



DIGITAL MEDIA ADVERTISING

# O nama

- Kompanija osnovana početkom 2017. godine.
- Sa iskustvom rada u marketing industriji, medijima i medijskim agencijama odlučili smo preuzeti rizik u stvarnom svijetu te pokrenuti vlastiti biznis. Sa stečenim znanjem i iskustvom pokrenuli smo našu priču koja je orijentisana i fokusirana na naše partnere.
- Agencija nudi usluge:
  - Oglašavanje kroz Google AdWords platformu (Search, Display, YouTube)
  - Oglašavanje putem programmatic sistema (Display, YouTube)
  - Social community management i Social media marketing (FB, IG, TW, LN)
  - Savjetovanje (strategy, monitoring, optimization, i dr.)
- Za potrebe naših partnera, a na principu sve na jednom mjestu, nudimo i dodatne usluge web developmenta, programiranja, kreativni rad, dizajn, web dizajn i dr.

# Šta ćete danas slušati?

1. Web stranica (osnovni elementi, optimizacija...)
  - ✓ *Pitanja & odgovori*
2. Social media (Facebook)
  - Building your business page
  - Sadržaj
  - Komunikacija
  - Plaćeno oglašavanje
  - Napredne mogućnosti (pixel: remarketing, lookalike, analytics...)
    - ✓ *Pitanja & odgovori*
3. YouTube potencijal (otvaranje kanala, video sadržaj, oglašavanje)
  - ✓ *Pitanja & odgovori*

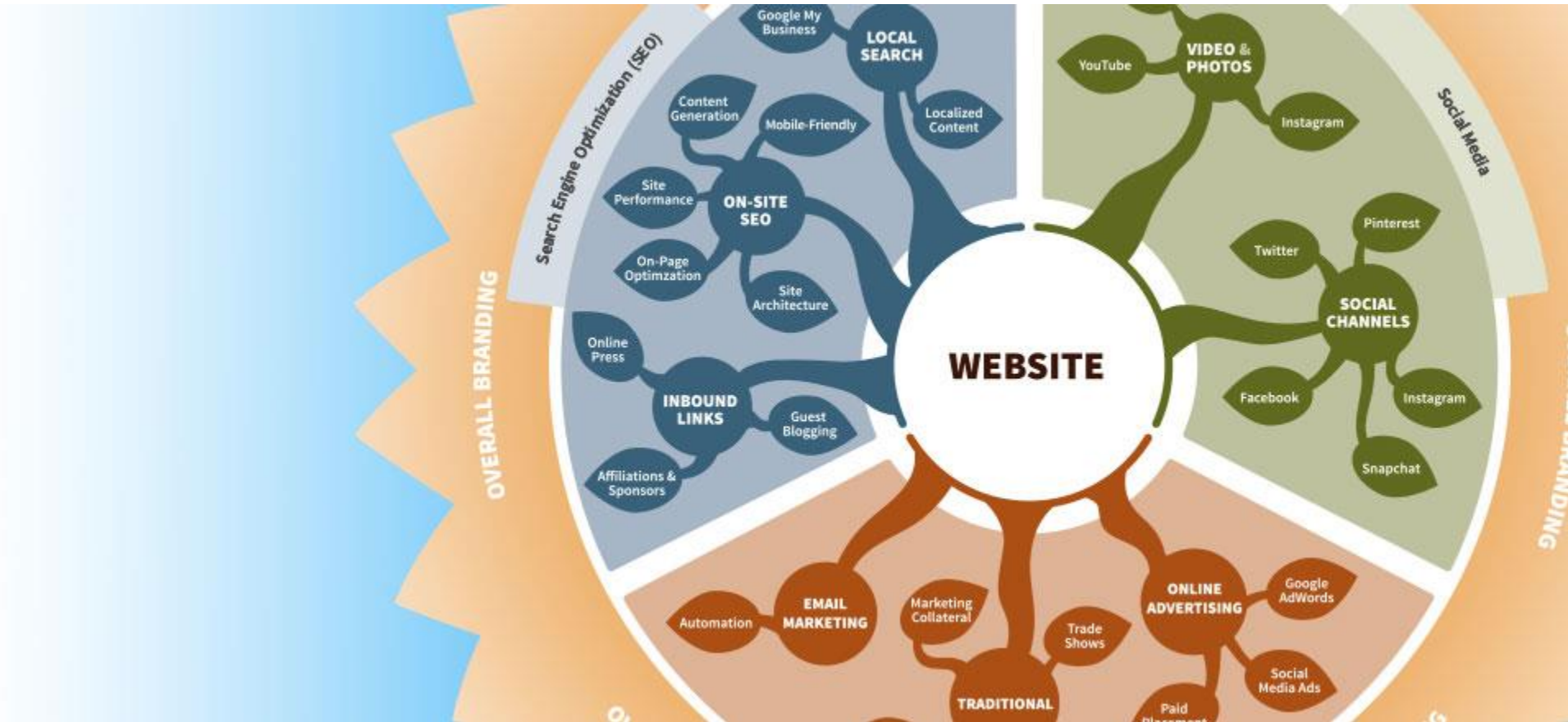


What's your website?

# Modern marketing ecosystem

“A system, or a group of interconnected elements, formed by the interaction of a community of organisms with their environment.”

# Modern marketing ecosystem



# Modern marketing ecosystem

**“90% of searchers haven’t made their mind up about a brand before starting their search.”**

Status Labs, 2018

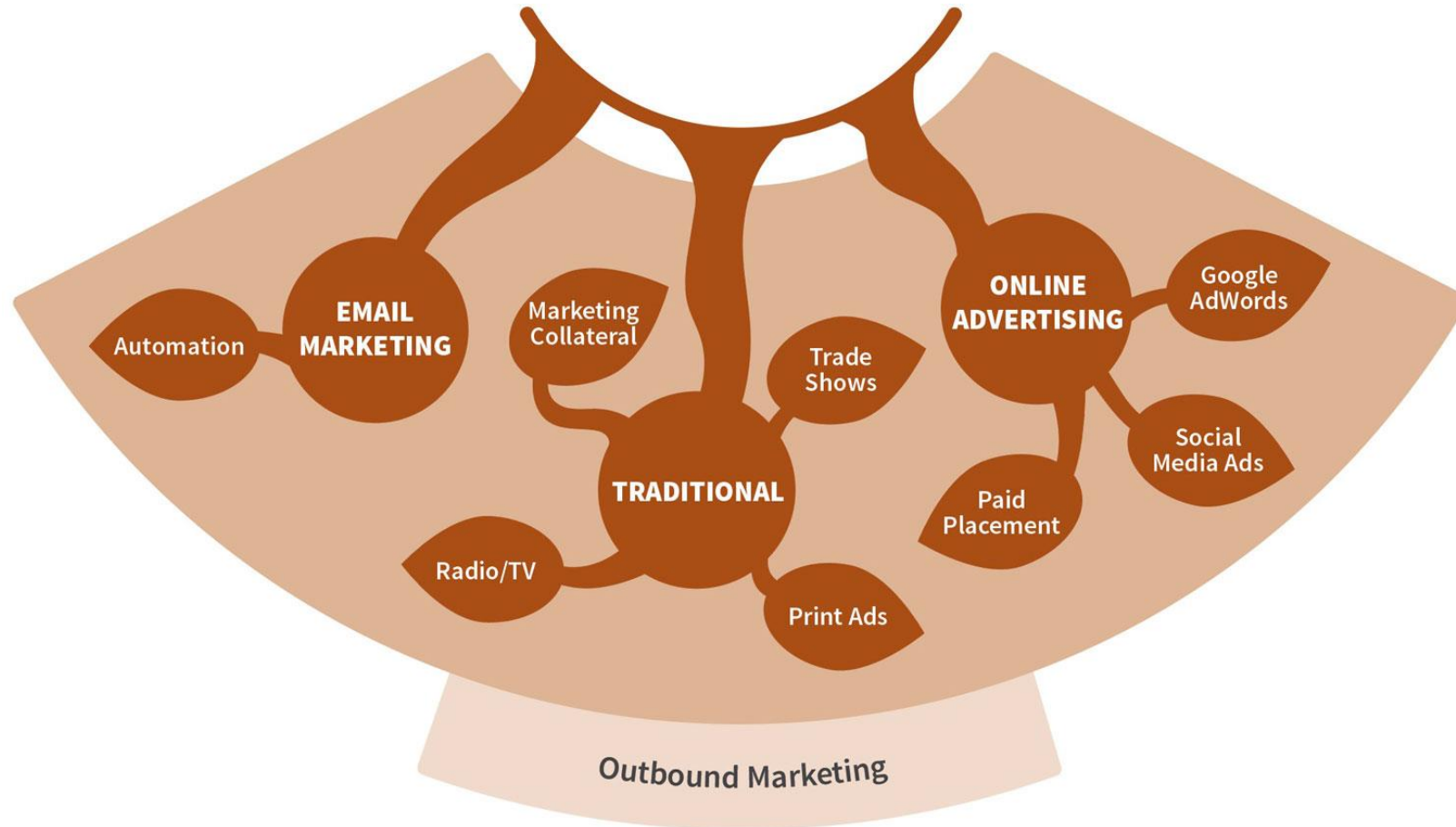
(Source: <https://www.hubspot.com/marketing-statistics>)

# Modern marketing ecosystem

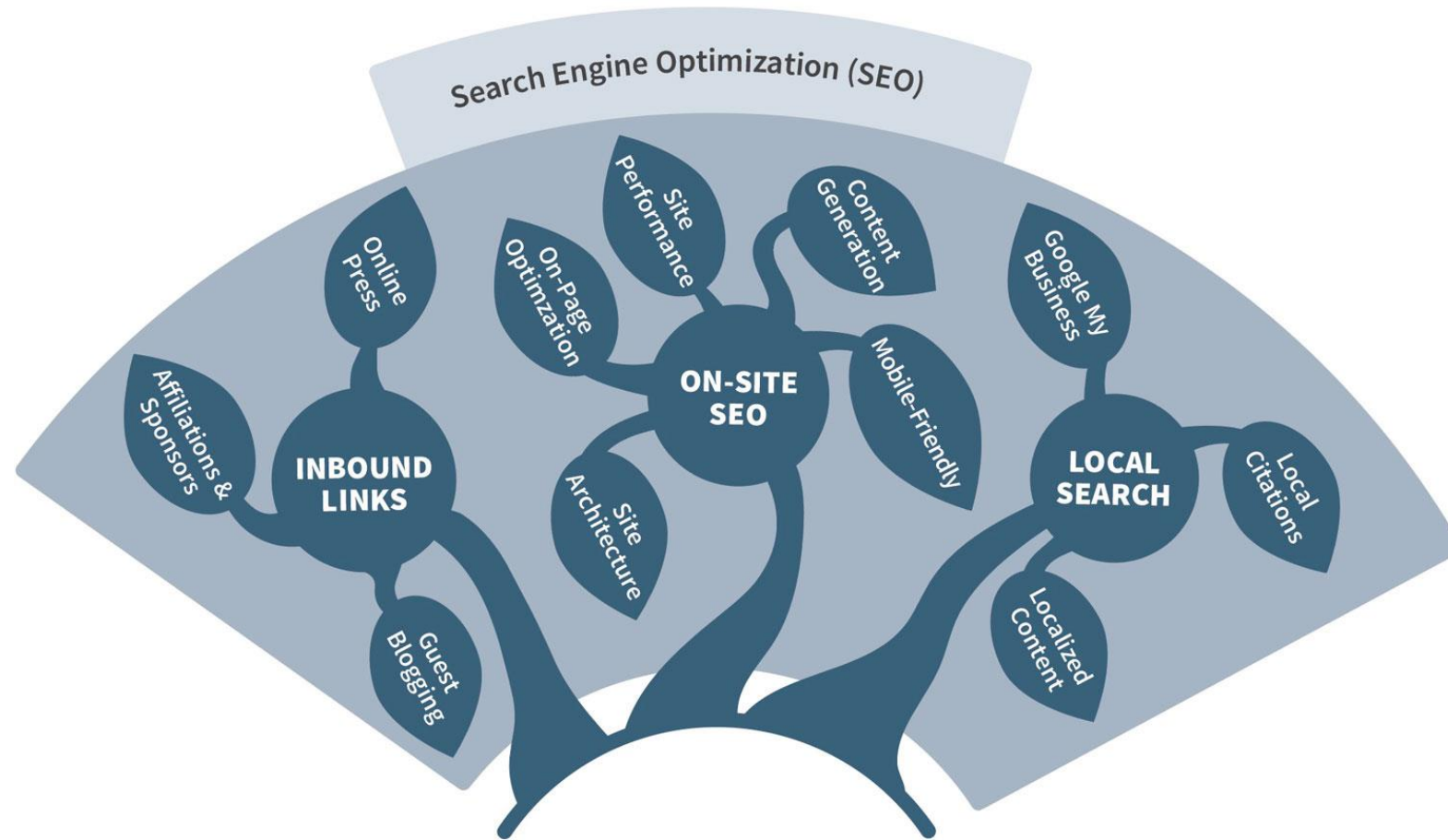
- Outbound marketing
- Inbound marketing



# Outbound marketing



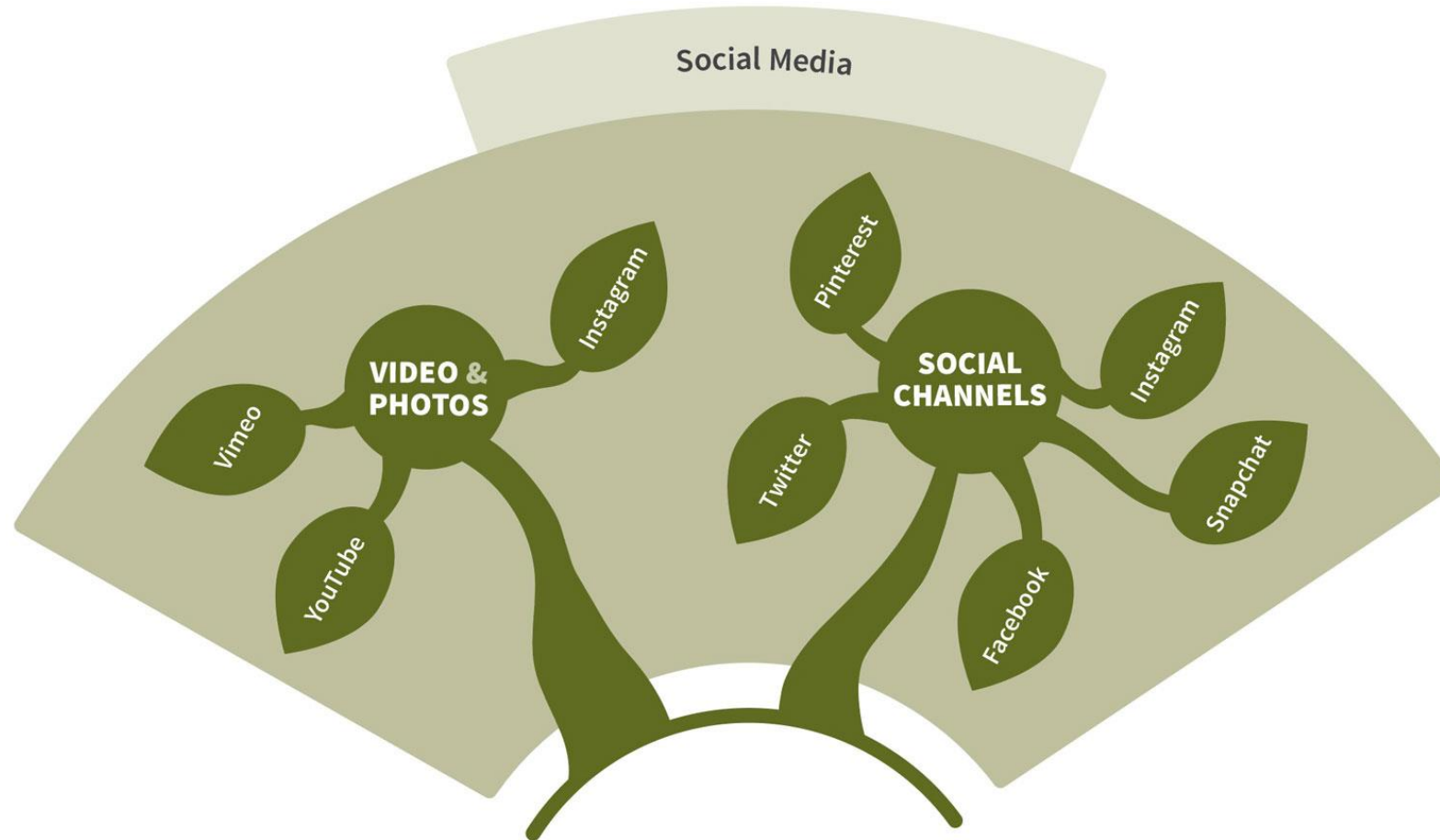
# Inbound marketing - Search Engine Optimization



# Inbound marketing Search Engine Optimization

- Inbound links from other websites (online press, bloggers, affiliates, etc.)
- On-site SEO in the form of custom content strategy, site performance, site architecture and other technical aspects of optimization performed at the website level
- Local search includes optimizing localized content, Google My Business and local citations

# Inbound marketing Social Media



# Inbound marketing Social Media

- Video and photo-based social media such as Instagram, YouTube and Vimeo
- Social channels such as Twitter, Pinterest, Facebook, Snapchat, etc

# The Importance of a Balanced and Complete Ecosystem

- Not every channel is a fit or needed for everyone we work with
- It's not an all-or-nothing approach
- By taking the approach that your website is the most important element in your marketing strategy and then building out a customized, balanced ecosystem that aligns the right enthusiasts with your brand, you'll have much more success turning prospects into customers and customers into loyal fans.

