

The Google logo is centered on the page, rendered in its characteristic multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is green, 'l' is blue, and 'e' is red.

Sodobna komunikacijska orodja: Think with Google solutions



Google Search

I'm Feeling Lucky

Metka Svetlin  
Marketing Manager Google Adriatics

**Google is easy**  
**Google je enostaven**

Google

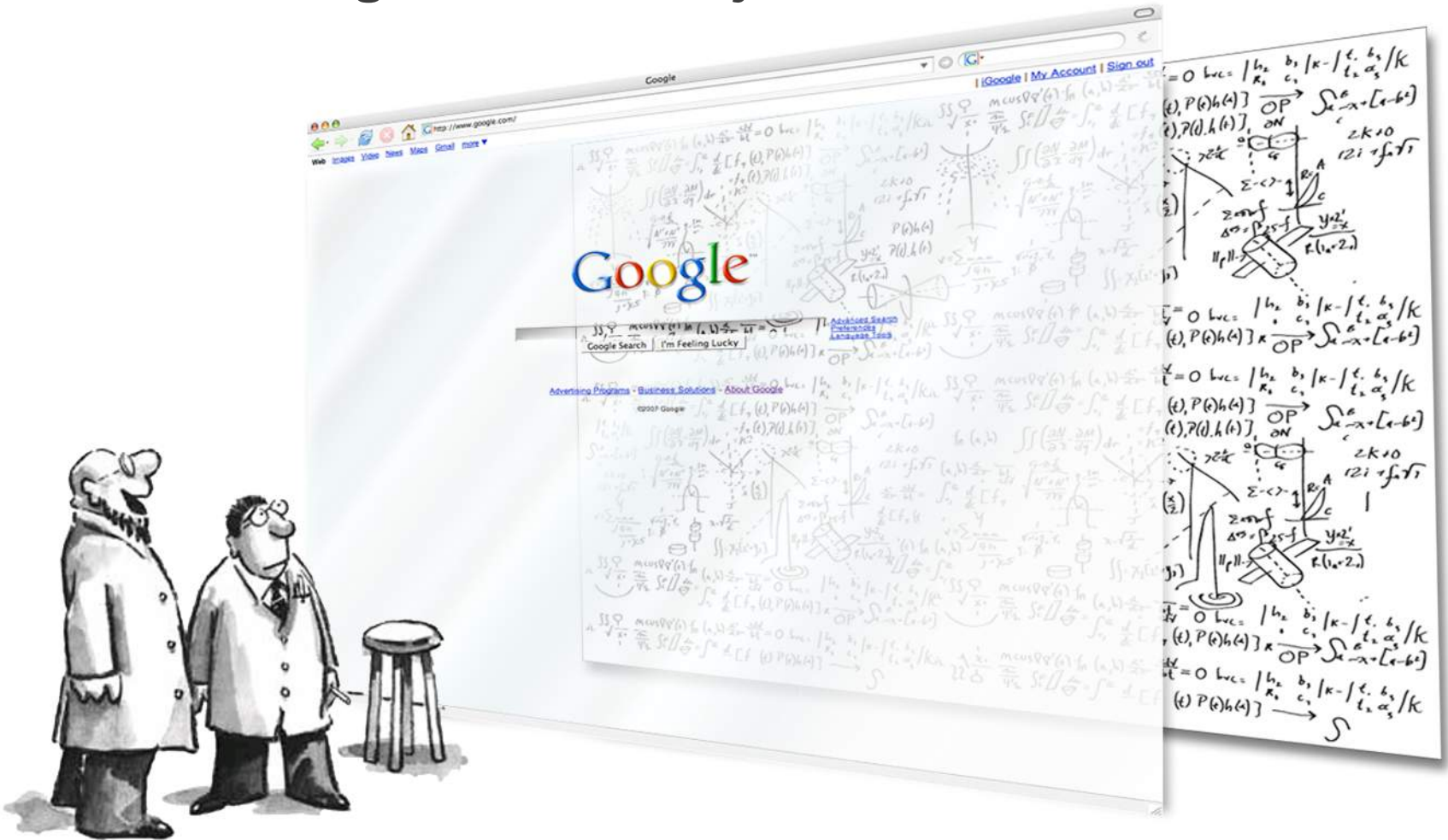


Google Search

I'm Feeling Lucky

# Making Google Easy is Hard

## Narediti Google enostaven je težko



*"Hey, no problem!"*

# Ena iskalna vrstica za vsa vprašanja

Web results

Video results

(Steve's famous Stanford commencement speech)

News results

(Articles about Steve and Apple)

News archives

Pics

Web Images Video News Maps Gmail more ▾

Google™

steve jobs

Search

Advanced Search  
Preferences

Web Images Video News

## Steve Jobs - Wikipedia, the free encyclopedia

Biography from Wikipedia, the free encyclopedia: brief history, business ventures, quotes, and links.

[en.wikipedia.org/wiki/Steve\\_Jobs](http://en.wikipedia.org/wiki/Steve_Jobs) - 173k - [Cached](#) - [Similar pages](#) - [Note this](#)

## Apple - Press Info - Bios - Steve Jobs

Official biography of the co-founder of Apple and Pixar.

