

MARKETING
u
socijalnim medijima
Luka Šolta
Ekonomski fakultet

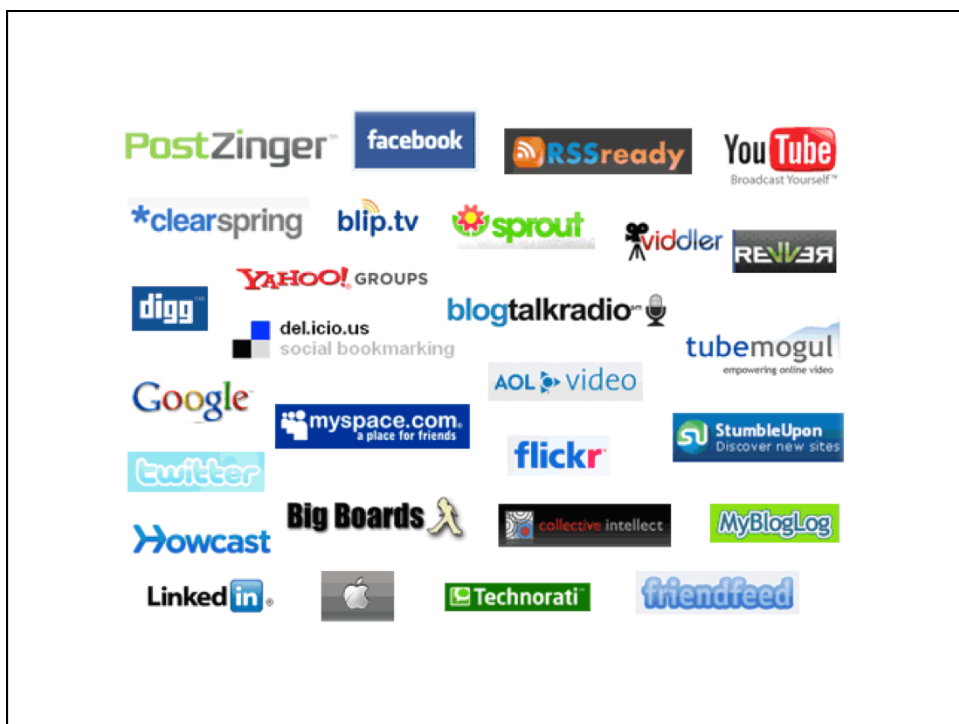
ŠTO JE MARKETING?

Marketing

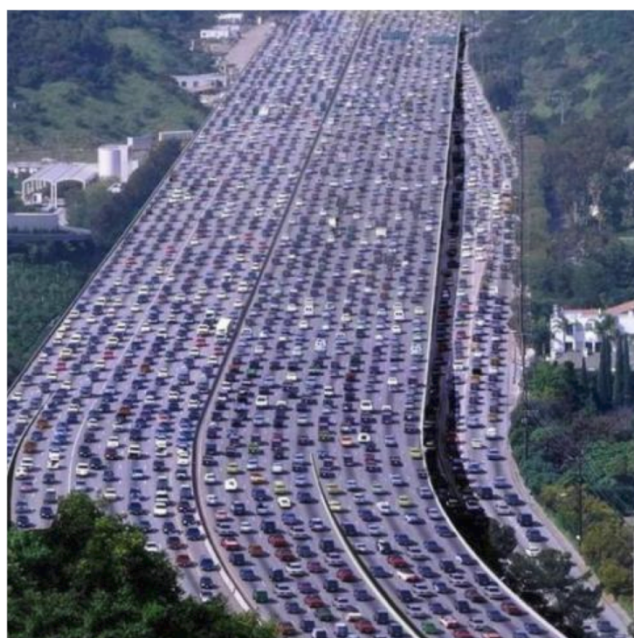
- Obuhvaća:
 - Dobra
 - Usluge
 - Događaje
 - Iskustva
 - Osobe
 - Mjesta
 - Imovinu
 - Organizacije
 - Informacije
 - Ideje
- “Profitabilno ispunjavanje potreba.”

Kotler, Keller









- “The number of Social Media users is now 940 million, which is 72% of all internet users...”



TRI PRIČE O USPJESIMA...



Factsheet

- More than 500 million active users
- Average user has 130 friends
- More than one million developers and entrepreneurs from more than 180 countries

TKO JE NAJPOPULARNIJI NA FEJSU?



Facebook | Vin Diesel - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.facebook.com/VinDiesel

application platform

Facebook | Vin Diesel

Search

Home Profile Account

Vin Diesel

Wall Info Photos Video Events Discussions

Vin Diesel Fortunate to have seen so many new places this year...
After my trip to the Library of Alexandria in Egypt, I went to Tunisia.
Carthage!

See More

13 hours ago · Like · Comment · Share

23,798 people like this.
View all 3,985 comments

Write a comment...