# Modern marketing ecosystem

Critical components that make up a balanced modern marketing ecosystem:

- Overall branding/identity
- Your website
- Search Engine Optimization (SEO)
- Social Media
- Outbound/Traditional marketing components

# Why So Much Emphasis on Your Brand's Website?



**70%** compared prices or read reviews

**88%** have been influenced by an online review

**91%** have visited a store because of an online experience

**37%** use the internet to find a store at least 1x/month

*Buyers and enthusiasts “Google” before they shop.*



# Does my NGO need a website?

## **A web site is not needed:**

- Partners that fund NGOs work without them having to go through an application process
- Small and locally focused NGOs

## **A website is needed:**

- Outside donors
- The opportunity to grow
- New donors
- Work with volunteers or other partners.

# USABILITY 101

- **Learnability:** How easy is it for users to accomplish basic tasks the first time they encounter the design?
- **Efficiency:** Once users have learned the design, how quickly can they perform tasks?
- **Memorability:** Do users remember the interface/brand/product? When users return to the design after a period of not using it, how easily can they reestablish proficiency?
- **Errors:** How many errors do users make, how severe are these errors, and how easily can they recover from the errors? Is the error acknowledged elegantly?
- **Satisfaction:** How pleasant is it to use the design? Are there pleasant surprises?

# First impression

- Does your website look trustworthy?
- Are all of the details you're seeking accessible?
- Is the site easy to use and is this truly an indication of what doing business with this company will be like?

**Your website speaks volumes about your brand, for better or worse!**

# B2C and B2B websites

- THAT PLACE where you have a captive audience and the opportunity to communicate your brand, culture and maybe most importantly your story to enthusiasts.
- Your prospects will make the decision to interact with your company further and take the next step in the marketing cycle to immediately purchase a product, opt-in to receive regular content or pick up the phone and call you.

***“75% of users admit to making judgements about a company’s credibility based on their website’s design.”***

*Stanford Persuasive Technology Lab.*

# Before we start

- How much of my traffic is mobile and is your site accommodating that traffic accordingly?
- What are the specific goals I want to achieve from my website? Generate leads? Opt-in to receive more info? Direct website sale?
- How does our offline brand and culture get communicated through the website? Visually? Video? Content?
- What about search engines? SEO? Social media integration?
- Do we currently have a content strategy?
- Who is our perfect prospect or prospects?

# Make Your NGO's Website Effective

- A strong domain name
- Mobile-optimized
- Fast loading website
- Easy to navigate
- Readability
- Search engine optimisation
- Clear brand identity
- A good online reputation
- Website security
- Social media integration

# A mobile-optimized design

- 80% of internet users own a smartphone
- Users spend on average 69% of their media time on smartphones.
- Over 50% of smartphone users grab their smartphone immediately after waking up.
- 57% of users say they won't recommend a business with a poorly-designed mobile site.
- 68% of companies have integrated mobile marketing into their overall marketing strategy.
- 58% of companies surveyed have a dedicated mobile marketing team.
- Mobile email opens have grown by 180% in the last three years.
- **52% of all website visits come from mobile devices**





[ABOUT](#) [INVESTMENTS](#) [FELLOWSHIPS](#) [THE LATEST](#)

[DONATE](#)



# ACUMEN IS A GLOBAL COMMUNITY

CHANGING THE  
WAY THE WORLD  
TACKLES POVERTY

DONATE TODAY





DONATE



ACUMEN IS A GLOBAL  
COMMUNITY CHANGING  
THE WAY THE WORLD  
TACKLES POVERTY

DONATE TODAY

<https://acumen.org/>  
<http://www.brac.net>



# Make things easy to find

*Did you know that given 15 minutes to consume content, two-thirds of people would rather read something beautifully designed than something plain?*

(Source: [Adobe](#))





Donate

Search...



BRAC ranked top global NGO of 2018



Humanitarian aid for the Rohingyas



BRAC Annual Report 2017

# Capture emails

- Clear call to action on your website for your newsletter sign-up

# Have an email newsletter

- There are over 3.7 billion email users in the world currently, which means the projected number of users by 2021 is 4.1 billion. (Statista)
- It's predicted that the United States will spend over 350 million dollars on email advertising in 2019. (Statista)
- Email's average ROI is 28.5% compared to 7% for direct mail. (Chief Marketer)
- 59% of marketers say email is their biggest source of ROI. (Emma)
- Email marketing drives \$44 for every \$1 spent. (Campaign Monitor)
- 72% of people prefer to receive promotional content through email, compared to 17% who prefer social media. (MarketingSherpa)
- Email subscribers are 3 times more likely to share your content via social media than visitors from other sources. (QuickSprout)

# Have an email newsletter

- Email is 40 times more effective at acquiring new customers than Facebook or Twitter. (McKinsey)
- An email campaign is 6 times more likely to result in a click-through than from a tweet. (Campaign Monitor)
- The average order value of an email is at 3 times higher than that of social media. (McKinsey)
- When asked to opt-in to receive updates from a company, only 10% elected to do so through Facebook, while 90% chose receive email newsletters. (Nielsen Norman Group)



Donate

Search...

# SUBSCRIBE

STAY INFORMED. Subscribe to our newsletter.

Your email address

SUBSCRIBE

## Contact us

BRAC Centre, 75 Mohakhali, Dhaka-1212.  
Tel: 880-2-9881265. E-mail: info@brac.net

Research • Partners • Innovation

## Join the conversation



Downloads

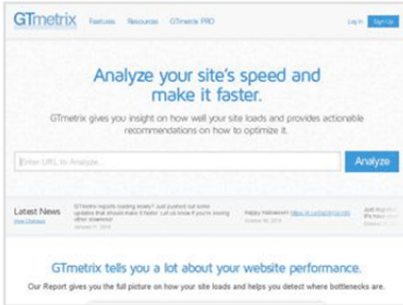


# Make it fast

- 40% of people abandon a website that takes more than 3 seconds to load, and those who stay will obviously be annoyed.
- A slow loading website also lowers your search engine rankings in Google.

<https://tools.pingdom.com/>

<https://gtmetrix.com/>



# Latest Performance Report for: http://gtmetrix.com/

Report generated: Tue, Jan 19, 2016, 4:47 AM -0800

Test Server Region: Vancouver, Canada

Using: Firefox (Desktop) 41.0, PageSpeed 1.12.16, YSlow 3.1.8

- [Re-Test](#)
- [Compare](#)
- [Page Settings](#)
- [Monitor](#)
- [Set Up Alerts](#)
- [Download PDF](#)

## Performance Scores

<p>PageSpeed Score</p> <p><b>A (97%)</b> ^</p>	<p>YSlow Score</p> <p><b>A (96%)</b> ^</p>
--	--

## Page Details

<p>Page Load Time</p> <p><b>1.8s</b> ^</p>	<p>Total Page Size</p> <p><b>231KB</b> ^</p>	<p>Requests</p> <p><b>10</b> ^</p>
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Share This Report



- PageSpeed
- YSlow
- Waterfall
- Video
- History

RECOMMENDATION	GRADE	TYPE	PRIORITY
▼ <b>Avoid landing page redirects</b>	<div style="width: 50%; background-color: #c00000; color: white; display: inline-block;">E (50)</div> ▼	SERVER	HIGH
▼ <b>Leverage browser caching</b>	<div style="width: 87%; background-color: #008000; color: white; display: inline-block;">B (87)</div> ▲	SERVER	HIGH
▼ <b>Minify JavaScript</b>	<div style="width: 98%; background-color: #008000; color: white; display: inline-block;">A (98)</div> ▲	JS	HIGH
▼ <b>Minify CSS</b>	<div style="width: 99%; background-color: #008000; color: white; display: inline-block;">A (99)</div> ▲	CSS	HIGH
▼ <b>Minify HTML</b>	<div style="width: 98%; background-color: #008000; color: white; display: inline-block;">A (98)</div> ◆	CONTENT	LOW
▼ <b>Avoid bad requests</b>	<div style="width: 100%; background-color: #008000; color: white; display: inline-block;">A (100)</div> ◆	CONTENT	HIGH

### What do my scores mean?

**Rules are sorted in order of impact upon score**  
Optimizing rules at the top of the list can greatly improve your overall score.

**Not every recommendation will apply to your page**  
The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

# Comply with the law

- The EU General Data Protection Regulation (GDPR) is the most important change in data privacy regulation in 20 years.
- Every website that *can* be visited by persons within the EU (aka every website on the internet) must comply with GDPR, even if your NGO is based elsewhere.

[eugdpr.org](http://eugdpr.org)

# Home Page

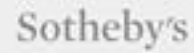
- Headline
- Sub-headline
- Clear Call To Action (CTA)
- Supporting Image
- Benefits
- Social Proof
- Navigation
- Content Offer
- Success Indicators

# Your workflows, structured & smarter

Try the customisable work management solution leaders trust and employees love working on.

[START FREE](#)

DEPENDENT ON BY OVER 500,000 COMPANIES WORLDWIDE





WANT TO DRIVE WITH UBER?

BECOME A DRIVER



MENU

UBER

LOG IN

SIGN UP

YOUR RIDE, ON DEMAND

TRANSPORTATION IN MINUTES WITH THE UBER APP

SIGN UP



# Have a great about page

- **Make it very obvious what you do**, within the first sentence. This is not the place for corporate jargon or indirect language, unless that's what your target audience speaks.
- **Write a compelling story**. Nobody likes boring, you know why? Cause it's boring. Write a compelling story. This can be your origin story or a few relevant, one-sentence case studies of people or organizations you've helped.
- **Keep it short and sweet**. Although a compelling story is great, your about page isn't the place for a 20-page essay on how the NGO was born. You can link to multiple other pages, like a separate origin story page or testimonials, but try to keep your About page short and sweet.
- **Include credentials**. What has your NGO done so far? Who have you worked with? Who are the people behind it?
- **Use text, maybe video**. People want to read, and so do search engines. That's why I don't recommend only putting a video on your about page. Video can be used in addition to text, but there should always be some text accompanying a video (if you have one).



#### ALSO AVAILABLE IN

العربية

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#### SHARE THIS



# An international, independent medical humanitarian organisation

Médecins Sans Frontières (MSF) translates to Doctors without Borders. We provide medical assistance to people affected by conflict, epidemics, disasters, or exclusion from healthcare. Our teams are made up of tens of thousands of health professionals, logistic and administrative staff - bound together by our charter. Our actions are guided by medical ethics and the principles of impartiality, independence and neutrality. We are a non-profit, self-governed, member-based organisation.

MSF was founded in 1971 in Paris by a group of journalists and doctors. Today, we are a worldwide movement of more than 42,000 people.



# Contact Us Page

- **Put the information they're looking for above the fold** -- an email address, phone number, contact form, map, mailing address, and so on. Of all four of these webpages, the Contact Us page implies the most detailed level of intent on the part of the user.
- **Use CTAs that allow the user to contact you easily** (since, presumably, that's why they came to your Contact Us page). Make the CTA really obvious, and engage them by gratifying their intent instantly, using CTA copy like "Chat now!" "Email now!".

# Social Sharing and Integration

- Content-sharing by incorporating social media share buttons for the channels that resonate best with your audience.
- Quick links such as Facebook, Twitter, LinkedIn, and Pinterest buttons allow prospects to share your content in an instant.
- Share buttons should be placed at the end of each piece and should be visible on every page.
- Each of these links launches in a new tab

# Double check everything

- **Technical:**
- Does it look good on mobile?
- Is the loading speed good?
- Are any of my links broken?
- If you're using a theme, is there still demo text anywhere on the site?
- Are my fonts and colors consistent?
- Is every page optimized for mobile?
- Do all my contact forms and newsletter sign up forms work?

# Double check everything

- **Less technical:**
- Is my message clear?
- Will random visitors understand what we do within the first 3 seconds of seeing the site?
- Am I getting the most out of my website traffic (am I capturing email addresses)?
- Is the flow and navigation of my website intuitive?
- Is it easy for people to contact me?
- Is it easy for people to find us on social media?
- Do I make it very clear how people can contribute?

# SEO

**Search Engine Optimisation (SEO)** in 2019 is a technical, analytical and creative process to improve the visibility of a website in search engines. The primary function of SEO is to drive more unpaid useful traffic to a site that converts into sales.

