

Smartingo

Internet marketing agencija

Kako mrežom uhvatiti goste

*Internet marketingom do više gostiju
uz manje provizije*

Besplatna marketing analiza

www.smartingo.com/analiza

SMARTINGO
Smart marketing solutions
www.smartingo.com

2. INTERNET PRODAJA

Kada upitete u Google Analytics za Google Analytics, možete vidjeti broj posjetitelja na vašem web-sajtu. Zbog toga je važno znati da li je vaš web-sajt ispravan i da li vam pruža željene rezultate.

1. WEB STRANICA

SMARTINGO
Smart marketing solutions
www.smartingo.com

1. WEB STRANICA

KOMENTARI

Jedan od glavnih ciljeva web stranice je da potakne posjetitelje da ostave komentare. Ovo je važno za povećanje vidljivosti i za izgradnju zajednice oko vašeg web-sajta.

2. INTERNET PRODAJA

Kada upitete u Google Analytics za Google Analytics, možete vidjeti broj posjetitelja na vašem web-sajtu. Zbog toga je važno znati da li je vaš web-sajt ispravan i da li vam pruža željene rezultate.

3. FACEBOOK

Postoji Facebook stranica turističke agencije a n

SMARTINGO
Smart marketing solutions
www.smartingo.com

1. WEB STRANICA

KOMENTARI GOSTUJU

Jedan od glavnih ciljeva web stranice je da potakne posjetitelje da ostave komentare. Ovo je važno za povećanje vidljivosti i za izgradnju zajednice oko vašeg web-sajta.

2. INTERNET PRODAJA

Kada upitete u Google Analytics za Google Analytics, možete vidjeti broj posjetitelja na vašem web-sajtu. Zbog toga je važno znati da li je vaš web-sajt ispravan i da li vam pruža željene rezultate.

3. FACEBOOK

Postoji Facebook stranica turističke agencije a n

SMARTINGO
Smart marketing solutions
www.smartingo.com

1. WEB STRANICA

KOMENTARI GOSTUJU

Jedan od glavnih ciljeva web stranice je da potakne posjetitelje da ostave komentare. Ovo je važno za povećanje vidljivosti i za izgradnju zajednice oko vašeg web-sajta.

2. INTERNET PRODAJA

Kada upitete u Google Analytics za Google Analytics, možete vidjeti broj posjetitelja na vašem web-sajtu. Zbog toga je važno znati da li je vaš web-sajt ispravan i da li vam pruža željene rezultate.

3. FACEBOOK

Postoji Facebook stranica turističke agencije a n

MARKETING ANALIZA
www.mandrice.com

www.smartingo.com

| Što Vam je cilj?

Ni broj gostiju ni broj noćenja ni broj lajkova ...

Što onda?

Kako ostvariti cilj:

