

# Digitalni marketing

Matevž Klanjšek, Renderspace

Kaj je agencija za digitalni marketing?



Kaj je digitalni marketing?



Kaj je digitalno?

# Novo

Internet kot "nov medij"



# Interaktivno

Spletni oglasi kot "interaktivni format"



# Digitalno

Mobilni in spletni marketing kot "digitalni marketing"



**Novo**  
"New media agency"

Medij



**Interaktivno**  
"Interactive agency"

Način uporabe



**Digitalno**  
"Digital marketing agency"

Tehnologija

# Tehnologija?



Analogno + Digitalno

# Način uporabe?



Analogni mediji so (lahko) interaktivni

# Medij?



Tradicionalno / Digitalno / Interaktivno

# Tradicionalni in "digitalni" marketing

si (lahko) delita:

Iste medije



Isti način uporabe



Isto tehnologijo

# Kvalitativni atributi



Statično  
Pasivno  
Enosmerno  
Predefinirano



Dinamično  
Aktivno  
Obojesmerno  
Generirano

Aktiven uporabnik skozi dialog  
z blagovno znamko generira  
vsebine, ki so dinamične.



"Engagement"

Vpletenost + Kreativnost

Tradicionalni  
marketing

Digitalni  
marketing

Sodobna  
tehnologija



# Nova paradigma

Transparentnost  
Takojšnost  
(Ko)-kreativnost  
Omogočanje  
Sodelovanje  
Zaupanje

*H. Jenkins, 2007*

Human beings are highly social animals, and have an innate **need to communicate and interact.**

At the heart of this is the key issue around **identity and belonging.**

People embrace what they **create.**

The Community Generation, shun traditional organizations in favor of **unmediated** relationship to the things they **care about.**

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**Uploads (142)**

**Snowball**  
From [cocaCola](#) | January 16, 2010 | 21,401 views  
Coke is the catalyst that brings together athletes from around the world for a first heart of the Olympic Village. Join the fun at [olympicgames.com](#)

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Facebook Pages help you discover new artists, businesses and brands, as well as connect with those you already love.

**Comments:**  
 Jacqueline Omay Adoni!! 8 minutes ago · Report  
 Nelly Grijalba me encanta!!!! 8 minutes ago · Report  
 Joaquin Corona Coca-Cola es unika... 53 minutes ago · Report  
 Rhye Harvey- Mark...  
 Coke 4 Ever  
 TAO DIVY 2:10:40  
 Nathalie Prat Gime  
 Yacine Bou harrun  
 Brittany Ritter I'm...  
 Annette Garcia I LO... SEE MY KITCHEN...  
 Brandon Sandy CO...  
 Heli Ravelin I just

**Apps:**  
 Okina Oliva  
 Filipina Maria Makina  
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 Ziga Wlad

**Admins:**

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**twitter** [Login](#) [Join Twitter!](#)

**Hey there! CocaCola is using Twitter.** [Join today!](#)

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? Join today to start receiving CocaCola's tweets.

**CocaCola**

**@kskradova** Hey! Thanks Kristina. Its great to hear the happiness machine brought smiles to your school! ^JL  
about 1 hour ago from CoTweet in reply to @kskradova

**@sweetlifeinthe** April, Coca-Cola from Mexico is avail. in certain areas. This is made w/ sucrose. ^QT  
about 3 hours ago from CoTweet in reply to @sweetlifeinthe

**@sweetlifeinthe** Coke has no pins 2 switch 2 sucrose. CC from SK is avail. in certain areas. This is made w/ sucrose. Thx 4 ur interest! AEF  
about 3 hours ago from CoTweet in reply to @sweetlifeinthe

**AMAZING** article..man found after drinking Coca-Cola to survive for 11 days. <http://CokeURL.com/vndp> ADP  
about 3 hours ago from CoTweet

**@jasnhicks** That's okay. I won't judge! Besides, one is better than none! Thanks for your loyalty, Jasur! AEF  
about 3 hours ago from CoTweet in reply to @jasnhicks

**Name:** Coca-Cola  
**Location:** Atlanta, GA  
**Web:** <http://www.thecocacola.com>  
 See Official tweets of Coke & The Coca-Cola Company  
**4,683** **16,400** **780**  
following followers tweets

**Tweets:** 2,314

**Favorites:**

**Lists:**  
 @CocaCola/  
 thecocacolacompany  
 @CocaCola/twiter  
 @CocaCola/brand  
 @CocaCola/country-midwest  
 @CocaCola/country-ireland  
 @CocaCola/country-spain  
 View all

