

ZGODBE
NAREDIJO MUZEJ

mag. Nenad Senić

@nenadsenic

Muzeoforum, 26. 5. 2014

Davnega leta 1997 ...



Danes za razmislek že jutri



Content marketing – vaši lastni mediji

Tehnika priprave in dosledne (dolgoročne) distribucije relevantne in predvsem učinkovite vsebine, da bi pritegnili pozornost vnaprej natančno definirane ciljne skupine, jih pridobili ter z njimi vzpostavili in negovali reden odnos, da bi dosegli in celo presegli zastavljene poslovno-komunikacijske cilje.

Content marketing pomeni

Vedeti in razumeti, kaj vaše kupce zanima, kaj jih tišči, in jim to dostaviti na zanimiv in privlačen način.

6 pogojev za učinkovito dolgoročno komuniciranje

- 1 – kreativna uredniška zasnova (celostna strategija)
- 2 – razumevanje potreb ciljnih skupin
- 3 – aktivna vključenost ciljnih skupin
- 4 – odlični teksti, fotografije, ilustracije, video posnetki
- 5 – funkcionalen, privlačen dizajn
- 6 – premišljena distribucija

5 lastnosti učinkovite vsebine

- 1 – poučna
- 2 – zabavna
- 3 – relevantna
- 4 – dosledna
- 5 – iskrena

3 glavna vprašanja

1 – Kaj so naši cilji?

2 – Za koga pripravljamo vsebino?

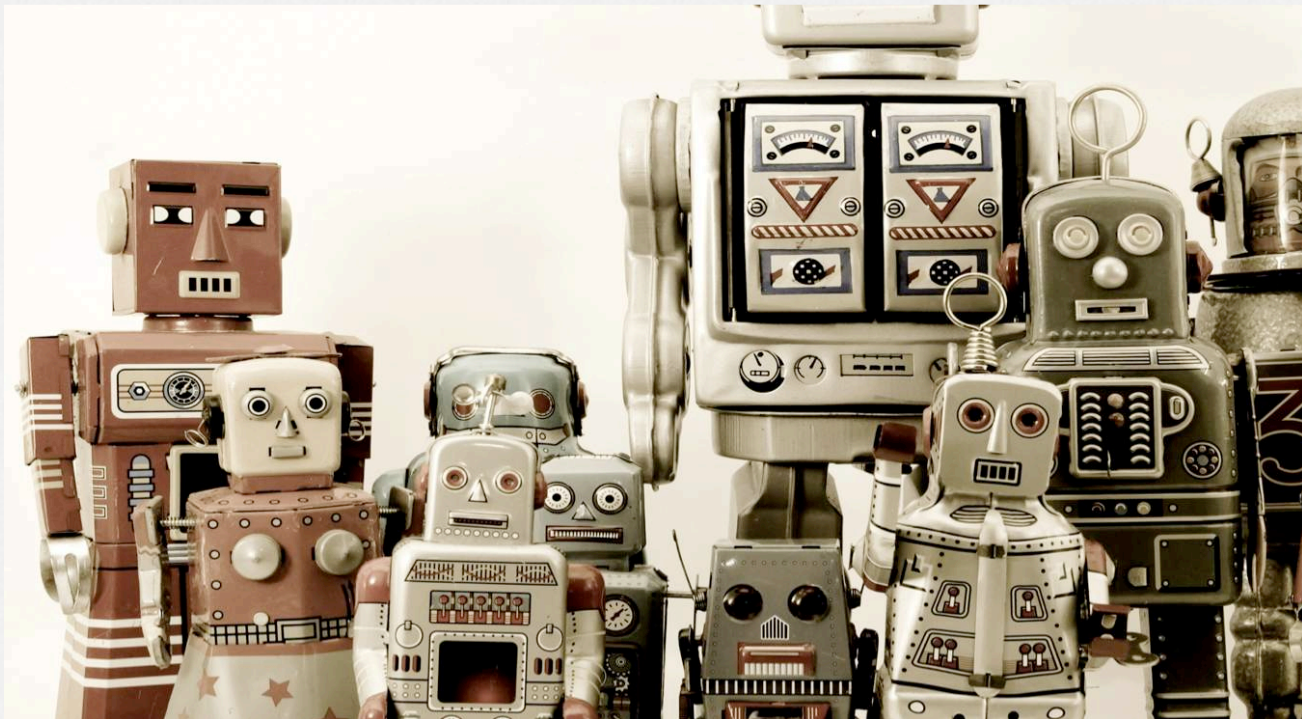
3 – Kako bomo merili učinkovitost in kako se bomo meritvam prilagajali?