[www.apple.com/pr/bios/jobs.html](http://www.apple.com/pr/bios/jobs.html) - 6k - [Cached](#) - [Similar pages](#) - [Note this](#)

## Apple - Thoughts on Music

A written response by Steve Jobs to consumers, musicians, and the music industry about his thoughts on music content.

[www.apple.com/hotnews/thoughtsonmusic/](http://www.apple.com/hotnews/thoughtsonmusic/) - 17k - [Cached](#) - [Similar pages](#) - [Note this](#)  
[ [More results from www.apple.com](#) ]

## STEVE JOBS

Steve Jobs innovative idea of a personal computer led him into revolutionizing the computer hardware and software industry. When Jobs was twenty one, ...

[ei.cs.vt.edu/~history/Jobs.html](http://ei.cs.vt.edu/~history/Jobs.html) - 42k - [Cached](#) - [Similar pages](#) - [Note this](#)



## YouTube - Steve Jobs Stanford Commencement Speech 2005

Here we see Steve Jobs delivering his commencement speech to ...

[Watch video](#) - 15 min - ★★★★★

[www.youtube.com/watch?v=D1R-jKKp3NA](http://www.youtube.com/watch?v=D1R-jKKp3NA)

## Steve's Resume

Steve Jobs. 1 Infinite Loop. Cupertino, CA 95014. (408) 996-1010. (408) 996-1010. (408) 996-1010. (408) 996-1010. [steve@mac.com](mailto:steve@mac.com) ...

[homepage.mac.com/steve/Resume.html](http://homepage.mac.com/steve/Resume.html) - 46k - [Cached](#) - [Similar pages](#) - [Note this](#)

## News results for steve jobs



[Read This: 'Option\\$: The Secret Life of Steve Jobs'](#) - 13 hours ago

Steve Jobs, chief executive of Apple Inc., makes for a wickedly funny, first-person parody by Fortune magazine writer Daniel Lyons, author of the "Fake ...

[Seattle Post Intelligencer](#) - [3 related articles](#) »

## News archive results for steve jobs



1997 » [Jobs's Team And Name Are on the Line](#) - \$4.95 - [New York Times](#)

2002 » [Jobs: Flat-panel iMacs on the way](#) - [CNET News.com](#)

2006 » [Jobs has a knack for getting his way](#) - [USA Today](#)

## Image results for steve jobs



# Potek digitalne revolucije

Informacija

“Berem”

Distribucija in trgovina

“Kupim”