- Direktna prodaja
- Produljenje sezone



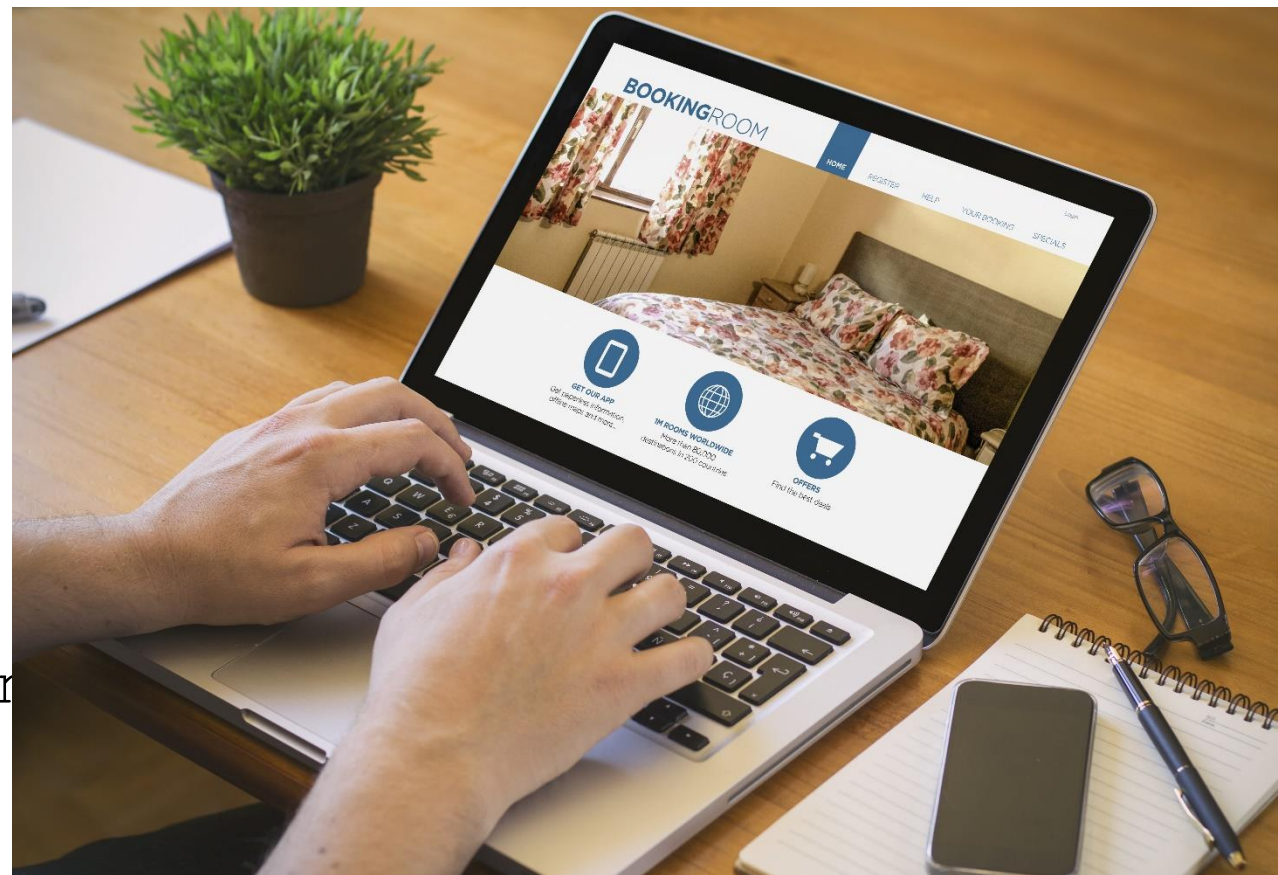
| Internet stranica

Što će vam vlastiti web ?

0% provizije

“Reklamiraju”
Vas agencije i
rezervacijski
portali

Oblikovanje ponude
za produljenje sezona

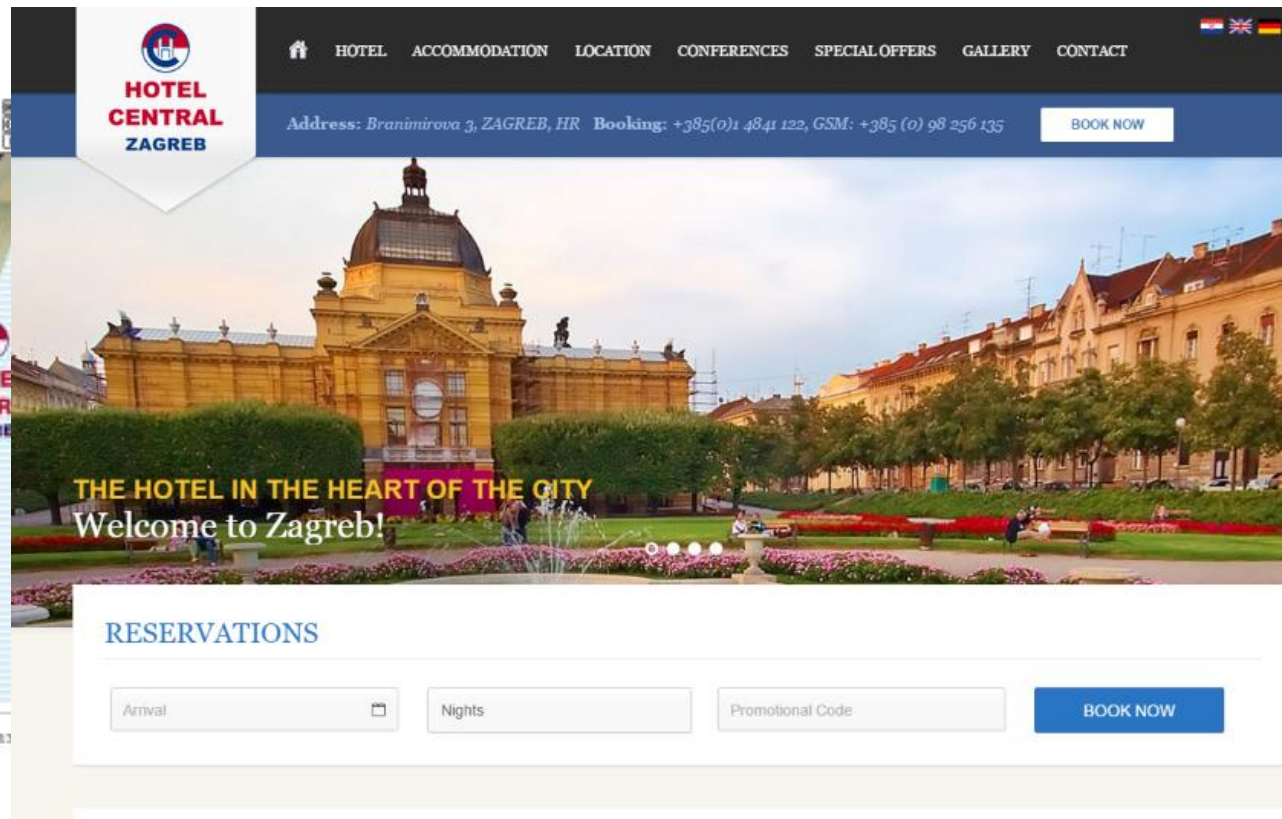


Internet stranica

Kako brzo postati Internet marketing stručnjak?



