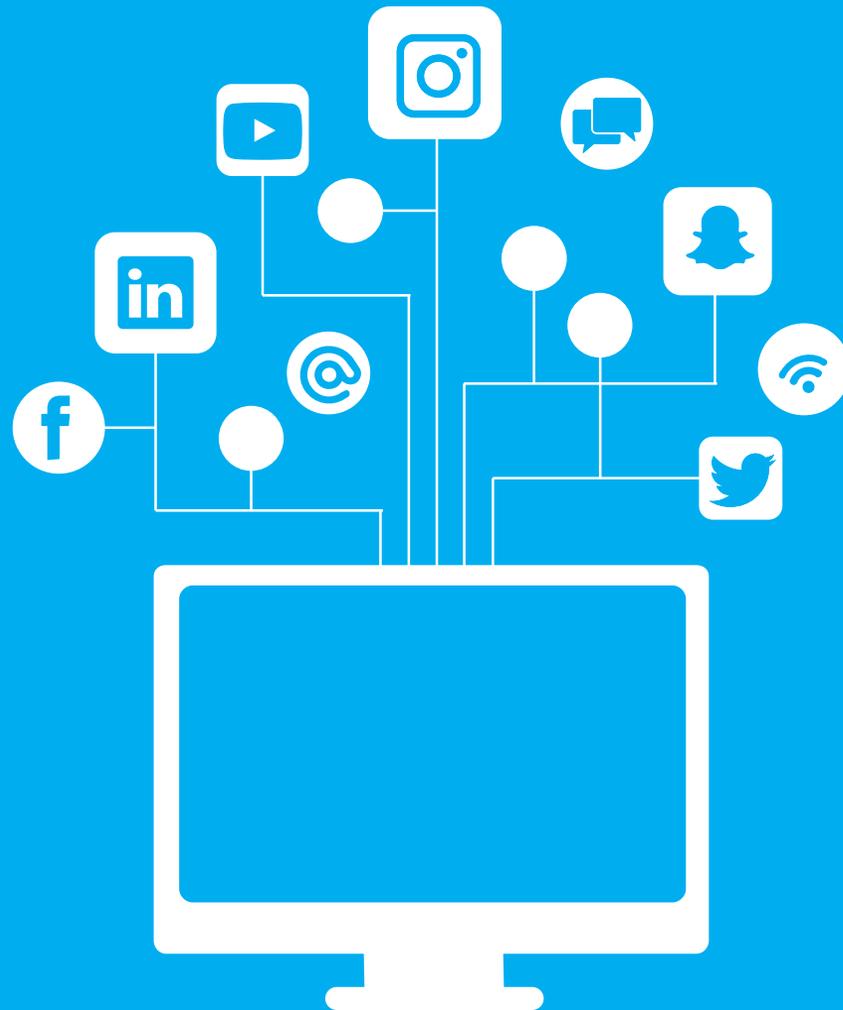


# Društvene mreže u promociji privatnog smještaja



DIGITAL

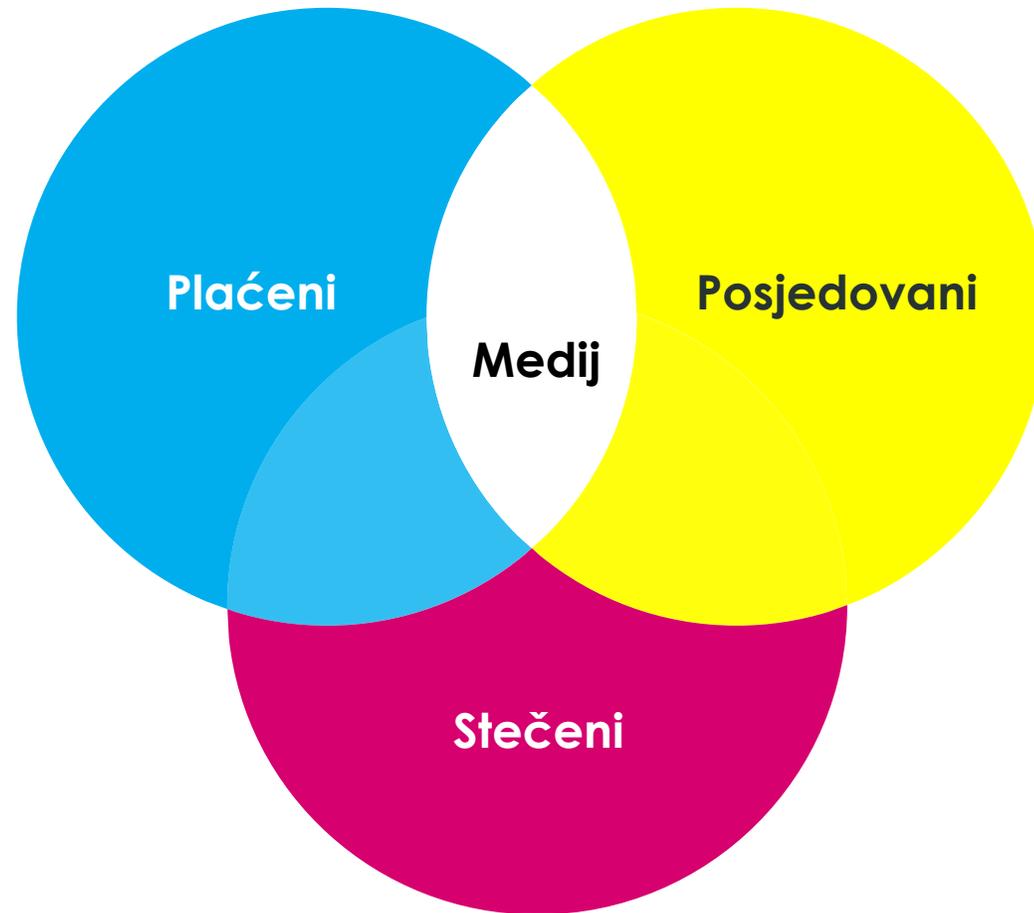
VS

TRADITIONAL

MARKETING



**ŠTO SU MEDIJI?**



**Paid Owned Earned Media (P.O.E.M)** predstavlja kombinaciju elemenata tradicionalnog marketinga, digitalnih medija te aktivnosti koji kreiraju novi pristup poznatiji pod nazivom holistička marketinška strategija.

## PLAĆENI MEDIJI

Paid Search  
Oglašavanje  
putem mobilnih  
uređaja,  
oglašavanje  
putem društvenih  
mreža

## POSJEDOVANI MEDIJI

Imovina branda,  
webstranice,  
blogovi,  
newsletter

## STEČENI MEDIJI

Recenzije,  
blogovi, editorijali,  
word-of-mouth  
metoda  
oglašavanja,  
kanali društvenih  
medija

## Malo statistike...

83%

stranih turista svoju novu destinaciju biraju na temelju preporuka koje su dobili putem društvenih platformi

(Google, 2017)

## Malo statistike...

50%+

Putnika inspiraciju za putovanje pronalazi kroz fotografije prijatelja objavljenih na društvenim mrežama

(Google, 2017)

## Malo statistike...

70%

Ljudi svoju destinaciju pronalazi putem mobilnih uređaja

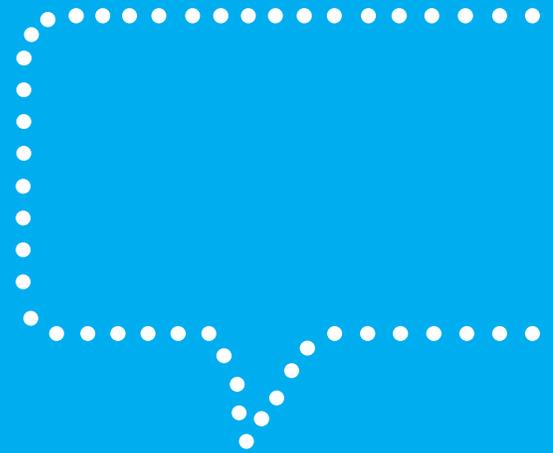
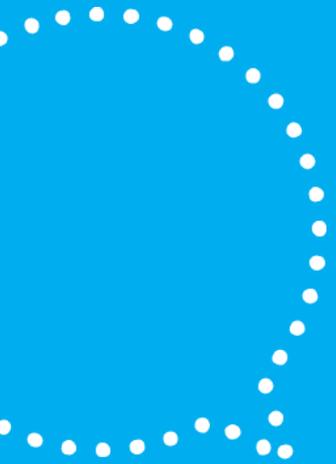
(Google, 2017)

## Malo statistike...

67%

aranžmana za putovanja platile su žene.

# PRIMJER DOBRE PRAKSE





Traži

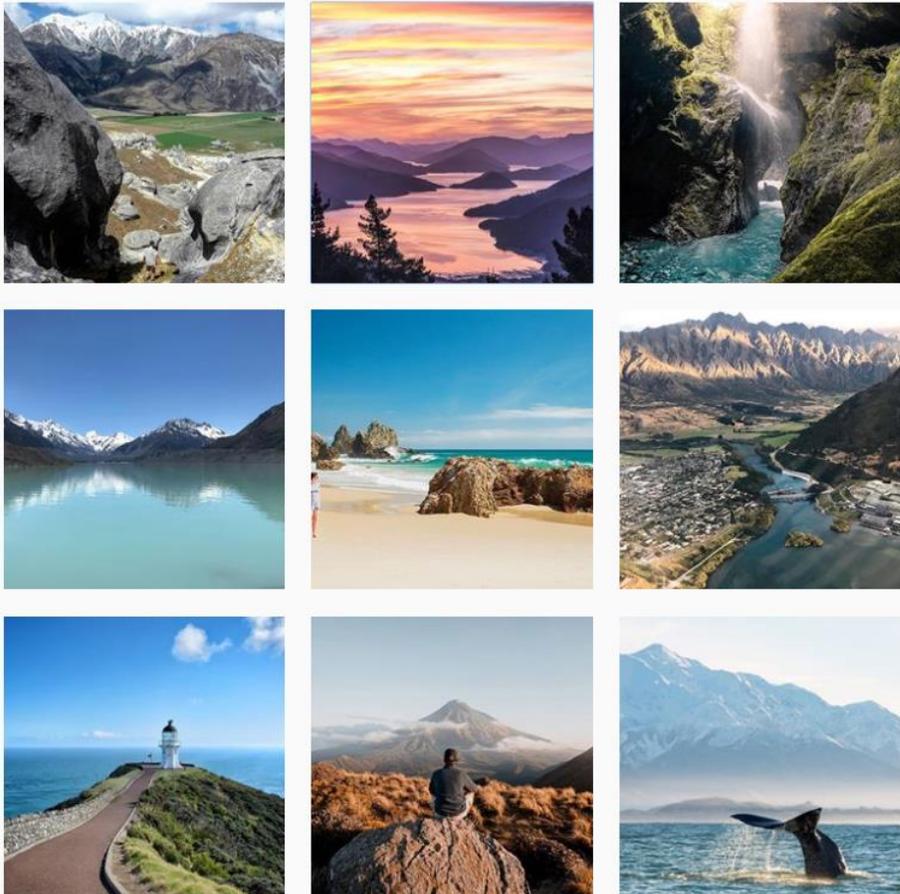


purenewzealand Prati

Broj objava: 777 Pratielja: 737k Prati 149

New Zealand Official Tourism NZ account. Share your New Zealand experience on #NZMustDo & #RealMiddleEarth or tag @purenewzealand to give us permission to re-post [www.newzealand.com/travel](http://www.newzealand.com/travel)