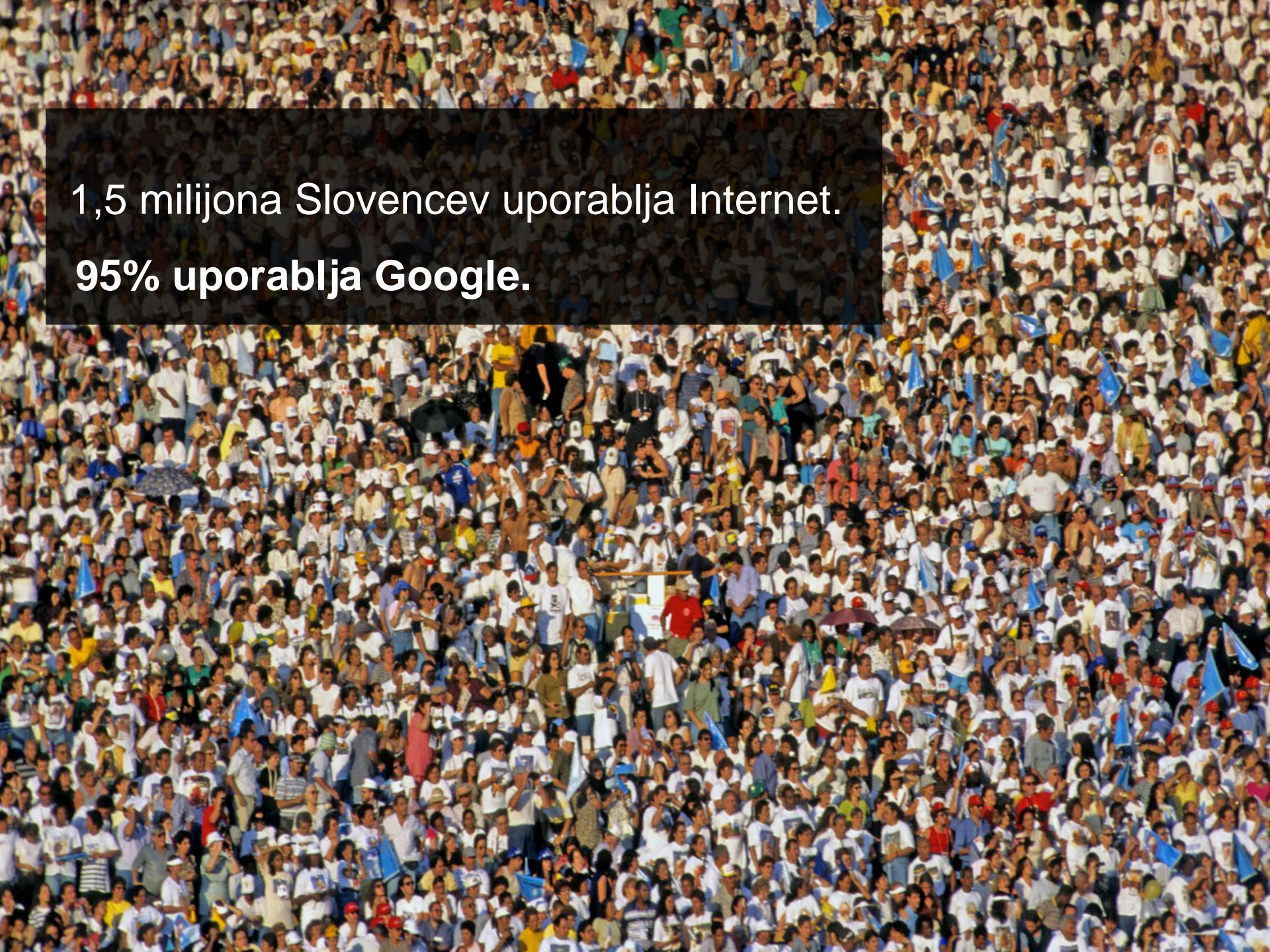
Komunikacija

“Govorim”



# 1/3 ljudi na svetu uporablja splet



A high-angle, wide shot of a massive crowd of people, likely at a stadium or large outdoor event. The crowd is densely packed and extends across the entire frame. Many individuals are wearing white t-shirts, and a significant number are holding small blue flags. The scene is brightly lit, suggesting a sunny day. In the center of the crowd, there is a small structure or stage area with some equipment and people standing on it. The overall atmosphere appears to be one of a large-scale public gathering or celebration.