HOTEL CENTRAL d.d. Branimirova 3, PP 97 HR - 10000 ZAGREB tel. +385(0)1 4841122 fax. +385(0)1 4841122



Internet stranica

Učite od "velikih igrača"
- olakšajte gostu rezerviranje

The screenshot displays the website for an InterContinental hotel. The top navigation bar includes links for 'OUR HOTEL', 'CONCIERGE', 'EVENTS', 'OFFERS', and a prominent 'BOOK NOW' button. A large banner features a woman drinking coffee and the text: 'STOP CLICKING AROUND NOW, HHONORS MEMBERS GET THE LOWEST PRICE ANYWHERE AND FREE WI-FI.* SO START SAVING.' Below the banner is another 'BOOK NOW' button. The bottom navigation bar contains 'FIND A HOTEL', 'OFFERS', 'MEETINGS & EVENTS', 'RESORTS', and 'ABOUT HILTON'. A search section is visible with the text 'WHERE ARE YOU GOING?' and a search box containing 'City, airport, address, attraction, or hotel'. It also includes date pickers for 'Arrival' (23 Feb 2018, Tuesday) and 'Departure' (24 Feb 2018, Wednesday), along with a 'FIND IT' button. The Hilton logo and 'HOTELS & RESORTS' text are in the bottom left. A '*BEST PRICE GUARANTEE' note is in the bottom right.

Internet stranica

Smartingo

Neka Vas gosti reklamiraju

Rooms
Modern ★★★★★

All rooms are air-conditioned. In every room there is an Internet connection, SAT-TV, hairdryer, tea maker and a safe. So you can either stay in the room and relax or enjoy our other facilities.

Facility:

99 € / per night [Book room](#)

Mali Lošinj
Explore the island

Mali Lošinj is full of interesting things to explore. If you want to leave the planning to us and enjoy organized tour or explore the island on your own, we'll find something for you.

Facility:

119 € / per person [Book tour](#)

tripadvisor
Book your best trip, every trip

Hotel Manora
TripAdvisor Traveler Rating
★★★★★
Based on 106 traveler reviews

Most Recent Traveler Reviews
Sep 29, 2015: "Quality Small Hotel"
Jul 27, 2015: "Really really nice"
[Read reviews](#) | [Write a review](#)
© 2016 TripAdvisor LLC

f

Hotel Manora
9.1
Excellent
126 verified reviews
Booking.com

iPad/iPhone friendly

Internet stranica

Boravi li ijedan gost 24h u sobi?

Dajte gostu
razlog da dođe

... i ostane duže



| Internet stranica

Google Analitika

ono što se ne mjeri teško je poboljšati

Odakle dolaze

Šta ih zanima?

Praćenje poziva,
upita,
rezervacija



Internet stranica

Koliko košta?

A održavanje? - par sati godišnje

Domena - cca 100 kn/godišnje

Hosting - cca 250 kn/godišnje

Wordpress

najpopularnija platforma
za izradu weba

Prilagođena

za mobitele

- Mobitelom surfa

50% korisnika



| Kako do gostiju?

Ideje za besplatnu promociju:

Facebook „push“ - neka vas reklamiraju prijatelji i rodbina

Preporuke gostiju - stari gosti, prijatelji

Čestitke - rođendani, blagdani

Promo materijali - vizi



Kako do gostiju?

Google Adwords

Princip ključnih riječi

Keyword Planner

Ključna je relevantnost

zadar accommodation

All Images Maps Videos News More Settings Tools

About 434,000 results (0.66 seconds)

Accommodation in Zadar - Lowest Price Guarantee - Booking.com
 (Ad) www.booking.com/Accommodation-Zadar ▾
 ★★★★★ Rating for booking.com: 4.6 - 249 reviews
 Book **Accommodation in Zadar**
 We speak your language · No Booking Fees · Secure Booking · 24/7 Customer Service
 Types: Hotels, Apartments, Villas, Hostels, Resorts, B&Bs

Book Now
 Quick, Simple, Easy to Use.
 No reservation costs. Great rates.

Rent out your property
 Why Booking.com? A global audience
 Free to sign up and 24/7 assistance

Your Ideal Zadar Accommodation | Top Deals of the Month | trivago.com
 (Ad) www.trivago.com/Accommodation/Zadar ▾
Accommodation in Zadar At The Best Price. Compare 200 Booking Sites! - trivago™
 No Ads or Pop-ups · Free and Easy to Use · Over 1 Million Hotels · Save Time and Money
 4* Hotels · Hotels under \$100 · Luxury Hotels · Best Rated Hotels · 3* Hotels · Last Minute Hotels
 Cheap Hotels - from \$50.00/night - Compare Prices · More ▾

Zadar Accommodations | Stunning Views & Big Savings
 (Ad) www.rentbyowner.com/Zadar ▾
Zadar Accommodations Best Rates on Vacation Homes, **Hotels**, Villas & Apts
 Destinations: Mexico, Italy, Paris, London, Florida
 Amenities: Pet Friendly Available, Laundry, Wifi