# What goes in SEO?

- **Quality of traffic.** You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, that is not quality traffic. Instead you want to attract visitors who are genuinely interested in products that you offer.
- **Quantity of traffic.** Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.
- **Organic results.** Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

# Organic search traffic is specifically any unpaid traffic that comes from SERPs

The image shows a Google search results page for "iPhone 6". The page is divided into several sections:

- Paid Section (Top):** Labeled "Paid" in orange. It includes:
  - iPhone 6** (www.apple.com/): "Bigger than bigger. Learn more." "Buy now Design" "Cameras iOS 8".
  - iPhone 6 at T-Mobile** (www.t-mobile.com/iPhone6): "3.5 ★★★★★ rating for t-mobile.com" "Now on our fast nationwide 4G LTE network. Purchase today." "Ratings: Price 10/10 - Sign-up 10/10 - Website 9/10 - Customer service 9/10" "T-Mobile has 236,192 followers on Google+" "iPhone 6 Plus - iPhone 5s - iPhone 5c - iPad Air".
- Organic Section (Middle):** Labeled "Organic" in orange. It includes:
  - In the news:**
    - This is the keyboard iPhone 6 Plus owners deserve** (The Verge - 2 hours ago): "Maybe you've heard, the iPhone 6 Plus is a big phone. By and large, I've overcome the ..."
    - Shattered Dream: Apple Supplier Declares Bankruptcy After iPhone 6 Snub** (Mashable - 59 mins ago)
    - Gmail for iOS now takes full advantage of your iPhone 6** (Engadget - 2 hours ago)
  - More news for iPhone 6**
  - Apple - iPhone 6** (https://www.apple.com/iphone-6/): "iPhone 6 isn't simply bigger — it's better in every way. Larger, yet dramatically thinner. More powerful, but remarkably power efficient. With a smooth metal ..."
- Paid Section (Bottom):** Labeled "Paid" in orange. It includes:
  - Shop for iPhone 6 on Google** (Sponsored): A grid of product listings from various retailers like Sprint, Apple Store, and OtterBox, including prices and ratings.
  - iPhone 6 is here** (www.uscellular.com/iPhone6): "iPhone 6 is now available on our fast & reliable 4G LTE network."
  - Get Unlocked iPhone 6+** (www.ebay.com/): "Get unlocked/no carrier iPhones. iPhone 6 and 6 Plus available now!"

# Search engines

- Google
- Bing
- Yahoo
- ...

**92.3% of search share goes to Google**

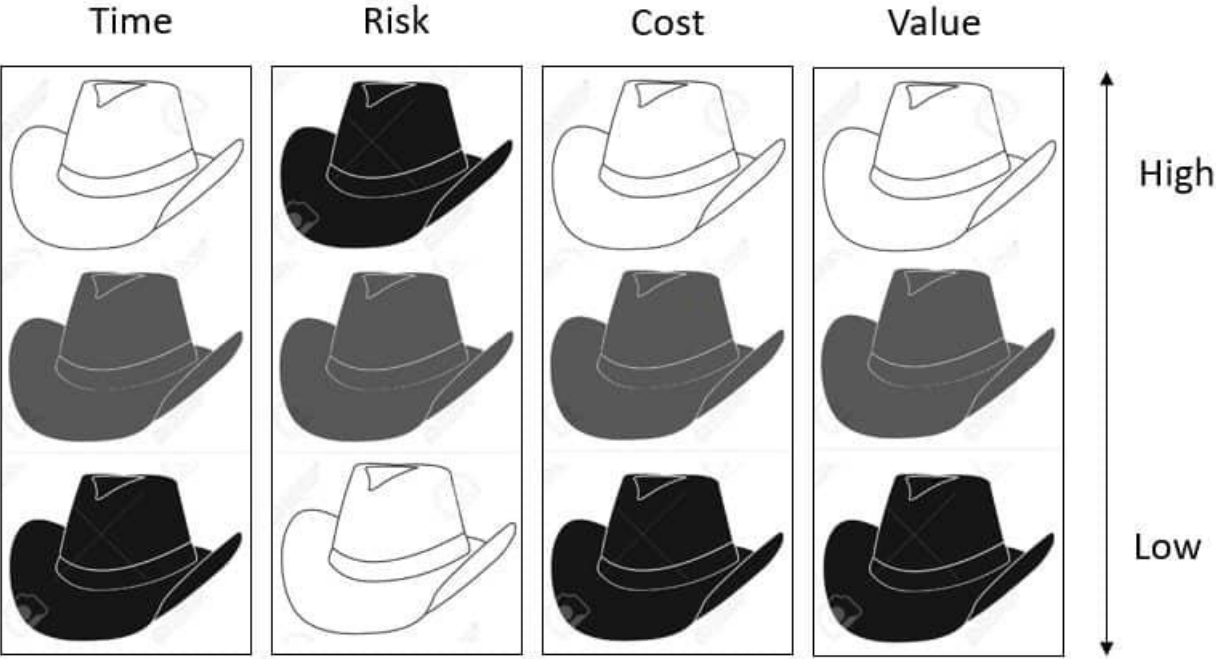
<http://gs.statcounter.com/search-engine-market-share>



# Main types of SEO

- White Hat
- Black Hat
- Grey Hat

# TYPES OF SEO



# On-Page and Off-Page SEO

- **On-page SEO** focuses on your website and content. Its aim is to ensure search engines and searchers can easily find, use, and understand your content. On-page SEO primarily helps Google and visitors decide whether your content is relevant and potentially helpful. Examples include title tags, meta tags, meta descriptions, headings, paragraphs, images, URLs, and internal as well as outgoing links.
- **Off-page SEO** centers on external ranking signals like backlinks and online (unlinked) mentions of your business and/or website. Assuming your content is relevant to a search query, off-page SEO mostly helps Google decide where to position it in search results. Examples include an incoming hyperlink from an external website or an unlinked mention of your company or website on social media, a website forum, a question and answer site, an online directory, or any other external website.

# Mozlow's Hierarchy of SEO Needs



# SEO

*“In most cases **the SEO will need four months to a year** to help your business first implement improvements and then see potential benefit.”*

*Maile Ohye, Google 2017*

<https://www.hobo-web.co.uk/auditor/>

# SEO

*“There aren’t any quick magical tricks that an SEO will provide so that your site ranks number one. It’s important to note that any SEO potential is only as high as the quality of your business or website so successful SEO helps your website put your best foot forward.”*

*Maile Ohye, Google 2017*

# Korisni linkovi

- <https://www.thinkwithgoogle.com/feature/testmysite>
- <http://www.siteline.com/>
- <https://search.google.com/test/mobile-friendly>
- [https://marketfinder.thinkwithgoogle.com/intl/en\\_cee/](https://marketfinder.thinkwithgoogle.com/intl/en_cee/)
- <https://www.hobo-web.co.uk/auditor/>



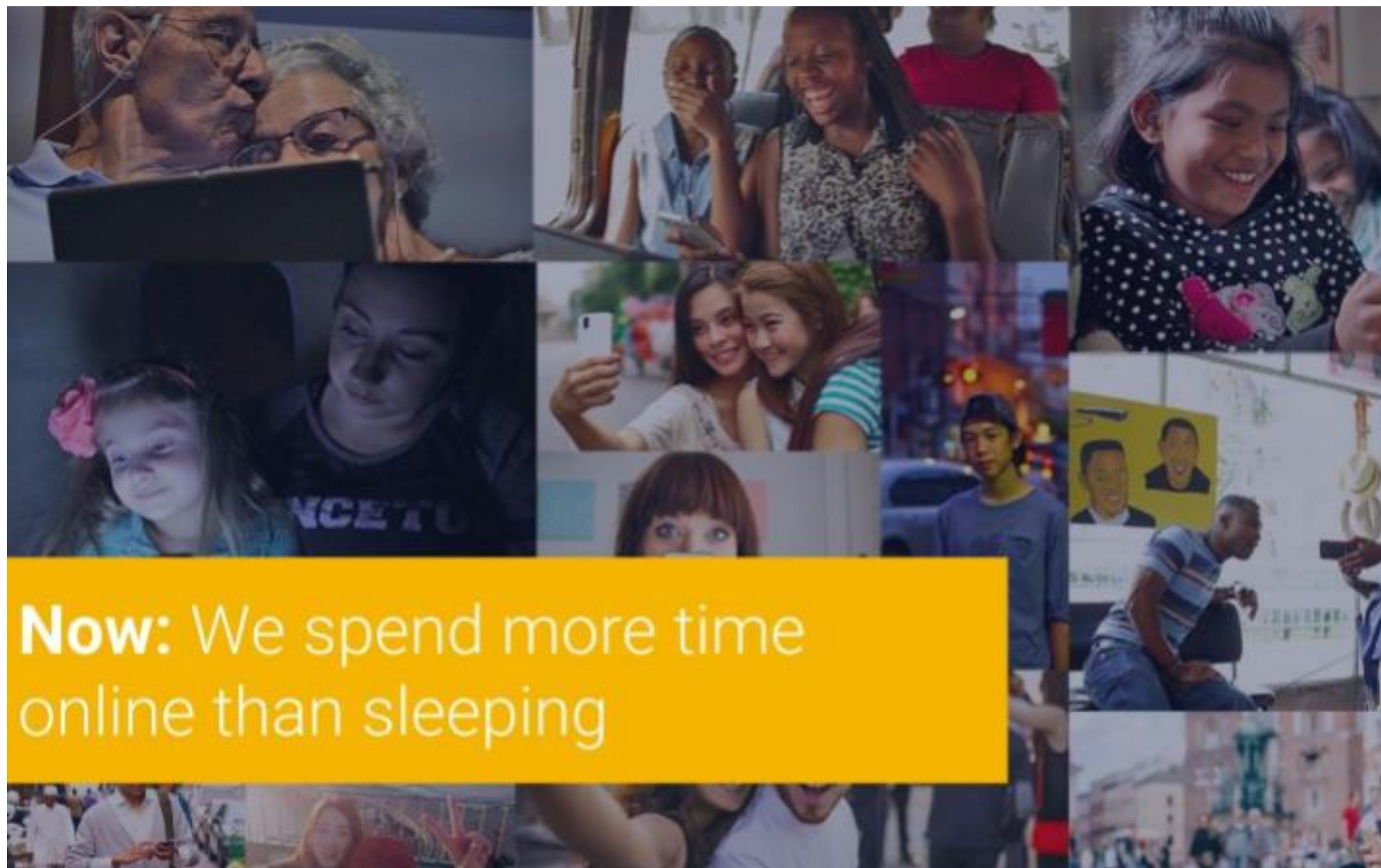
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DIGITAL MEDIA ADVERTISING

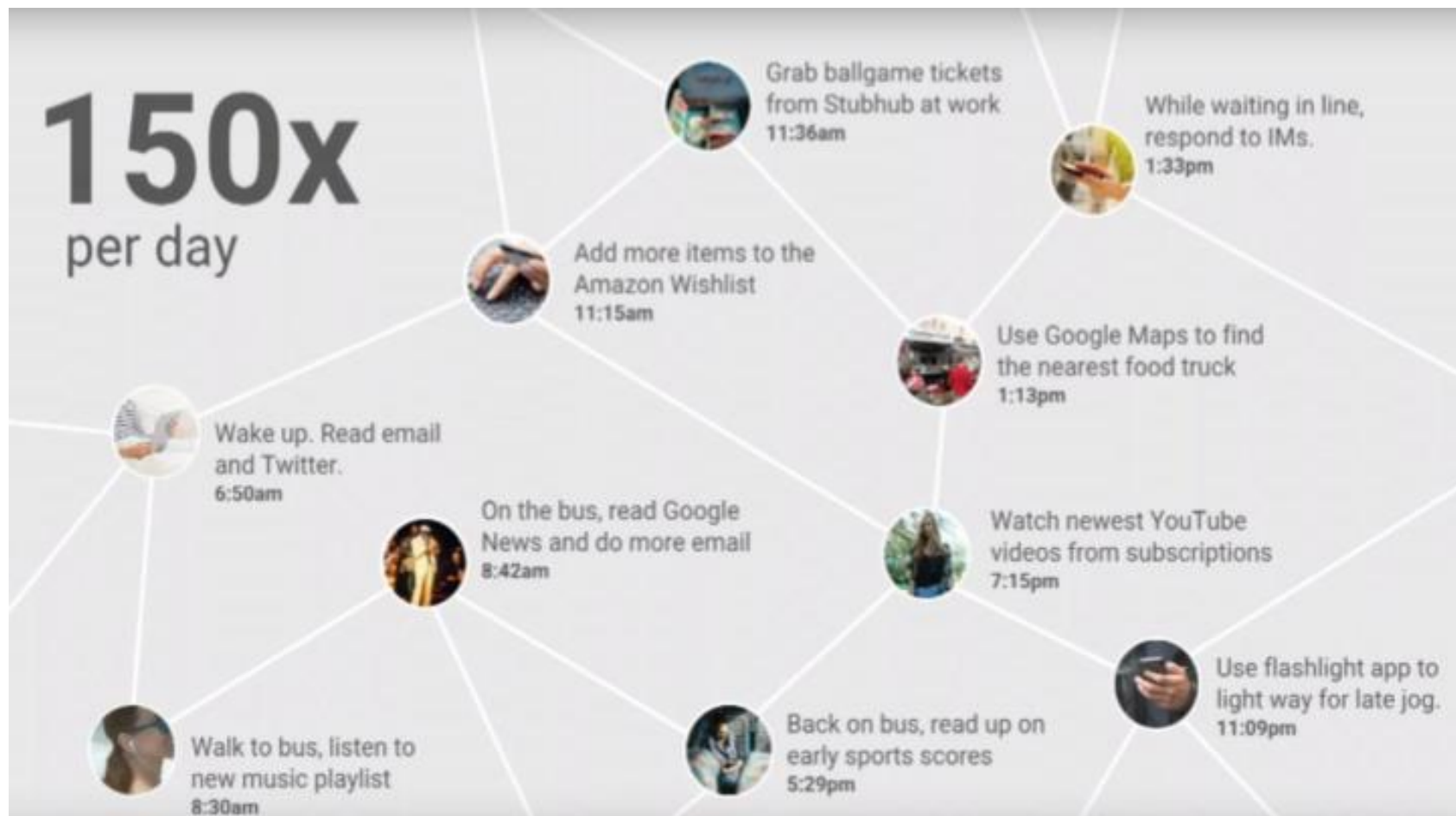




# VIŠE SURFAMO NA NETU NEGO ŠTO SPAVAMO



# PODACI ZA 2018. GODINU. MOBITEL KORISTIMO 150x DNEVNO.

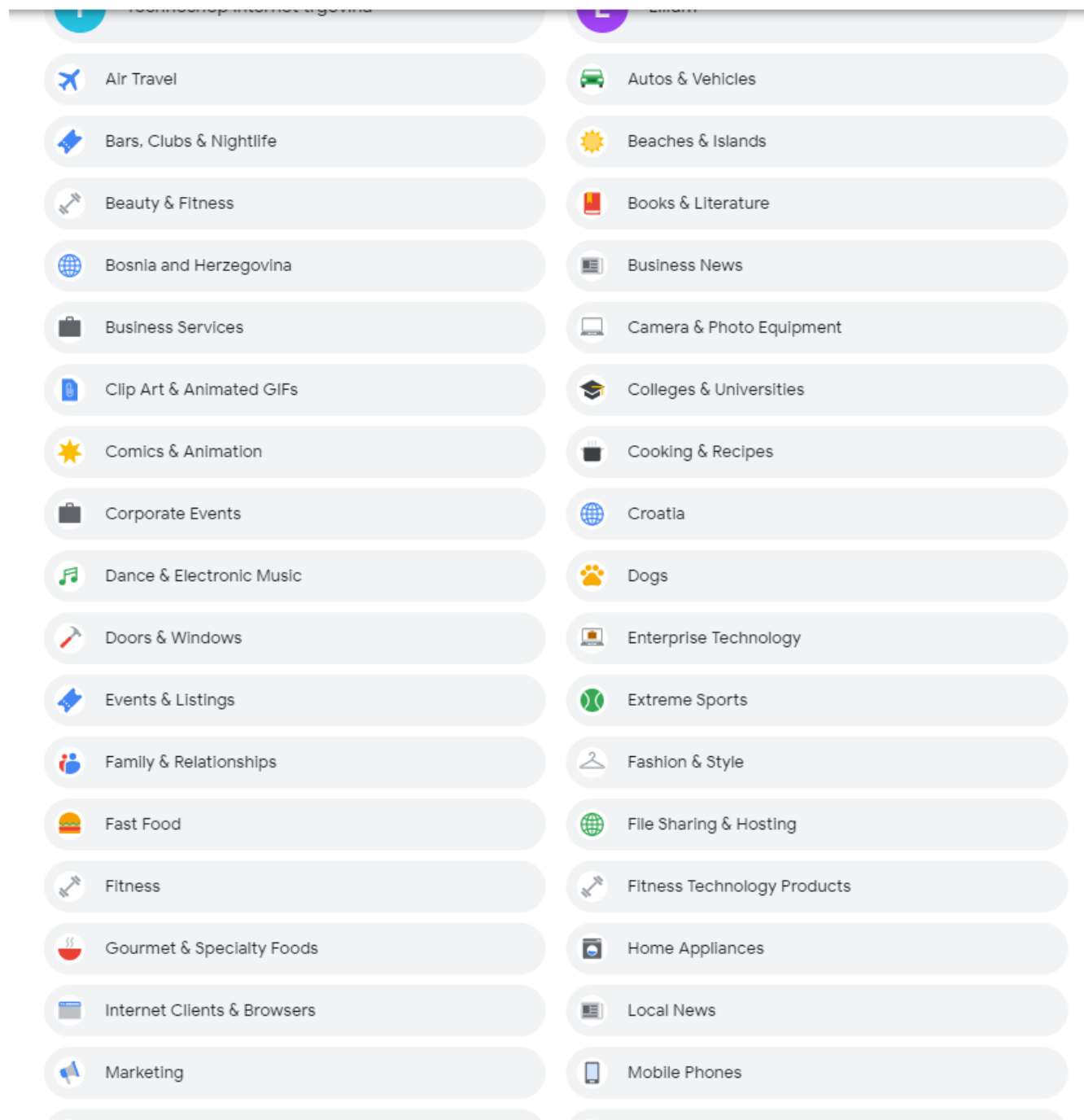


Google i Facebook o nama znaju.....

