodjetniška ideja«

red-orbit.com — Red Orbit, vodilno podjetje na področju iskalnega marketinga in pozicioniranja na spletu v Sloveniji, je po izboru časopisne hiše Finance, prišlo v ožji krog za izbor finalista natečaja »Najpodjetniška ideja«. (Submitted by andraz)

0 Comment Share Bury Submitted Apr 14, 2009

Report: Dead Steroids Dealer Said He Supplied Michael Vick

dallasnews.com — Michael Vick has told federal investigators that he never used performance-enhancing drugs, but Plano steroids trafficker David Jacobs told The Dallas Morning News before his death that he was Vick's supplier when Vick played for the Atlanta Falcons. (Submitted by jrod4040)

15 Comments Share Bury Made popular 22 min ago

Red Orbit zmagovalec izbora »Najpodjetniška ideja 2009«

red-orbit.com — Red Orbit, vodilno slovensko podjetje za iskalni marketing ima po izboru bralcev in strokovne komisije Časopisne hiše Finance najbolj inovativno poslovno idejo. Včeraj popoldan je v Grand hotelu Union v Ljubljani direktor podjetja Red Orbit prejel nagrado za »Najpodjetniško idejo« leta 2009. (Submitted by andraz)

0 Comment Share Bury Submitted May 27, 2009

forbes.com — An analyst says Apple's smart phone sales could disappoint. (Submitted by aliwangwangbaba)

20 Comments Share Bury Made popular 52 min ago

Supreme Court ruling a case of shoddy scholarship

washingtonpost.com — The court's verdict to open the floodgates for corporate money in election campaigns is a case of shoddy scholarship and outright misrepresentation of the precedents. (Submitted by marji80)

38 Comments Share Bury Made popular 1 hr 12 min ago



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922 On the PlayStation 3: Hello hypervisor, I'm geohot

558  The Big Bills Slideshow

498  Burger King to Serve Beer

457  3 Ships Collide in Texas Port, Spill



MARCUS





Spletno iskanje – stopnja priljubljenosti ključnih besed: red orbit

Slovenija, jan 2008 – jan 2010

Skupaj ?
 red orbit 40

Stopnja priljubljenosti ključnih besed skozi čas

Napoved ? Naslovi novic

[Preverite, kaj pomenijo te številke](#)



Nekaj pravil

- Postavi cilje
- Spoznaj svojo publiko
- Izberi komunikacijske kanale, predmet pogovora in način komunikacije
- Planiraj resurse
- Določi parametre za merjenje uspešnosti



Nasveti

- ~~Procesi~~ <> priložnosti
- “Make your brand a social brand”
- Bodi pristen
- Bodi aktiven
- Bodi transparenten



Nasveti

- Meri rezultate
- Velikost podjetja je pomembna
- Interna izvedba SMM
- Gradnja odnosov na dolgi rok



Vprašanja?

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W: www.red-orbit.com

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