Vin Diesel Six weeks left of the year, 2010....
Make it count.
p.s. Have a great and productive week...

Monday at 7:29am · Like · Comment · Share

70,061 people like this.
View all 10,996 comments

Write a comment...

Vin Diesel Here's a video for the weekend, one of the great locations of our filming.

All love...

Unlike
Create a Page

Although I haven't been able to post as often, due to filming, I have a lot to

Create an Ad

Doctor Shrynk

Stay in touch with ultimate House Clubbing in Croatia. Like this page today! Dr. Shrynk and Marino Saric like this.

Like

Revolutija izobrazke

Došli, traženi pitali Prosvjedi zašli je subotom u zagrebačkom Plu baru onjer 70:30 u korist cura.

Kako je haba otarila Fejs

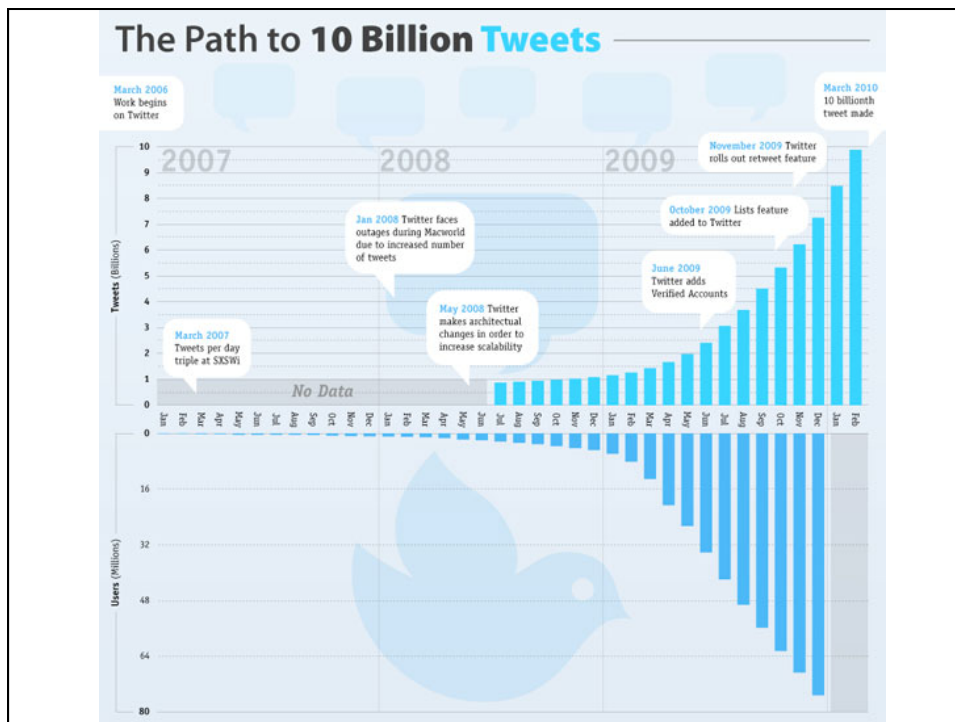
Korak po korak, metoda kako postati prefinjen i zanimljiv na hrvatskom internetu

Osvajajte 15.000 kuna!

PRIZ I MASTERCARD VISA MAGNACARD

Plaćajte PRIZ MasterCard karticom i osvojite 1.000 ili čak 15.000 kuna!

More Ads





Top Twitter users - Pop... x Learn How Tim Ferriss Cre... x http://twitaholic.com/ x The Ultimate List: 100+ T... x 7 Surprising Statistics Abo... x

Twittercounter tracks statistics of more than 10 million Twitter users

I am @ on Twitter, [show me](#) my Twitter stats

Show lists based on: [Followers](#) | [Following](#) | [Tweets in](#) Global top 100 [Tweet it!](#)

The 1000 most popular Twitter users

Ranked by followers count and refreshed daily.

	Profile	Followers	Following	Tweets
	julien NYT bestselling author of Trust Agents w/ @chrisbrogan. Speaker, blogger, etc.	28,078	2,401	8,781
1	ladygaga mother monster	7,109,153	146,499	531
2	britneyspears It's Britney Bitch!	6,280,078	417,266	492
3	aplusk I make stuff, actually I make up stuff, stories mostly, collaborations of thoughts, dreams, and actions. Thats me.	6,053,006	609	6,354
4	justinbieber www.BieberFever.com Request my NEW single U SMILE at your local radio station and thank you for making a dream come true. MY WORLD 2.0 - Get that!!	6,071,392	90,266	5,847

Featured Twitter Users

- julien**
@gummisig yahoo because they're incompetent.
- playboydreamer**
I guess they're not drinking Brandy at the Tea Party! #BRANDY WENT HOME BEFORE BRISTOL.
- DavidCaplanNYC**
@simonhuck is this your influence?? RT @KimKardashian: You can't even handle me right now
- SandroP**
Hard-Coding Bias in Google "Algorithmic" Search Results http://bit.ly /bIYE21

