

Digitalni marketing

Praktični savjeti



SADRŽAJ

TripAdvisor

Trikovi i savjeti za
optimizaciju profila
Kako do više review-a?

1

Google Maps

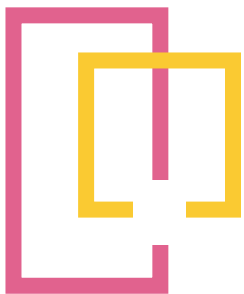
Uređivanje profila
Promocija
Mogućnosti

2

Google Ads

Ključne prednosti
Analiza ključnih riječi
Ključni elementi kampanje

3



Što je cilj?



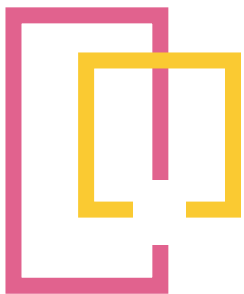
“lajkovi”, klikovi, reach ... ?





OSNOVI CILJ MARKETINGA JE DOBIT

Bitna prednost Internet marketinga je što omogućuje mjerenje ostvarene zarade.

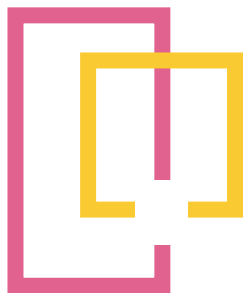


Kako doći do gostiju



za smeštaj, OPG-ove, restorane, izlete,
trgovine ...

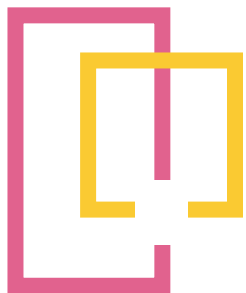




Profil gostiju

- ◀ Manje vremena borave u prirodi, pod stresom su, ne hrane se pretjerano zdravo ... ukratko itekako imaju prostora za poboljšanje kvalitete života i veći dio ih je toga svjestan.
- ◀ Nedostatak slobodnog vremena (sat-dva dnevno na put do i sa radnog mjesta) , žele sve relevantne informacije “servirane”, bez potrebe da sami gube vrijeme istražujući detalje.
- ◀ Kod nas značajan udio gostiju koji putuju individualno i sami sebi planiraju odmor. Jednako tako jako je velik broj kratkotrajnih putovanja koja traju 2-3 dana.





Kako doći do gostiju?

Bitna odlika ponašanja ciljanih gostiju jest i preferirano korištenje digital marketing kanala kao dominantnog izvora informacija, kada je riječ o planiranju odmora i odabiru destinacije za odmor..

Da bi našla destinacijske sadržaje, većina vaših gostiju koristi:

- ◀ TripAdvisor
- ◀ Google Maps
- ◀ Google pretraživanje



1. TripAdvisor





490.000.000

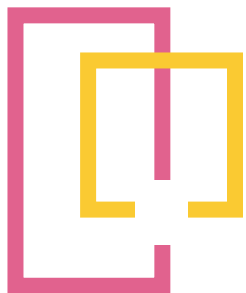
broj korisnika - mjesečno

760.000.000

broj review-a

1.615.000.000 \$

godišnji prihod 2018.



Zašto je TripAdvisor bitan?

Koji je razlog za ove brojke?

Vrlo jednostavno, turisti više vjeruju iskustvima drugih gostiju koji su bili u tom restoranu, hotelu, trgovini, izletu

TripAdvisor nije savršen ... ali je nezaobilazan, broj korisnika je jednostavno prevelik. 85% svih review-a su 4 i 5 zvjezdica.

Tko sve može na TripAdvisor?

Restorani, agencije (izleti, transfer), trgovine, OPG-ovi, razne komercijalne atrakcije



TRIPADVISOR

Kako na TripAdvisor

Tko i kako može na
TripAdvisor

1

TripAdvisor Socail media

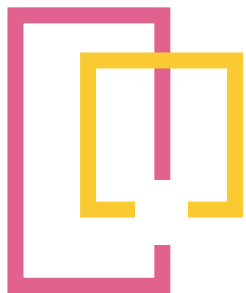
“Facebook i Instagram
za turiste”
Tematski doživljaji

2

Reviewi, mogućnost oglašavanja

Zašto review-i
Kako odgovarati na reviewa
Mogućnosti oglašavanja

3



Kako na TripAdvisor?

<https://www.tripadvisor.com/GetListedNew>

About TripAdvisor

Help Center

Our team

Jobs

Privacy policy

Copyright Complaint
policy

Content Integrity Policy

Terms of Use

Mobile Licenses

Press center

In the news

Survey insights

Press releases

Get listed

Write a review

Management response

List your business on TripAdvisor

Are you taking advantage of TripAdvisor's entirely free listings?

› Reach millions of travel customers

More than 60 million consumers each month research their travel purchases using TripAdvisor. You can introduce your travel products and services (hotel, B&B, attraction, tour package, restaurant, etc.) to millions of qualified travel buyers.

› Appear on the top travel sites on the web

By listing your products and services within TripAdvisor's travel directory, you not only will be seen on www.tripadvisor.com's award-winning site but on other leading travel sites.

› Deliver your message at just the right time

With its sophisticated search technology, TripAdvisor can help you reach consumers at the very moment they are researching your location. As a hotel owner in Boston, for instance, you would benefit greatly from listing your property with TripAdvisor. Consumers looking for hotels in Boston could access your information, including a description of the property and a photo, and be well on their way toward booking a room!