**Following:**

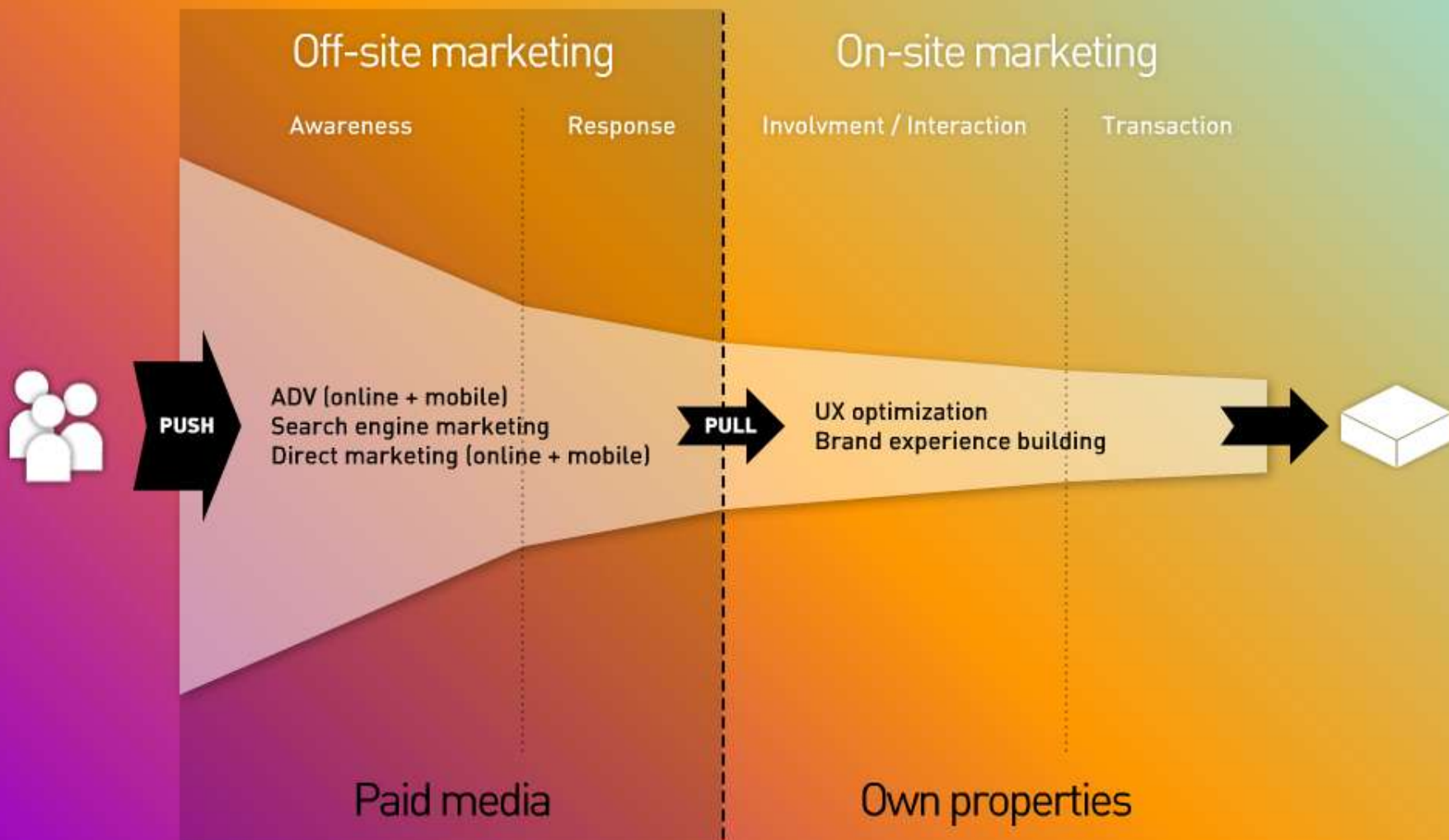
**Coca-Cola**



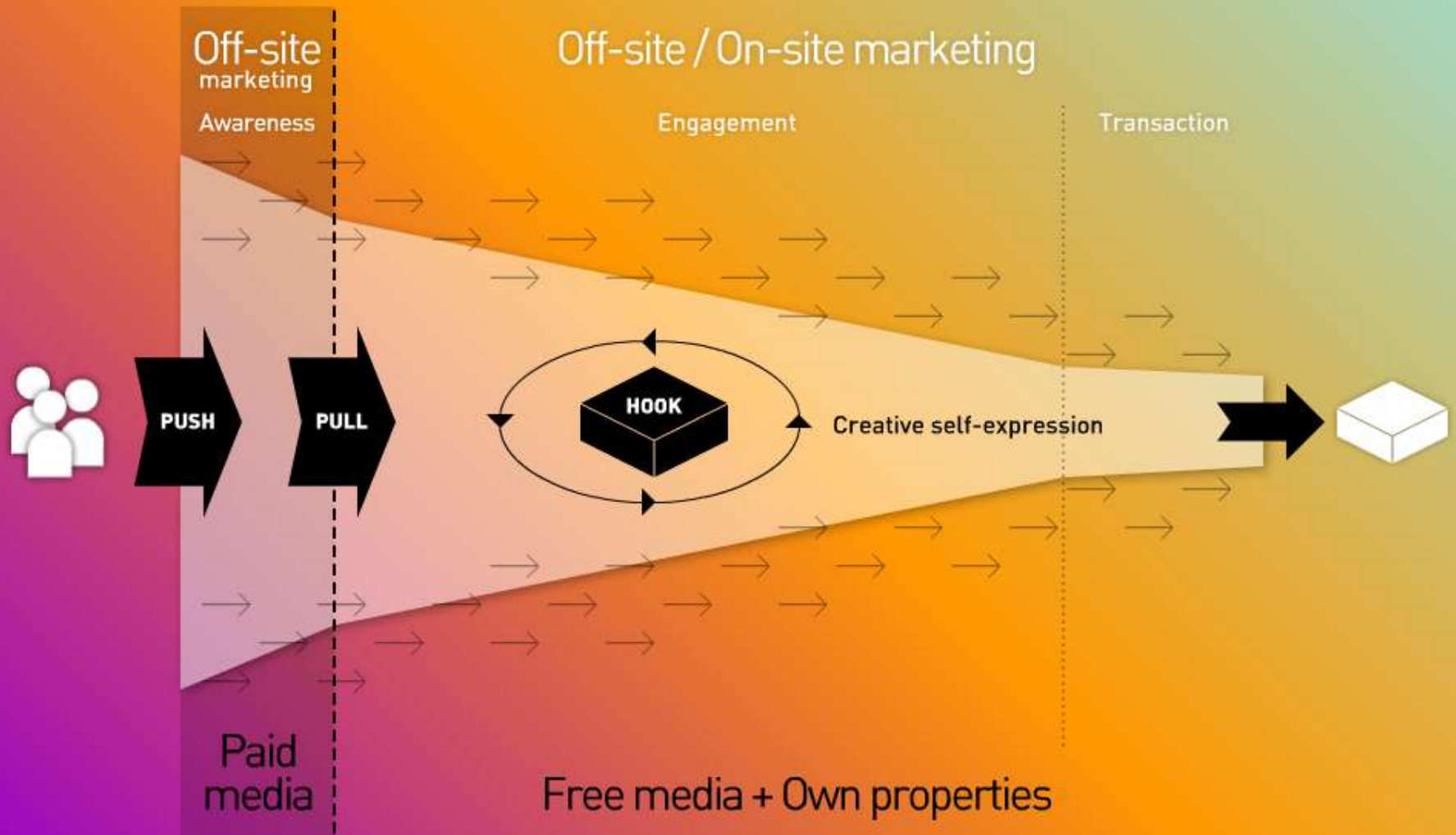
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The marketing funnel is a broken metaphor that overlooks the complexity social media introduces into the buying process. As consumers' trust in traditional media diminishes, marketers need a new approach. We propose a new metric, engagement.

# Tradicionalno marketinško komuniciranje



# Engagement marketing paradigm



Prekrivanje produkta s promocijo produkta



(Kreativno) samo-izražanje uporabnikov  
skozi produkt



Peer-2-Peer distribucija, viralnost

# Push

Interaktivni in vsebinsko bogati formati



Agregiranje in integracija storitev  
Integracija in generiranje vsebin  
Direktna akvizicija in prodaja



# Pull

Visokokvalitetna vsebina ni komoditeta



Tradicionalna brendirana vsebina  
Uporabniško gen. brendirana vsebina  
Brendirana utilitarna vsebina  
Brendirane storitve

Digitalno oglaševanje

# Agregiranje in integracija storitev

Using the power of your **twitter** feed, we can find the perfect VW for you.

Not on Twitter?