New Zealand Official Tourism NZ account. Share your New Zealand experience on #NZMustDo & #RealMiddleEarth or tag @purenewzealand to give us permission to re-post [www.newzealand.com/travel](http://www.newzealand.com/travel)



purenewzealand Prati

purenewzealand Meet the locals.  
#NZMustDo 📍 Kaikoura, South Island. 📷:  
@barekiwi]

#Travel #NewZealand #NZ #Nature  
#KaikouraNZ

Učitaj još komentara

- dutchiestheworld @1991syz
- saasha\_burns So incredible 🤩🙌
- wealthclubincorporated Beautiful
- sharpshooter2804 @barekiwi nice click
- littlespriglinen @afewfavouritethings
- racquelelena @emvog
- heidiefocus\_worldwide @marielle.91 nu hopen dat ik ook zon plaatje mag maken.. 🙏
- marielle.91 @heidiefocus\_worldwide das een perfecte foto! #knadiimen



Svida mi se: 30,873

14. STUDENOGA

Komentiraj...



kozacavehotel

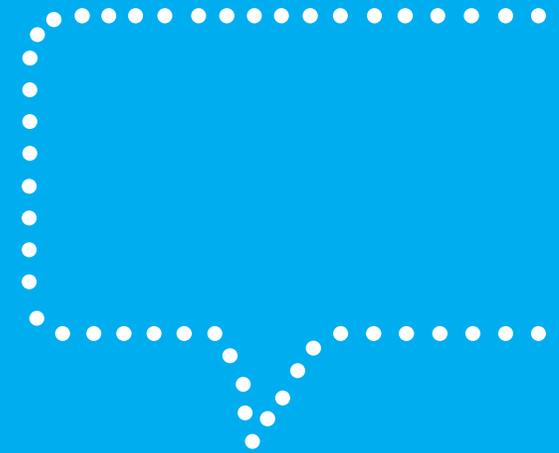
Prati

Broj objava: 190    Pratelja: 3,375    Pratih 419

Koza Cave Hotel Family business with 10 rooms, -Your home away from home. -Top choice Lonely Planet 2014,15,16,17 -6 of the best cave hotels "The Guardian" [www.theguardian.com/travel/2014/aug/21/five-great-cave-hotels](http://www.theguardian.com/travel/2014/aug/21/five-great-cave-hotels)



# Trendovi u korištenju društvenih mreža





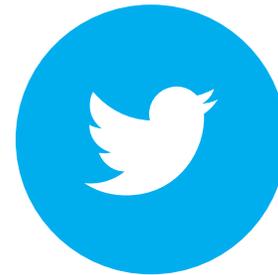
**POPULACIJA**

7,593 milijardi



**INTERNET  
KORISNICI**

4.021 milijardi



**KORISNICI  
DRUŠTVENIH  
MREŽA**

3.196 milijardi



**PRISTUP INTERNETU  
PUTEM MOBILNIH  
UREĐAJA**

5.135 milijardi



**PRISTUP  
DRUŠTVENIM  
MREŽAMA PUTEM  
MOBILNIH UREĐAJA**

2.558 milijardi

# U usporedbi s 2017.godinom...



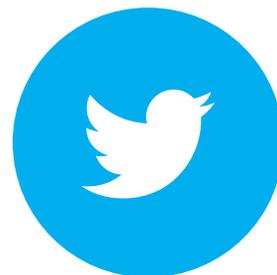
## POPULACIJA

7,47 milijardi



## INTERNET KORISNICI

**+7%**  
+248 m



## KORISNICI DRUŠTVENIH MREŽA

**+13%**  
+362 m



## PRISTUP INTERNETU PUTEM MOBILNIH UREĐAJA

**+4%**  
+218m



## PRISTUP DRUŠTVENIM MREŽAMA PUTEM MOBILNIH UREĐAJA

**+14%**  
+360m



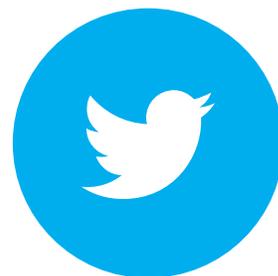
**POPULACIJA**

843 m



**INTERNET  
KORISNICI**

674 m



**KORISNICI  
DRUŠTVENIH MREŽA**

448 m



**PRISTUP DRUŠTVENIM  
MREŽAMA PUTE  
MOBILNIH UREĐAJA**

376 m



**POPULACIJA**

839 milijuna



**INTERNET  
KORISNICI**

637 milijuna



**KORISNICI  
DRUŠTVENIH MREŽA**

412 milijuna



**PRISTUP DRUŠTVENIM  
MREŽAMA PUTE  
MOBILNIH UREĐAJA**

340 milijuna



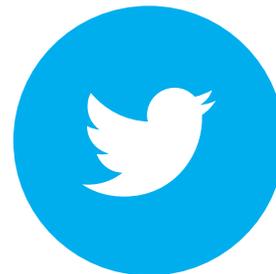
**POPULACIJA**

4.18 milijuna



**INTERNET  
KORISNICI**

3.13 milijuna



**KORISNICI  
DRUŠTVENIH  
MREŽA**

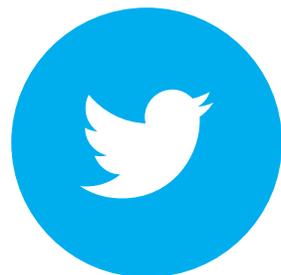
2 milijuna



**PRISTUP  
DRUŠTVENIM  
MREŽAMA PUTE  
MOBILNIH UREĐAJA**

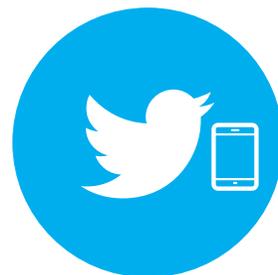
1.70 milijuna

# U usporedbi s 2017.godinom...



**KORISNICI  
DRUŠTVENIH  
MREŽA**

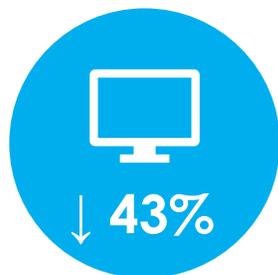
↑11%  
(200 tisuća)



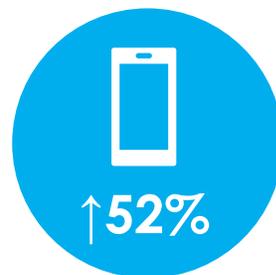
**PRISTUP  
DRUŠTVENIM  
MREŽAMA PUTEM  
MOBILNIH UREĐAJA**

↑7%  
(100 tisuća)

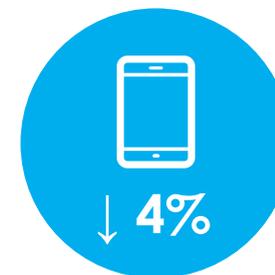
# Dijeljenje sadržaja u svijetu 2018.



**PRIJENOSNA I  
STOLNA RAČUNALA**



**MOBILNI UREĐAJI**

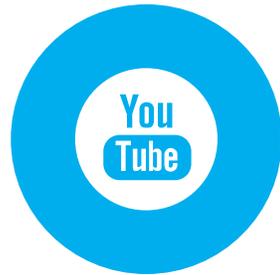


**TABLETI**

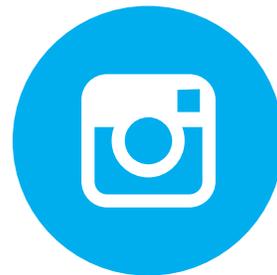
# DOMINANTNE DRUŠTVENE MREŽE



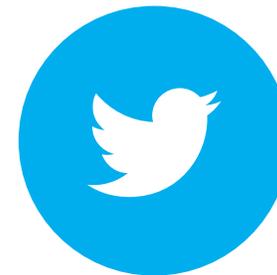
**2.170**  
milijardi



**1.500**  
milijardi



**800**  
milijuna



**330**  
milijuna



**175**  
milijuna



BROJ AKTIVNIH KORISNIKA

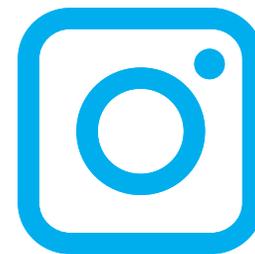
**2.170,000,000 m**



**44%**



**56%**



BROJ AKTIVNIH KORISNIKA

**800 m**



**50.4%**



**49.6%**

# FACEBOOK U REGIJI

Država	Ukupan broj aktivnih korisnika na razini mjeseca	Postotak korisnika putem mobilnih uređaja	Postotak korisnika društvene mreže u danu	Broj ženskih korisnika	Broj muških korisnika
<b>Hrvatska</b>	2 milijuna	80%	75%	49%	51%
<b>Austrija</b>	3.9 milijuna	87%	72%	49%	51%
<b>Italija</b>	31 milijun	90%	74%	48%	52%
<b>Njemačka</b>	33 milijuna	85%	64%	48%	52%
<b>Slovenija</b>	960 tisuća	81%	72%	49%	51%
<b>Mađarska</b>	5.5 milijuna	78%	73%	52%	48%

# Vrste publika



# RAZNOLIKOST PUBLIKE



## Tradicionalisti

prosječne starosne dobi od 48 godina



## Digital media junkies

prosječna starosna dob 28 godina, učestali korisnici video i glazbenih formata



## On-the Go Workers

prosječna starosna dob 41 godina, teže se adaptiraju na nove tehnologije



## Professionals

najveći potrošači digitalnih uređaja, koriste video formate i elektroničku poštu



## Gamers

orijentirani na video igre



## Digital Communicators

orijentirani na tzv.social networking, texting i elektroničku poštu



## Video Digerati

Intenzivo korištenje video formata kroz različite platforme – tv, mobilni uređaji, PC, web

---

## **GENERACIJA „BABY BOOMERS” (1940.- 1960.)**

---

- Zrela dob
- Većina dolazi do informacije o budućoj destinaciji „word-of-mouth“ metodom te kroz tiskovine, TV, Radio

---

## **GENERACIJA „X” (1961.- 1980.)**

- obitelji s djecom, parovi
- većina dolazi do informacije o budućoj destinaciji odmora putem mrežnih stranica, društvenih platformi, ali i „word-of-mouth“ metodom

---

## **GENERACIJA „Y” (1981.- 1995.)**

- Digitalno opismenjena skupina koja većinu destinacija za odmor pronalazi putem mrežnih stranica i društvenih platformi
- Digitalni nomadi u potrazi za novim iskustvima i znanjima
- Mlađe obitelji s djecom koji putuju tokom praznika
- iskustva dijele s prijateljima, poznanicima putem društvenih mreža, ili pak u direktnom kontaktu
- Putuju tokom cijele godine, istražuju nove destinacije