Select your business type

If you're an official representative of your property, service, or company, set up your free TripAdvisor listing today. Read our listing policies below for more details



Hotels



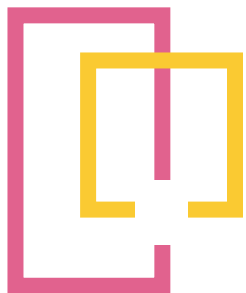
Restaurants



Attractions



Vacation Rentals



Kako na TripAdvisor?

Hotels

uključuje i privatni smještaj (plaćeni listing ili partnerstvo s portalima)

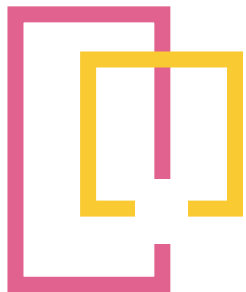
Restaurants

kategorije: Sit down, Café, Fast food

Vacation Rental

privatni smještaj, prodaja uz proviziju





Kako na TripAdvisor? - Attractions

Which best describes your business?

Supplier

A company or individual that provides a product or service to help travelers experience a place or point of interest. e.g. Big Apple Food Tours, Open Road Bike Rentals

Point of interest [?](#)

A location or attraction that travelers see or visit. e.g. Impressionist Art Museum, Oceanfront Theme Park

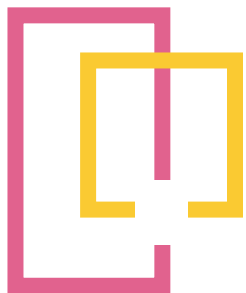
Travel Agency

A company or individual that receives commission for booking travel experiences for clients. Selecting this option allows you to sign up for the Viator Travel Agent Program.



 Chat

Need help?

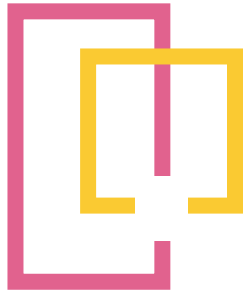


Kako na TripAdvisor?

- ◀ Za odabir kategorije pretažite objekte sličnog tipa na TripAdvisoru
- ◀ Svakako stavite link na website, ako ga nemate može i link na poslovnu Facebook stranicu
- ◀ Jako je važno striktno pridržavati se TripAdvisor pravila za objavu pojedine kategorije listinga

- ◀ Kako na TripAdvisor ako ne ispunjavate uvjete za Listing?





TripAdvisor social media

[Hotels](#) [Things to do](#) [Restaurants](#) [Flights](#) [Vacation Rentals](#) [Vacation Packages](#) ...



Lika Destination ✓

@LikaDestination

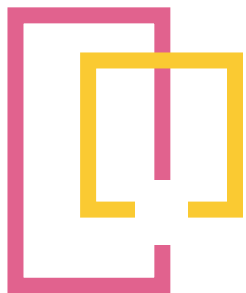
[Follow](#) [Message](#) [More](#)

Contributions
77

Followers
30

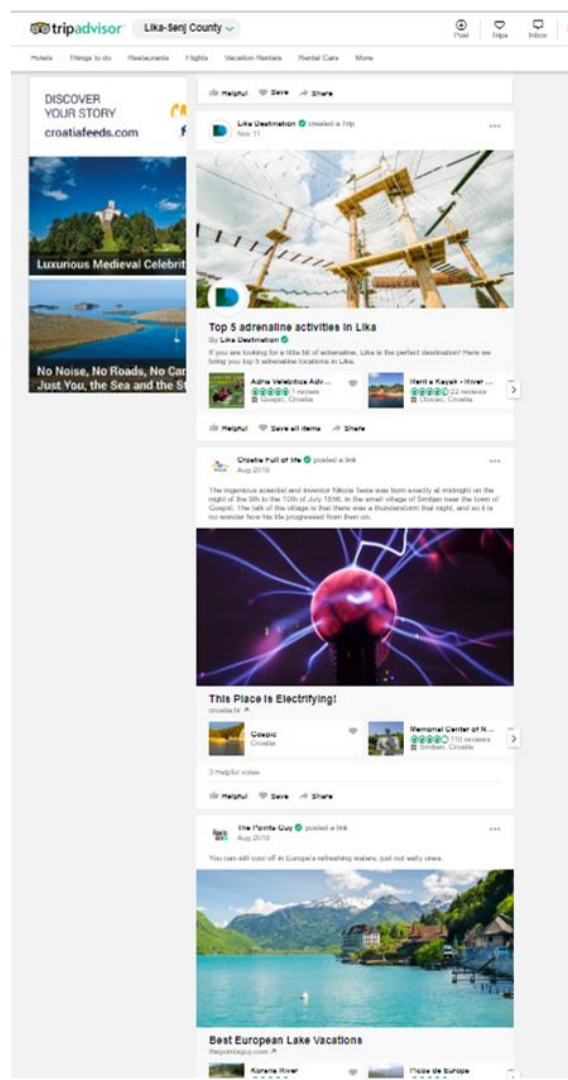
Following
8

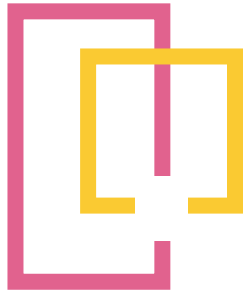
[Activity feed](#) [Trips](#) [Photos](#) [Links](#) [Forums](#) [Travel map](#)



TripAdvisor social media

- ◀ Ključna prednost u odnosu na Facebook/Instagram
- ◀ Princip prikaza po destinaciji
- ◀ Lakše se istaknuti jer je manja konkurencija