1,5 milijona Slovencev uporablja Internet.  
**95% uporablja Google.**

# Splet je središče našega življenja







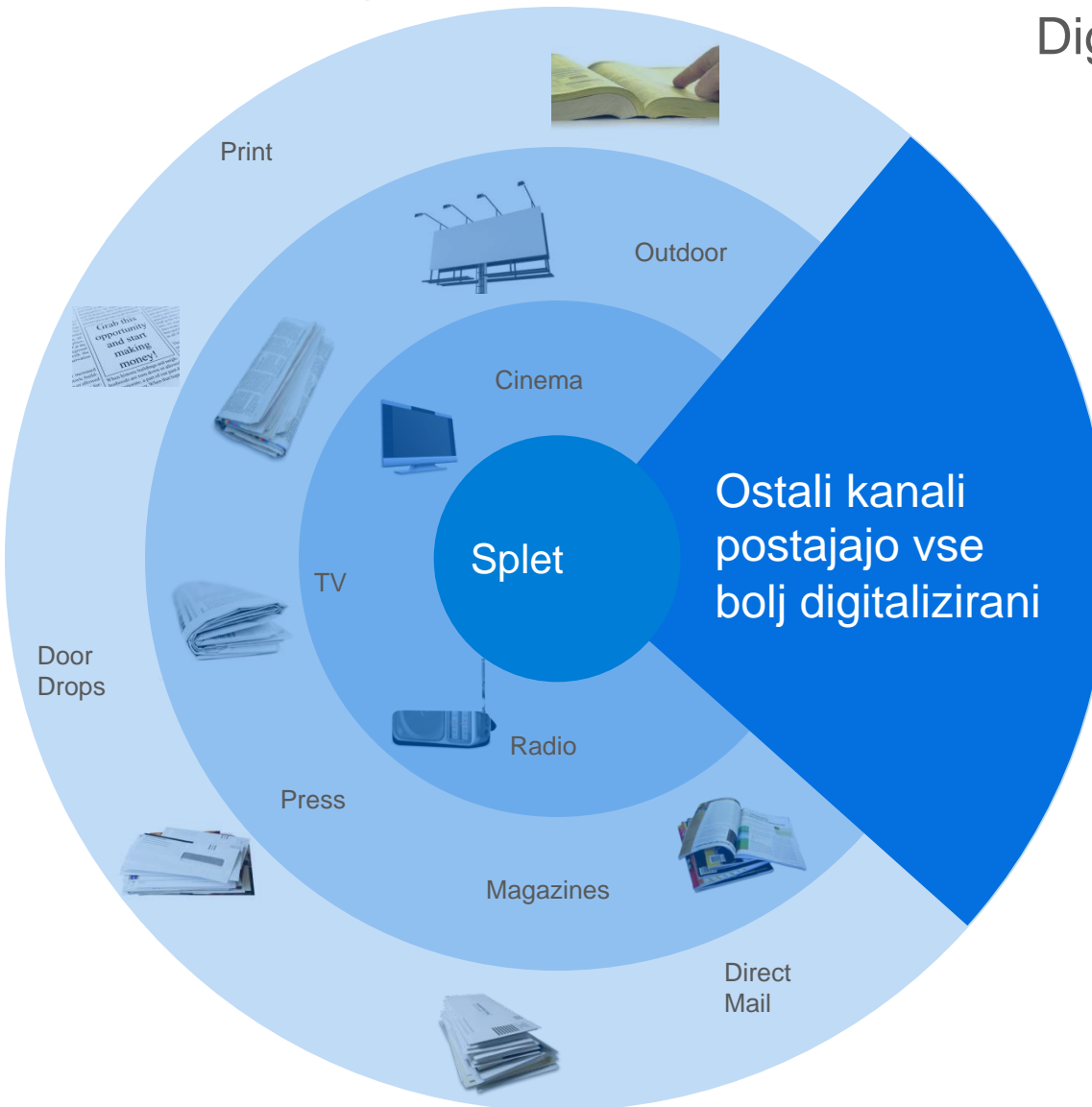


**NO LINE**

**OFFLINE**

**ONLINE**

# Splet je v jedru velikih komunikacijskih kampanj



## Digitalizacija ostalih medijev



TV



Tisk



Radio

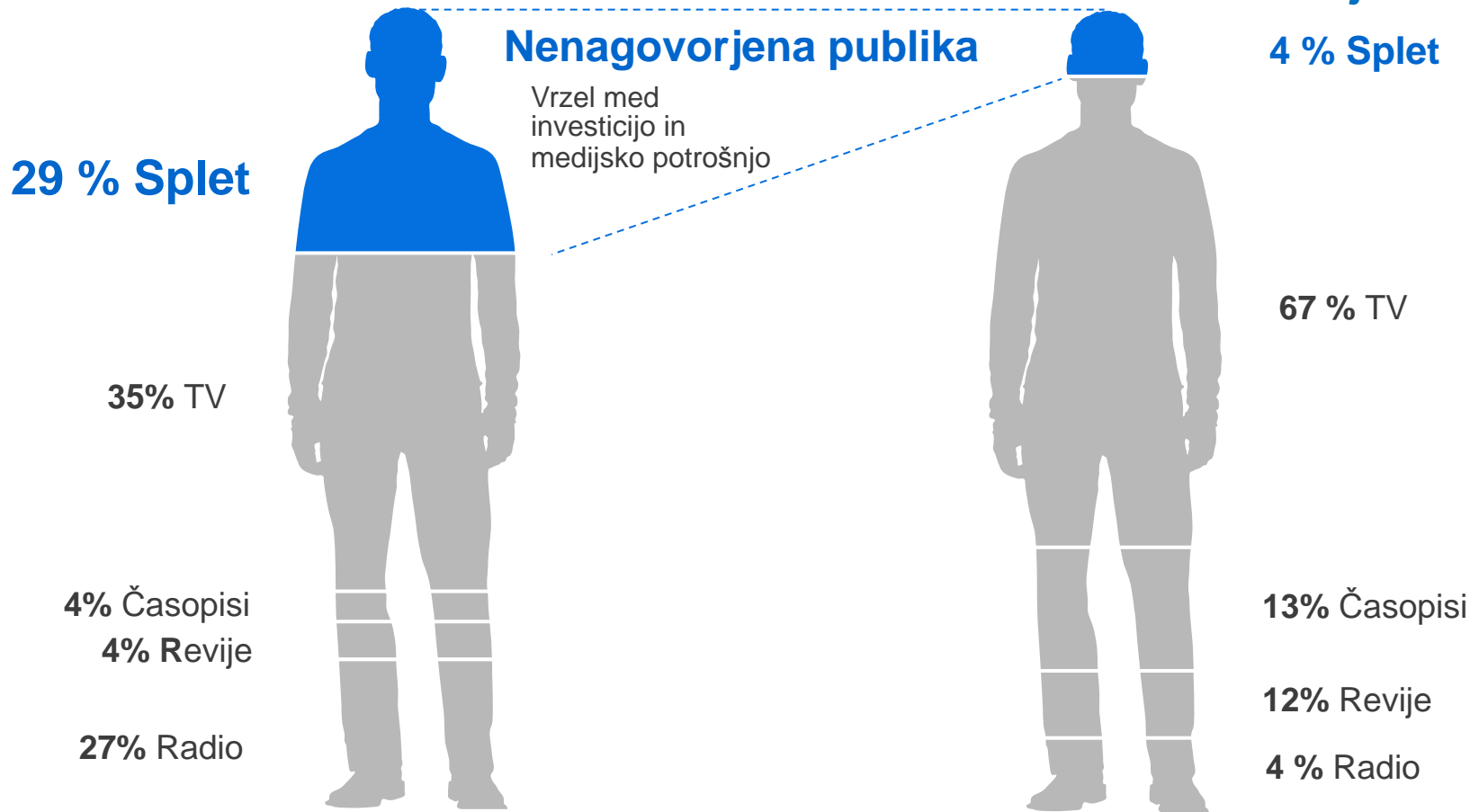


Outdoor

# Oglaševanje sledi porabniku na splet

## Medijska potrošnja porabnikov

## Oglaševalske investicije



# Štiri ključni koncepti spleta - "The Four Be's"



The Google logo is centered on the page, featuring its characteristic multi-colored letters: 'G' in blue, 'o' in red, 'o' in yellow, 'g' in blue, 'l' in green, and 'e' in red.