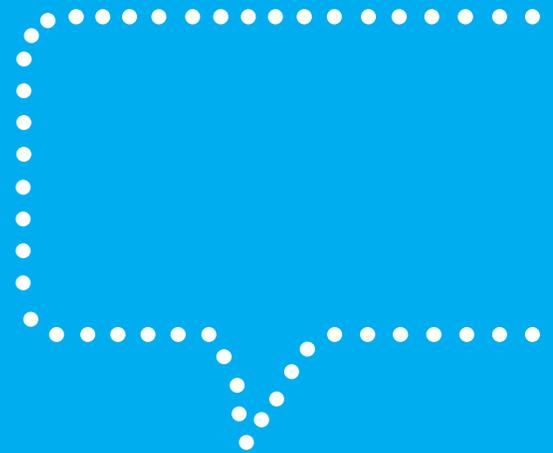
---

## GENERACIJA „Z” (1995.- .)

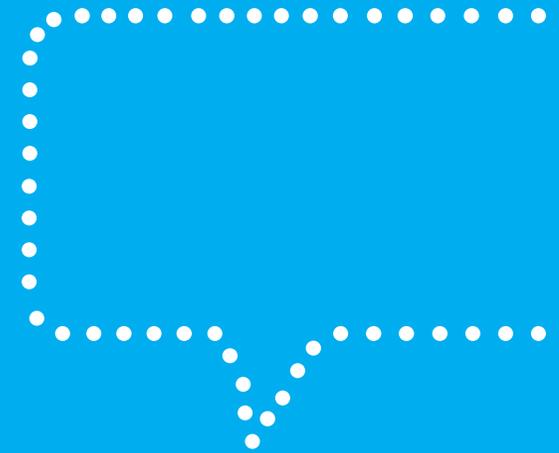
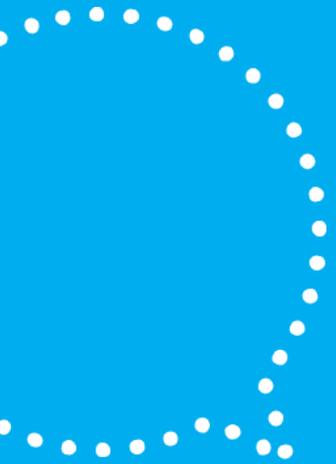
---

- Digitalno opismenjena skupina koja većinu ideja za odmor pronalazi putem mrežnih stranica i društvenih platformi
- Digitalni nomadi u potrazi za novim iskustvima i znanjima
- Osnovnoškolci i srednjoškolci putuju najčešće organizirano sa školom (izleti) te s roditeljima
- Svoja iskustva dijele sa prijateljima, poznanicima putem društvenih mreža, ili pak u direktnom kontaktu

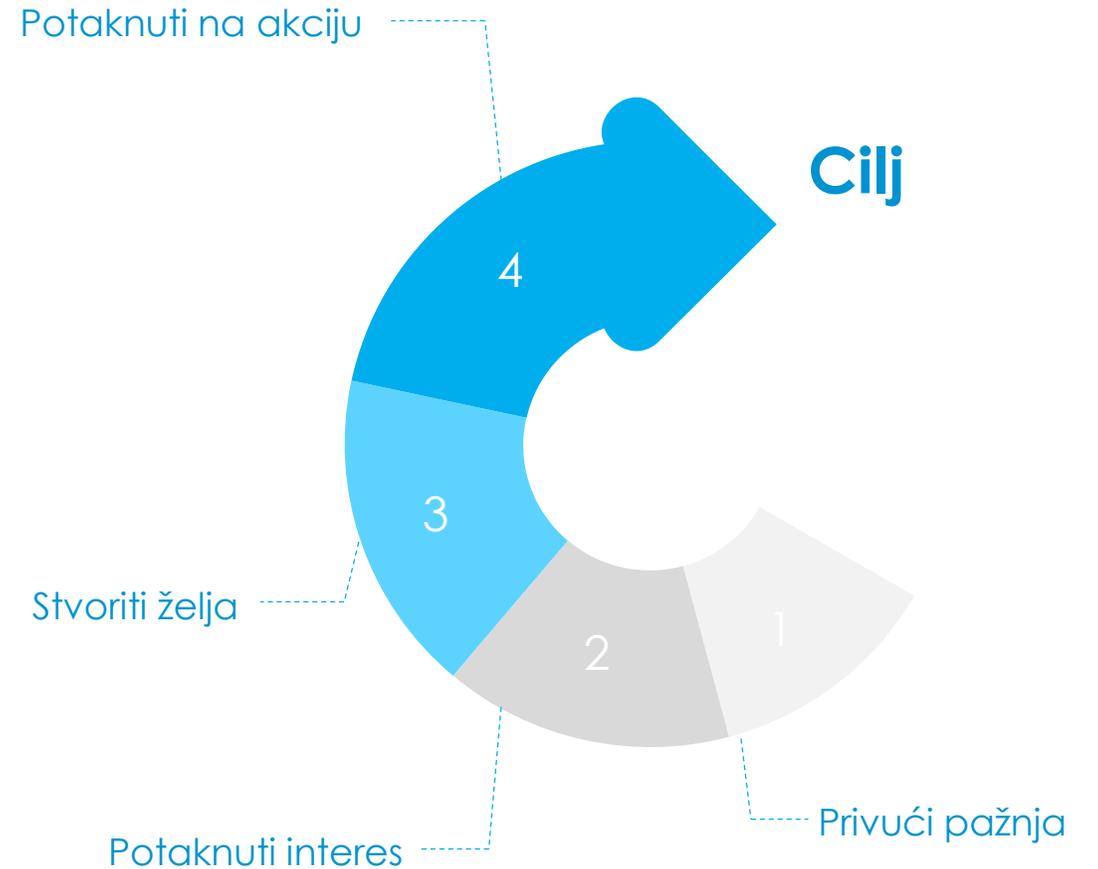
# Radionica



# Strategija oglašavanja



# Strategijom oglašavanja namjerava se:



# ZAPITAJTE SE...



# Ciljevi koje želimo postići putem naših kanala komunikacije

CILJ BR.1	CILJ BR.2	CILJ BR.3	CILJ BR.4	CILJ BR.5

# Upoznajmo našu publiku

TKO JE MOJA CILJNA SKUPINA	ŠTO ONI RADE	KOJI ŽIVOTNI STIL NJEGUJU	NJIHOVI STAVOVI VEZANO UZ DESTINACIJE ZA ODMOR	STRATEGIJA	CILJ KOMUNIKACIJSKOG PLANA

# SEGMENTACIJA TRŽIŠTA

---

## PRIMARNO TRŽIŠTE

---

Hrvatska  
Slovenija  
Austrija  
Njemačka  
Mađarska

---

## SEKUNDARNO TRŽIŠTE

---

Poljska  
Italija  
Svicarska  
Slovačka  
Češka  
Ostala tržišta u  
okruženju

---

## TERCIJARNO TRŽIŠTE

---

Australija  
Azija  
Amerika



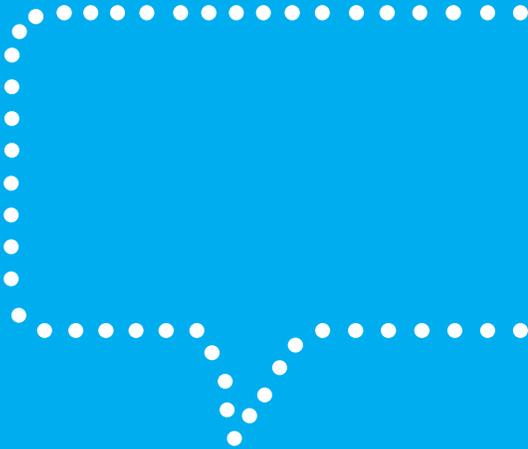
# No, da li trenutno naši kanali komunikacije imaju potencijal...

...za privlačenje publike

Društvena mreža	URL	Broj pratitelja	Broj praćenih	Zadnji dan aktivnosti	Format multimedije (fotografija, video, memo, citat)	Broj sakupljenih like-ova	Broj komentara	Termini aktivnosti



# Instagram

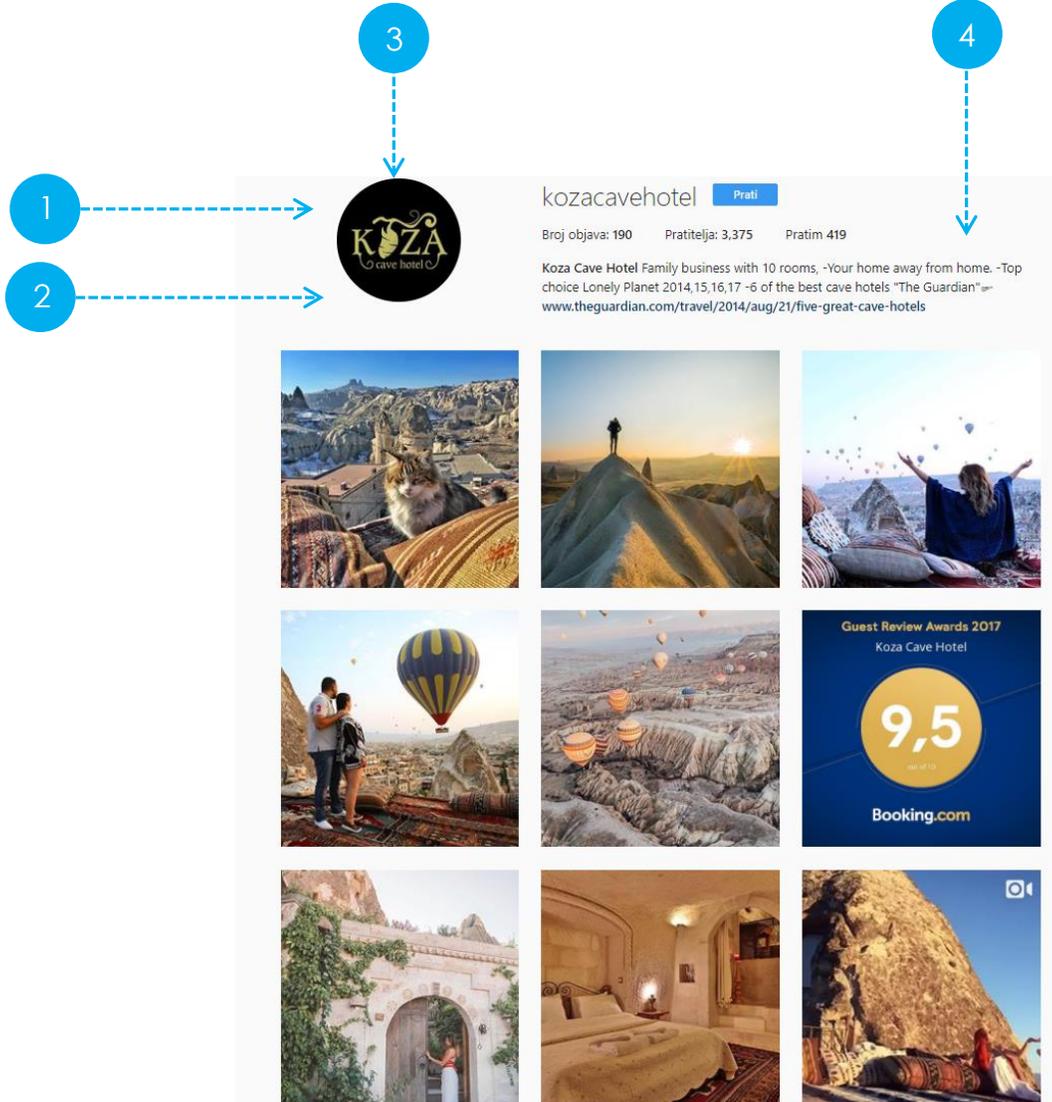


# Anatomija Instagrama

Logotip branda (veličina 110 x 110 px)