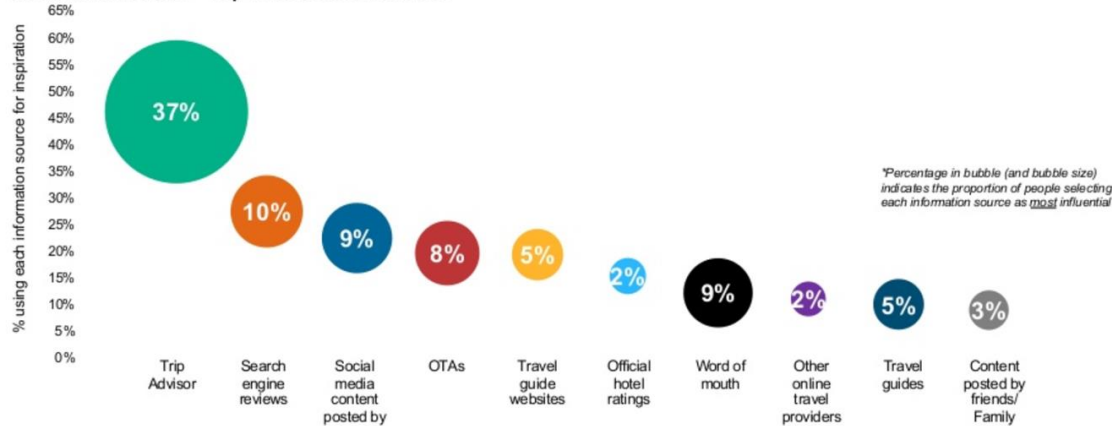
TripAdvisor social media

TripAdvisor's influence on inspiration for destination choice is clear

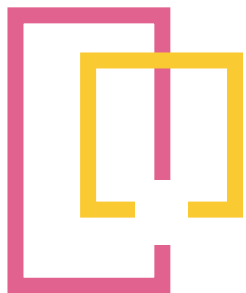
Clip slide

- Word of mouth recommendations are one of the more influential sources of information despite being used by a relatively small proportion of travelers

Where did you look for inspiration when considering which destination to visit? – Top 10 most used sources



Q14. Which of the following sources of information did you use for inspiration when you were considering which destination to visit? Q14b. And which was the most influential source when searching for inspiration?



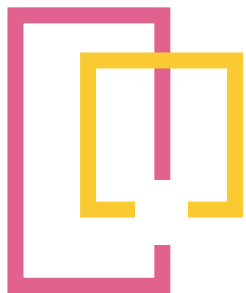
TripAdvisor social media

Mjesečni broj posjeta destinacije

- ◀ Škotska: TZ web: 150-200 tisuća TripAdvisor: preko 10.000.000
- ◀ 50× više posjeta destinacije

- ◀ Vrste objava
 - ◀ Slika/tekst
 - ◀ review
 - ◀ forum objava
 - ◀ video i website link (samo za službene profile)
 - ◀ tematstki doživljaji






TripAdvisor social media





Tematski doživljaji

Lika Destination created a Trip
Nov 11




Top 5 adrenaline activities in Lika
By **Lika Destination**

If you are looking for a little bit of adrenaline, Lika is the perfect destination! Here we bring you top 5 adrenaline locations in Lika.





-  **Adria Velebitica Adventur...**
 1 review
Gospic, Croatia
-  **Rent a Kayak - River Gacka**
 22 reviews
Otocac, Croatia

Lika Destination created a Trip
May 2019



Explore Lika by bicycle
By **Lika Destination**

By choosing an active vacation, you will find a lot of hidden gems of Lika.

-  **Majerovo Vrilo**
 5 reviews
Otocac, Croatia
-  **Kubus, Ura**
 9 reviews
Karlobag, Croatia





TripAdvisor Listing

Postupak registracije vlasnika -

<https://www.tripadvisor.com/Owners>

OPG Butina Unclaimed

●●●●● 64 reviews | #3 of 9 Restaurants in Otocac | \$, Barbecue, Croatian
📍 Kutarevo 21A, Otocac, Croatia | 📞 +385 99 200 9321 | 🌐 + Add website | ⌚ + Add hours

♡ Save | ➦ Share

Bumerang Claimed

●●●●● 29 reviews | #5 of 9 Restaurants in Otocac | \$, Pizza, European, Croatian
📍 Vivoze 10, Otocac 53220, Croatia | 📞 +385 98 497 485 | 🌐 Website | ⌚ + Add hours

♡ Save | ➦ Share

autorizacija putem telefonskog poziva



Management Center



Respond to Reviews

Let customers know you value their opinions by sharing thoughtful responses to feedback.



Manage Photos

Add new photos and highlight the images that show your business at its best.



Update Business Details

Edit your location, amenities and other details to ensure your listing is accurate.



Review Express

The fast, free and easy way to get more traveler reviews.

Property Overview

Total Reviews

133

TripAdvisor Ranking

#2 of 4

TripAdvisor Rating

 on TripAdvisor

PROPERTY ID#

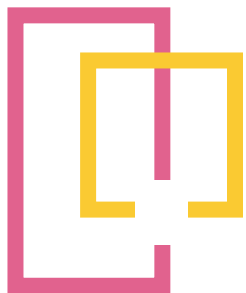
Contact TripAdvisor

 Get online help

TRIPADVISOR PROFIL

Postupak registracije vlasnika

Uređivanje profila (sadržaj, slike), odgovaranje na review-e i poruke gostiju



O čemu ovisi uspjeh na TripAdvisor-u?

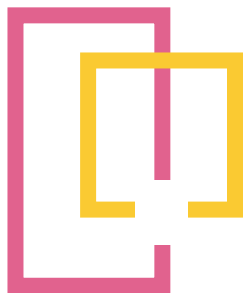
1. "Svježina" review-a

....

...