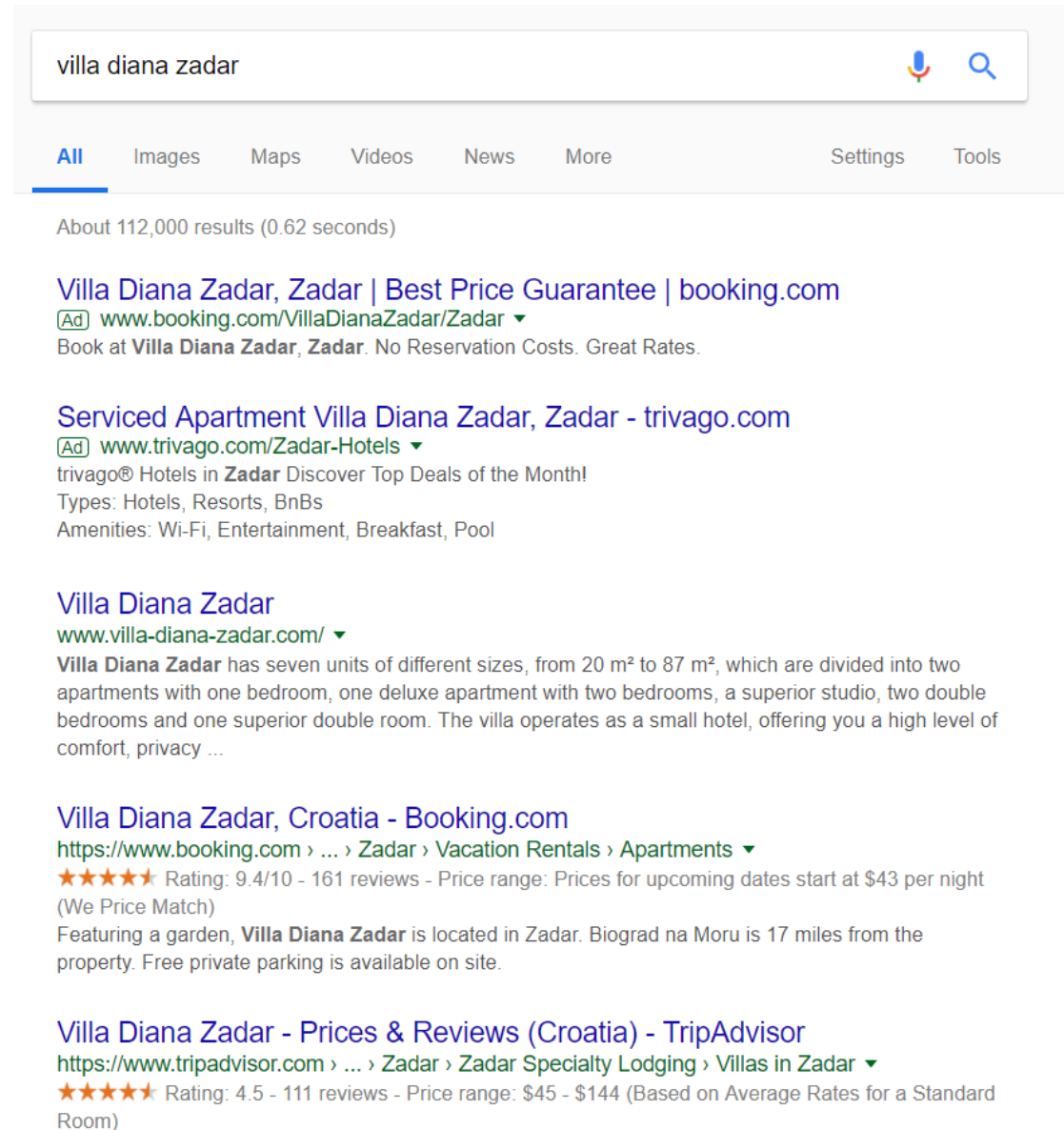
The 30 best hotels & places to stay in Zadar, Croatia – Zadar hotels
<https://www.booking.com> › Croatia › Zadar County ▾
 Great savings on hotels in **Zadar, Croatia** online. Good availability and great rates. Read hotel reviews and choose the best hotel deal for your stay.

Kako do gostiju?

Učite od "velikih"

Što sve radi
booking.com

i ostali portali ?



Search results for "villa diana zadar".

Search bar: villa diana zadar

Navigation: All (selected), Images, Maps, Videos, News, More, Settings, Tools

About 112,000 results (0.62 seconds)

Villa Diana Zadar, Zadar | Best Price Guarantee | booking.com
[Ad www.booking.com/VillaDianaZadar/Zadar](https://www.booking.com/VillaDianaZadar/Zadar) ▼
 Book at **Villa Diana Zadar, Zadar**. No Reservation Costs. Great Rates.