Googlovi produkti za marketing



Google Search

I'm Feeling Lucky



*Tekstovni oglasi*

*Prikazni oglasi*

*Video oglasi*

*YouTube oglasi*

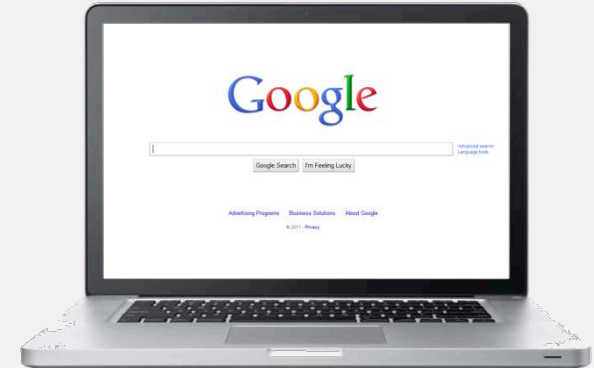
*Mobilni oglasi*





# Bodi opažen: Google Search – Iskalnik AdWords

Prenesi in nadzoruj svoje sporočilo medtem, ko uporabniki iščejo tvoje izdelke in storitve na Googlu ali pri naših iskalnih partnerjih.



## Koristi

- Nadzoruj svoj proračun
- Inovativni oglasi
- Časovno in krajevno ciljanje
- Plačilo po učinku
  - Takojšnje prilagoditve



## Cena

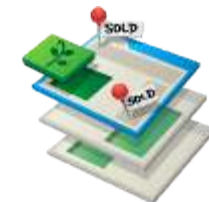
- Cena na klik (CPC)
- Smart Pricing - dražba



## Format

*Prilagodljivo:*

- Naslov oglasa, Tekst in URL
- Produktne razširitve
- Lokale razširitve



## Položaj

Google.com

Google Ad Grants



# Iskanje na spletu in AdWords

Uporabnik vpiše ključne besede (kar išče)

The screenshot shows a Google search for "museums in london". The search bar contains the text "museums in london". Below the search bar, there are navigation tabs for "Web", "Maps", "Images", "Shopping", "News", "More", and "Search tools". The search results show "About 66,100,000 results (0.64 seconds)".

The search results are divided into several sections:

- Top Museums in London - londonpass.com**: An advertisement for London Museums Pass, featuring a 4.5-star rating and a link to [www.londonpass.com/london-museums](http://www.londonpass.com/london-museums). It includes text about seeing London Museums & Save, London Pass followers, and free museums like Churchill Museum and Top London Museums.
- Free Museums in London - rafmuseum.org.uk**: An advertisement for the RAF Museum, featuring a link to [www.rafmuseum.org.uk/](http://www.rafmuseum.org.uk/) and text about free entry and group visits.
- Science Museum in London - rigb.org**: An advertisement for the Science Museum, featuring a link to [www.rigb.org/museum](http://www.rigb.org/museum) and text about exploring the history of science.
- Map for museums in london**: A map of London with several red pins labeled A through G, indicating museum locations. The map data is from 2014.
- London Museum**: A featured snippet for the London Museum, established in 1912, with a link to the Wikipedia page. It includes a photo of the museum's exterior.
- People also search for**: A section with thumbnails and links for "Museum of London", "Natural History Museum", "Museum of London Docklands", "London Museum of Water & S...", and "Science Museum".

## AdWords oglasi (sponzorirane povezave):

- neodvisno od organskih rezultatov
- zahteva obladanje iskalnenga / Search Engine Marketinga (SEM)
- plačilo (na klik, ne na prikaz)
- zelo fleksibilno in odzivno
- možnost prikaza vsakič, ko uporabnik vpiše relevantne besede

## Organski rezultati:

- neodvisni od AdWords
- zahteva obvladanje Search Engine Optimization (SEO)
- brez plačila
- rezultati so odvisni od kakovosti spletne strani
- dolgoročni učinek



# Bodi Vpleten: Youtube



Prenesi v strežnik



metka@google.com

- ↑ Priporočeni videoposn...
- 👤 Moj kanal
- 📺 Moje naročnine 1
- 🕒 Zgodovina
- 🕒 Oglejte si pozneje

## NAROČNINE

- Kranjska Gora 1
- Klemen Slakonja
- talajoy18 1

- ➕ Brskanje po kanalih
- ⚙️ Upravljanje naročnin



**museumoflondon**

Naroči 801

- Home**
- Videoposnetki
- Seznami predvajanja
- Kanali
- Razprava
- Vizitka
- 🔍



**Christina Broom**

2.602 ogleda pred 1 mesecem  
<http://www.museumoflondon.o...>

Curator of Photographs, Anna Sparham, talks about an exciting new acquisition of photography from Christina Broom - including incredible images of soldiers heading to the Front for WWI.

## London History

A selection of videos exploring the rich and fascinating history of London and its people, hosted by curators from the Museum of London.

