

Webinar “Izzivi digitalnega marketinga”

Dodatna gradiva

2 članka na temo Covid-19 iz strani www.neilpatel.com, ki ima tudi zanimiva orodja za analizo vaše spletne strani / konkurence / raziskavo ključnih besed itd.

- <https://neilpatel.com/blog/coronavirus/>
- <https://neilpatel.com/blog/covid-19-marketing/>

Orodje Google Trends vam omogoča tudi primerjave in analize po posameznih regijah / mestih znotraj držav, spodaj primer ter primerjave v povezavi s pandemijo:

- https://trends.google.com/trends/explore?q=%2Fm%2F09cgp,%2Fm%2F01c2z6,%2Fg%2F11b8_qykjy,%2Fm%2F04sr0
- https://trends.google.com/trends/story/US_cu_tqm_f3EBAAB4VM_en
- https://trends.google.com/trends/story/US_cu_4Rjdh3ABAABMHM_en

Social listening tools & orodja za upravljanje s komunikacijskimi kanali

- <https://blog.hubspot.com/service/social-listening-tools>
- <https://wisebusiness.eu/sl/product-category/postanite-opazni/upravljanje-z-komunikacijskimi-kanali/>

Ideje za zanimive in kreativne pristope pri oglaševanju

- <https://www.linkedin.com/company/brilliantads/>
- <https://www.facebook.com/ads/creativehub/gallery/>

Remote tourism - ideja ferskih otokov

- <https://www.remote-tourism.com/>

Naredi si svoj praznik češenj - drugačen pristop

- https://www.brda.si/tradicionalni_dogodki/2012050915394702/Praznik%20C4%8De%C5%A1enj/

Demografija socialnih omrežji, več o personah & template za izdelavo vaših

- <https://sproutsocial.com/insights/new-social-media-demographics/>
- <https://sproutsocial.com/insights/social-media-personas/>
- <https://blog.hubspot.com/marketing/social-media-target-audience>
- <https://www.socialbakers.com/free-social-tools/create-your-persona>

Kako urediti Google My Business profil?

- <https://www.goclick.si/blog/obrazi-vasega-podjetja-google-my-business/>

Kako vzpostaviti Facebook pixel?

- <https://blog.hootsuite.com/facebook-pixel/>
- <https://www.socialmediaexaminer.com/facebook-pixel-install-use-guide-for-marketers/>

Kako enostavno vzpostaviti Google Analytics / cilje - konverzije / Tag Manager / Search Console?

- <https://blog.hootsuite.com/how-to-set-up-google-analytics/>

Osnove SEO optimizacije

- <https://www.isaac.si/blog/optimizacija-za-zacetnik-1-del-osnove/>
- <https://ahrefs.com/blog/local-seo/>
- <https://wisebusiness.eu/sl/product-category/postanite-opazni/seo-sem-sl/>

Pohitrite vašo spletno stran

- <https://www.crazyegg.com/blog/speed-up-your-website/>
- <https://www.ventureharbour.com/improving-site-speed/>

Izboljšajte vaš LinkedIn profil (in ne pozabite preveriti tudi številnih ostalih orodij, ki jih to omrežje nudi, vključno z oglaševanjem)

- <https://business.linkedin.com/en-uk/marketing-solutions/blog/posts/content-marketing/2017/17-steps-to-a-better-LinkedIn-profile-in-2017>

Več o glasovnem iskanju (uporabno za druge jezike)

- <https://www.thehoth.com/learn/seo/advanced/voice-search-seo/>
- <https://blog.marketo.com/2020/01/seo-voice-search-optimizing-in-2020.html>

Več o chatbotih

- <https://www.drift.com/learn/chatbot/>
- <https://www.chatbot.com/>
- <https://www.falcon.io/insights-hub/topics/customer-engagement/set-up-facebook-messenger-bots-chatbot/>
- <https://botscrew.com/blog/a-step-by-step-guide-to-create-chatbot-for-whatsapp-for-business/>
- <https://towardsdatascience.com/building-a-whatsapp-chatbot-in-5-minutes-without-coding-f53fab8bfb96>

Arhiv spletnih strani (wayback machine)

- <https://archive.org/>

Uporabno orodja za dizajniranje grafik in vizuelne vsebine

- https://www.canva.com/en_gb/
- <https://wisebusiness.eu/sl/product-category/postanite-opazni/vizualna-vsebina/>

Trženjska orodja v sklopu Wisebusiness.eu

- <https://wisebusiness.eu/sl/product-category/postanite-opazni/>