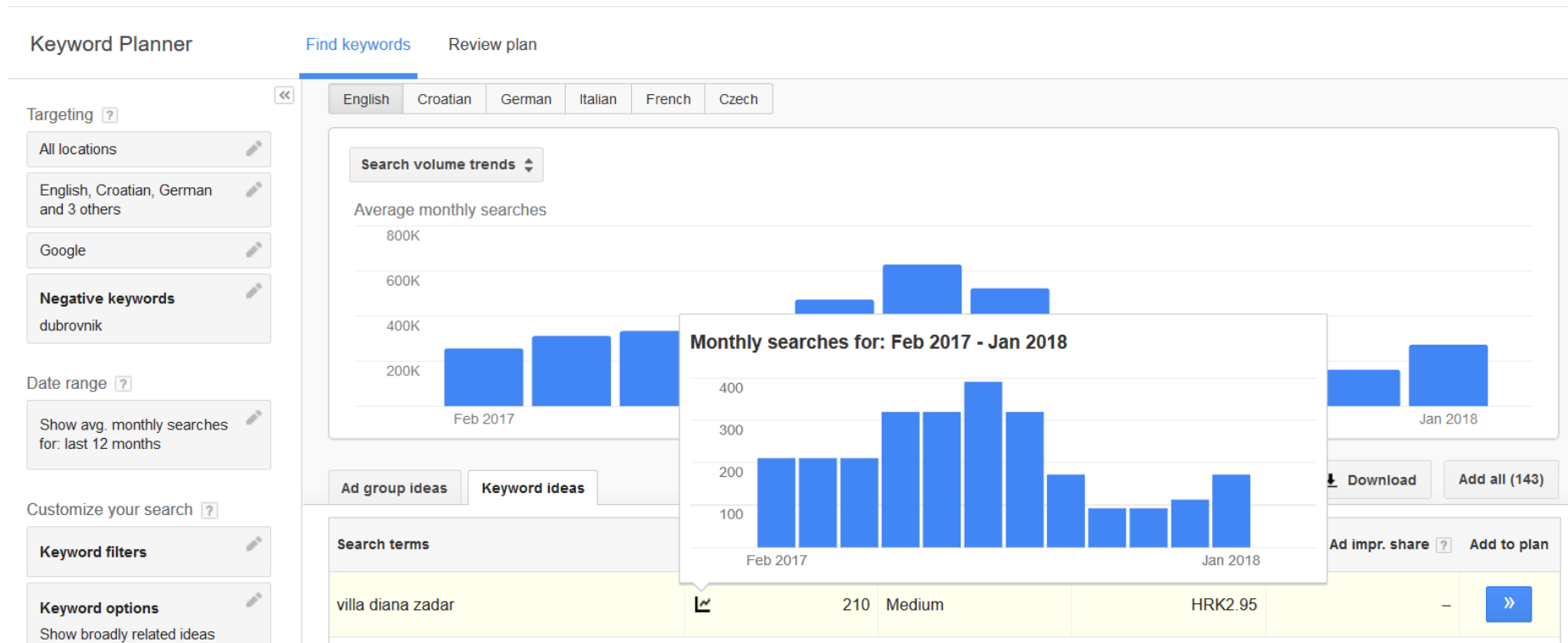
Serviced Apartment Villa Diana Zadar, Zadar - trivago.com
[Ad www.trivago.com/Zadar-Hotels](https://www.trivago.com/Zadar-Hotels) ▼
 trivago® Hotels in **Zadar** Discover Top Deals of the Month!
 Types: Hotels, Resorts, BnBs
 Amenities: Wi-Fi, Entertainment, Breakfast, Pool

Villa Diana Zadar
www.villa-diana-zadar.com/ ▼
Villa Diana Zadar has seven units of different sizes, from 20 m² to 87 m², which are divided into two apartments with one bedroom, one deluxe apartment with two bedrooms, a superior studio, two double bedrooms and one superior double room. The villa operates as a small hotel, offering you a high level of comfort, privacy ...

Villa Diana Zadar, Croatia - Booking.com
<https://www.booking.com> › ... › Zadar › Vacation Rentals › Apartments ▼
 ★★★★★ Rating: 9.4/10 - 161 reviews - Price range: Prices for upcoming dates start at \$43 per night (We Price Match)
 Featuring a garden, **Villa Diana Zadar** is located in Zadar. Biograd na Moru is 17 miles from the property. Free private parking is available on site.

Villa Diana Zadar - Prices & Reviews (Croatia) - TripAdvisor
<https://www.tripadvisor.com> › ... › Zadar › Zadar Specialty Lodging › Villas in Zadar ▼
 ★★★★★ Rating: 4.5 - 111 reviews - Price range: \$45 - \$144 (Based on Average Rates for a Standard Room)

Kako do gostiju?