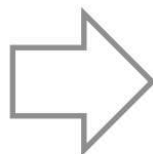
## Sorodni kanali v YouTubu

- The Metropolitan Mus...**  
Naroči
- GreshamCollege**  
Naroči
- Getty Museum**  
Naroči
- britishmuseum**  
Naroči
- Cooper-Hewitt Nation...**  
Naroči
- Penn Museum**  
Naroči

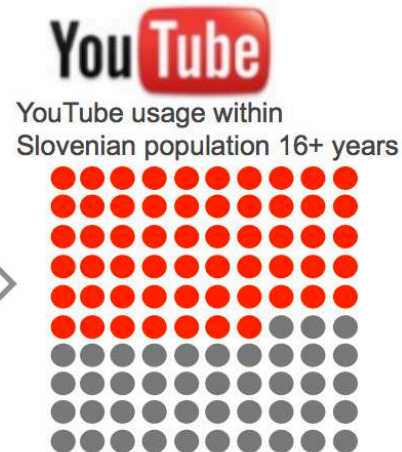
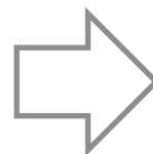
# YouTube reach Slovenia



**78%**  
Internet usage in  
Slovenia



**73%**  
of onliners in  
Slovenia use  
YouTube



**57%**  
of the Slovenian  
total population 16  
years or older can  
be reached via  
YouTube

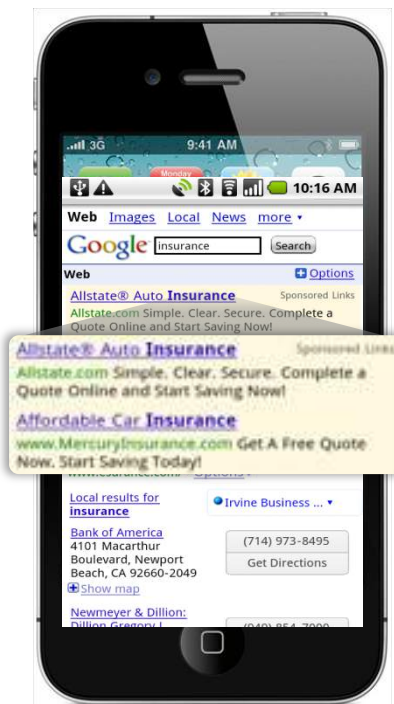
Source: Global CCS 2014



# Bodi Relevanten: Google Mobilni oglasi

## Google ponuja 3 tipe mobilnega oglaševanja

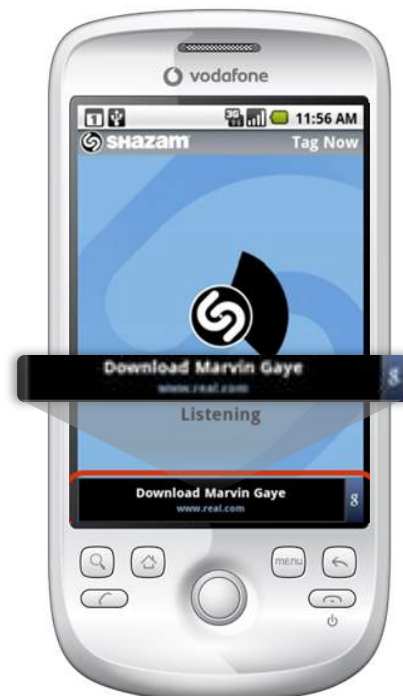
### 1 Iskalni oglasi



### 2 Spletni Prikazni oglasi



### 3 App prikazni oglasi



Google/Ipsos Mobile Movement Study, 2011

Base: Smartphone Users 18+ (n=5,013)

Q: Which of the following types of websites do you visit on your smartphone?

Base: Smartphone Users (5013)

Q: How often do you notice advertising when you are using your smartphone?