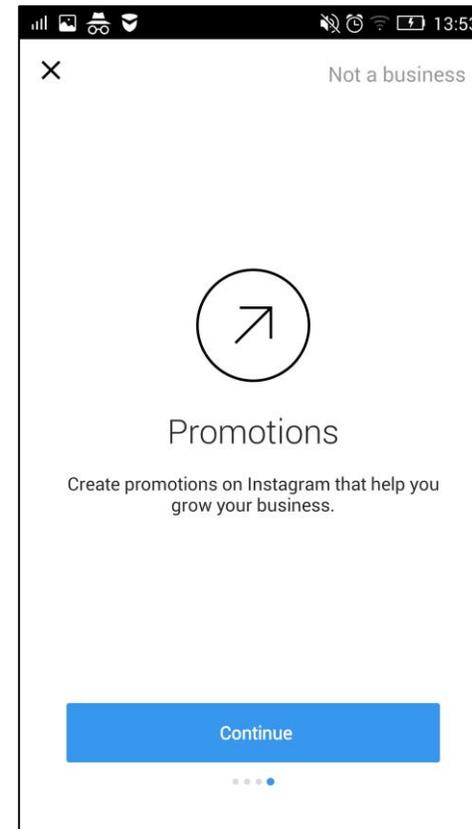
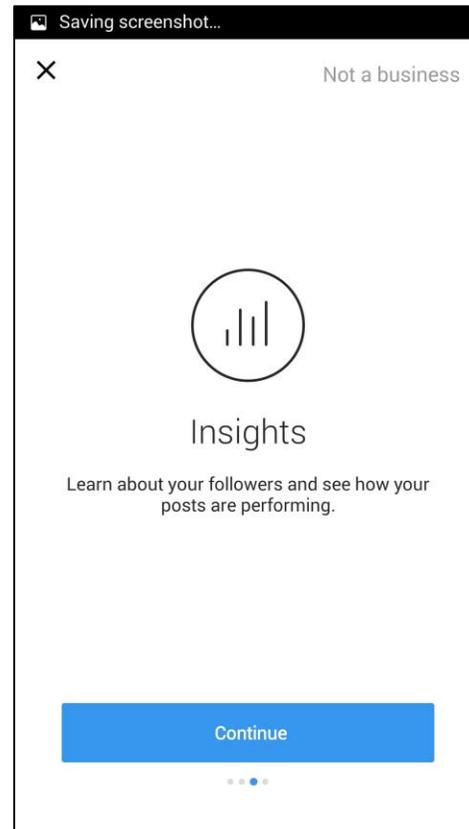
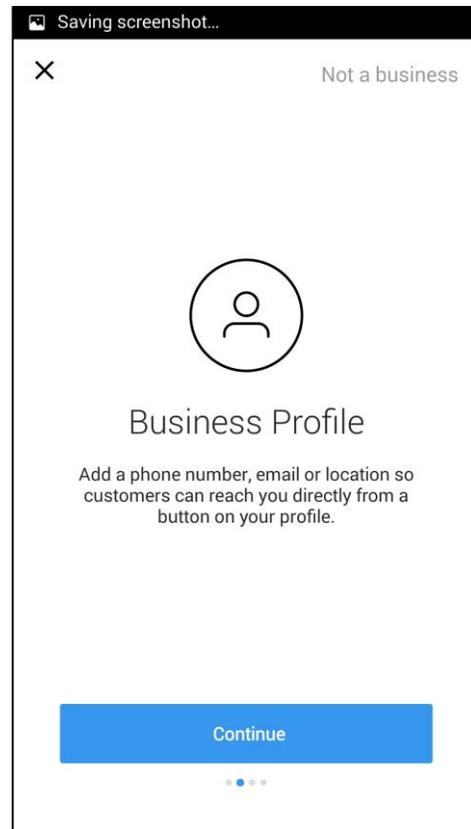
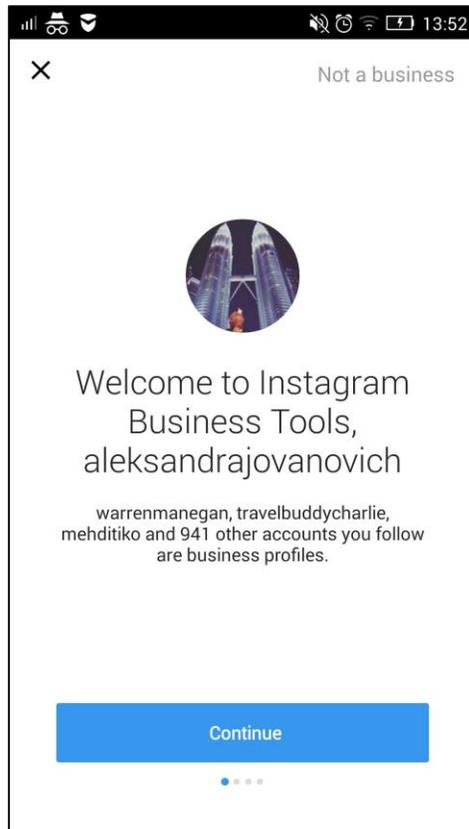
BIO (150 znakova)

**Korisničko ime**  
(maksimalkno 30 slovnih znakova)  
**Naziv korisnika računa**



← 5 **Mrežna stranica**

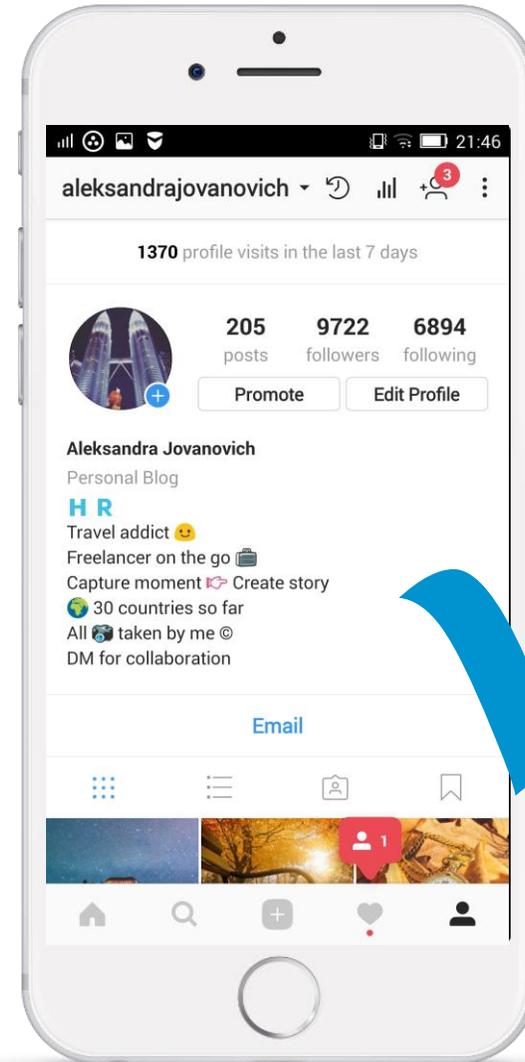
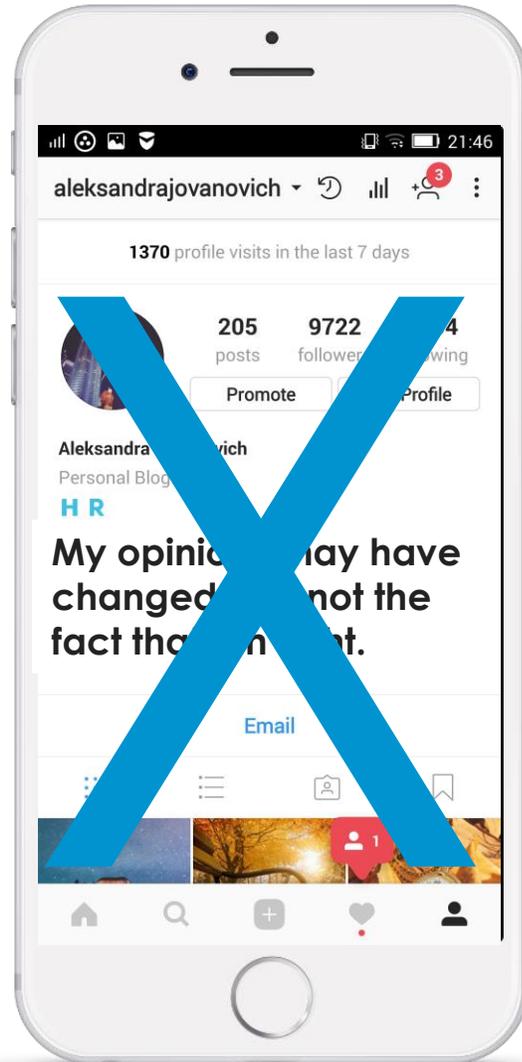
# Kako kreirati poslovni profil na instagramu?



# KAKO POVEZATI POSTOJEĆI INSTAGRAM I FACEBOOK PROFIL?

- 1 Otvorite Vašu Facebook stranicu
- 2 Odaberite opciju „Settings” u desnom gornjem kutu Facebook stranice
- 3 Odaberite opciju „Instagram ads”
- 4 Odaberite opciju „Add an account”
- 5 Upišite Instagram korisničko ime i lozinku te odaberite opciju „Confirm”

# Kako komunicirati?



# Važan je naslov...

odnosno priča....



ikeausa • Prati

ikeausa Setting the table for guests this holiday season? Find everything you need in the 2018 #IKEACatalog. Link in bio to browse online.

Prikaži svih 31 komentara

gempipart @karenanncos which table is it? I want to own it!

ludenlane Nice! ✨

natalieyz What is the item number of the rug?

devinconley11 You suck. Eat flowers

tiger\_mama2.0 @brickredmeniscus ummm yasss!! 🍷

bynanaarraial 🤔👀

sharon\_peters\_69 My sister and I used to stay the night in Ikea in Chicago. I almost lost control of my bowels when a security guard caught me hiding in a closet



Sviđa mi se: 8,398

PRILJE 2 DANA

Komentiraj...



**Pričanje u neutralnom licu za poslovne profile?**

# No, ne budite prekomercijalni



 **bershkacollection** [Follow](#)

**bershkacollection** The romantic trend, like love in the summer, comes spontaneously 🍒

Load more comments

**emadeddihalabi** 📌📌📌📌

**\_olbimak\_** 😊+

**elsa\_16.8** Omg 😍

**obsoncesar** 🍷

**nafas.model** ✓

**mezzostudioprod** 😊😊

**itssfrancyyheree** Love the outfit

**goldobsessed** 💖💖

**lele\_ixo** @x.sarh14 ,

**lele\_ixo** 🍷🍷

**keepcalm\_drinkcoffee** 🍷🍷🍷🍷

**elcheeofficial** 🍷

---

📌 🗨️

**29,609 likes**

MAY 25

---

Log in to like or comment. ...

80-90% objava bi trebali sadržavati interes

# Važna je i fotografija



**Veličina fotografija:** 320x320 px i 1080 x 1080 px

1.91 naspram jedan (1080 x 1350 px).