**SVE**

ili skoro sve

# Kako nas vidi Google...



## **Computers using digital footprints are better judges of personality than friends and family**

„Researchers have found that, based on enough Facebook Likes, computers can judge your personality traits better than your friends, family and even your partner. Using a new algorithm, researchers have calculated the average number of Likes artificial intelligence (AI) needs to draw personality inferences about you as accurately as your partner or parents.“

<https://www.cam.ac.uk/research/news/computers-using-digital-footprints-are-better-judges-of-personality-than-friends-and-family>

Bosna i Hercegovina

Uopšteno – brojke i trendovi

# Bosna i Hercegovina



Domaćinstva  
1.163.387



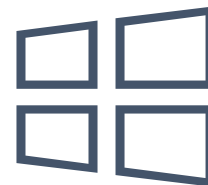
TV domaćinstva  
98%



Internet  
75%



Smartphone  
71%



TV kablovski priključak  
44%



Tablet  
20%



JAN  
2018

# BOSNIA & HERZEGOVINA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL  
POPULATION



**3.51**  
MILLION

URBANISATION:  
**40%**

INTERNET  
USERS



**2.63**  
MILLION

PENETRATION:  
**75%**

ACTIVE SOCIAL  
MEDIA USERS



**1.70**  
MILLION

PENETRATION:  
**48%**

MOBILE  
SUBSCRIPTIONS



**3.50**  
MILLION

PENETRATION:  
**100%**

ACTIVE MOBILE  
SOCIAL USERS



**1.50**  
MILLION

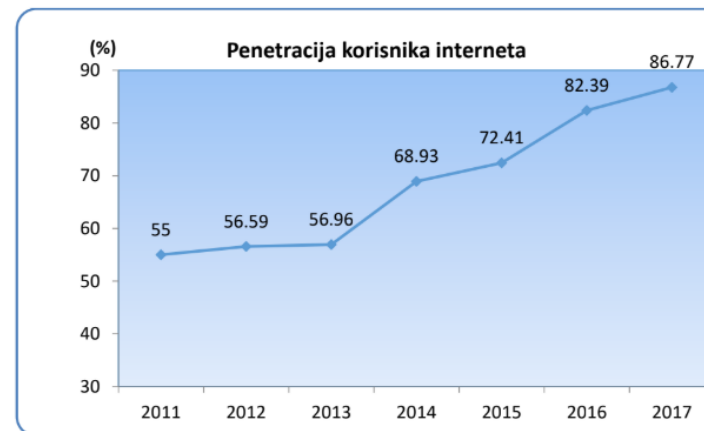
PENETRATION:  
**43%**

we  
are  
social

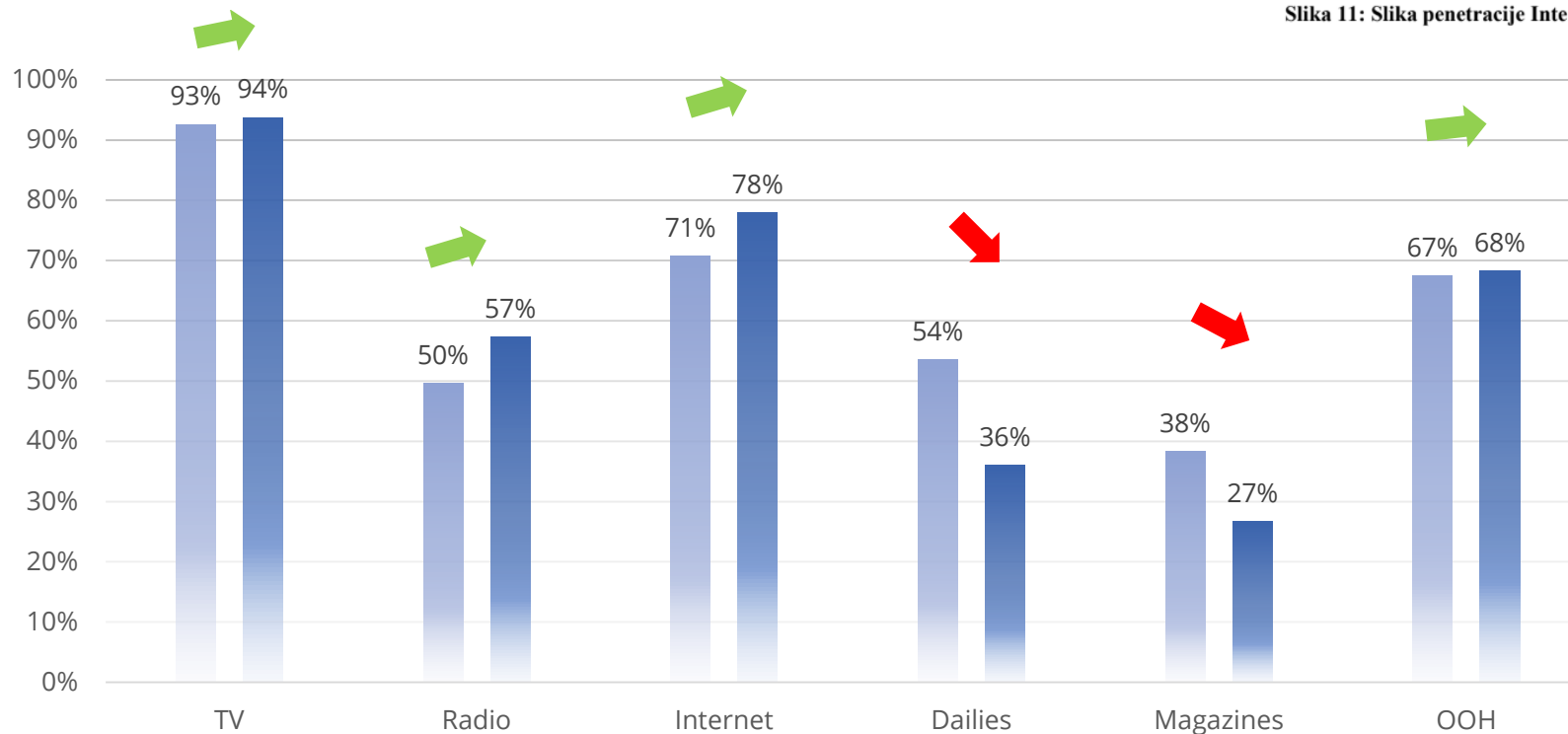
we  
are  
social

## Media reach trend

- Internet raste kontinuirano



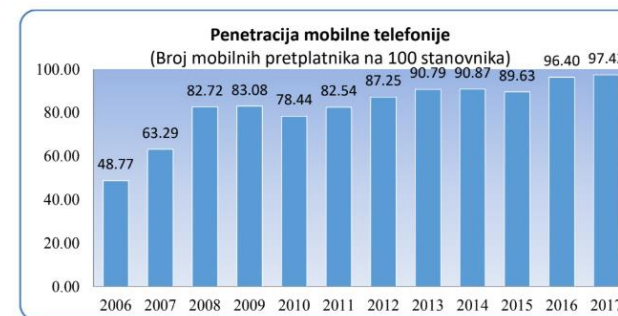
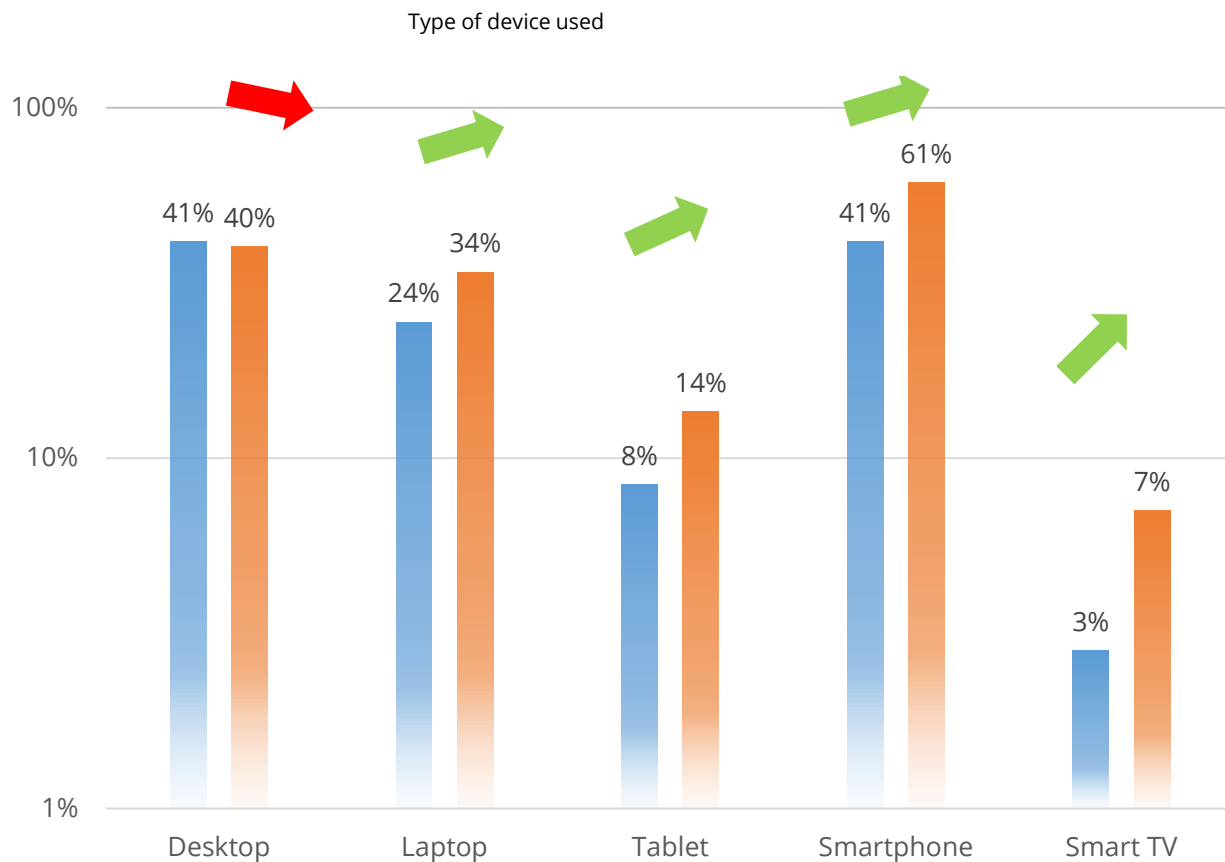
Slika 11: Slika penetracije Internet korisnika u BiH (2011. – 2017. godina)



# Razmišljati pametno - mobile



- Pametni telefoni imaju najveći rast gledajući na način pristupanja internetu.
- Chat servisi imaju veliki porast u posljednjoj godini.



Slika 10. Broj pretplatnika mobilne telefonije u BiH na 100 stanovnika (2006. – 2016. godina)

## Digital media - ključne vijesti

- Digitalni mediji postaju sve popularniji u svakom smislu
- Društvene mreže i Google imaju najveći reach
- Facebook se vratio ka originalnoj ideji da spaja ljude sa ljudima
- Instagram – najbrže rastuća društvena platforma na teritoriji BIH
- Twitter, LinkedIn, i druge.





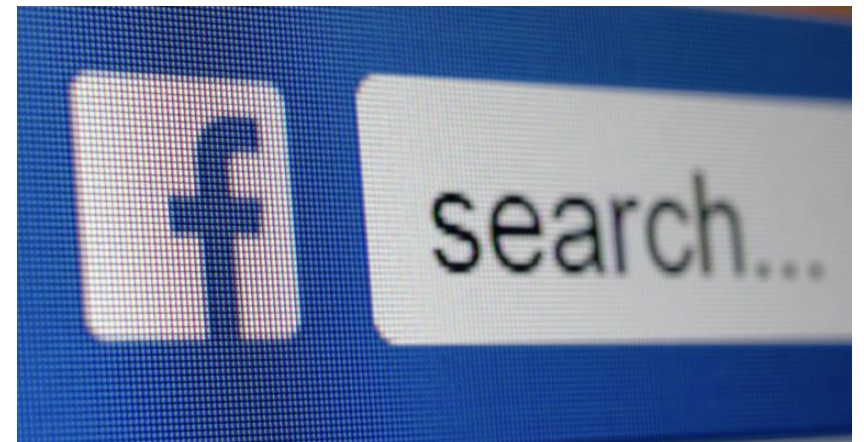
# Social Media

- Facebook

# Zašto Facebook?

- Jednostavna platforma za korištenje i namjenjena je svima. Nikako je ne potcjenjivati
- Zbog svoje jednostavnosti za korištenje i dostupnosti (app)
- Personalizirana je
- Mogućnost objavljivanja/dijeljenja fotki ili videa
- Komunikacija
- Pruža nam mogućnost da dođemo do osoba – jednostavno i brzo
- Besplatan je za korištenje