1. Prosječna ocjena
2. Broj review-a





Kako do više review-a

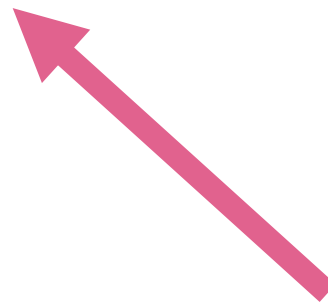
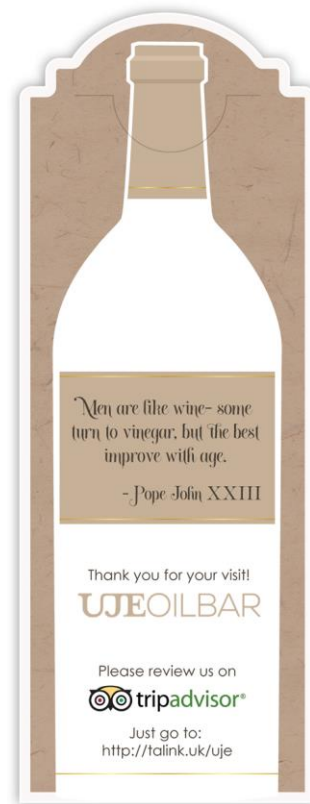
1. Review Express

Možete li doći do mailova gostiju u zadnjih godinu dana?
Pošaljite im molbu da ostave review preko review express-a.

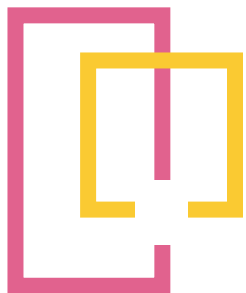
1. Facebook

Imate li barem 100 ljudi koji vas “lajkali” na Facebooku?
Pozovite ih da vam ostave review na TripAdvisoru.





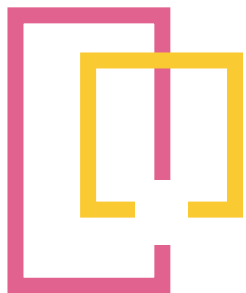
3. Direktan poziv gostima
Olakšajte gostima ostavljanje review-a



Zašto je bitno odgovaranje na review-e

- ◀ 65% TripAdvisor korisnika će prije odabrati objekt koji odgovara na review-e
- ◀ Pametan odgovor na review sa 1 zvjezdicom kod 84% TripAdvisor korisnika **poboljšava** dojam o objektu





Kako ukloniti negativan review?

TripAdvisoru je procedura robotska. Za uspješno ukloniti negativan review treba uložiti žalbu sa obrazloženjem jedne od prihvatljivih osnova za uklanjanje review-a.

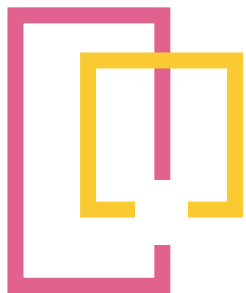
- ◀ Nije primjeren ili family-friendly

It contains profanity, sexually explicit comments, hate speech, prejudice, threats, or personal insults.

- ◀ Napisao ga je bivši zaposlenik ili konkurent

I believe an employee of a competing business or former employee of my business wrote this review.





Kako ukloniti negativan review?

- ◀ Odnosi se na drugu tvrtku

The details in this review describe a different business.

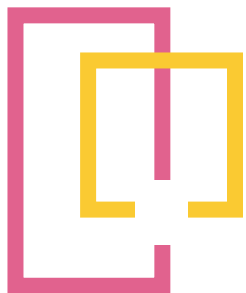
- ◀ Radi se o duplikatu

This person has 2 reviews with the same text, or copied text from another reviewer or source.

- ◀ Tekst review-a nije u skladu s ocjenom

Example: The review is titled "Excellent" but the overall rating is 1





Kako ukloniti negativan review?

- ◀ Sadrži osobne informacije

It contains information such as full names, email addresses, credit cards or passwords.

- ◀ Korisnik nije koristio moju uslugu

This reviewer had no experience of my business including the reservation process or check-in. (TripAdvisor does allow reviews of incidents/events that occur during the reservation process, check-in or upon arrival at the establishment.)



***Please tell us what the issue is:**

Report suspicious review – Select this option if you think a review may have been posted by a competitor, an ex-employee, or is otherwise biased.



Report organized boosting – Use this option to report a business that has bought or sold fake reviews.

Report blackmail threat – Choose this option if a guest has threatened to submit a review of your property if their demands are not met. Note: If that member has already posted a review, select 'Report suspicious review' instead.

[Learn more about reporting Blackmail](#)

***What do you want to do?**

- Choose one--
- Report suspicious review
- Report organized boosting
- Report blackmail threat**
- Report Phishing or Scam

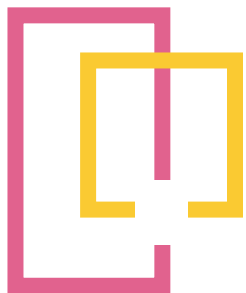
 know better  book better  go better

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Prijavite pokušaje ucjene



TripAdvisor - mogućnosti dodatnog oglašavanja

- ◀ Restorani

TripAdvisor Premium Listing (25\$ - 125\$ mjesečno)

TripAdvisor Ads

prikaz na vrhu kategorije , model licitacije

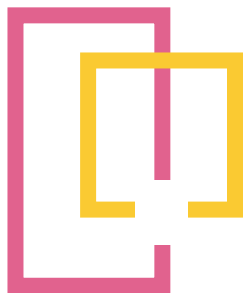
- ◀ Hotels

Business Advantage (439 € godišnje)

Sponsored Listings

prikaz na vrhu kategorije , model licitacije





TripAdvisor - čemu sve to?