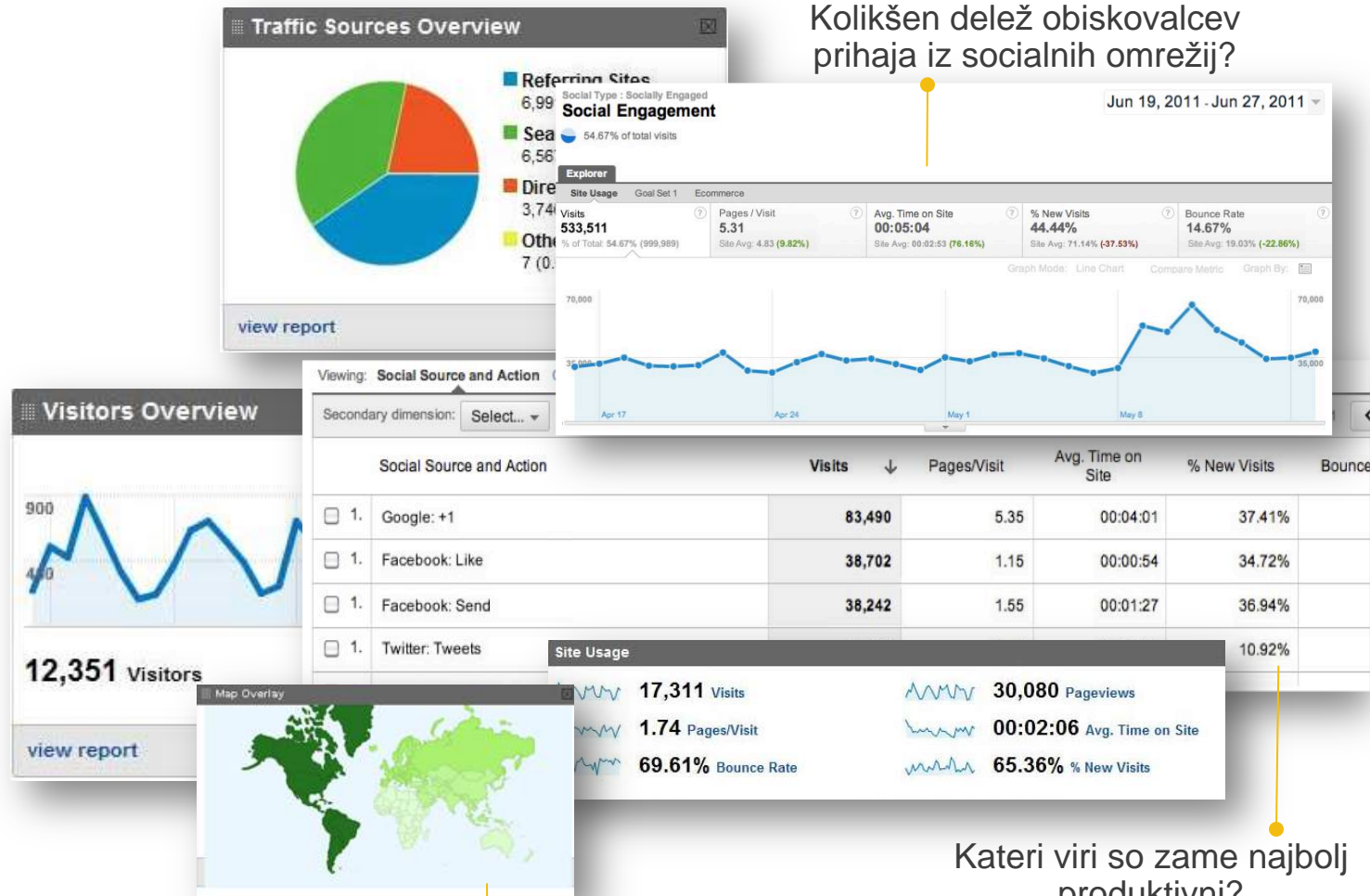


# Bodi vpleten: Google Analytics - Izboljšaj trženjske aktivnosti

Močna, preprosto uporabna, prilagodljiva orodja, ki omogočajo tržnikom pregled in analizo podatkov ter odgovorno tržno ravnanje.



Google Analytics



Kolikšen delež obiskovalcev prihaja iz socialnih omrežij?

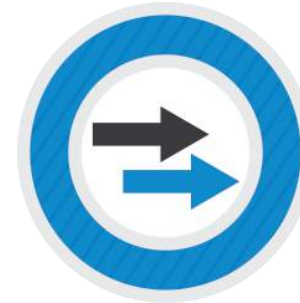
Ali naj širim aktivnosti na nove trge?

Kateri viri so zame najbolj produktivni?

# Osnove razširjenega vpogleda



**Audience**  
Koga dosegate?



**Traffic Sources**  
Od kod prihajajo?



**Content**  
Kako se odzivajo na vašo vsebino?



**Conversions**  
Ali opravijo željeno dejanje?

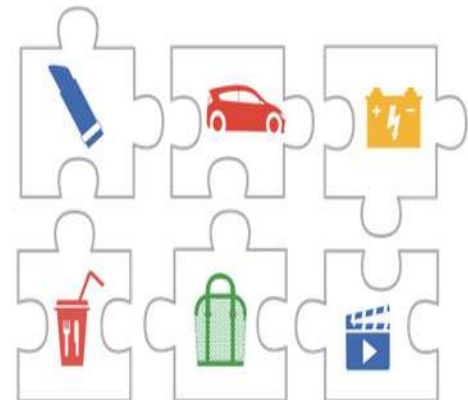
# Google

Think with Google solutions



Google Search

I'm Feeling Lucky







# Map Maker



# Street View

# Google Cultural Institute



Discover exhibits and collections from museums and archives all around the world. Explore cultural treasures in extraordinary detail, from hidden gems to masterpieces.

Create your own galleries and share favorite finds with friends.

**New!** Artists, museums, galleries, archives: discover **Google Open Gallery**, powerful free tools to bring your content online.

## Art Project

Discover diverse art collections from around the world. Explore artworks at incredible detail, view exhibitions, and take virtual tours.

Image: de Young Museum

## Historic Moments

Explore online exhibitions detailing the stories behind significant moments in human history.

## World Wonders

World Wonders brings modern and ancient world heritage sites online using Street View and other Google technologies.