**Kompanije koriste Facebook kao snažan marketing alat.**

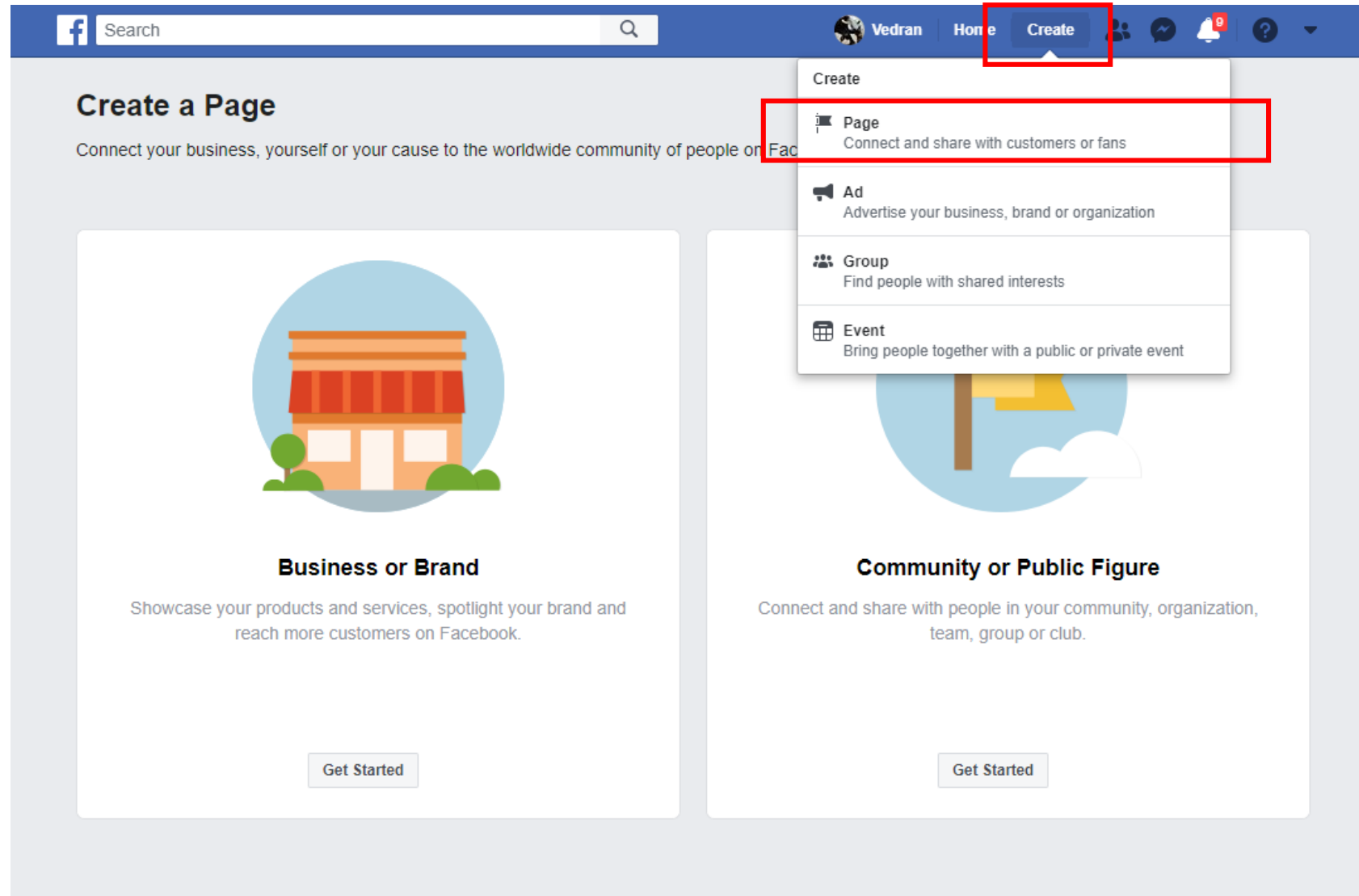


# Zašto Facebook

- Putem Facebook stranice obezbjeđujete prisutnost na ovoj platformi
- Šteta bi bilo propustiti priliku doći do velikog broja ljudi na tako jednostavan i jeftin način
- Facebook je i multichannel platforma
- Pruža sve na dohvat ruke (slike, videi, predefinisani uzorci itd)
- Mogućnost dosega do „prave“ publike
- Facebook većinom koriste odrasli
- 78% osoba u SAD u dobi između 18-34 godine koristi Facebook da otkriju nove detalje u maloprodaji (moda, tehnika)



# Kreiranje Facebook pagea



The image shows the Facebook interface with the 'Create' button highlighted in the top navigation bar. A dropdown menu is open, listing four options: 'Page', 'Ad', 'Group', and 'Event'. The 'Page' option is highlighted with a red box. Below the menu, two large cards are visible: 'Business or Brand' and 'Community or Public Figure'. Each card has a 'Get Started' button at the bottom.

**Create a Page**  
Connect your business, yourself or your cause to the worldwide community of people on Facebook.

**Business or Brand**  
Showcase your products and services, spotlight your brand and reach more customers on Facebook.

**Community or Public Figure**  
Connect and share with people in your community, organization, team, group or club.

**Create**


- Page**  
Connect and share with customers or fans
- Ad**  
Advertise your business, brand or organization
- Group**  
Find people with shared interests
- Event**  
Bring people together with a public or private event

[Get Started](#) [Get Started](#)

# Osnovni elementi



Page    Inbox    Notifications    Insights    Publishing T...    Page Quality    Settings    Help




FOR FIVE digital media advertising  
@FORFIVEdma

- Home
- About
- Services
- Posts
- Reviews
- Photos
- Videos
- Twitter
- Community

Shop

Promote  
Manage Promotions



Liked    Following    Share    ...    Send Message


Create Post    Live    Event    Offer    Job

Write a post...

Photo/Video    Feeling/Activ...    Check in    ...

Share a recent photo from your Instagram account

Only you can see this



1 Draft  
Created Tuesday, March 12, 2019 at 10:54 AM. See draft.

5.0    5 out of 5 - Based on the opinion of 1 person

Our Story

Našim partnerima nudimo usluge oglašavanja putem Google AdWords platforme kao i ostale usluge online...  
+ Finish your story to tell people more about your business.

Page Tips    See All

Know Friends Who Might Like Your Page?

# Podešavanja



Page    Inbox    Notifications    Insights    Publishing T...    Page Quality    **Settings**    Help ▾

<b>General</b>	<b>Page Visibility</b>	Page published	Edit
Messaging	<b>Visitor Posts</b>	Choose who can publish to your Page timeline	Edit
Page Info	<b>News Feed Audience and Visibility for Posts</b>	The ability to narrow the potential audience for News Feed and limit visibility on your posts is turned on	Edit
Templates and Tabs	<b>Post and Story Sharing</b>	Post sharing to Stories is On	Edit
Post Attribution	<b>Messages</b>	People can contact my Page privately.	Edit
Notifications	<b>Tagging Ability</b>	Other people can tag photos posted on my Page.	Edit
Messenger Platform	<b>Others Tagging this Page</b>	People and other Pages can tag my Page.	Edit
Page Roles	<b>Page Location for Effects</b>	Other people can use your Page's location for photo and video frames and effects.	Edit
People and Other Pages	<b>Country Restrictions</b>	Page is visible to everyone.	Edit
Preferred Page Audience	<b>Age Restrictions</b>	Page is shown to everyone.	Edit
Authorizations	<b>Page Moderation</b>	No words are being blocked from the Page.	Edit
Branded Content	<b>Profanity Filter</b>	Set to strong	Edit
Instagram	<b>Similar Page Suggestions</b>	Choose whether your Page is recommended to others	Edit
Featured	<b>Page Updates</b>	Page posts are automatically published when you update Page info, reach milestones, receive reviews and more.	Edit
Crossposting	<b>Post in Multiple Languages</b>	Ability to write posts in multiple languages is turned on	Edit
Page Support Inbox	<b>Translate Automatically</b>	Your posts may show translations automatically for people who read other languages	Edit
Activity Log	<b>Comment Ranking</b>	Most relevant comments are shown for my Page by default.	Edit
	<b>Content Distribution</b>	Downloading to Facebook is not allowed.	Edit
	<b>Download Page</b>	Download Page	Edit
	<b>Merge Pages</b>	Merge duplicate Pages	Edit

Potencijalni ciljevi

**donacija**

**podizanje svijesti**

**regrutovanje volontera**

.....

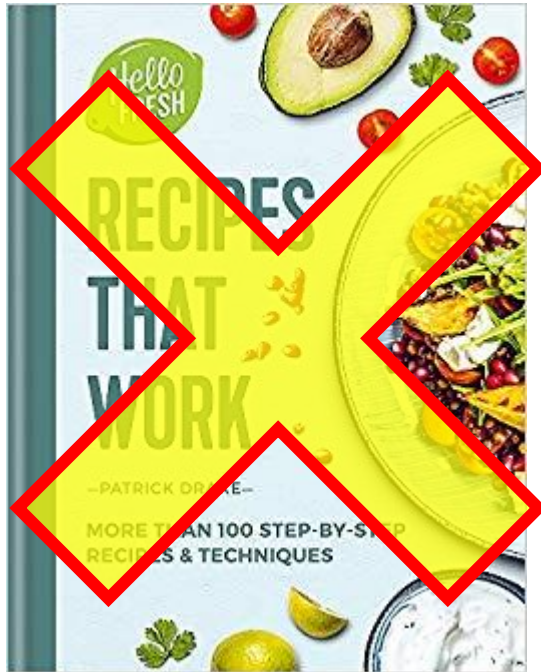
# Demografske karakteristike nisu bitne

- Želimo oglašavati ženama
- Dobne skupine 45-54
- Iz urbanih sredina
- Influencerke
- Dobrog izgleda

# Demografske karakteristike nisu bitne

- Muškarac
- Između 50 i 70 godina života
- Odrastao u Engleskoj
- Oženjen (dvaput), ima djecu
- Imućan je i uspješan biznismen
- Voli provoditi praznike u Alpama
- Voli pse

# Rješenje



- Budite uporni
- Kontinuirani rad
- Planiranje unaprijed (planovi)
- Interaktivni sadržaj (pitalice, polls, zagonetke, upitnici, pitanja za publiku...)
- Vizuelni identitet (slika, video)
- Dnevne aktivnosti
- Olakšati put potencijalnim donatorima (jasno naznačiti put)
- Unaprijed zakažite objave svog sadržaja
- Experimentišite
- Mjerite

# Planiranje unaparijed

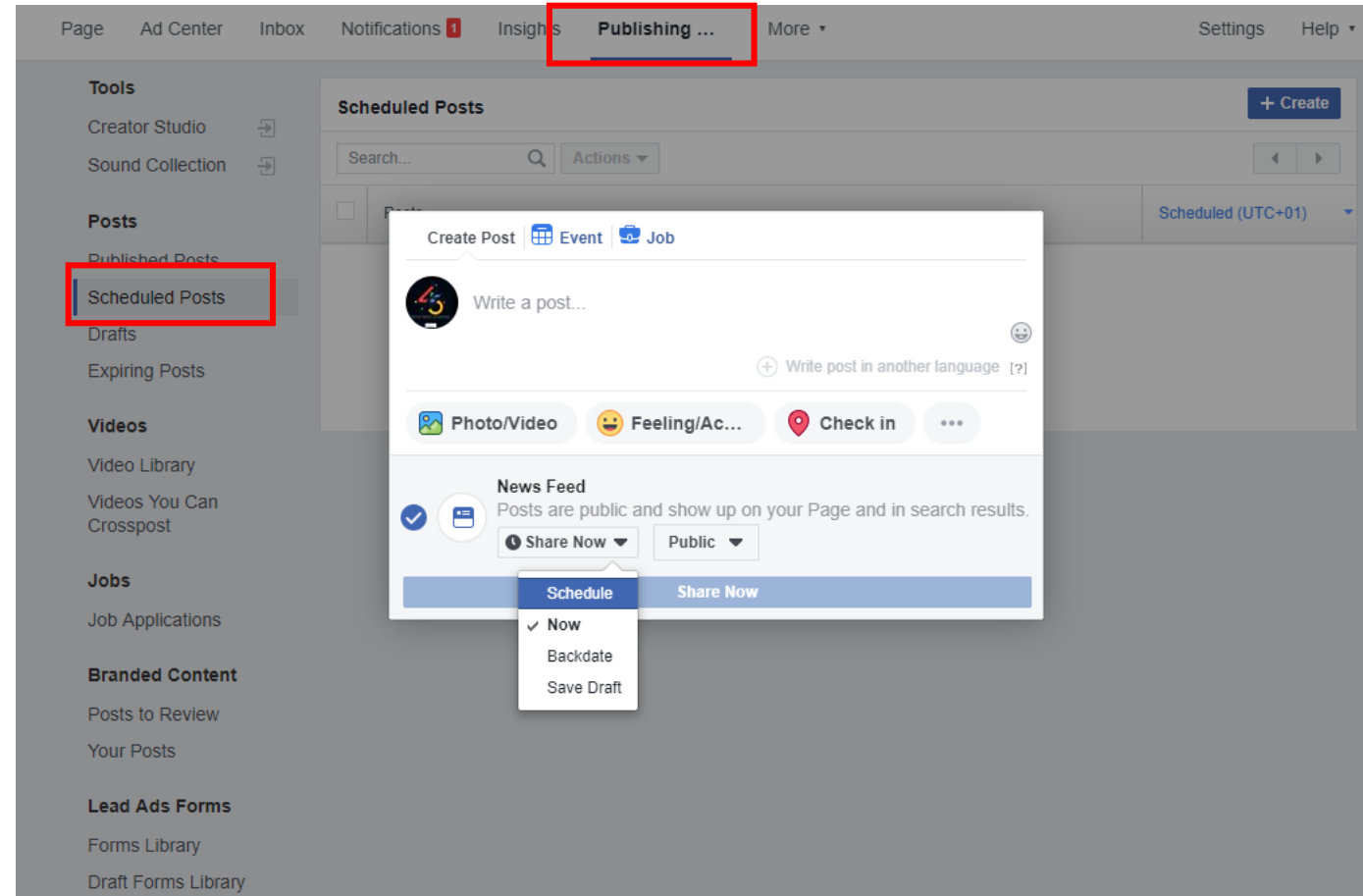
 <span style="float: right;">SOCIAL CONTENT PLAN Das WeltAuto</span>						
DIGITAL MEDIA ADVERTISING						
	DATUM OBJAVE	DAN OBJAVE	VRJEME	COPY	# (hashtags)	@ (tags)
	1-Jul-18	Sunday	10			
	4-Jul-18	Wednesday	14			
	5-Jul-18	Thursday	10			
	7-Jul-18	Saturday	9:30			