ANALY

**FUN**

**FREE**

**TURKEY**

APPSTORE

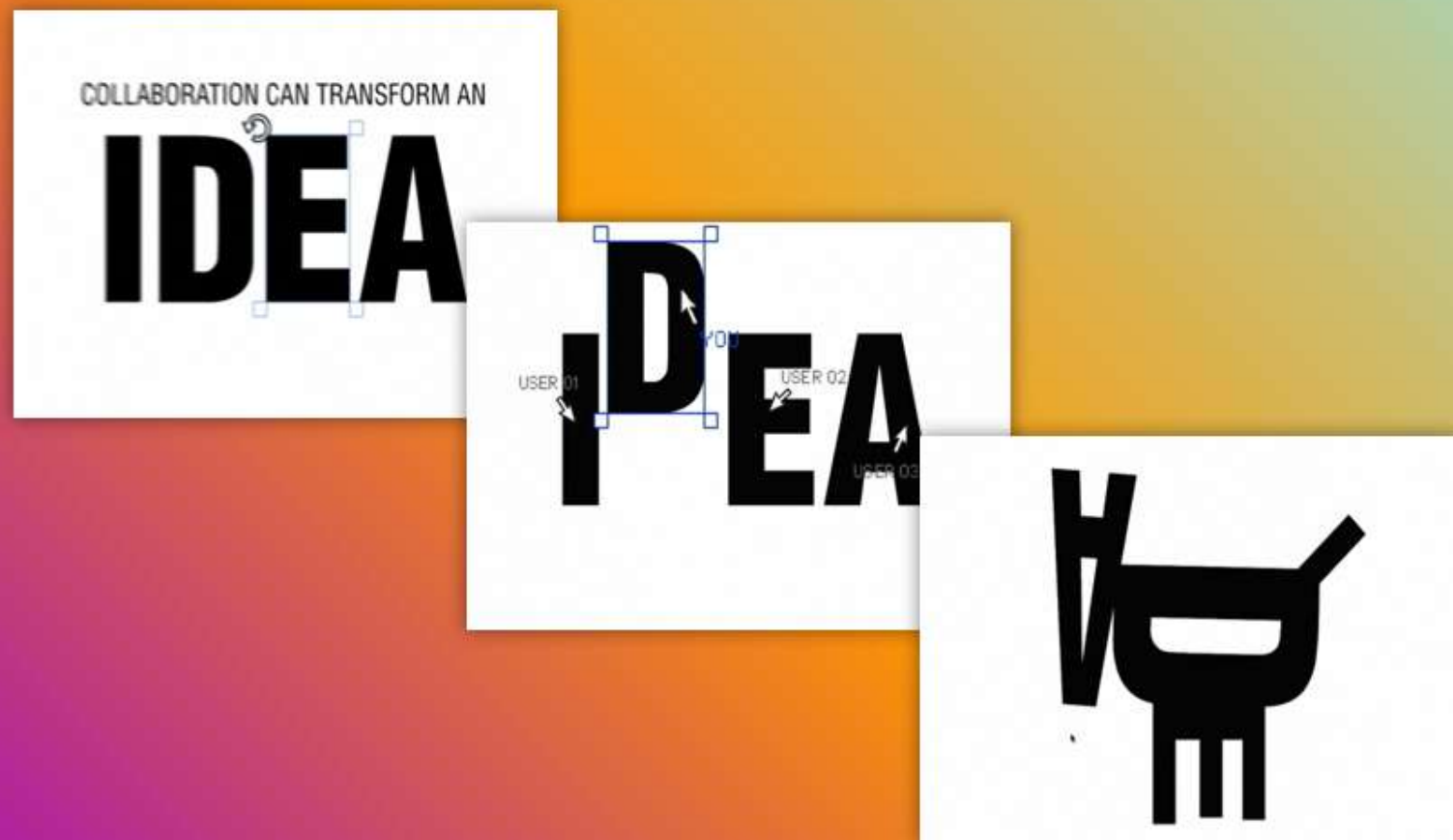
Judging from your tweets, this is the VW we think is perfect for you.

 Das Auto.

VW, Twitter ad

Digitalno oglaševanje

# Integracija in generiranje vsebin



IBM, Collaboration Can Transform an Idea

# Digitalno oglaševanje

## Direktna akvizicija in prodaja

CLICK HERE TO WIN A TRIP  
to the Hennessy Artistry Culminating Experience in NYC

CHICAGO	ATLANTA	LOS ANGELES	HOUSTON	NEW YORK
9/12	9/19	9/26	10/3	10/7

Hennessy artistry  
the art of blending

CO-CURATED BY COMMON  
AND THE ROOTS WITH  
SURPRISE GUEST ARTISTS

GRAB WIDGET

CLICK HERE TO WIN A TRIP  
to the Hennessy Artistry Culminating Experience in NYC