[Become Featured User](#)

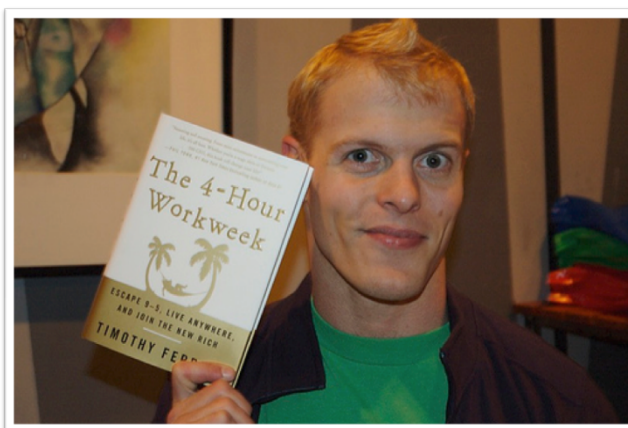
Twitter tools for you

- [Twitter widget](#)
- [Twittermail](#)
- [Twitter buttons](#)
- [Twitter profile checker](#)
- [Username notifications](#)

Twitter Widget

[TheCounter](#)

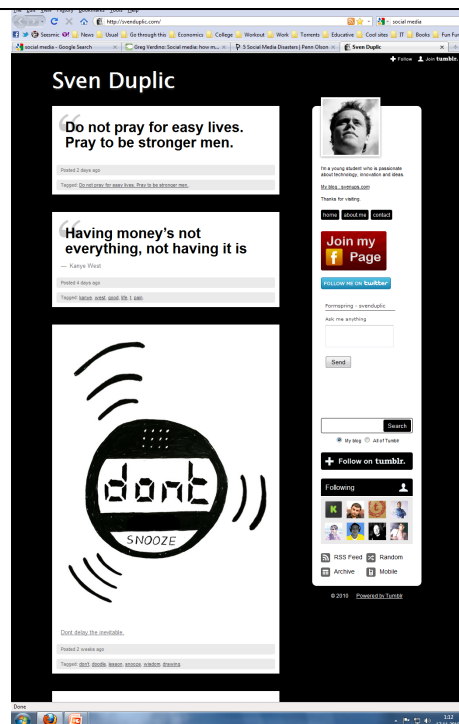


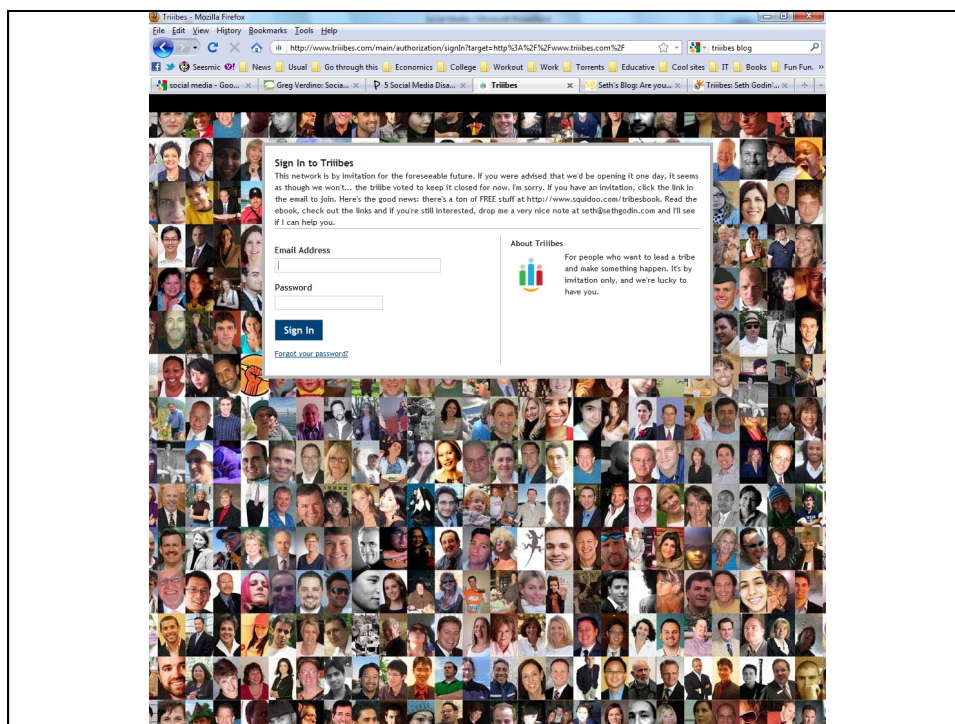


Kako uspijevaju?

Autentičnost.

GDJE STE VI U SVEMU TOME...?





SOCIAL MEDIA GONE WRONG





Zaključak?

HVALA