$210 \times 12 \text{ mjeseci} = 2.520$

$5\% \text{ od } 2.520 = 126 \times 2 \text{ noćenja po rezervaciji} = 252$

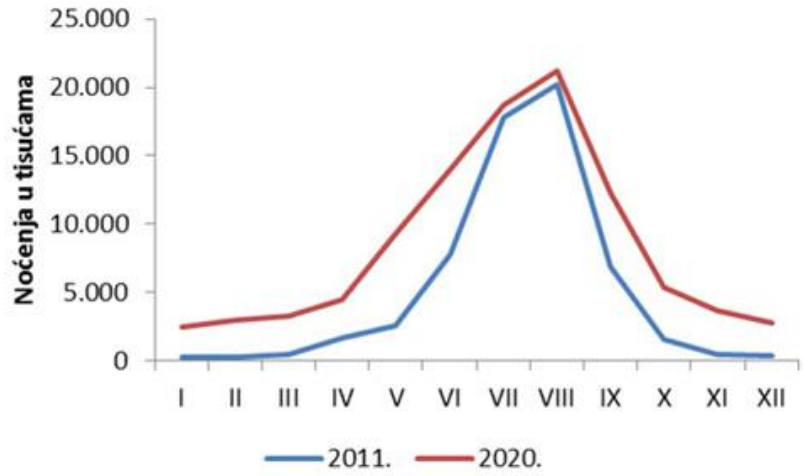
$252 \times 80 \text{ € (prosječna cijena)} = 20,160 \text{ €}$

$20,160 \text{ €} \times 15\% = 3,024 \text{ €}$

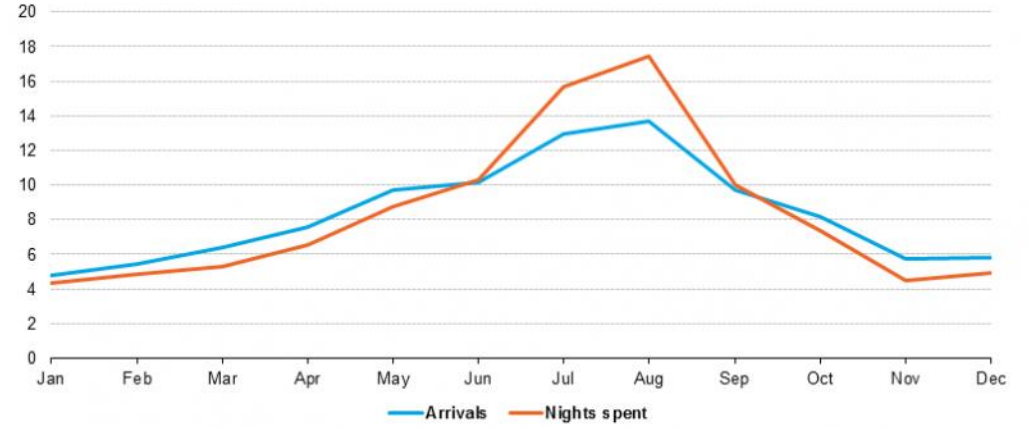
Kako produžiti sezonu?

Može li se?

Hrvatska



EU 28 prosjek



Note: EU-28 aggregate including estimates for the United Kingdom.

| Kako produžiti sezonu? Smartingo

Specijalizirane
"niše"

Npr.
"bird watching"



Kako produžiti sezonu? Smartingo

“bird watching”

preko 12.000
pretraga
mjesečno

*na engleskom
iz 10 zemalja*

Search terms	Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>
birdwatching	6,600	Low	HRK3.64