**Stolna računala:** podržavaju veličinu fotografija 640 x 640 px

# Pripremite sadržaj za trendirajuće #hashtagove i nadolazeće blagdane



**#RAZMACIIZMEDJUSLOVAZABRANJENI**

**Prvo slovo svake riječi možete pisati velikim slovima**

**Brojevi se mogu koristiti [#No1TouristDestination](#)**

**Specijalni znakovi nisu dopušteni**

**#war&peace → #war**

# Koliko hashtagova po postu?

[#hashtagOtkrivaVaseZeljeStrategijeIciljeve](#)



# #TOP 10 HASHTAG 2017.

#LOVE

#INSTAGOOD

#FASHION

#PHOTOOFTHE DAY

#BEAUTIFUL

#PICOFTHE DAY

#FITNESS

#STYLE

#TRAVEL

#HAPPY

# #TOP 10 HASHTAG 2017.

#LOVE

#INSTAGOOD

#FASHION

#PHOTOFTHE DAY

#BEAUTIFUL

#PICOFTHE DAY

#FITNESS

#STYLE

#TRAVEL

#HAPPY

# #HASTAGPROMOCIJA

#VISITLOSINJ

#GO2LOSINJ

#BEAUTIFUL  
DESTINATIONS

#PHOTOOFTHE  
DAY

#GLOBESHOTZ

#PICOFTHE  
DAY

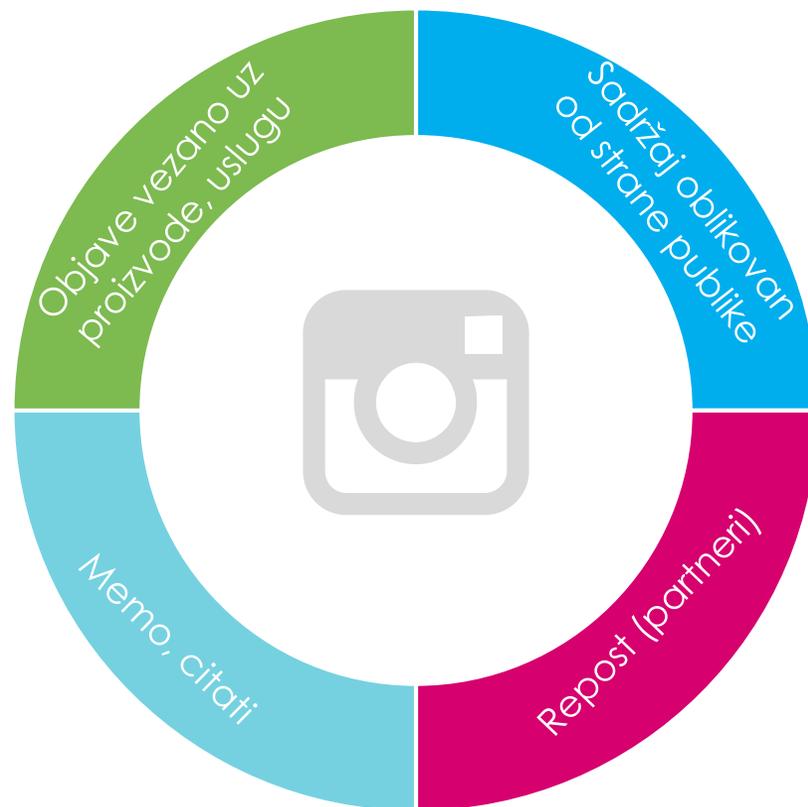
#DESTINATION

#DIGITALNOMADS

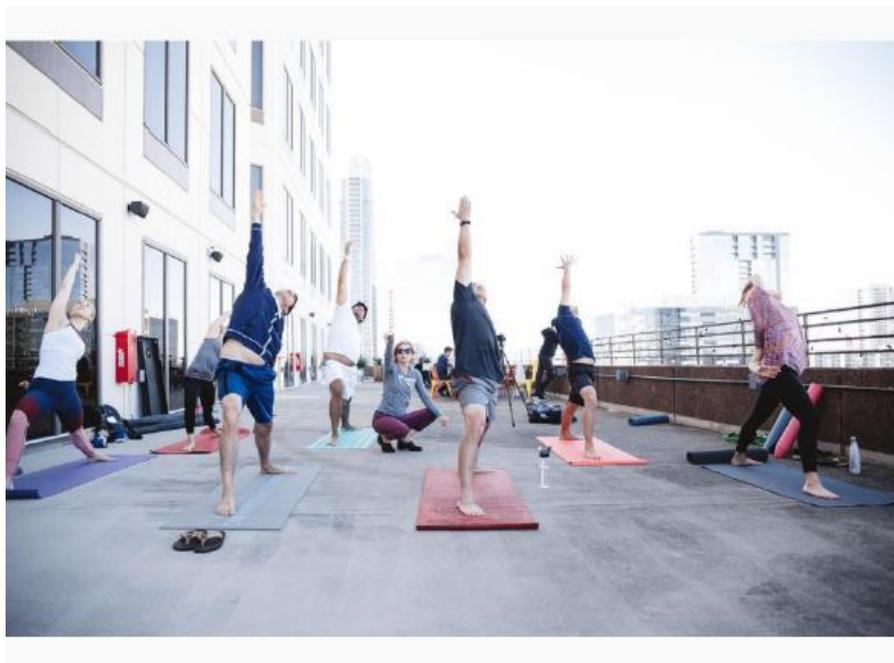
#TRAVEL

#TRAVELBLOG

# Kako kreirati sadržaj za objavu?



# Upoznajte publiku s Vašim timom



wework  
WeWork Congress

Follow

wework Sometimes you need a break from the #SXSW hustle. Check out our Instagram story to RSVP and join us at WeWork Congress. #wwrecharge17

View all 23 comments

lil\_ez @randymarshsyndrome this will be us

staceyharmon Is it #wwrecharge17 or #wwrecharge2017?

scottcservices Amazing!

givoglobal Very cool



1,032 likes

MARCH 10

Log in to like or comment.



- **Predstavite članove tima**
- **podijelite fotografije s evenata**
- **vaš doprinos zajednici**
- **proslavite milestones na Instagramu**

# Keep it simple



buffer

Follow

buffer Monday vibes. 🙌  
#MondayMotivation #TGIM

View all 27 comments

- jayyjeya Amazing :D
- nolandhoshino Right?
- christine\_hampel I need that pillow.
- emiliahoff Literally us @haileycsadler
- thoruppe Pillow needed 🙌
- lenkasilhanova I need that pillow! That is so me! 🥰🥰
- varshavenky My life on one pillow.
- adashukullari Everyday day mood, except coffee part since I can't tolerate caffeine 🙌
- buffer @timholmesdesign Hehe thank \_\_\_\_\_



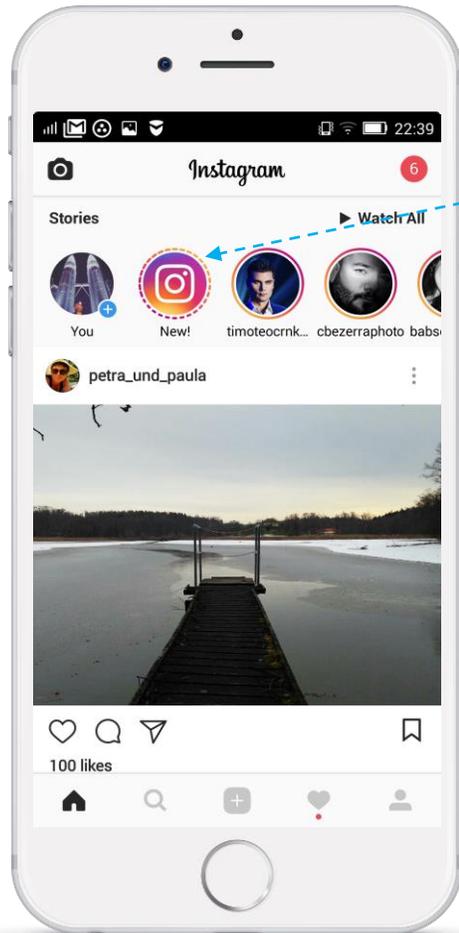
470 likes

APRIL 24

Log in to like or comment.



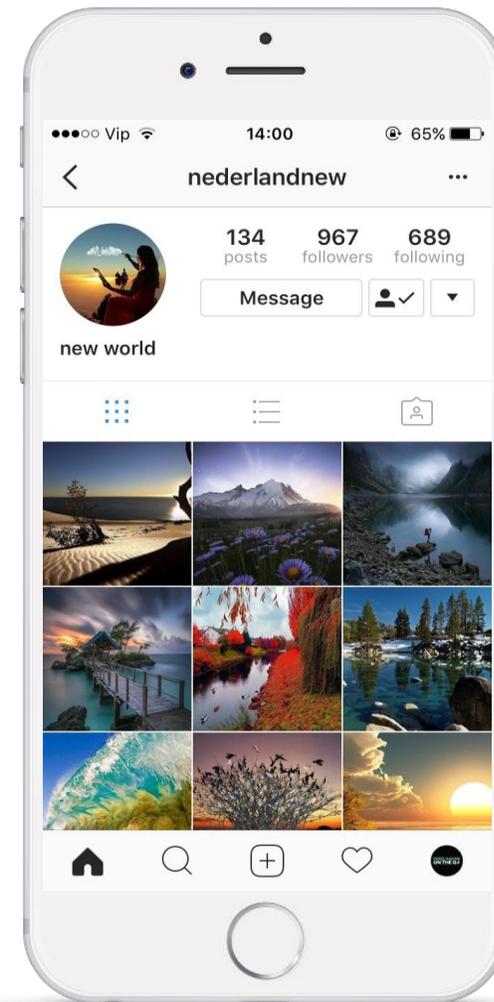
# Story-telling



Ispričajte priču korištenjem video formata

# RAST VAŠIH PRATITELJA I POVEĆANJE ANGAŽIRANJA

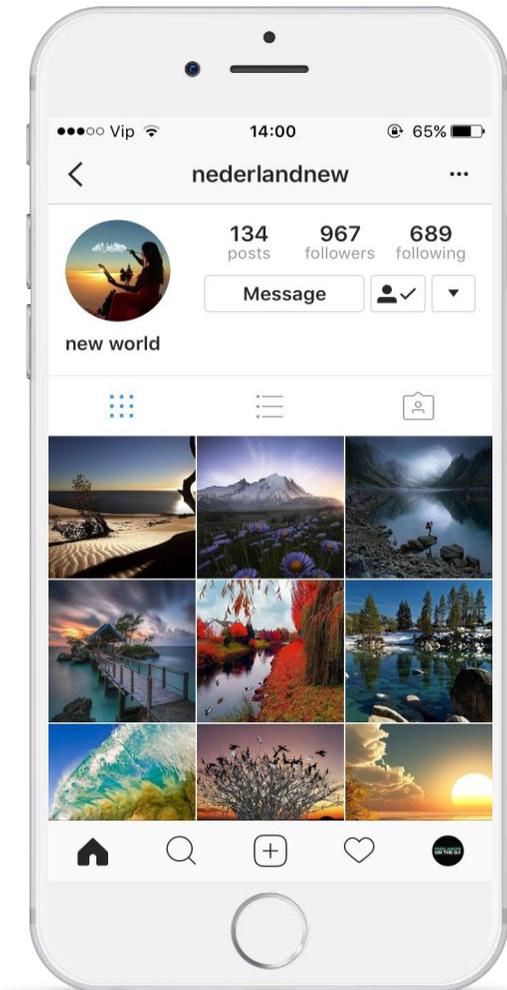
ne kupujte pratitelje



# #DON'T

Ne dodajte više od 100 pratitelja unutar 1 sata

Ne „lajkajte” više od 100 fotografija unutar jednog sata



# BIG 10

Napišite profesionalan bio

objavljujte priče s pozivom na akciju

Povežite se s publikom komentiranjem i/ili lajkanjem

Koristite relevantne #hashtagove

Objavljujte nekoliko puta tjedno postove

Poštujte pravila Instagrama

Izradite strategiju oglašavanja

Budite aktivni na mreži

Pratite potencijalne influencere

Podijelite objave drugih

# I još malo o Instagramu

Promovirajte svoj  
profil na drugim  
mrežama

Privucite nove  
pratitelje izazovima  
i nagradnim  
igrama

Objavljujte  
postove kada je  
vaša ciljana  
skupina na mreži

Koristite  
geotagging opciju

... i mayfair filter

# Anatomija Facebook profila

## Vizual koji doprinosi prepoznatljivosti branda

(logotip dimenzija 160 x 160 px, a fotografija 180x180 px)