Trendi

Slovenija ▾ Od 2004 do zdaj ▾ Vse kategorije ▾ Spletno iskanje ▾



Najbolj vroča iskanja

► Lestvice najbolj priljubljenih

**Raziskovanje**

Naročnine

Košarkarski turnirji NCAA  
March Madness

Primerjajte

**Priljubljenost ključnih besed glede na iskalne izraze**

Lokacije

Časovna obdobja

Teme

Naročanje



eurobasket

Iskalna poizvedba

fifa

Iskalna poizvedba

olimpijske igre

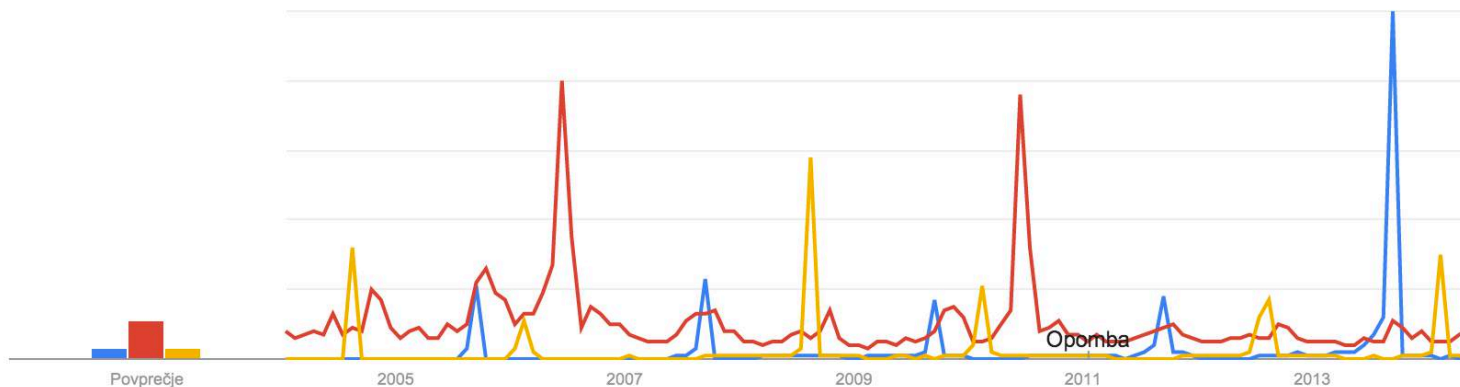
Iskalna poizvedba

+ Dodaj izraz

Stopnja priljubljenosti ključnih besed skozi čas ?

Naslovi novic

Napoved ?



# Tools: Find markets for expansion!

## Global Market Finder

Google Global Market Finder English

**Your business**      **Search terms**      **Filter**

Select your location: Lithuania      Keyword(s): vilnius hotels      Europe

Select your language: English      Enter one keyword per line      [Learn more about global markets](#)

**Geographic distribution**

Location	Opportunity	Local Monthly Searches	Suggested Bid	Competition
Germany	<div style="width: 100%;"></div>	2,910	Lt3.21	<div style="width: 10%;"></div>
German	<div style="width: 100%;"></div>	2,900	Lt3.22	<div style="width: 10%;"></div>
vilnius hotels	<div style="width: 100%;"></div>	2,900	Lt3.22	<div style="width: 10%;"></div>
<a href="#">Show additional keyword suggestions from Keyword Tool</a>				
Russian	<div style="width: 10%;"></div>	10	Lt1.22	<div style="width: 10%;"></div>
вильнюс отели	<div style="width: 10%;"></div>	5	Lt1.22	<div style="width: 10%;"></div>
отели вильнюса	<div style="width: 10%;"></div>	5	Lt1.22	<div style="width: 10%;"></div>
<a href="#">Show additional keyword suggestions from Keyword Tool</a>				
Italy	<div style="width: 100%;"></div>	1,900	Lt1.96	<div style="width: 10%;"></div>
Russia	<div style="width: 100%;"></div>	3,320	Lt2.98	<div style="width: 10%;"></div>
Poland	<div style="width: 100%;"></div>	1,900	Lt2.65	<div style="width: 10%;"></div>
United Kingdom	<div style="width: 100%;"></div>	1,900	Lt3.52	<div style="width: 10%;"></div>
Spain	<div style="width: 100%;"></div>	480	Lt1.80	<div style="width: 10%;"></div>
Netherlands	<div style="width: 100%;"></div>	480	Lt2.00	<div style="width: 10%;"></div>
Belgium	<div style="width: 100%;"></div>	436	Lt1.82	<div style="width: 10%;"></div>
Ireland	<div style="width: 100%;"></div>	320	Lt2.59	<div style="width: 10%;"></div>
Austria	<div style="width: 100%;"></div>	260	Lt2.92	<div style="width: 10%;"></div>
Ukraine	<div style="width: 100%;"></div>	293	Lt2.31	<div style="width: 10%;"></div>
Switzerland	<div style="width: 100%;"></div>	246	Lt2.65	<div style="width: 10%;"></div>
Finland	<div style="width: 100%;"></div>	320	Lt5.74	<div style="width: 10%;"></div>
France	<div style="width: 100%;"></div>	210	Lt3.37	<div style="width: 10%;"></div>
Sweden	<div style="width: 100%;"></div>	140	Lt5.82	<div style="width: 10%;"></div>
Croatia	<div style="width: 100%;"></div>	36	Lt1.48	<div style="width: 10%;"></div>

46 100

**Are you ready to go global?**

Reach new customers worldwide with Google AdWords.

**Are you ready to translate?**

If you're already an AdWords customer, upload your keywords and campaigns now in [Translator Toolkit](#).

Learn more about how Google can help grow your business with [AdWords for Global Advertisers](#).



# Google Translate (Prevajalnik)

The Google logo is centered on the page. It consists of the word "Google" in its signature multi-colored font: 'G' is blue, 'o' is red, 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red. The letters have a slight 3D effect with shadows.

# Google

Google je več kot iskalnik



Google Search

I'm Feeling Lucky

The Google logo is centered in a white rectangular box. It consists of the word "Google" in its signature multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

# Google

Hvala za vašo pozornost!

Google Search

I'm Feeling Lucky