Primjer:

29.110 posjeta profila TripAdvisor profila

uz 10% posjeta

=2.911

uz prosječno 2 gosta

=5.822

uz prosjek od 150kn

= 873.300 kn

Performance Trends [See all](#)

Compare: [last year](#) [to previous period](#)

CUSTOMER ACTIONS

Nov 2018-Oct 2019 vs. Nov 2017-Oct 2018

- 330 phone calls
330 more than previous period
- 3,248 website views
3,248 more than previous period
- 1,404 clicks on map location
1,404 more than previous period

PAGE PERFORMANCE

Nov 2018-Oct 2019 vs. Nov 2017-Oct 2018

- 510,088 appearances in search results
[Get Discovered](#)
- 29,119 page visitors
[Get More Visitors](#)
- Unlock Storyboard
[Get started](#)
- Unlock Favorite Review
[Learn more](#)

REVIEW PERFORMANCE

Nov 2018-Oct 2019 vs. Nov 2017-Oct 2018

- 251 new reviews
251 more than previous period
- 93% Positive Review Sentiment
[Respond to reviews](#)
- 146 new photos
146 more than previous period
- 7,406 photo views
[Manage your photos](#)

2. Google, Maps



Google Maps

GOOGLE MAPS



Registracija

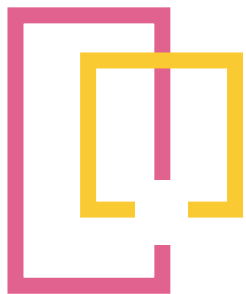
1

Mogućnosti

2

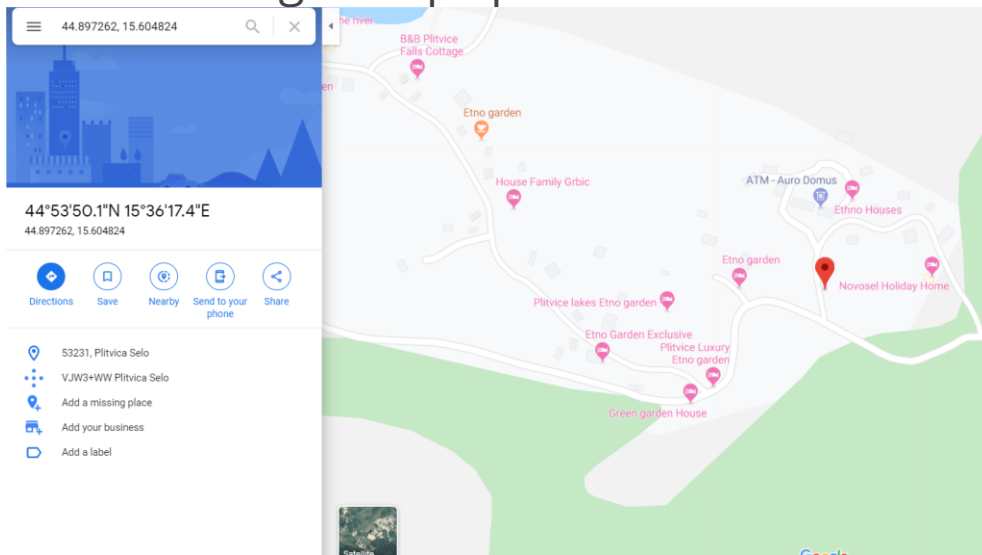
Promocija

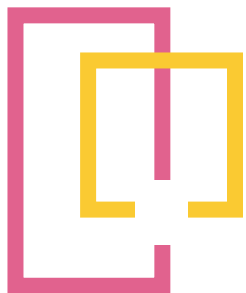
3



Google Maps - registracija

- ◀ Postojeći Google Maps profil
- ◀ Novi Google Maps profil

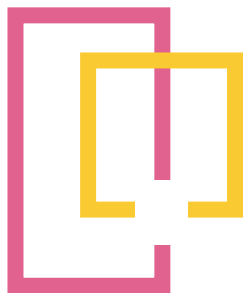




Google Maps - registracija

- ◀ Autorizacija profila
 - ◀ Putem poštanske dopisnice
 - ◀ Putem telefona /SMS-a
- ◀ Kako postići telefonsku autorizaciju za nove profile





Google Maps - mogućnosti

Šug Restaurant

Tolstojeva 1a
21000, Split

Početna

Postovi

Informacije

Uvidi

Recenzije

Razmjena poruka

Fotografije

Proizvodi (Beta)

Web-lokacija

Korisnici

Izradi post

Dodaj fotografiju

Izradi oglas

IZVEDBA

Prikazi

39,7 tis.

Pretraživanja

18,8 tis.

Aktivnost

9,58 tis.

Prikazi na Pretraživanju

1,77 tis. (-27 %)

Prikazi na Kartama

37,9 tis. (-58 %)

Izvedba u zadnjih 28 dana

NAJNOVIJE FOTOGRAFIJE KORISNIKA



Vaš najnoviji post

Healthy and tasty? Šug restaurant
is the right destination!