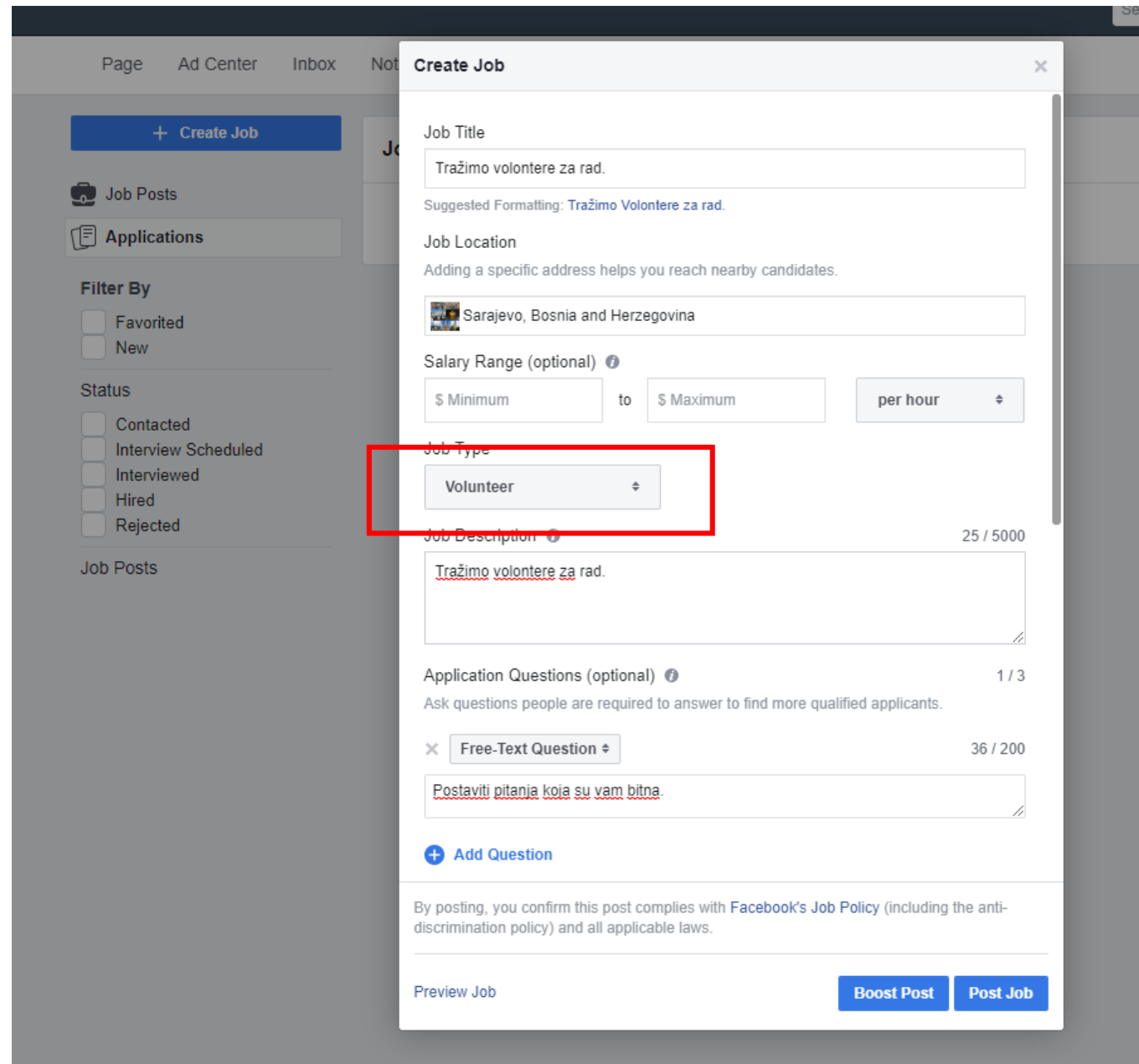
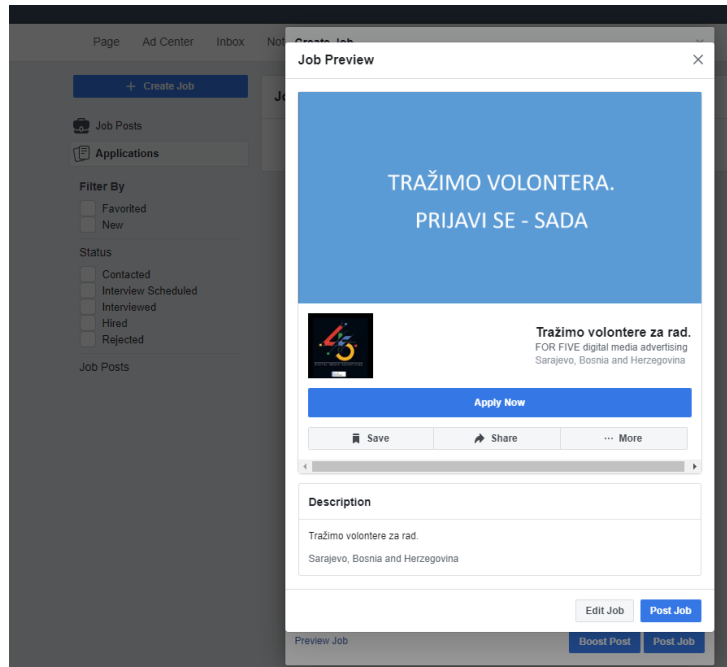
# Planiranje unaprijed

The image shows a screenshot of the Facebook Creator Studio interface. The top navigation bar includes 'Page', 'Ad Center', 'Inbox', 'Notifications', 'Insights', 'Publishing ...', and 'More'. The 'Publishing ...' menu item is highlighted with a red box. The left sidebar contains various tool and content categories: 'Tools' (Creator Studio, Sound Collection), 'Posts' (Published Posts, Scheduled Posts, Drafts, Expiring Posts), 'Videos' (Video Library, Videos You Can Crosspost), 'Jobs' (Job Applications), 'Branded Content' (Posts to Review, Your Posts), and 'Lead Ads Forms' (Forms Library, Draft Forms Library, Leads Setup). The 'Drafts' item in the 'Posts' section is highlighted with a red box. The main content area displays a 'Drafts' section with a '+ Create' button, a search bar, and a table with columns for 'Posts' and 'Date Updated'. A notification banner at the top of the main area promotes 'Manage All Your Posts in Creator Studio' with a 'Try it Now' button.

# Planiranje unaprijed



# Objave poslova



# Kreiranje forme

Za šta je dobro?

The screenshot shows the Facebook 'Create Form' interface. At the top, the navigation bar includes 'Page', 'Ad Center', 'Inbox', 'Notifications', 'Insights', 'Publishing ...' (highlighted with a red box), and 'More'. Below this, the 'Create Form' window is titled 'Kontakt forma FOR FIVE dma-copy'. It has 'Save' and 'Finish' buttons. The 'Content' tab is active, showing form configuration options. The 'Form Type' section is expanded, showing two options: 'More Volume' (selected) and 'Higher Intent'. Below this are sections for 'Intro (Optional)', 'Questions', 'Privacy Policy', and 'Thank You Screen', each with a toggle and a dropdown arrow. On the right, a 'Form Preview' window shows a blue header with the text 'TRAŽIMO VOLONTERA. PRIJAVI SE - SADA'. Below the header is the profile picture and name 'FOR FIVE digital media a...'. The main text of the form asks 'Zamisli.....' and lists three bullet points: 'Želiš pomoći', 'Interesuje te', and 'Imaš slobodnog vremena'. A paragraph follows: 'Zainteresovani ste za rad, želite doprinijeti našem radu. Prosljedite nam tvoje podatke te ćemo ti se u najkraćem roku javiti.' Below this is a 'Pitaj nas.' section with a text input field and a blue 'Submit' button. At the bottom of the preview, it says 'Form 1 of 2' with navigation arrows.

# Slika/video – kreative – vizuelni identitet

- Vizuelni identitet?
  - Boja, kombinacije, logotip, slogan, pozicija....
  
- Koristite vertikalne formate (9:16 i 4:5)
- Izbjegavajte tekst na slikama/videima
- Tekstovi da budu kratki i jasni (avg. 1.7 seconds na mobitelu 2.5 seconds na desktopu).
- Carousel – objava sa više fotografija (scroll)
- Kada se kreira oglas Facebook vam nudi mogućnost kreiranja besplatnih video efekata putem alata koji automatski animiraju vaš oglas. Možete direktno editovati boje, slike i fontove ako to i želite.
- Video da ima smisla bez zvuka

# Korisni linkovi

<https://www.facebook.com/business?ref=m>

[https://www.facebook.com/business/m/mobile-studio?ref=fbb\\_inspiration](https://www.facebook.com/business/m/mobile-studio?ref=fbb_inspiration)

[https://www.facebook.com/business/help?ref=fbb\\_ens](https://www.facebook.com/business/help?ref=fbb_ens)

# Business manager

The screenshot displays the Facebook Ads Manager interface. At the top, there is a dark blue header with the Facebook logo, a hamburger menu, and the text 'Ads Manager'. To the right of the header is a search bar and a notification bell with a red '3' badge. Below the header is a navigation bar with six main categories: 'Frequently Used', 'Plan', 'Create & Manage', 'Measure & Report', 'Assets', and 'Settings'. The 'Create & Manage' category is expanded, showing a list of tools including 'Business Manager', 'Ads Manager', 'Creator Studio', 'Page Posts', 'App Dashboard', 'App Ads Helper', and 'Automated Rules'. The 'Business Manager' link is highlighted in bold. At the bottom of the navigation bar, there is a link for 'All Tools >' and a tooltip that says 'Hover to learn more about any link.'

Lakše upravljanje, više mogućnosti i uvida, saradnja....

# Kreiranje oglasa Campaign (kampanja)

What's your marketing objective? [Help: Choosing an objective](#)

Auction ⓘ Reach and frequency ⓘ

Awareness	Consideration	Conversion
Brand Awareness	Traffic	Conversions
Reach	Engagement	Catalogue Sales
	App Installs	Store Visits
	Video Views ⓘ	
	Lead Generation	
	Messages	

**App Installs**

Send people to the app store where they can download your app.  
[Learn more.](#)

Create split test: A/B test your creative placement, audience and delivery optimisation strategies

Campaign name ⓘ

[Set Up Ad Account](#)



# Kreiranje oglasa AdSet (Grupa oglasa)

Opcije

### Audience

Define who you want to see your ads. [Learn More](#)

**Create New** Use a Saved Audience ▼

Custom Audiences ⓘ   
Exclude | Create New ▼

---

Location ⓘ **Everyone in this location** ▼

Bosnia and Herzegovina  
📍 Bosnia and Herzegovina

📍 Include ▼ | Type to add more locations | Browse

Add Locations in Bulk

Age ⓘ 18 ▼ - 65+ ▼

Gender ⓘ **All** Men Women

Languages ⓘ

---

Detailed Targeting ⓘ **INCLUDE** people who match at least ONE of the following ⓘ

| Suggestions | Browse


Exclude People

Expand interests when it may improve performance at a lower cost per result. ⓘ

---

Connections ⓘ **Add a connection type** ▼

### Audience Size



Your audience selection is fairly broad.

Potential Reach: 1,500,000 people ⓘ

---

### Estimated Daily Results

Reach ⓘ  
**11K - 66K**

Post Engagement ⓘ  
**90 - 565**

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

Opcije

# Kreiranje oglasa AdSet (Grupa oglasa)

**Automatic Placements (Recommended)**  
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

**Edit Placements**  
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn More](#)

**Budget & Schedule**  
Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery  **Post Engagement** ▼  
To help us improve delivery optimization, we may survey a small section of your audience.

Cost Controls (optional)  average cost per post engagement  
Facebook will aim to get the most post engagements and spend your entire budget. If you want to control costs, enter an amount.  
[Show More Controls](#)

Budget and Schedule  **Daily Budget** ▼   
€11.00 EUR

Actual amount spent daily may vary.  Run my ad set continuously starting today  
 Set a start and end date

You'll spend no more than €77.00 per week.


When You Get Charged  Impression

Ad Scheduling  Run ads all the time  
 Run ads on a schedule

Delivery Type  **Standard** - Get results throughout your selected schedule  
[More Options](#)

[Hide Advanced Options](#) ▲

**Audience Size**



Your audience selection is fairly broad.

Potential Reach: 1,500,000 people ⓘ

**Estimated Daily Results**

Reach ⓘ  
11K - 66K

Post Engagement ⓘ  
90 - 565

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

[Were these estimates helpful?](#)

**Post Engagement** ▼

**Impressions**  
We'll deliver your ads to people as many times as possible.

**Post Engagement**  
We'll deliver your ads to the right people to help you get the most likes, shares, or comments on your post at the lowest cost.

**Daily Unique Reach**  
We'll deliver your ads to people up to once a day.

# Kreiranje oglasa

## Ad (oglas)

**Format**  
Choose how you'd like your ad to look.

**Carousel**  
Create an ad with two or more scrollable videos

**Single image**  
Create up to six ads with one image each at no extra charge

**Single video**  
Create an ad with one video

**Slideshow**  
Create a looping video ad with up to ten images

**Add a full-screen experience**  
Add a full-screen landing page that opens instantly when someone interacts with your ad on a mobile device. Use Canvas to feature images, videos, products and call-to-action buttons that link to your app or website. [Learn more](#)

Create Ad **Use Existing Post**

**Identity**  
Choose how you want your business to be represented in your ad.

Facebook Page  
Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

Fondacija CPI

Instagram Account ⓘ  
Select an Instagram account to represent your business in your Instagram ad. Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. To manage available Instagram accounts, contact your Business Manager admin.

Use selected Page

**Creative**  
Preview the image and text from your Page post. [Learn More](#)

Ad Preview 1 of 1 Ad < >

Mobile News Feed ▾ 1 of 10 < >

Facebook Post  
Država je stroga prema građani...

Change Post +

Enter Post ID

Hide Advanced Options ▲

URL Parameters (optional) ⓘ  
Ex: key1=value1&key2=value2

Build a URL Parameter

Conversion Tracking  
Select one or more options for conversion tracking. You'll see the results in Ads Manager along with ad performance data.

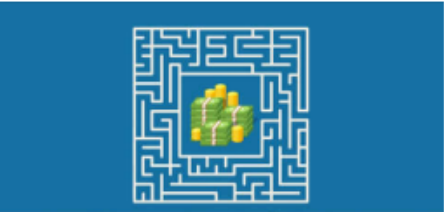
Facebook Pixel ⓘ

App Events ⓘ

Offline Events ⓘ [Set Up](#)

Fondacija CPI Sponsored ·

Država je stroga prema građanima i poduzetnicima, a sama slabo vodi knjige i još slabije izvještava o potrošenom novcu.



Fondacija CPI · [Centar za poduzetništvo građanskih interesa](#)

CPI.BA  
**Šta se radi s novcem građana?**  
Pogled na pitanje standardizacije i kvalitete finansijsk...