2

**Službeni naziv profila**  
(maksimalno 75 slovnih znakova)

1

**Objavljene fotografije**

4

**Objave s Instagrama**

5

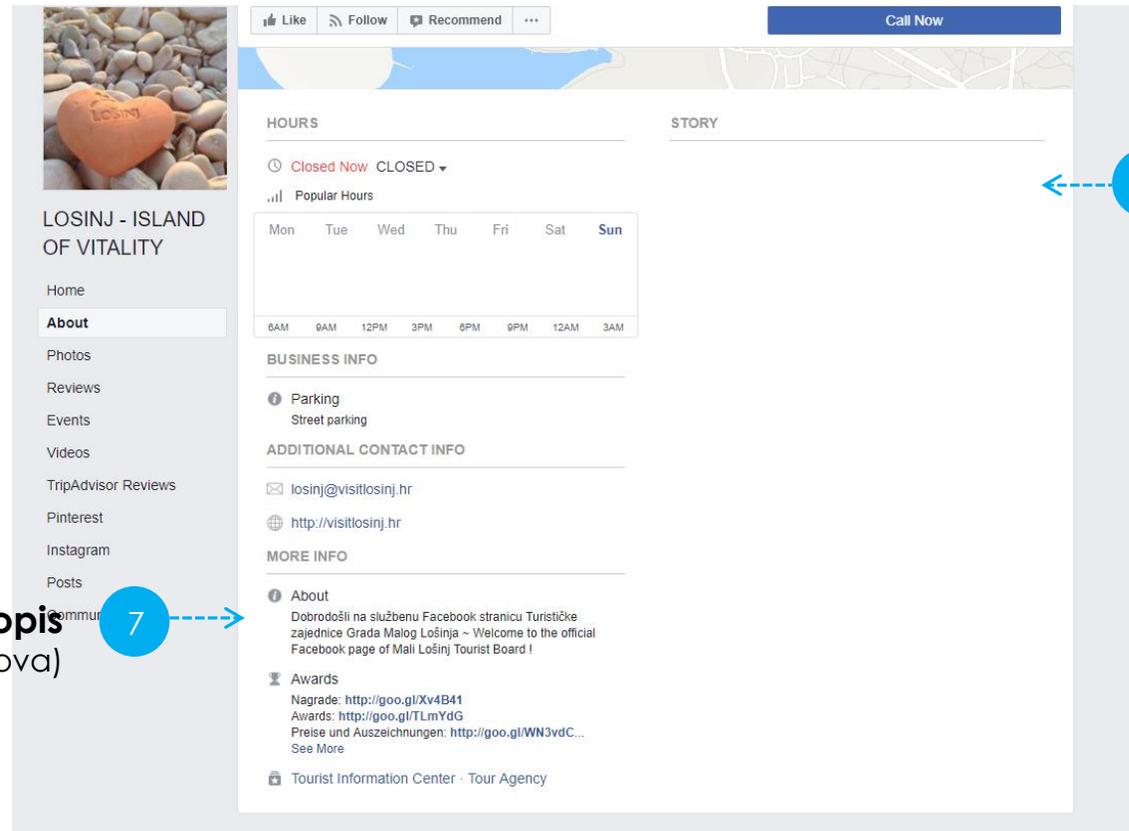
The image shows a screenshot of a Facebook profile for 'LOSINJ - ISLAND OF VITALITY'. The profile picture (1) is a heart-shaped object with 'LOSINJ' written on it. The cover photo (2) is a night scene of a waterfront with lights and a large tree. The profile name (3) is 'LOSINJ - ISLAND OF VITALITY'. The navigation menu (4) includes Home, About, Photos, Reviews, Events, Videos, TripAdvisor Reviews, Pinterest, Instagram, Posts, and Community. The 'Instagram' link is highlighted in green. The main content area (5) shows a status update, a photo of a group of people, and a map of the location. The right sidebar contains a 'Tourist Information Center in Mali Losinj' listing with a 4.8 rating and 'Closed Now' status, a 'What's New' section with event listings, a 'Community' section with 33,620 likes and 32,438 followers, and an 'About' section with a map and location 'PRIKO 42'. A 'Call Now' button is visible at the top right of the main content area.

3

## Cover

(minimalna dimenzija 851 x 315px)

# Anatomija Facebook profila



6

## Story

Informacije vezane uz poslovanje (kada smo osnovani, s kojom namjerom)

## Kratki opis

(maksimalno 155 slovnih znakova)

7

# Big 10 - Facebook

Dobar copy u 140 znakova

Profesionalan bio koji daje odgovor na 5W

Koristite vizualne elemente koji pridonose prepoznatljivosti

Kreirajte kvalitetan sadržaj

Podijelite, ali i omogućite dijeljenje sadržaja

Pratite druge stranice

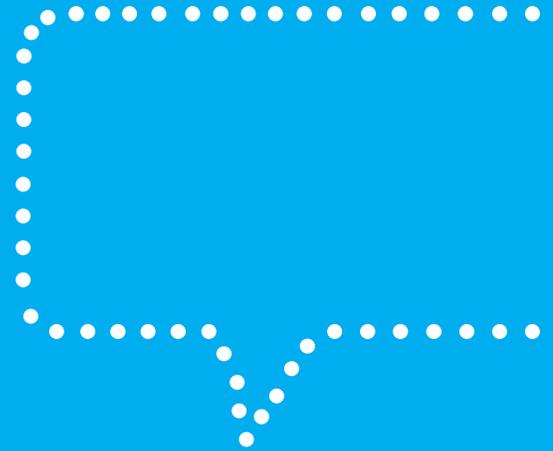
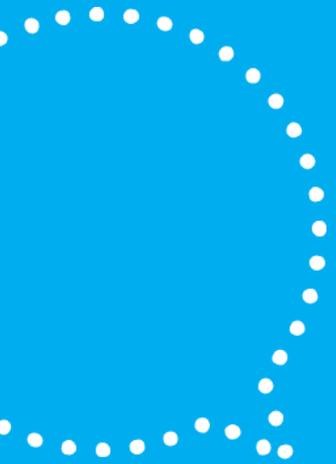
Povežite se s organizacijama koje dijele slične interese

Budite aktivni na mreži

Call to action opcija

Komunicirajte s pratiteljima

# FACEBOOK INSIGHT OPCIJA



# Facebook Insight

Facebook Audience Insights interface showing a 'Define Your Audience' dialog box and demographic data for 'People on Facebook'.

**CREATE AUDIENCE**

Location: UNITED STATES  
All United States  
+ Country, region, or city

Age and Gender

Age: 18 - Any  
Gender: All, Men, Women

Interests: + Interest

Connections: + Your Page

Pages: + Your Page

Advanced >

**Define Your Audience**

Enter Custom Audiences, demographics, interests, behaviors and more to define your audience.

1 of 5 [Back] [Next]

**People on Facebook**  
Country: United States of America

Education | Activity | Household | Purchase

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

54% Women  
54% All Facebook

46% Men  
46% All Facebook

Age Group	Women (%)	Men (%)
18 - 24	16%	18%
25 - 34	24%	28%
35 - 44	19%	20%
45 - 54	16%	15%
55 - 64	14%	11%
65 +	11%	8%

**Lifestyle**  
US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: PersoniX  
Request audiences here from Acxiom Data Guru.

Lifestyle	Selected Audience	Compare
Active Lifestyles	10%	+0%
Country Enthusiasts	1%	+0%
Work & Play	9%	+0%
Schools & Shopping	2%	+0%

# Facebook Insight

Audience Insights

Dundo Sandra (179456666,...) Create New Open Save More Create Ad

**CREATE AUDIENCE**

Location: UNITED STATES (All United States)

Age and Gender: Age 18+ (Any), Gender All

Interests, Connections, Pages

People Connected to: + Your Page

People Not Connected to: + Your Page

Advanced >

**(New Audience)** 150m - 200m monthly active people

**People on Facebook** Country: United States of America

Demographics | Page Likes | Location | Activity | Household | Purchase

### Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

54% Women (54% All Facebook)

46% Men (46% All Facebook)

Age Group	Women (%)	Men (%)
18 - 24	16%	18%
25 - 34	24%	20%
35 - 44	19%	20%
45 - 54	16%	15%
55 - 64	14%	11%
65 +	11%	8%

### Lifestyle

US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix. Request audiences here from Acxiom Data Guru.

Lifestyle	Selected Audience	Compare
Active Lifestyles	10%	+0%
Country Enthusiasts	1%	+0%
Work & Play	9%	+0%
Schools & Shopping	2%	+0%
Working & Active	1%	+0%
Firmly Established	12%	+0%
Children First	3%	+0%

**Find Out Who's On Facebook**

Compare your audience (in blue) to everyone on Facebook (in gray) to discover their unique characteristics.

2 of 5 Back Next

# Facebook Insight

Audience Insights

Dundo Sandra (179456666,...) Create New Open Save More Create Ad

**CREATE AUDIENCE**

Location: UNITED STATES (All United States)

Age and Gender: Age 18+ Any, Gender All

Interests: + Interest

Connections: + Your Page

Pages: + Your Page

People Connected to: + Your Page

People Not Connected to: + Your Page

Advanced >

**(New Audience)** 150m - 200m monthly active people

**People on Facebook** Country: United States of America

Demographics | Page Likes | Location | Activity | Household | Purchase

### Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

54% Women (54% All Facebook)

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45 - 54	16%	15%
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65 +	11%	8%

### Lifestyle

US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix. Request audiences here from Acxiom Data Guru.

Lifestyle	Selected Audience	Compare
Active Lifestyles	10%	+0%
Country Enthusiasts	1%	+0%
Work & Play	9%	+0%
Schools & Shopping	2%	+0%
Working & Active	1%	+0%
Firmly Established	12%	+0%
Children First	3%	+0%

**Find Out Who's On Facebook**

Compare your audience (in blue) to everyone on Facebook (in gray) to discover their unique characteristics.

2 of 5 Back Next

# Facebook Insight

The screenshot displays the Facebook Audience Insights interface. On the left is a sidebar for creating an audience, and the main area shows demographic and lifestyle data for a 'New Audience'.

**CREATE AUDIENCE**

- Location: UNITED STATES (All United States)
- Age and Gender: Age 18+, Gender All
- Interests, Connections, Pages: (Empty)
- People Connected to: (Empty)
- People Not Connected to: (Empty)
- Advanced: >

**(New Audience)**  
150m - 200m monthly active people

**Demographics** | Page Likes | Location | Activity | Household | Purchase

**Explore Your Audience**  
Click through these tabs to learn about their demographics, interests and behaviors.

3 of 5 | Back | Next

Information only available for people aged 18 and older.