prije 5 dana

Pregleda: 156

Klikova: 0

Izradi post

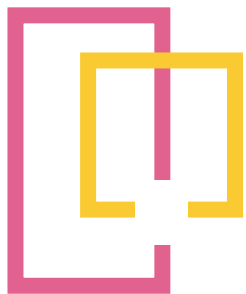
Pogledajte više

NAJNOVIJE RECENZIJE



4.8

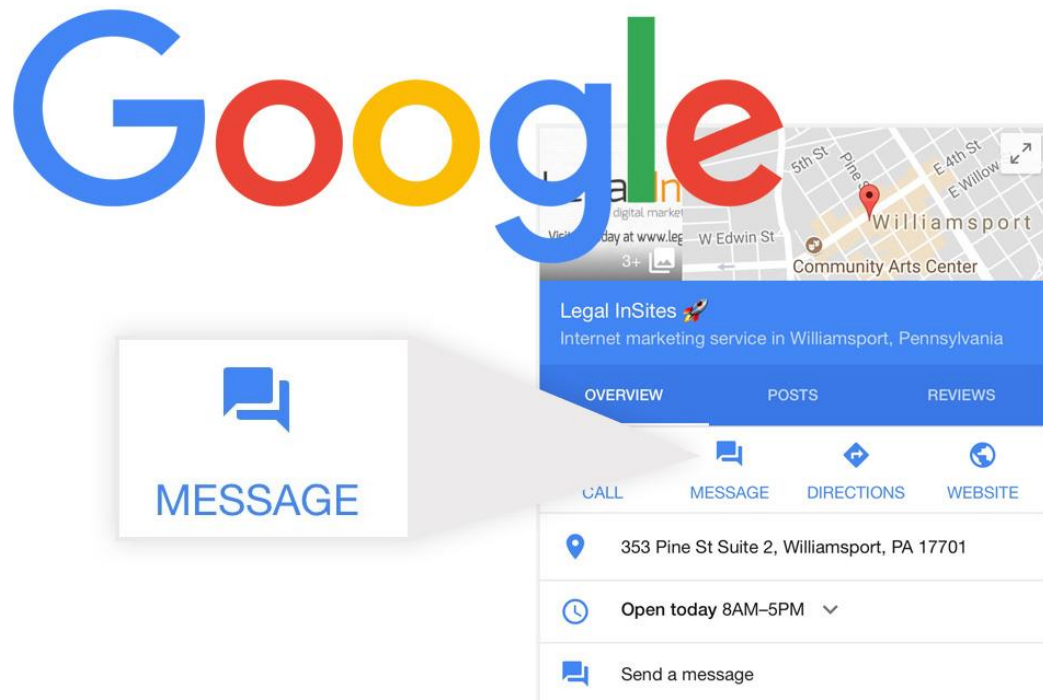
★★★★★
409 recenzija

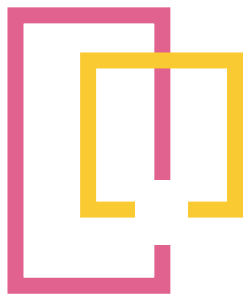


Google Maps - mogućnosti

Sustav poruka

- aktivacija opcije kroz admin profil
- komunikacija kroz mobilnu aplikaciju "Google My Business"





Google Maps - mogućnosti

Šug Restaurant

Tolstojeva 1a
21000, Split

- Početna
- Postovi
- Informacije
- Uvidi
- Recenzije
- Razmjena poruka
- Fotografije
- Proizvodi (Beta)
- Web-lokacija**
- Korisnici

sug-restaurant.business.site

Objavi

Tema ✓ ✕

TEME

UREDİ

FOTOGRAFIJE

VIŠE

| | |
|--|--|
| | |
| | |
| | |

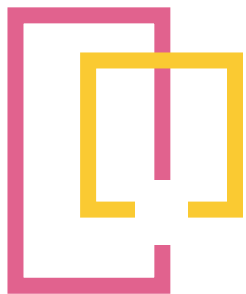
Vaša web-lokacija još nije objavljena

Šug R... Get Quote Find Table Call Now

Šug Restaurant

Restaurant in Split
Open today until midnight

GET QUOTE



Google Maps - mogućnosti

Šug Restaurant

Tolstojeva 1a
21000, Split

- Početna
- Postovi
- Informacije
- Uvidi**
- Recenzije
- Razmjena poruka
- Fotografije
- Proizvodi (Beta)
- Web-lokacija
- Korisnici

Kako korisnici traže vašu tvrtku



1 kvartal ▾



Izravno

Korisnici koji pronalaze vaš profil tvrtke pretraživanjem naziva ili adrese vaše tvrtke.



Otkrivanje

Korisnici koji pronalaze vaš profil tvrtke pretraživanjem kategorije, proizvoda ili usluge.

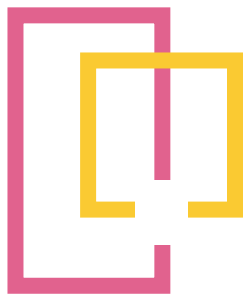


Pretraživanjem robne marke

Korisnici koji pronalaze vaš profil tvrtke pretražujući robnu marku povezanu s vašom tvrtkom.



Tvrtke s aktualnim fotografijama obično ostvaruju više klikova na svojim web-lokacijama. [Objavite fotografije](#)



Google Maps - mogućnosti

Šug Restaurant

Tolstojeva 1a
21000, Split

- Početna
- Postovi
- Informacije
- Uvidi**
- Recenzije
- Razmjena poruka
- Fotografije
- Proizvodi (Beta)
- Web-lokacija
- Korisnici

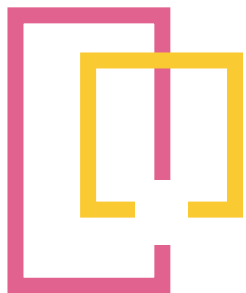
Upiti koji se upotrebljavaju za pronalaženje vaše tvrtke • [Pošaljite povratne informacije](#)



Najpopularniji upiti pojedinačnih korisnika za vašu tvrtku

1 kvartal ▾

| Upit | Korisnici |
|--|-----------|
| 1 restaurants | 1.757 |
| 2 restaurant | 1.083 |
| 3 šug, ulica tolstojeva, split, croatia | 737 |
| 4 šug split | 499 |
| 5 šug restaurant, ulica tolstojeva, split, croatia | 348 |
| 6 sug | 336 |
| 7 sug split | 333 |



