

WHAT'S UP MARKETING?

MARIJAN PALIĆ

GENERALNI SPONZOR



ZLATNI SPONZORI

. _

FRODX.



















MEDIJSKI POKROVITELJI















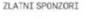




































Mark∍tin & Sauce Py Numb∍rs 2023.



INFLUENCERI + SEO = "MUST HAVE"







































Vjeruju prijateljima, obitelji i influencerima.

Izvor: https://influencermarketinghub.com/influencer-marketing-benchmark-report/







































milijarde dolara u 2022. godini.

Izvor: https://influencermarketinghub.com/influencer-marketing-benchmark-report/



































MARKETINE & SALES BY NUMBERS 2023.





Izvor: https://influencermarketinghub.com/influencer-marketing-benchmark-report/



























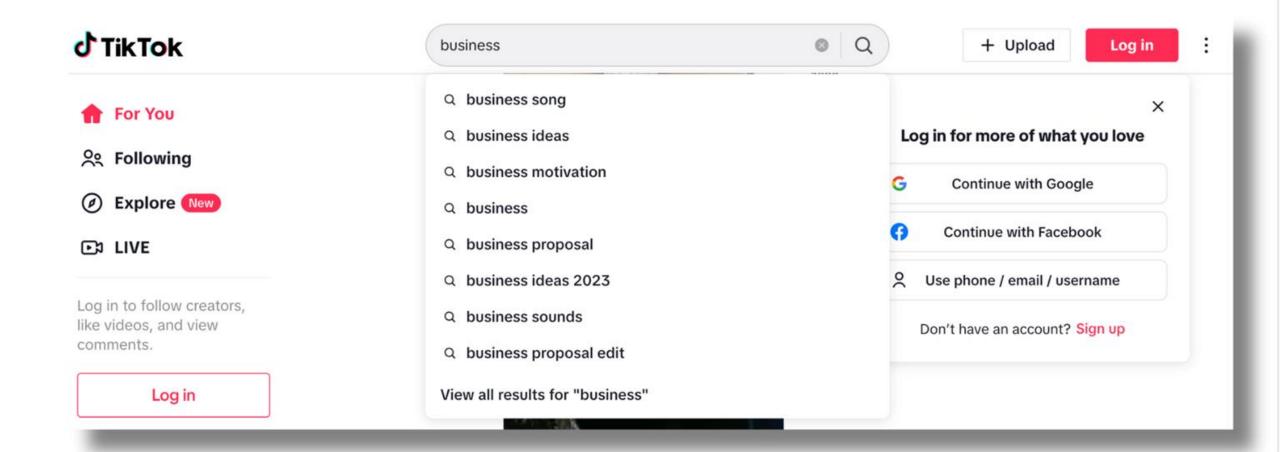






Marketine & sales by numbers 2023.



















SPONZORI



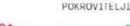






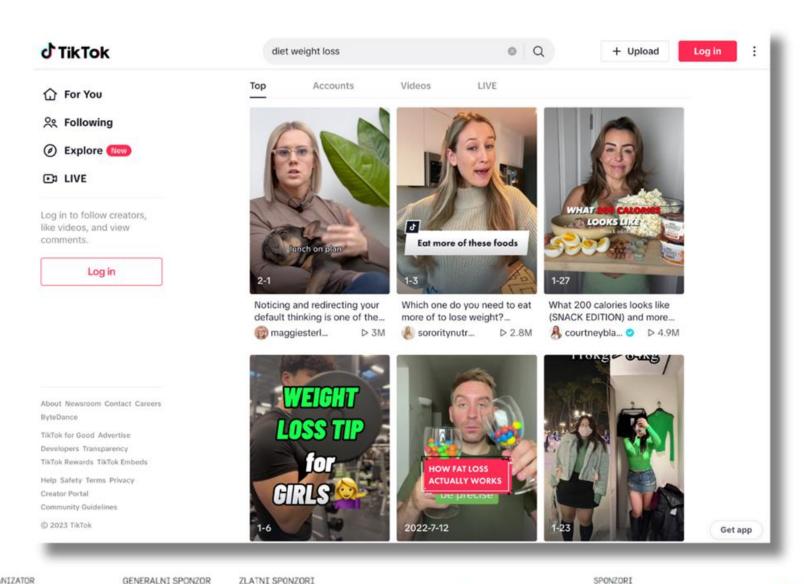


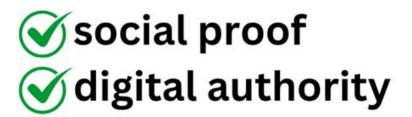




MARKETINE & SALES BY NUMBERS 2023.







































Mark∍tin & Spies ay Numb∍rs 2023.



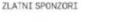






1111



























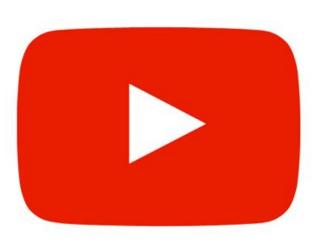






Marketine & sales by numbers 2023.









662 milijuna impresija

318.2 milijuna impresija

Izvor: https://www.oneupweb.com/blog/tiktok-vs-youtube-the-video-platform-showdown/





































KRATKI VIDEO FORMAT(I)





































MARKETINE & SALES BY NUMBERS 2023.

















ZLATNI SPONZORI







SPONZORI





















Marketine & sales by numbers 2023.



AUDIO JE SVE JAČI...



















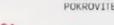
















Mark≥tin & Sales ≥Y NUMB≥RS 2023.



90% korisnika smatra da je zvuk ključni dio sadržaja.

Izvor: https://99designs.com/blog/marketing-advertising/digital-marketing-trends/































M&RK≥TIN⊜ & SALES ≥Y NUMB≥RS 2023.



slušatelja podcasta je spremno kupiti...

Izvor: https://99designs.com/blog/marketing-advertising/digital-marketing-trends/







































POVEZIVANJE PLATFORMI U KVALITETNOM FORMATU.

































MARKETINE & SALES BY NUMBERS 2023.





































Mark∍tin & Sales ay Numb∍rs 2023.









1111













SPONZORI

















M&RK⇒TIN & & SALES >Y NUMB⇒RS 2023.



3.150.00 Instagram Reels 780.00 Facebook Reels 900.000 TikTok 35.000 Youtube







































KREATIVNOST I UGC







































M&RK≥TIN & SALES >Y NUMB≥RS 2023.



42%

Efektivniji

6.9x

Veći engagement

Humor, ranjivost, iskrenost...

Izvor: https://www.adsmurai.com/en/articles/10-key-digital-marketing-trends-for-2023





































NIŠASTIJE (NIŠE) TARGETIRANJE **I TESTIRANJE**







































CHAT BOTOVI I AI



































I JOŠ DVIJE STVARI...



































UBACITE **EGO.**UBACITE **TESTIRANJE.**







































HVALA VAM,

... a sada panel.