Sabina Šabić and 165 others  
25 Comments 21 Shares

Like Comment Share

Refresh preview · Report a problem with this preview

# Pisanje oglasa

**FOR FIVE digital media advertising**  
Published by FOR FIVE digital media advertising [?] · April 6 · 🌐

*Da li ste nekada bili u situaciji da niste mogli uspostaviti kontakt sa osobom koja stoji nasuprot vas?  
Uključi se aktivno u program koji se zalaže za uvođenje znakovnog jezika u informativni program javnih servisa u Bosni i Hercegovini.  
Pomoću jednostavnih vježbi nauči osnove komunikacije znakovnog jezika i druži se sa:*

👤 Durom  
👤 Mirzom

**Sada nauči znakovni jezik....**  
Saznajte na koji način se aktivno možete uključiti u program.

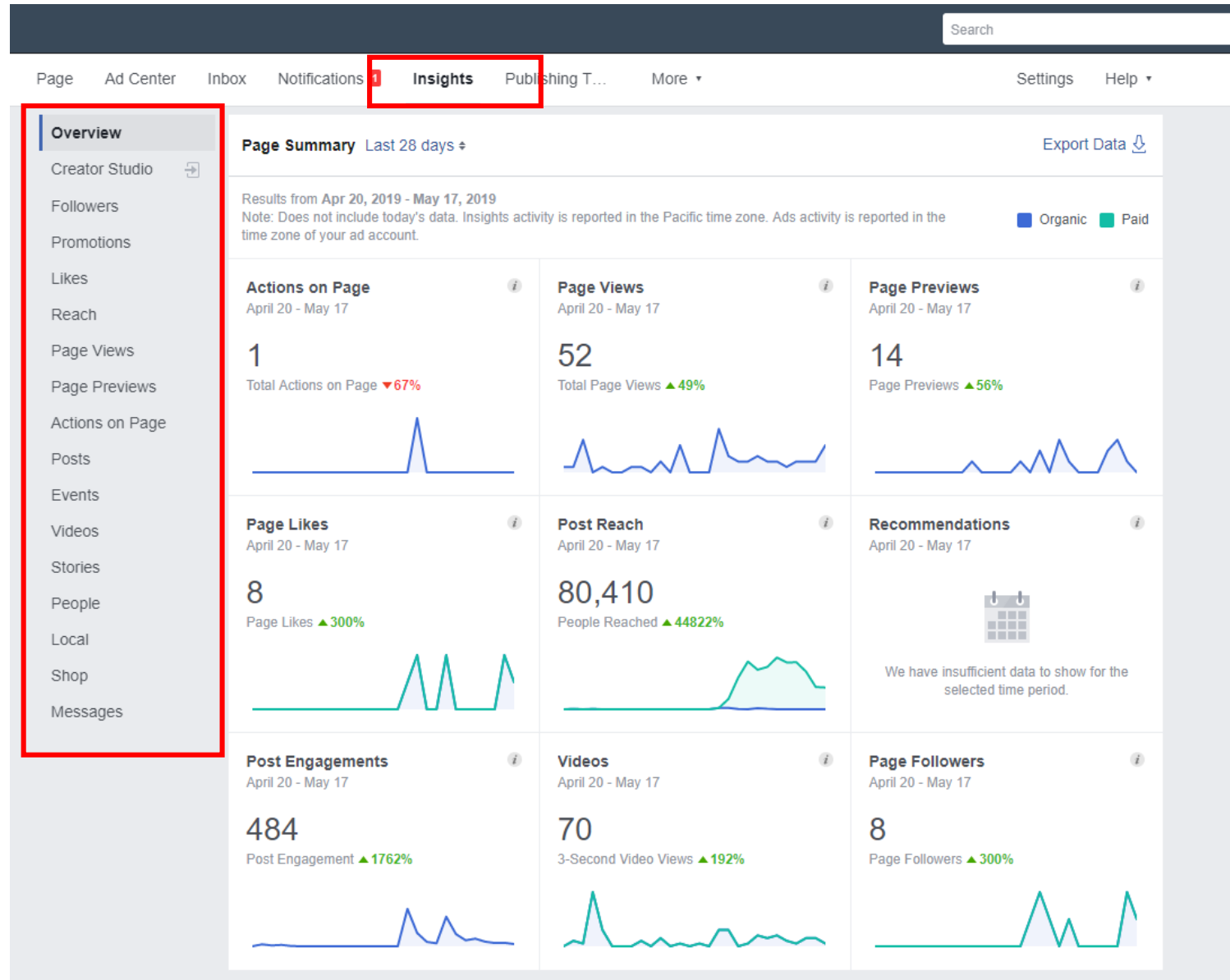
**SAZNAJ VIŠE**

PRIVLAČENJE PAŽNJE

CILJ/PONUĐA

POZIV NA AKCIJU (call-to-action)

# Insights



# Insights

f Ads Manager

Vedran
3
⚙️

FOR FIVE dma (140162662815765) Updated just now ↻ Discard Drafts Review and Publish ⚙️

i Starting April 30, 2019, we are removing metrics that are outdated and replacing them with clearer and more actionable ones. We recommend learning about the replacement metrics and transitioning to them as soon as possible. [Learn more.](#) ✕

+ Add filters to narrow the data you are seeing.
 Lifetime: Feb 26, 2013 – May 19, ▼

Account Overview
Campaigns
Ad Sets
Ads

+ Create
Duplicate
Edit
⏪
🗑️
🔄
👤
Rules

View Setup 
Columns: Performance ▼
Breakdown ▼
Reports ▼

<input type="checkbox"/>	Campaign Name <span>▼</span>	⚠️	Delivery <span>▲</span>	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	+
<input type="checkbox"/>	<div style="background-color: #0070c0; height: 20px; width: 100%;"></div>		● Inactive	Using ad set budget	362 Post Engagements	4,755	5,091	€0.01 Per Post Engagement	€5.00 of €5.00	May 19, 2018	
<input type="checkbox"/>	<div style="background-color: #0070c0; height: 20px; width: 100%;"></div>		● Inactive	Using ad set budget	5,522 Post Engagements	93,969	179,828	€0.01 Per Post Engagement	€51.00 of €51.00	Jun 27, 2017	
<input type="checkbox"/>	<div style="background-color: #0070c0; height: 20px; width: 100%;"></div>		● Inactive	Using ad set budget	14,790 Reach	14,790	14,790	€0.14 Per 1,000 People Reached	€2.02 of €2.02	May 9, 2017	
▶ Results from 3 campaigns <span style="font-size: small;">i</span>					—	111,202 People	199,709 Total	—	€58.02 Total Spent		

# Napredne mogućnosti - Facebook

## Publike/Audiences

The screenshot displays the Facebook Audience Manager interface. At the top, there is a navigation bar with the Facebook logo, a hamburger menu, and the text "Asset Library". Below this is a search bar and a navigation menu with tabs for "Audiences", "Images", "Locations", and "Videos". The "Audiences" tab is selected.

On the left side, there is a sidebar with a search bar and a list of folders under the heading "FOLDERS". The folders listed are:

- My recent audiences
- Audiences in active ads
- Audiences ready for use
- Audience shared to account
- Audience shared by account

The main content area is titled "Reach the People Who Matter to You" and includes a sub-header "Create and save audiences to reach the people who matter to your business. [Learn More](#)".

There are three main sections for creating audiences:

- Custom Audiences**: Connect with the people who have already shown an interest in your business or product with Custom Audiences. You can create an audience from your customer contacts, website traffic or mobile app. A blue button labeled "Create a Custom Audience" is highlighted with a yellow box containing the number 3.
- Lookalike Audiences**: Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences. A blue button labeled "Create a Lookalike Audience" is highlighted with a yellow box containing the number 2.
- Saved Audience**: Save your commonly used targeting options for easy reuse. Choose your demographics, interests, and behaviors, then save them to reuse in future ads. A blue button labeled "Create a Saved Audience" is highlighted with a yellow box containing the number 1.

# Napredne mogućnosti - Facebook

## Facebook Pixel

Reach the People Who Matter to You

Create and save audiences to reach the people who matter to your business.

### Custom Audiences

Connect with the people who have already shown an interest in your business. You can create an audience from your customer list, website visitors, or app users.

[Create a Custom Audience](#)

### Lookalike Audiences

Reach new people who are similar to audiences you already have. You can create a lookalike audience based on people who like your Page, conversion pixels or custom audiences.


[Create a Lookalike Audience](#)

### Saved Audience

Save your commonly used targeting options for easy reuse. Create a saved audience based on your behaviors, then save them to reuse in future ads.

[Create a Saved Audience](#)

### Create a Custom Audience



#### Measure and Optimize Your Ads with Facebook Pixel

Create a Facebook pixel to build a Custom Audience of people who took actions on your website. Your Facebook pixel also lets you measure and optimize ads for website conversions. [Learn more.](#)

**Pixel Name**  50

**Website URL**

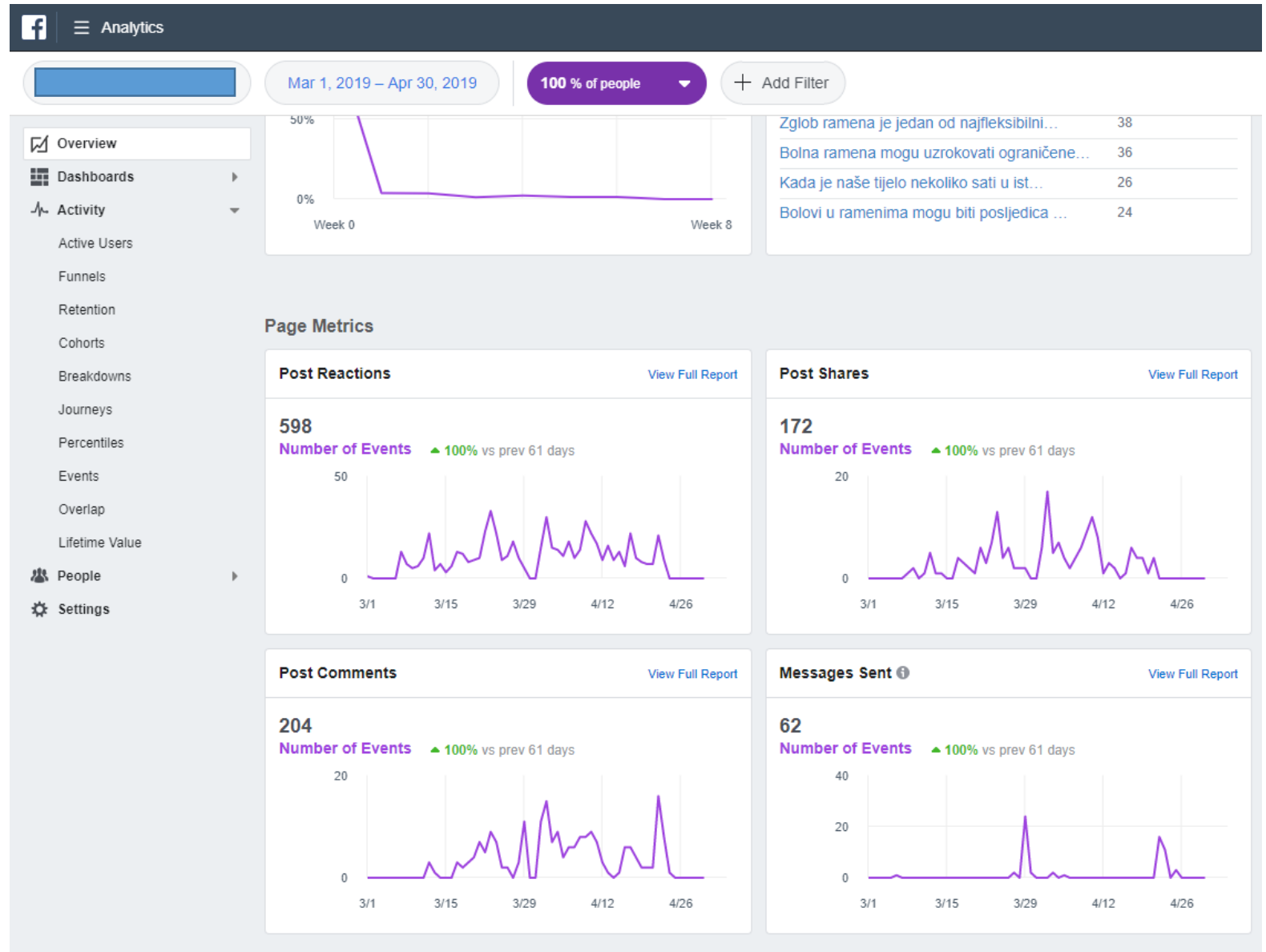
To add more than one pixel to your ad account, upgrade to [Business Manager](#).

By clicking create, I agree to the [Facebook Business Tools Terms](#). [Give Feedback](#) [Create](#)



# Napredne mogućnosti - Facebook

## Analytics





# Influencer marketing

Influencer marketing model – veoma popularan u posljednje vrijeme.

Korisnici društvenih mreža vole čuti mišljenje i preporuke stvarnih osoba.



madoiselle0101 • Following  
Sarajevo, Bosnia and Herzegovina

madoiselle0101 A L O R A  
Jer nam je mir svima najvažniji, a ovaj put nam ga je privođe podarila. @alora.ba  
#alora #bestfromnature  
#nature #

Liked by alora.ba and 139 others  
OCTOBER 10, 2018



jaanamir • Follow  
Brno, Czechia

jaanamir U moru moje dnevne ludosti, mene uvijek preko dana drže te sitnice koje ce mi popraviti dan. Polukadrem da dođem na mjesta koje volim, budem sa ljudima u kojima sam svoj, dišem i pronadjem mir koji mi je potreban. Ako kad mogu biti miran.  
@alora.ba mi pomaze da ga pronadjem.

View all 13 comments  
the.keva awww  
jaanamir @the.keva  
ihavethethingformoments Ljepo lijepo...  
jaanamir @ihavethethingformoments hvata

Liked by alora.ba and 551 others  
NOVEMBER 12, 2018



prekardasijan • Follow

prekardasijan kakve ste u "onim" danima? Lufte, u stresu, nervozne, svadljive, napuhane, mrzovoljne, plačljive? Čini li se i vama da su hormoni poput hrčka u onim njegovom koluturu, pa idu gore, pa dole, pa gore, pa dole... Aaaaaa... Sva ta promjena raspoloženja, koja se, ne delava samo vama. Čak 85 posto žena kažu istraživanja u PMS-u potpuno "polude". Onih 15 posto polude isto, ali to dobro kriju. Žene su sklonije anksioznosti od muškaraca, pa simptomi mogu biti toliko izraženi da onemogućavaju normalno funkcionisanje, a dodatno obeshrabrujuća činjenica je da nam se ova napast ponavlja svaki mjesec. Stres nas svakodnevni i emocionalni problem dodatno pogoravaju starje. Da, da... ja sam jedna od sretnica što se po PMS-u prepoznala iz daleka i radila

Liked by alora.ba and 711 others  
OCTOBER 10, 2018



tarquisele09 • Follow  
Banja Luka

tarquisele09 Keep calm. Svakog dana vam je loše? Stalno ste umorni? Imate osjećaj da sve što radite nije dovoljno dobro, a vi nemate snage za bolje? Pronađite li se u ovim rečenicama? Kažu da je ovo siguran put ka burnout sindromu. Vjerujem da smo ga svi barem jednom doživjeli. Zanimljivo je nevjerojatno brzom vremenom u kojem se pred nas postavljaju brojni životni zahtjevi, ponekad i oni neodrživi. Uticaj intenzivnog stresa i njegova dugotrajnost crpe našu motivaciju, produktivnost i energiju. Svi znamo kako to izgleda, zar ne? Ja sam odlučila da više stresa ne doživim da me "blokiraju" i onemogućuju da ostvarim kako one svakodnevne ciljeve, tako i one velike o kojima sanjam, kao svog saveznika u borbi sa stresom, odabrala sam nešto iz

Liked by alora.ba and 620 others  
OCTOBER 10, 2018

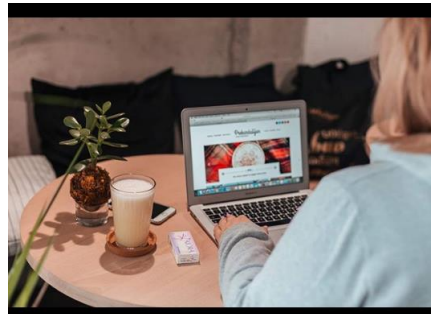


simplyselma • Follow  
Sarajevo, Bosnia and Herzegovina

simplyselma Sezonsko pomjeranje sata (međunarodna engleska oznaka: DST = Daylight saving time) je aktualna tema zbog koje je Evropska komisija objavila prijedlog za ukidanje polugodišnjeg pomjeranja sata u Evropskoj uniji u 2019. godini. Malo poznata činjenica je da je prvi put primjenjena 1908. u mjestu Thunder Bay (Kanada), ova praksa je uvedena kao mjera štednje energije i optimalnijeg korištenja dnevne svjetlosti...

Iako se moderno računanje vremena koristi stotinjak godina, antičke civilizacije su primjenjivale slične prakse. Na primjer, u Rimskom Carstvu su vodili satovi (kispisire) imali prilagođene zupčanike različitim mjesecima u godini kako bi se prilagodilo solarnom računanju vremena.