Google Maps - primjer

Primjer:

193.00 posjeta profila

broj radnji godišnje

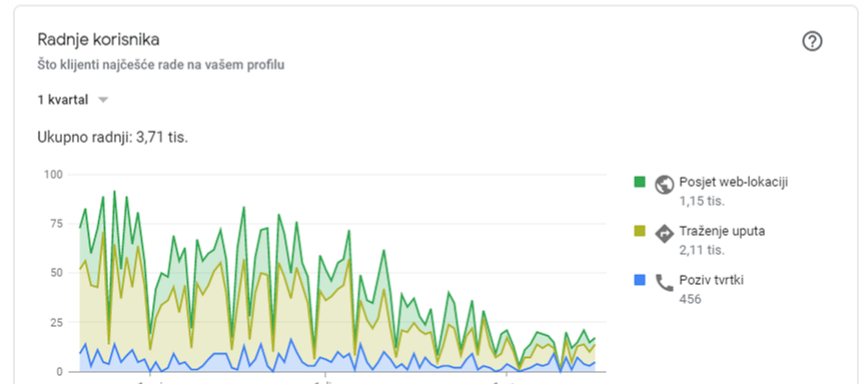
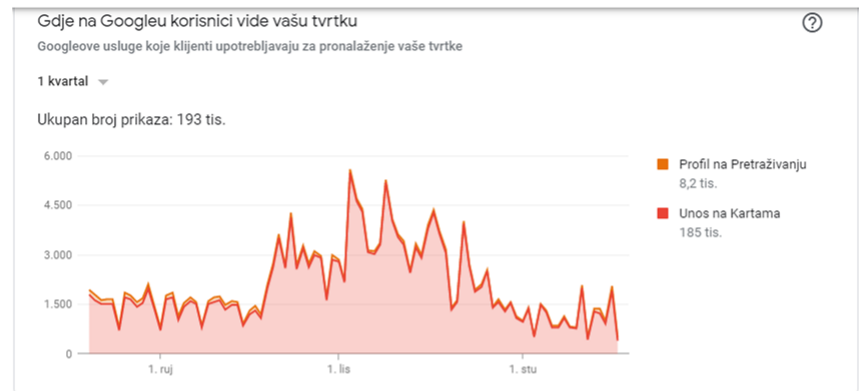
=3.710

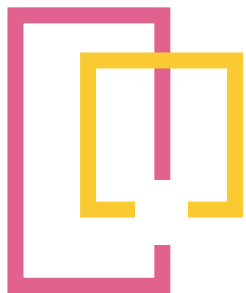
uz prosječno 2 gosta

=7.420

uz prosjek od 150kn

= 1.113.000 kn





Google Maps - promocija

- ◀ Cilj je povećati broj korisnika koji nalaze vaš profil pretraživanjem kategorije, proizvoda ili usluge
Kako?
- ◀ Potaknite interakcije (ne samo recenzije)
- ◀ Objavljujte Google Maps postove, fotografije
- ◀ SEO obrada sadržaja
- ◀ Odgovarajte na reviewe



3. Google Ads



Google Ads

GOOGLE ADS



Website

prodajni website kao
preduvjet za uspješnu Google
Ads kampanju

1

Analiza ključnih riječi

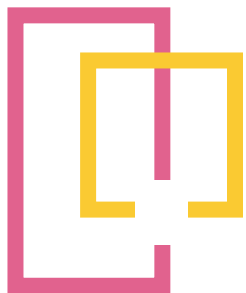
što zanima
goste/kupce?

2

Ključni elementi Google Ads kampanje

Što je dobar oglas?
Što je dobra kampanja

3



Internet stranica - website

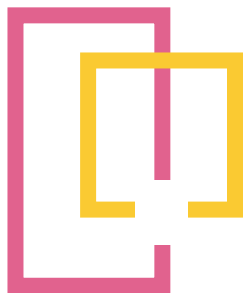
Preduvjet za Google Ads kampanju

- ◀ glavni alate za direktnu prodaju 0% provizije
- ◀ “Reklamiraju” vas rezervacijski portali
- ◀ Predstavljanje tematske ponude za produljenje sezone
- ◀ prilika za uspostavu kredibiliteta prema gostima/kupcima

Ključno:

- ◀ prilagođenost za mobilne uređaje





Internet stranica

Kako “brzinski” postati marketing stručnjak?

home page
accommodation
reservation
price list
city map
contents
video
conferences
links
contact

HOTEL CENTRAL

The modern appointed and air-conditioned **HOTEL CENTRAL** (****) is located in the city centre, just opposite the Central Train Station and near the Central Bus Station and Zagreb Airport Terminal.

The hotel offers convenient accommodation for business travellers and tourists travelling through the City of Zagreb.

Zagreb, the Croatian capital, has grown into a major economic, transit, culture and political centre in Croatia and this part of Europe. Within reach of the hotel, walking along Zrinskih Park, are the city's central squares, its historic, some well-known museums, galleries, shops and the other points of interest in this medieval city.

Our courteous staff will ensure your pleasant stay at our hotel.

**When in Zagreb,
the HOTEL CENTRAL is always nearby!
Welcome!**

The HOTEL CENTRAL is your CENTRAL hotel in Zagreb!