Join mobile club

Enter your phone number

SUBMIT

Hennessy artistry  
the art of blending

CO-CURATED BY COMMON  
AND THE ROOTS WITH  
SURPRISE GUEST ARTISTS

GRAB WIDGET

GET VIDEO TO YOUR MOBILE

Hennessy artistry  
the art of blending

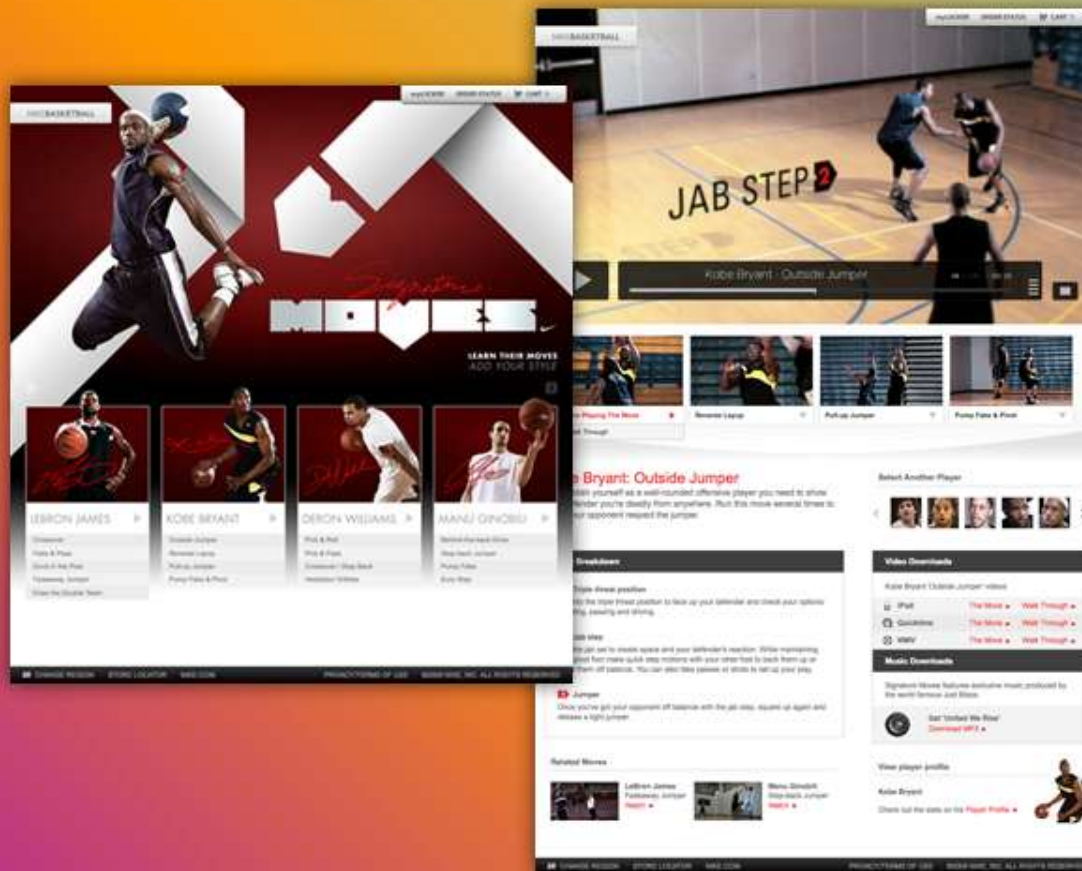
CO-CURATED BY COMMON  
AND THE ROOTS WITH  
SURPRISE GUEST ARTISTS

GRAB WIDGET

Hennessy, Hennessy Artistry

# Visokokvalitetna vsebina in storitve

# Tradicionalna brendirana vsebina



Nike, Signiture Moves

Visokokvalitetna vsebina in storitve

# Uporabniško generirana brendirana vsebina



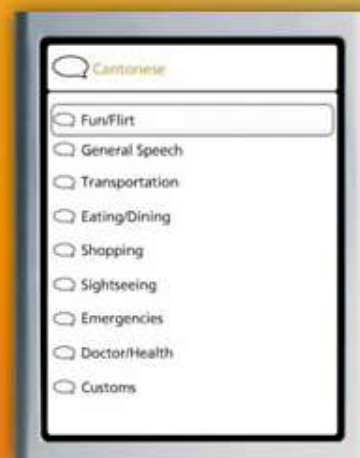
Red Bull, Flugtag Flight Lab

# Visokokvalitetna vsebina in storitve Brendirana utilitarna vsebina



Axe, Wake-up Service Inc.

# Visokokvalitetna vsebina in storitve Brendirane storitve



Guinness, Passport to Greatness

Vrednost za blagovno znamko lahko  
ustvarimo šele, če najprej  
ustvarimo vrednost za uporabnika.