Liked by alora.ba and 1,008 likes  
NOVEMBER 14, 2018



prekardasijan • Follow

prekardasijan Zašto sanjam proljeće? Jesen je, kažu, vrijeme za nove početke, ali i nove strahove. Bringe, veće izdatke. Potrošeni su dani godišnjeg odmora, a i zalihke koje smo čuvali za "crne dane". Dani su kraći, sunca je manje. Dolazi vrijeme kad smo sami od sebe umorni, loše spavamo, glavobolje su svakodnevnice kao i loša frizura, bole leđa, ruke, noge, anksioznost se ljepi uz nas kao sjena. Koliko puta ste pomislili da bi bilo lijepo probuditi se sliedećo proljeće? Znam, znam. Milion

Liked by alora.ba and 203 others  
NOVEMBER 15, 2018



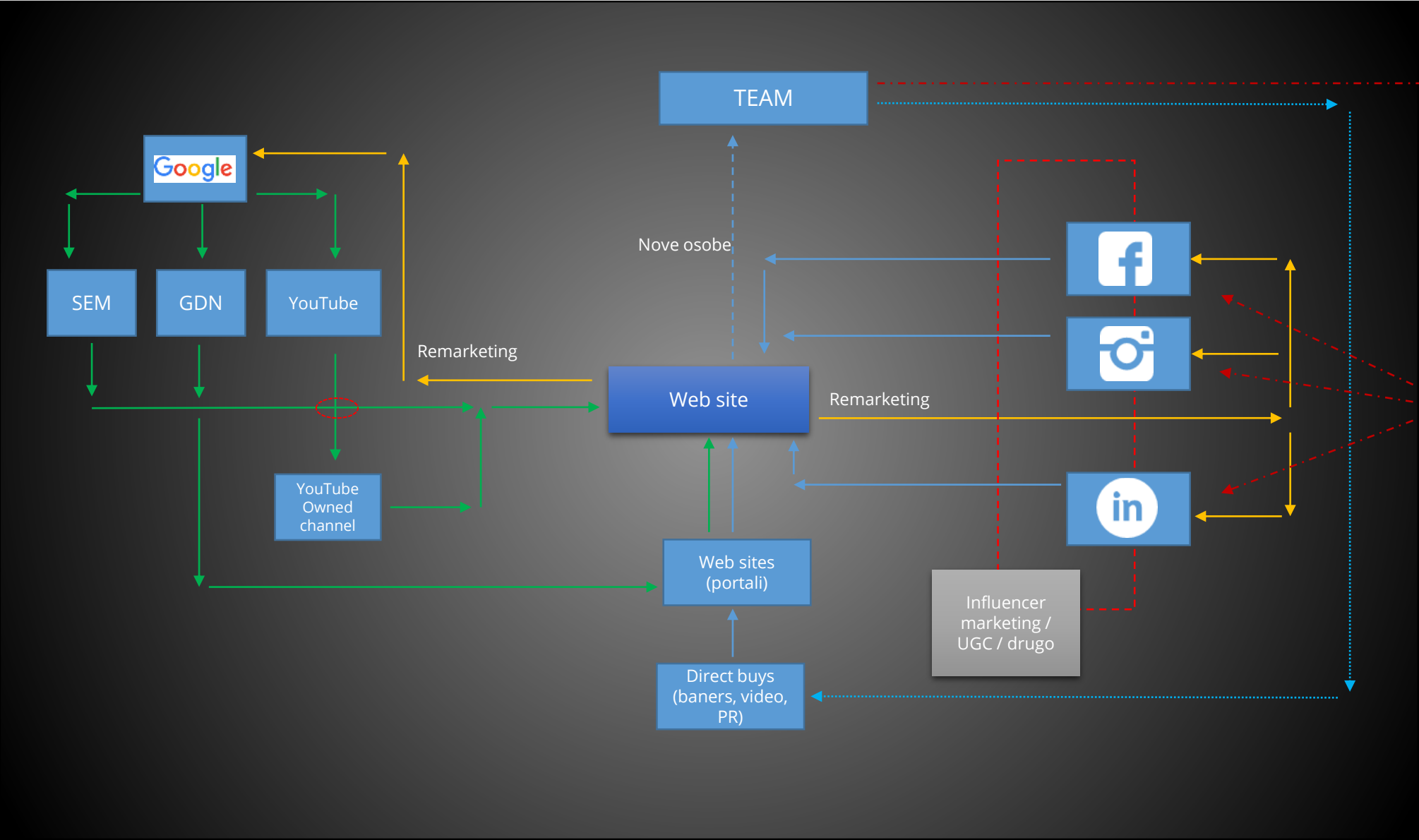
mybeautycorner.ba • Follow

mybeautycorner.ba "Bakro ste? Kako se osjećate ovih dana? Sigurno sam da biste mi u prolazu rekli: "OČIČIČI". A onda se zapitate da li je to zaista tako. Zar nam se svima to ne dešava? Naravno u ovom periodu kada je broj sunčanih sati nizak, dani su kratki, vlažnost vazduha visoka. Naučno je dokazano da su ovi glavni preduslovi za povećanje anksioznosti. Ako osjećate umor, depresiju, nesanicu ili glavobolju, pokušajte si pomoći. Družite se sa drugim ljudima, provodite manje vremena na društvenim mrežama, vježbajte, čitajte, poboljšajte svoju ishranu. Pokušajte se sa svojim ljekarom o svim simptomima koji vas više moguće je da vam je potrebna pomoć i poput Alora. Ovim potpuno prirodan proizvod otklanja simptome anksioznosti a

Liked by alora.ba and 460 others  
NOVEMBER 13, 2018



# Arhitektura (Ekosistem)



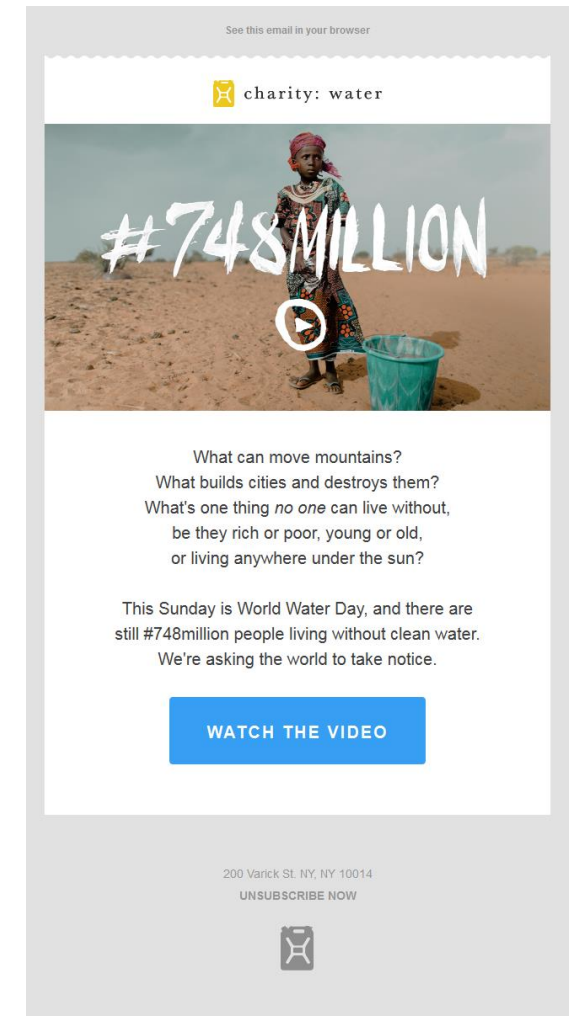
## 1. CHARITY: WATER \*

If anyone has figured out how to engage social media audiences across multiple platforms, it is charity: water. Their mission is to bring clean and safe drinking water to developing countries. To compel support, they use their social media channels to tell the stories of the people and communities their mission serves. Furthermore, they thank their existing supporters and use social proof to get new supporters on board by showcasing those who fundraise for the organization by “donating” their birthday to raise money for the cause.

In 2015 on World Water Day, the organization used #748million across social channels to bring awareness to the number of people in the world without access to clean water. The single-day campaign took the digital offline as well. More than 20 Instameets were organized throughout the world to bring supporters together in person. Altogether, more than 30,000 people engaged in the campaign in just 24 hours.

**Biggest Takeaway:** Create urgency. Campaigns that last for a limited time period galvanize donors around a shared goal and deadline. To maximize the campaign’s timeframe, ensure you have a plan that not only includes social media, but also reaches your donors on other channels like email and your website.

\* <https://www.neoncrm.com/5-stellar-nonprofits-using-social-media/>



## 2. THE HUMANE SOCIETY

The Humane Society of the United States (HSUS) was an early adopter of social media. They have an active following on Twitter and other social media platforms, but their bread and butter is Facebook. In 2013, nearly 5 percent of their donor funding came from this platform — \$200,000 in a year.


To put up numbers like these, HSUS employed two critical tactics. First, each person that comments on any of their platforms receives a personal response from the organization. Second, they include donation forms within custom Facebook tabs with lower donation amounts to encourage people to give what they can afford. These forms are also easily shareable so donors can tell their friends about their contribution and invite them to get involved too.

HSUS has also expertly utilized their Facebook cover photo, combining a compelling video clip with a simple call-to-action. Since it's the first and biggest thing you see when visiting their page, it's a great way to hook visitors through storytelling and encourage them to act.

**Biggest Takeaway:** Make action easy. On-page donation forms, active community managers, and clear calls-to-act reduce the steps supporters need to take to engage and thus, make it more likely that they will.



**Donate** [X]

 Donate to The Humane Society of the United States  
US 501(c)3 Nonprofit Organization

Amount (US Dollars)

Who can see that you donated?  
Only The Humane Society of the United States can see your donation.

Card Number

Expiration Date  Security Code

Billing ZIP Code  Country

Your payment information is encrypted and stored with bank-level security. [Learn More](#)

Donations will be received by The Humane Society of the United States, minus 5.00% to cover fees. By clicking Donate, you agree to our [Payments Terms](#).



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Create Post



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Photo/Video

Tag Friends

Check in



Shop



4.9

4.9 out of 5 · Based on the opinion of 171 people

Community

See All

Invite your friends to like this Page

41,348 people like this

41,203 people follow this

Emira Dedagic and 61 other friends like this or have checked in



88 check-ins



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DIGITAL MEDIA ADVERTISING





Google Ads



Display & Video 360



Campaign  
Manager

**You**Tube

# Google platforme

# Google pozicioniranje i oglašavanje

- ❑ **Search network**

Tekstualni oglasi

- ❑ **Display network (GDN)**

Slikovni oglasi (baneri), Responsive oglasi (baneri), Video oglasi, Rich media, Gmail oglasi, Remarketing

- ❑ **YouTube (video)**

Preroll, bumper

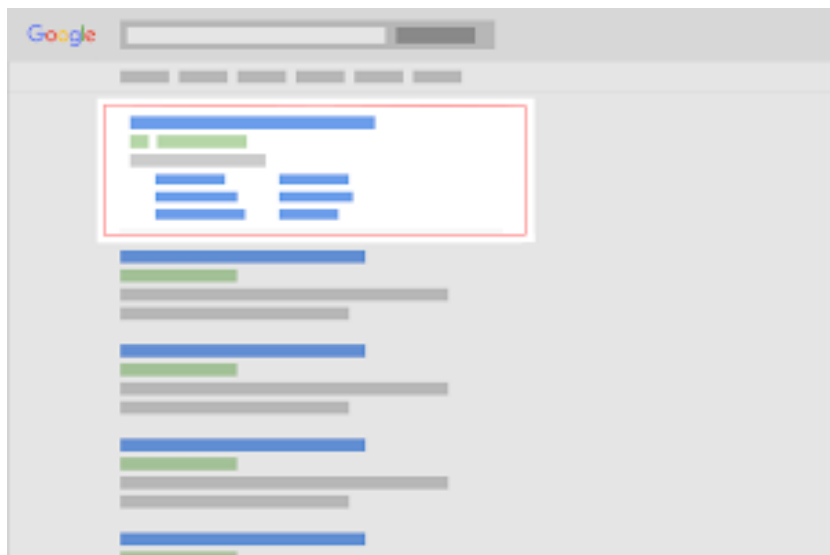


# Google Search

Svakog dana se unosi od 3 do 5 milijardi pojmova u Google pretraživač.

Osobe koje pretražuju upisuju 15% pojmova koji se prije nisu pojavljivali!

Google mijenja algoritam više od 2.400 puta godišnje. U prosjeku 11 puta svakog radnog dana!



# YouTube mreža

➤ **Budite viđeni tamo gdje svi gledaju.**

Sa TrueView oglasima, dosegnete do potencijalnih kupaca u momentu kada gledaju ili traže svoj omiljeni sadržaj na YouTube – i najbolje od svega, platite samo onda kada neko pokaže interes za vaš video oglas.

U posljednje dvije godine broj malih i srednjih preduzeća koja se oglašavaju na YouTube se udvostručio.

1,5 milijardi ljudi svakog dana posjećuju YouTube platformu.


Kreirate svoj YouTube kanal i promovirate sadržaj.

Open new YouTube channel - <https://support.google.com/youtube/answer/1646861?hl=en>


# YouTube mreža

The image shows a YouTube channel page for 'Donor Network West'. At the top, there is a search bar containing the text 'donators networ'. Below the search bar is a banner featuring a grid of diverse people's faces. A blue banner in the center of the grid reads 'Alive today because someone said YES'. A green banner on the right side of the grid reads 'to organ and tissue donation.' Below the banner is the channel header for 'Donor Network West', which includes the channel logo, the name 'Donor Network West', and '74 subscribers'. To the right of the header is a red 'SUBSCRIBE 74' button. Below the header are navigation tabs for 'HOME', 'VIDEOS', 'PLAYLISTS', 'CHANNELS', 'DISCUSSION', and 'ABOUT'. The main content area displays a video titled 'Welcome to Donor Network West' with 392 views and posted 2 years ago. The video player shows a thumbnail with the 'DONOR NETWORK WEST' logo and a progress bar at 0:01 / 3:36. To the right of the video player is the video description: 'Donor Network West saves and heals lives by facilitating organ and tissue recovery for transplantation. The organization was established in 1987 and is an official Donate Life organization accredited by the Association of Organ Procurement Organizations (AOPO) and the American Association of Tissue Banks (AATB). Federally designated to serve 40 counties in northern California and Nevada, Donor Network West partners'. On the left side of the page, there is a navigation menu with options like 'Home', 'Trending', 'Subscriptions', 'Library', 'History', 'Watch later', 'Liked videos', and 'FOR FIVE dma vi...'. Below the navigation menu is a 'SUBSCRIPTIONS' section listing various channels like 'Measureschool', 'Google Analyti...', 'Google Ads', 'NoCopyrightSo...', 'Photoshop Tut...', 'SEAT', and 'Browse channels'. At the bottom left, there is a 'MODE FROM YOUTUBE' label.

# YouTube mreža



**Donor Network West**  
74 subscribers

[HOME](#) [VIDEOS](#) [PLAYLISTS](#) [CHANNELS](#) [DISCUSSION](#) **[ABOUT](#)** 

[SUBSCRIBE 74](#)

## Description

Donor Network West's YouTube channel will highlight the many ways that organ and tissue donation saves and heals lives. We will tell stories of donors and their families, as well as those who were saved and healed through donation. We will provide information on the partnerships which help us in our mission throughout Northern California and Northern Nevada.

## Details

For business inquiries:

[VIEW EMAIL ADDRESS](#)

Location:

United States

## Links

[Instagram](#)

[Facebook](#)

[Twitter](#)

[Donate Life Nevada](#)

[Donate Life California](#)

[Donor Network West](#)

## Stats

Joined Mar 5, 2015

23,186 views



# HVALA NA PAŽNJI!

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