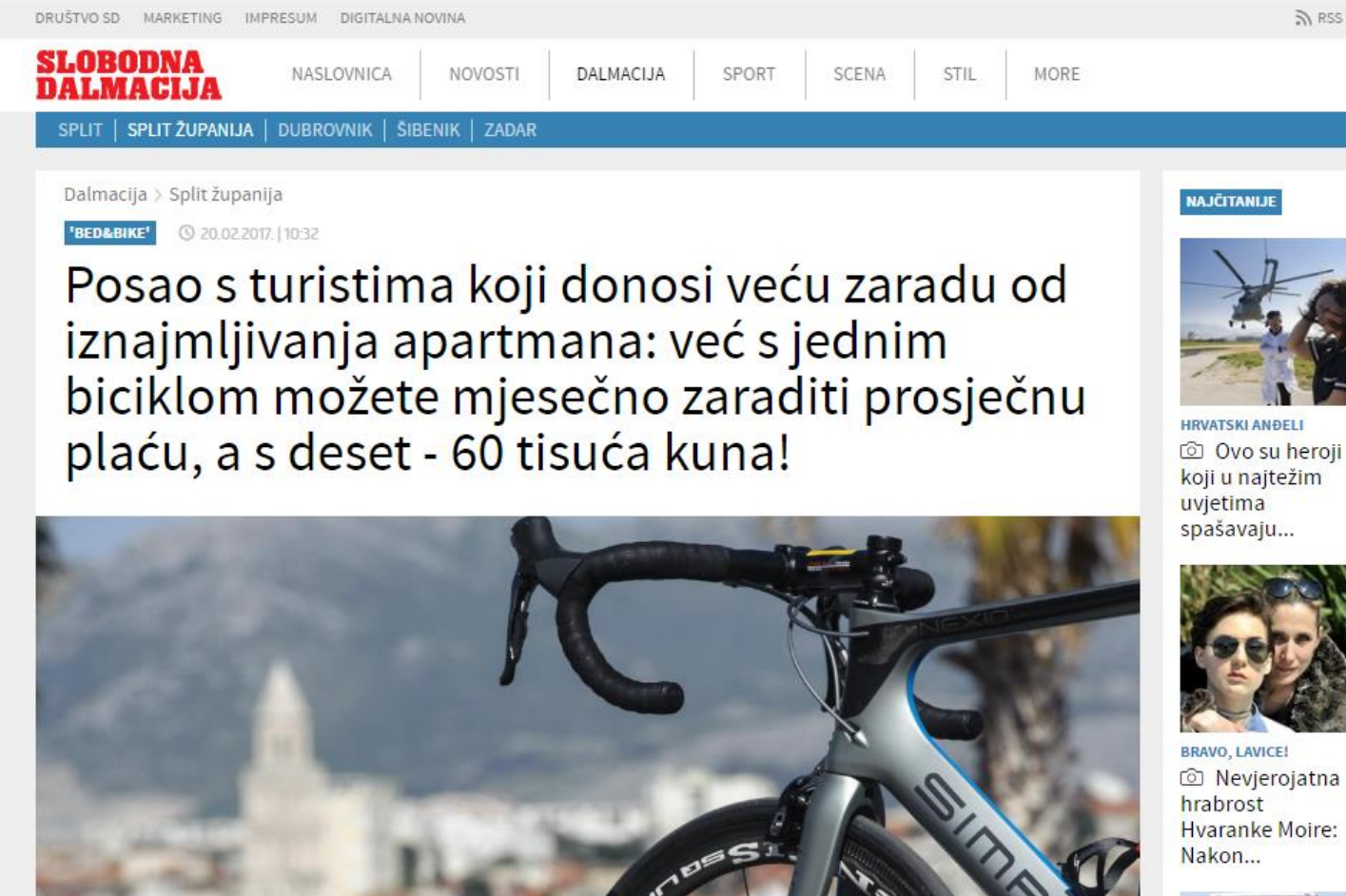
Show rows: 1 - 1 of 1

Keyword (by relevance)	Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>
bird watching binoculars	2,400	High	HRK4.38
binoculars	40,500	High	HRK3.38
best binoculars for bird watching	1,300	High	HRK3.39
bird watching gifts	590	High	HRK5.98
bird watching magazine	1,000	Medium	HRK8.80
bird watching camera	320	High	HRK3.44
bird watching	6,600	Low	HRK1.01

Kako produžiti sezonu? Smartingo

Biciklizam

Ali i drugi oblici
aktivnog
odmora



The screenshot shows a news article from the website 'SLOBODNA DALMACIJA'. The article is titled 'Posao s turistima koji donosi veću zaradu od iznajmljivanja apartmana: već s jednim biciklom možete mjesečno zaraditi prosječnu plaću, a s deset - 60 tisuća kuna!' (Business with tourists that brings more income than apartment rentals: even with one bicycle you can earn an average wage monthly, and with ten - 60 thousand kuna!). The article is dated 20.02.2017. | 10:32. Below the text is a photograph of a road bicycle. To the right of the article are two 'NAJČITANIJE' (Most Read) snippets. The first snippet is titled 'HRVATSKI ANĐELI' and features a photo of a helicopter with the text 'Ovo su heroji koji u najtežim uvjetima spašavaju...'. The second snippet is titled 'BRAVO, LAVICE!' and features a photo of two women with the text 'Nevjerojatna hrabrost Hvaranke Moire: Nakon...'. The website's navigation bar includes links for 'DRUŠTVO SD', 'MARKETING', 'IMPRESUM', 'DIGITALNA NOVINA', 'RSS', 'NASLOVNICA', 'NOVOSTI', 'DALMACIJA', 'SPORT', 'SCENA', 'STIL', and 'MORE'. The location bar shows 'SPLIT | SPLIT ŽUPANIJA | DUBROVNIK | ŠIBENIK | ZADAR'.

Kako produžiti sezonu? Smartingo

Biciklizam

preko 15.000
pretraga
mjesečno

*na engleskom
iz 10 zemalja*

Search terms	Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>
cycling holidays	2,900	High	HRK28.34

Show rows: 30 ▾ 1 - 1 of 1

Keyword (by relevance)	Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>
touring bike	8,100	High	HRK3.38
touring bicycle	1,300	High	HRK3.33
cycling holidays europe	880	High	HRK31.37
cycling tour	2,400	High	HRK8.27
bike holidays	590	Medium	HRK8.93
cycling trips	210	Medium	HRK13.69

| Kako produžiti sezonu? Smartingo

Likovne kolonije

*Ili kako do 15 gost.
na Braču krajem
listopada ...*



Kako produžiti sezonu? Smartingo

Likovne kolonije

preko 900
pretraga
mjesečno

*na engleskom
iz 10 zemalja*

Search terms	Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>	Ad
art holidays	320	High	HRK8.57	

Show rows: 1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>	Ad
painting holidays	480	High	HRK7.12	
painting holidays for singles	170	High	HRK9.97	
art for sale	2,900	High	HRK7.67	
art holidays for singles	70	High	HRK7.68	
painting vacations	10	Medium	HRK17.19	
art vacation	10	Low	HRK3.41	
ski holidays	49,500	High	HRK15.47	

| Kako produžiti sezonu? Smartingo

Gastro ponuda

Ture, tečajevi



Kako produžiti sezonu? Smartingo

Gastro ponuda

preko 1,200
pretraga
mjesečno

*na engleskom
iz 10 zemalja*

Search terms	Avg. monthly searches	Competition	Suggested bid	Ac
food tour	880	Low	HRK4.80	