Zakaj?

Kaj so vaši cilji?

Kaj želite doseči?

Za koga?



Egocentriki



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VSEBINSKO-
KOMUNIKACIJSKE
STRATEGIJE

Čas za načrtovanje!

POVEČATI VERJETNOST
DOSEGE
ZASTAVLJENIH CILJEV



Razumeti medije





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VA Holocaust Museum

@VaHolocaust

Located in Richmond, Virginia, the Virginia Holocaust Museum seeks to promote tolerance through education.

📍 Richmond, VA

🌐 vaholocaust.org

🕒 Joined August 2009

[Tweet to VA Holocaust Museum](#)

<https://twitter.com/CMContent/status/470564173236027392>

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 **VA Holocaust Museum** @VaHolocaust · May 22
German probe finds 20 former death camp guards bigstory.ap.org/article/german...

👤 2 ⭐ 1 ⋮

 **VA Holocaust Museum** @VaHolocaust · May 21
These are just a few of the new items in our gift shop. We have been busy updating our shop, so come... instagram.com/p/oQ0-rRhR7f/

👤 ⭐ ⋮



Minnesota Historical Society

4.6 ★★★★★ (465 ratings)

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History Museum · Educational Organization
The Minnesota Historical Society is a non-profit educational and cultural institution established in 1849.

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6



A place to contemplate

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MAY
21
2014

Guest blogger Karen Bower has been a docent at the IMA since 2008.



The entrance beckons. What is up there? After the walls of cobbly rocks caged in wire you see a dark tunnel. What is this place?

Park of the Laments is the largest public, permanent monument, or “*intervention*,” by Alfredo Jaar in the United States. The form of the park is a square within a square. One square is rigid and made of limestone-filled gabion baskets. Jaar has said the rough, crumbled limestone is a beautiful metaphor for people who have suffered in the past. The second square, soft and organic, is made of indigenous trees and plants. With walls of green and a ceiling of blue sky this center square becomes a relational art project – a place to escape to and meditate.

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Razstava/Exhibitor: Emona: mesto v imperiju/Emona: a City of t...



Tamara Bregar · 8 videos

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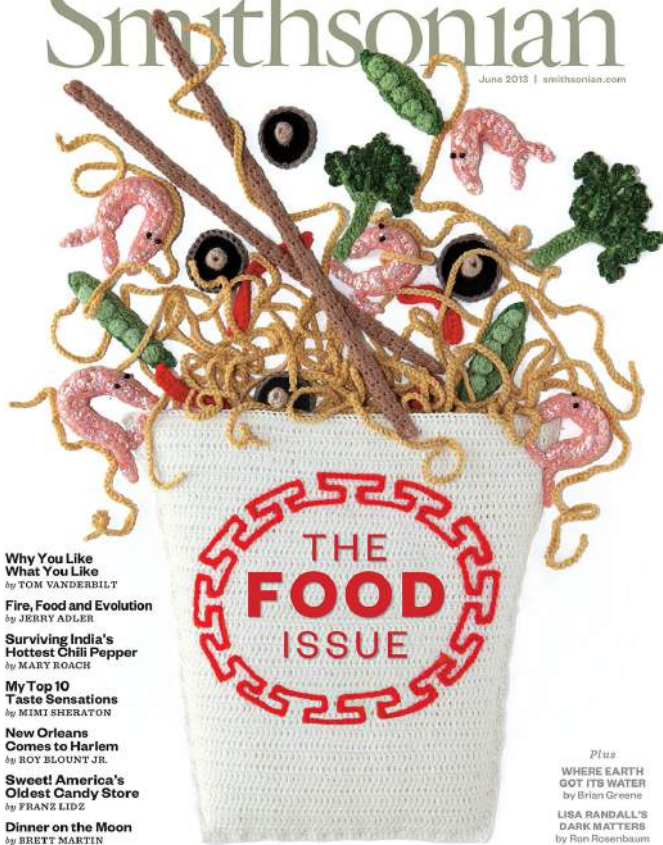
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Smithsonian

June 2013 | smithsonian.com



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Hvala

Nenad Senić

Blog: disput.si

Facebook stran: [www.facebook.com/
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E-pošta: nenad@disput.si

Twitter: [@NenadSenic](https://twitter.com/NenadSenic)

Skype: [nenadsenic](https://www.skype.com/people/nenadsenic)

LinkedIn: si.linkedin.com/in/nenadsenic