HOTEL CENTRAL ZAGREB

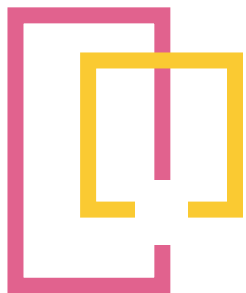
HOME HOTEL ACCOMMODATION LOCATION CONFERENCES SPECIAL OFFERS GALLERY CONTACT

Address: Braunsirova 3, ZAGREB, HR Booking: +385(0)1 4841 122, GSM: +385 (0) 98 256 135 [BOOK NOW](#)

THE HOTEL IN THE HEART OF THE CITY
Welcome to Zagreb!

RESERVATIONS

Arrival Nights Promotional Code [BOOK NOW](#)



Google Ads

Analiza ključnih riječi, po destinaciji i po aktivnosti

Google Ads | Keyword plan

SEARCH REPORTS TOOLS & SETTINGS ? 405-222-2264 Profumi Milano vprazen@gmail.com

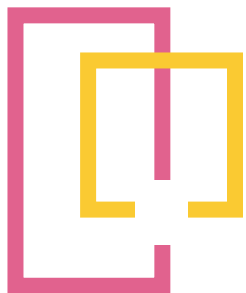
Plan name: — Locations: All locations Language: English Search networks: Google Last 12 months Nov 2018 – Oct 2019

plitvice accommodation Including brand names [DOWNLOAD KEYWORD IDEAS](#)

Broaden your search: + hotel dubrovnik + plitvice + dubrovnik accommodation + zadar hotels + hvar accommodation

Exclude adult ideas ADD FILTER 64 keyword ideas available

| Keyword | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|-------------------------|-----------------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| hotel plitvice | 2,900 | Medium | — | HRK1.45 | HRK11.95 | |
| plitvice hotel | 1,000 | Medium | — | HRK1.18 | HRK11.99 | |
| hotel bellevue plitvice | 880 | Medium | — | HRK1.29 | HRK9.24 | |
| plitvice lakes hotels | 720 | Medium | — | HRK3.83 | HRK16.65 | |



Google Ads

- ◀ Oglasi su vezani za ključne riječi

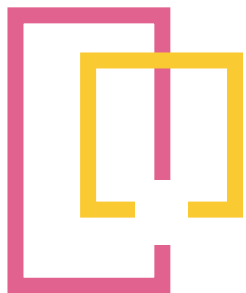
Kako postići da korisnici “kliknu” na oglas?

- ◀ ključne riječi u oglasu, razlozi za kupnju i poziv za kupnju

Kako postići da kupe/rezerviraju/posjete?

- ◀ istaknuti razlozi za kupnju i olakšan proces kupnje/rezerviranja/posjete



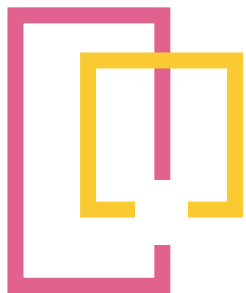


Booking.com “trik”

- ◀ Plaćaju Google oglas kad god netko traži ime konkretnog smještaja
- ◀ Zašto?

Preko 50% Internet korisnika klikne na prvi link, a većina ne primjeti niti ih je briga da se radi o oglasu.





Booking.com “trik”

360 Google pretraga godišnje

uz 5% rezervacija na booking.com

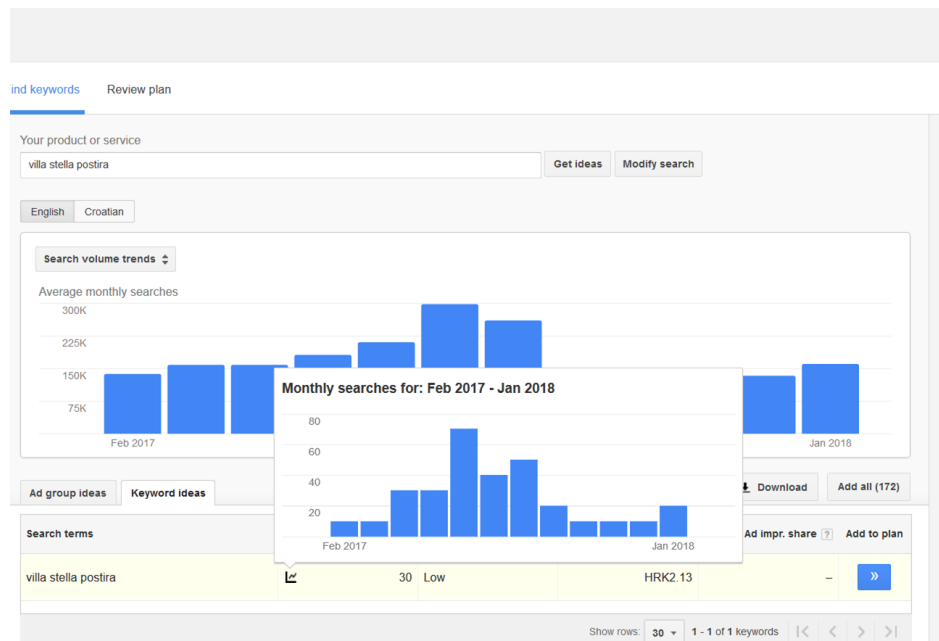
5% od 360 = 18 × 5 noćenja = 90

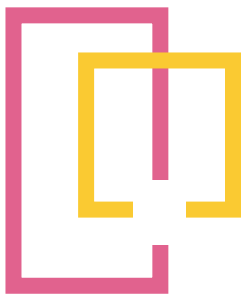
90 × 100 € (prosječna cijena) = 9,000 €

Uz proviziju od 15% booking.com zaradi

9,000 € × 15% = 1,350 €

a istu svotu iznajmljivač izgubi.





Hvala na pozornosti



vedran@smartingo.com