Age Group	Percentage
18 - 24	18%
25 - 34	28%
35 - 44	20%
45 - 54	15%
55 - 64	11%
65 +	8%

46% Men  
46% All Facebook

**Lifestyle**  
US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix  
Request audiences here from Acxiom Data Guru.

Lifestyle	Selected Audience	Compare
Active Lifestyles	10%	+0%
Country Enthusiasts	1%	+0%
Work & Play	9%	+0%
Schools & Shopping	2%	+0%
Working & Active	1%	+0%
Firmly Established	12%	+0%
Children First	3%	+0%

# Facebook Insight

Audience Insights

Search Dundo

Dundo Sandra (179456666,...) Create New Open Save More Create Ad

### CREATE AUDIENCE

Location: UNITED STATES (All United States)

Age and Gender: Age 18+ Any Gender All Men Women

Interests: + Interest

Connections: + Your Page

Pages: + Your Page

People Connected to: + Your Page

People Not Connected to: + Your Page

Advanced >

### (New Audience)

150m - 200m monthly active people

#### Demographics

#### Age and Gender

Self-reported information from people in their Facebook profiles. Information only available for people aged 18 and older.

54% Women (54% All Facebook)

46% Men (46% All Facebook)

Age Group	Women (%)	Men (%)
18 - 24	16%	18%
25 - 24	24%	28%
35 - 44	19%	20%
45 - 54	16%	15%
55 - 64	14%	11%
65 +	11%	8%

#### Lifestyle

US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix. Request audiences here from Acxiom Data Guru.

Lifestyle	Selected Audience	Compare
Active Lifestyles	10%	+0%
Country Enthusiasts	1%	+0%
Work & Play	9%	+0%
Schools & Shopping	2%	+0%
Working & Active	1%	+0%
Firmly Established	12%	+0%
Children First	3%	+0%

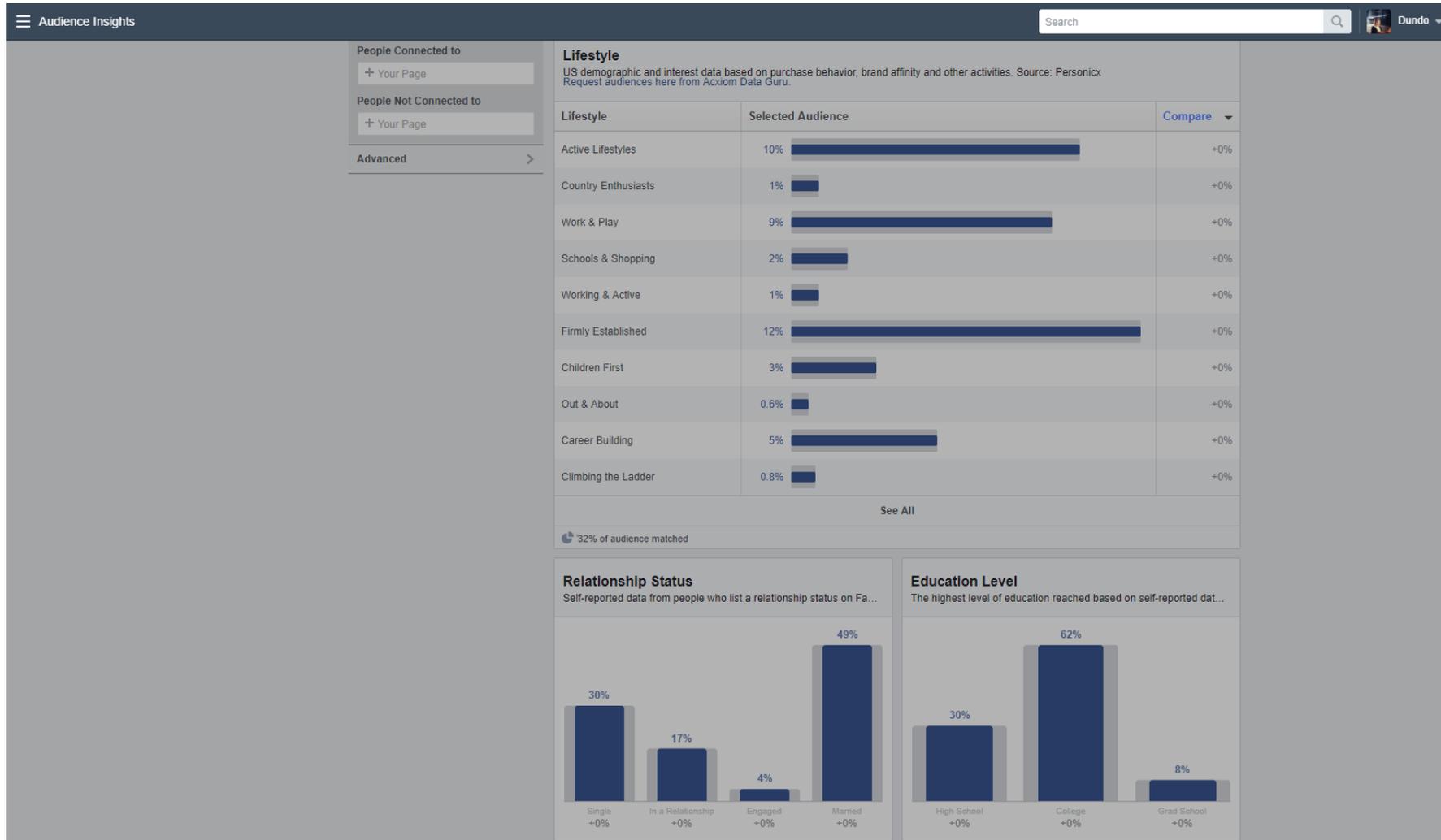
Save Your Audience

Save your audience for future use. It will be available in Power Editor's Audiences section.

4 of 5

Back Next

# Facebook Insight



# Facebook Insight

Audience Insights

Dundo Sandra (179456666,...) Create New Open Save More Create Ad

**CREATE AUDIENCE**

Location: UNITED STATES  
All United States  
+ Country, region, or city

Age and Gender: Age 18 - Any Gender All Men Women

Interests: + Interest

Connections: Pages

People Connected to: + Your Page

People Not Connected to: + Your Page

Advanced >

**(New Audience)** 150m - 200m monthly active people

**People on Facebook** Country: United States of America

Demographics | Page Likes | Location | Activity | Household | Purchase

Choose an Audience to Start

- Everyone on Facebook
- People connected to your Page

Don't show this again

**Lifestyle**  
US demographic and interest data based on purchase behavior, brand affinity and other activities. Source: Personix  
Request audiences here from Acxiom Data Guru.

Lifestyle	Selected Audience	Compare
Active Lifestyles	10%	+0%
Country Enthusiasts	1%	+0%
Work & Play	9%	+0%
Schools & Shopping	2%	+0%
Working & Active	1%	+0%
Firmly Established	12%	+0%
Children First	3%	+0%

# Facebook Insight

Audience Insights Search  Dundo

Dundo Sandra (179456666,...) Create New Open Save More Create Ad

### CREATE AUDIENCE

Location: UNITED STATES (All United States)

Age and Gender: Age 18 - 40, Gender All

Interests: INTERESTS > HOBBIES AND ACTIVITIES (Travel)

Connections: People Connected to (+ Your Page), People Not Connected to (+ Your Page)

Advanced >

### (New Audience)

50m - 60m monthly active people

### People on Facebook

Country: United States of America

Demographics | Page Likes | Location | **Activity** | Household | Purchase

#### Frequency of Activities

The number of times the selected audience performed these actions on Facebook. Based on Facebook user activity and environmental data.

Activity	Lifetime	In the last 30 days
Pages Liked	2	17
Comments	17	30
Posts Liked	30	4
Posts Shared	4	1
Promotions Redeemed	1	31
Ads Clicked	31	

#### Device Users

How the selected audience accessed Facebook in the last 30 days, based on user activity and environmental data.

All Devices Used

Device	Percentage	Change
Desktop Only	0.7%	-87%
Desktop & Mobile	41%	+8%
Mobile Only	59%	+3%
Computer	2%	-86%
iPhone/iPod	56%	+47%
iPad	0.1%	-80%
Android	40%	+2%
Blackberry	0%	+0%
Mobile Web	2%	-72%
Feature Phone	0%	+0%
Unknown	0%	+0%

# Facebook Insight – kako pristupaju unternetu

The screenshot displays the Facebook Audience Insights interface. On the left is a sidebar with various filters: Country, region, or city; Age and Gender (Age: 18-40, Gender: All/Men/Women); Interests (Travel, Interest); Connections (Pages); People Connected to (Your Page); People Not Connected to (Your Page); Advanced; Behaviors; Language; Relationship Status; Education; Work (Office type is highlighted with a red box); Job titles; and Financial.

The main content area features two charts:

### Frequency of Activities

The number of times the selected audience performed these actions on Facebook. Based on Facebook user activity and environmental data.

Activity	Lifetime	In the last 30 days
Pages Liked	2	18
Comments	18	33
Posts Liked	33	4
Posts Shared	4	1
Promotions Redeemed	1	33
Ads Clicked	33	33

### Device Users

How the selected audience accessed Facebook in the last 30 days, based on user activity and environmental data.

Device	Percentage	Change
Desktop Only	3%	-73%
Mobile Only	97%	+9%
Computer	3%	-73%
iPhone/iPod	58%	+46%
iPad	0.6%	-75%
Android	32%	-13%
Blackberry	0%	+0%
Mobile Web	6%	-33%
Feature Phone	0%	+0%
Unknown	0%	-100%

# Primjer – publika iz Hrvatske

The screenshot displays the Facebook Audience Insights interface. On the left, the 'CREATE AUDIENCE' sidebar includes filters for Location (CROATIA), Age (18-40), Gender (All), and Interests (Travel). The main content area shows a '(New Audience)' of 700K-800K monthly active people in Croatia. The 'Page Likes' tab is active, displaying a table of top categories and brands. A 'Page Likes' section at the bottom provides context for the data.

