

Sadržaj



Sandra Simonović

web preduzetnica





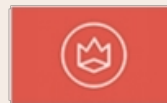
Editor in Chief, Founder
Online magazine Marketing Ltd
November 2012 – Present (2 years) | Serbia



Social Media Assistant (Outsourced)
Telekom Srbija
October 2011 – March 2014 (2 years 6 months) | Serbia



Content Manager (Outsourced)
Themes Kingdom
September 2013 – January 2014 (5 months) | Serbia

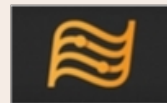


Community Manager (Outsourced)
ISTUDIO Ltd.
September 2012 – April 2013 (8 months)



Community management, Facebook fan pages: monthly planning, communication with fans.

Blogger
Netokracija
July 2011 – January 2013 (1 year 7 months) | Serbia



Covering mobile / social / web culture in Serbia and ex-Yu region.

Social Media Assistant (Outsourced)
Represent Communications
May 2012 – September 2012 (5 months) | Serbia



@sandrakravitz #pitajters

PITAJTE.RS

jer sve kreće od
sadržaja

web strategy pyramid



A group of men in formal suits are gathered in a grand, ornate doorway. One man, with a long white beard, is seated in a wheelchair in the center. The scene is set in a dark, classical architectural environment with intricate carvings and a large, arched entrance. The lighting is dramatic, highlighting the figures against the dark background.

Šta će korporativni blog
pogrebnom preduzeću?

Šta će meni internet, ja imam Facebook?!



Niste vlasnik saobraćaja
jednostavnije rečeno:
pravite pare nekom drugom.

Šta će meni internet, ja imam Facebook?!



Vaš sadržaj nije dostupan svima,
već samo onima koji imaju nalog na
Facebooku – I čak nije vidljiv ni svima njima

Šta će meni internet, ja imam Facebook?!



Vi ste na Facebooku podstanar,
i to bez ugovora – vlasnik stana vas uvek
može izbaciti na ulicu, ili promeniti uslove
stanovanja tako da sami poželite da odete.

Šta će meni internet, ja imam Facebook?!



Pretraga. Arhiva. Komentari.

Kako pružiti (pružati) kvalitetan i relevantan sadržaj?



What do my customers love?

What do they worry about?

What excites them?



What is my brand's relationship to those things?

Sve je u poverenju



Kreirajte kvalitetan sadržaj



čitaoci imaju poverenja u vas kada im
pružate besplatne savete

Sve je u poverenju



Ponudite kvalitetan besplatan sadržaj



čitaoci će ga deliti sa svojim prijateljima,
poznanicima na društvenim mrežama

Sve je u poverenju



Kvalitetan besplatan sadržaj je viralan



javiće vam se ljudi koji su spremni
da plate za vaše znanje



Teorija mini suknje

Savršena dužina blog posta



Želite da bude dovoljno dugačko da
pokrije najvažnije, ali dovoljno kratko
da probudi interesovanje

Spremite pitanja!