**CREATE AUDIENCE**

Location: CROATIA

Age and Gender: Age 18 - 40, Gender All

Interests: INTERESTS > HOBBIES AND ACTIVITIES, Travel

**(New Audience)**  
700K - 800K monthly active people

**People on Facebook**  
Country: Croatia

Demographics | **Page Likes** | Location | Activity | Household | Purchase

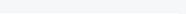
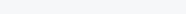
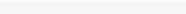
**Top Categories**

1	Health/Beauty	Preggy Mg
2	Foodservice Distributor	NESCAFÉ
3	Women's Clothing Store	ALDUK • Princess Boutique
4	Vitamins/Supplements	Polleo Sport
5	Candy Store	Milka
6	Website	PIKaBoo shop • ja-bi-to.hr • Index Rouge • Klokanica
7	Product/Service	STIL plus • Nesquik • Žirafa.hr • KitKat • Office Shoes Croatia • Budicool
8	Baby Goods/Kids Goods	Mali Anđeo Baby Boutique
9	Food & Beverage	Coca-Cola
10	Home Decor	Unikatni pokloni • JYSK Hrvatska

[See All](#)

**Page Likes**  
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.

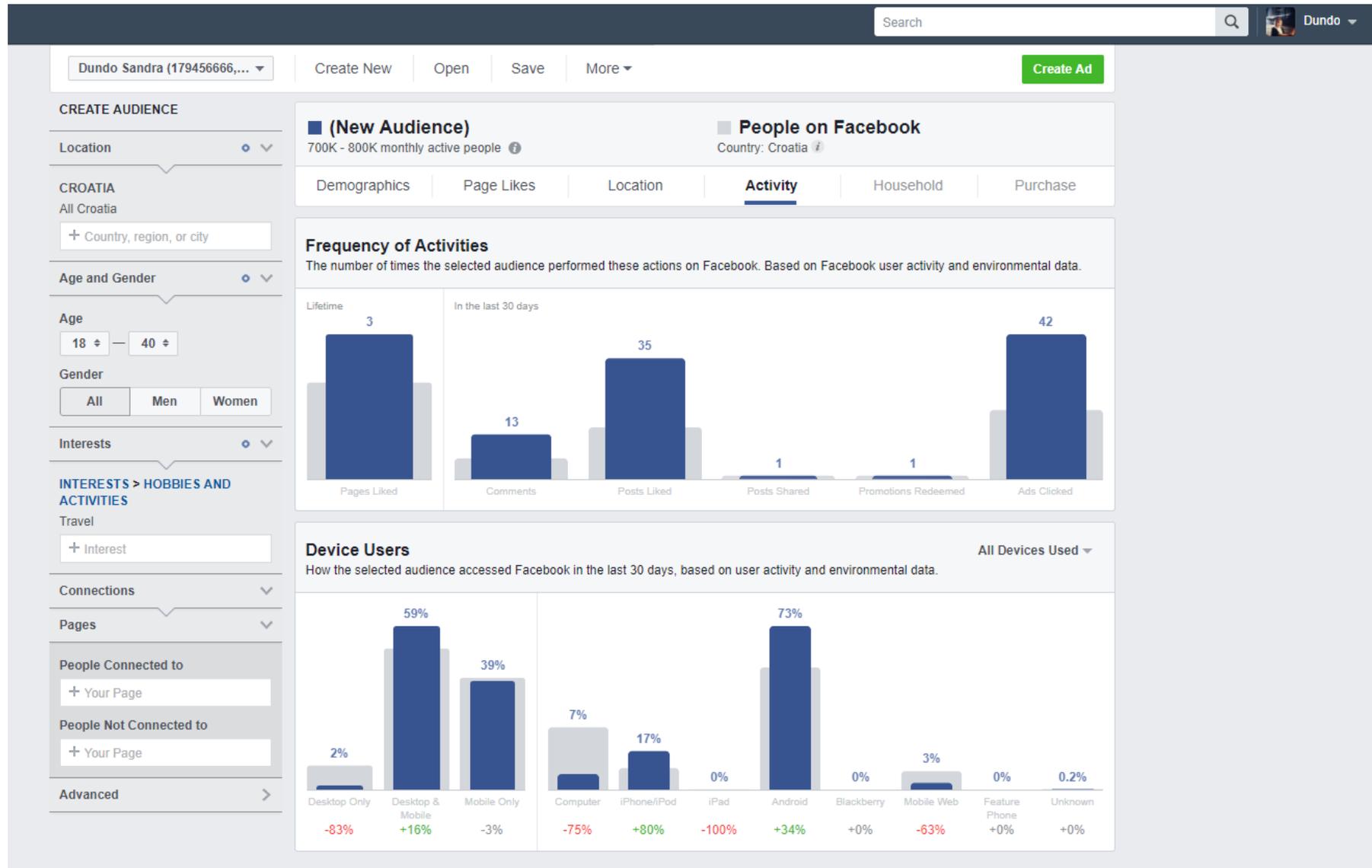
# Gdje ih možemo naći...

Page Likes				
Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance <sup>#</sup> ▼	Audience	Facebook	Affinity <sup>#</sup>
Preggy Mg	1	45.6K	60.3K	1897x 
Modni Studio Posh	2	39K	52.1K	1876x 
STIL plus	3	67.6K	92.5K	1834x 
Lea shoes&accessorise	4	46.6K	64.5K	1812x 
NESCAFÉ	5	67.3K	93.5K	1807x 
Butik CHARLIE	6	43.4K	60.6K	1798x 
ALDUK	7	53.5K	74.8K	1798x 
Dolce Cecilia Shoe Store	8	51K	71.4K	1793x 
Polleo Sport	9	51.9K	73.1K	1782x 
Milka	10	94.1K	132.6K	1781x 
Nesquik	11	39.1K	55.3K	1778x 
Naf Naf Paris	12	40.8K	58K	1767x 
PIKaBoo shop	13	53.9K	77.6K	1746x 
STROPS	14	92.5K	133.8K	1736x 
ja-bi-to.hr	15	54.2K	79.9K	1702x 
Žirafa.hr	16	41.7K	61.6K	1701x 
STA putovanja	17	39.1K	57.9K	1695x 
Mali Anđeo Baby Boutique	18	39.2K	58K	1694x 
Coca-Cola	19	114.5K	169.9K	1692x 
Unikatni pokloni	20	87.9K	130.5K	1691x 

# Što prate...

Top Categories		
1	Health/Beauty	Preggy Mg
2	Foodservice Distributor	NESCAFÉ
3	Women's Clothing Store	ALDUK • Princess Boutique
4	Vitamins/Supplements	Polleo Sport
5	Candy Store	Milka
6	Website	PIKaBoo shop • ja-bi-to.hr • Index Rouge • Klokanica
7	Product/Service	STIL plus • Nesquik • Žirafa.hr • KitKat • Office Shoes Croatia • Budicool
8	Baby Goods/Kids Goods	Mali Anđeo Baby Boutique
9	Food & Beverage	Coca-Cola
10	Home Decor	Unikatni pokloni • JYSK Hrvatska
11	Fast Food Restaurant	McDonald's
12	Travel Agency	STA putovanja • KUNA putovanja • AVIOKARTE.HR • LastMinuteCentar.com
13	Retail Company	Lea shoes&accessorise • Müller Hrvatska • Tisak
14	Outdoor & Sporting Goods Company	Sport Vision Hrvatska • Decathlon Hrvatska
15	Lounge	Green Gold Promotion
16	Shopping Service	MetroShop Hrvatska
17	Fashion	Butik "Katarina "
18	Jewelry/Watches	Argentum
19	Health & Wellness Website	PINK PANDA Hrvatska • Zdrava krava
20	Clothing Store	Butik CHARLIE • Galileo all for men • Roses Fashion Outlet
21	Community	Modni Studio Posh • Šalabahter • Uživo sa hrvatskih prometnica • ČAČA SE VRAČA

# Kako pristupaju internetu



# Kako komunicira konkurencija

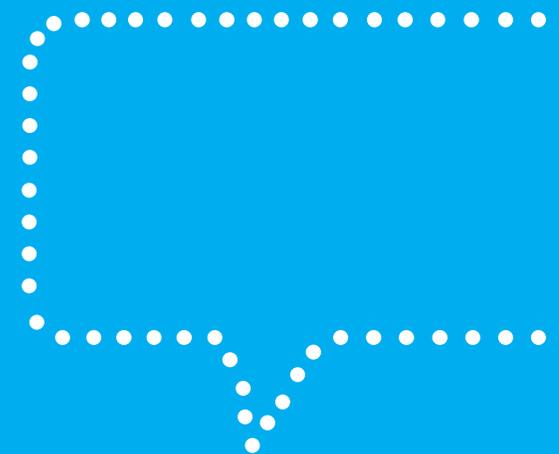
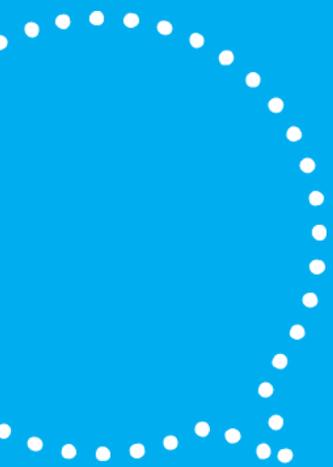
Kako bi dobili uvid u činjenicu kako komunicira naša konkurencija poželjno je pratiti njihov način objave medijskog sadržaja. U tu svrhu Facebook pruža mogućnost korištenja opcije „Pages to watch”. Sve što trebate učiniti jest dodati 4-5 konkurencija, a sustav će vam prikazati performanse aktivnosti na platformi.



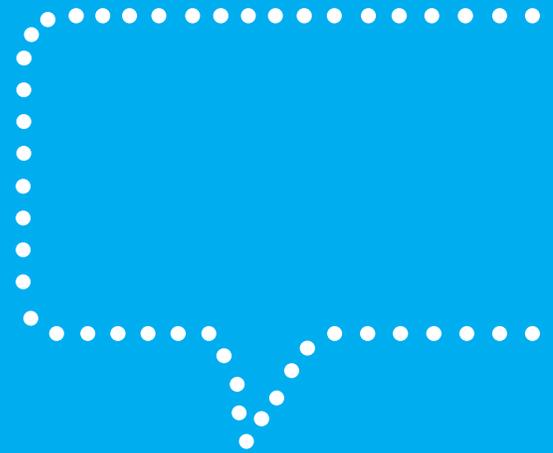
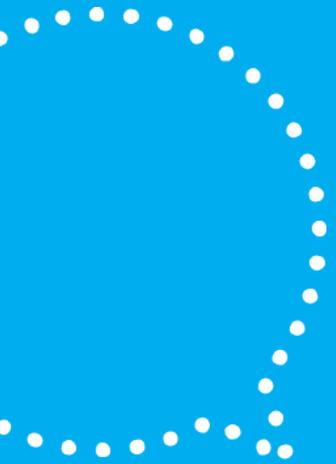
# Kako komunicira konkurencija

- 1 Settings → Insights
- 2 Overview → Pages to watch
- 3 Dodaj do 5 konkurenata/Page-sa

# APLIKACIJE ZA DRUŠTVENE MREŽE



# OBRADA FOTOGRAFIJA

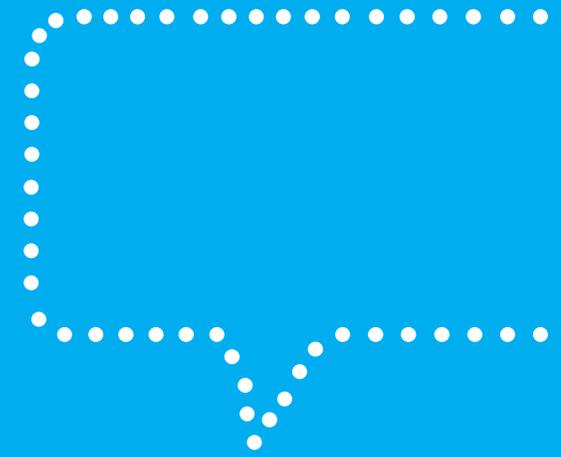


**SNAPSEED**

[WWW.VSCO.COM](http://WWW.VSCO.COM)

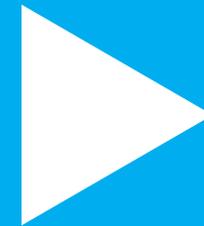
[www.canva.com](http://www.canva.com)

# ORGANIZACIJA POSLOVANJA



TRELLO

Klik na poveznicu



Klik na poveznicu



**HOOTSUITE**