Show rows: 30 1 - 1 of 1 keyw

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ac
culinary tours	50	Low	HRK17.32	
walking food tour	40	Low	HRK3.44	
seattle tours	140	Medium	HRK6.26	
food tours nyc	170	Medium	HRK14.93	
chicago food tours	50	Medium	HRK14.85	
food tasting	320	Low	HRK3.55	

| Kako produžiti sezonu? Smartingo

Romantični
vikend

Medeni
mjesec



Kako produžiti sezonu? Smartingo

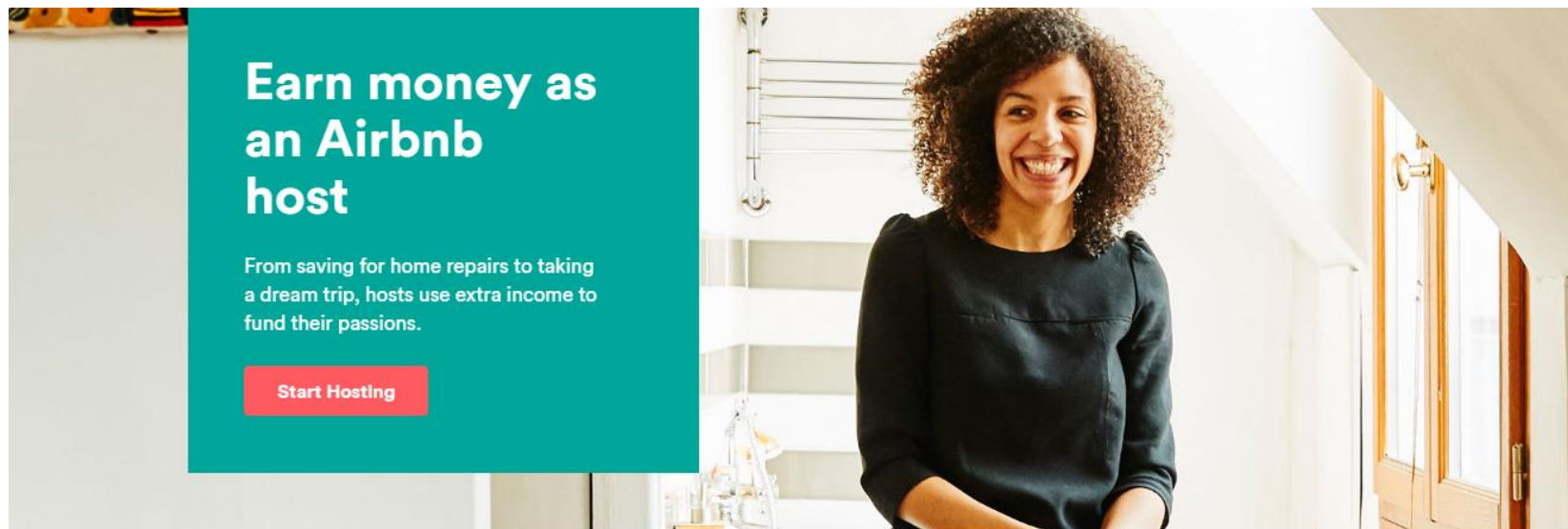
Romantični
vikend

Search terms		Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>
romantic getaways		9,900	High	HRK5.22

Show rows: 1 - 1 of 1

Keyword (by relevance)		Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>
weekend getaways		12,100	High	HRK7.51
romantic weekend getaways		2,400	High	HRK4.99
romantic weekend breaks		5,400	High	HRK9.01
weekend getaways for couples		1,300	High	HRK5.06
romantic breaks		2,900	High	HRK5.20
romantic hotels		4,400	Medium	HRK5.16

Bolje pozicioniranje na Airbnb-u



What you could earn in Korčula

- Entire place
- Private room
- Shared room

Korčula, Croatia

3 Guests

€301
weekly average ?

| Airbnb

Smartingo

„nećete dobiti drugu priliku da ostavite prvi dojam“



ENTIRE HOME/APT · 3 BEDS

Raspberry House-Peaceful place near Plitvice Lakes

771 kn per night

★★★★★ 78 · Details

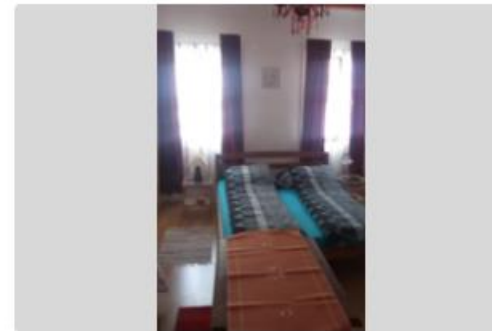


ENTIRE HOME/APT · 3 BEDS

Cottage Ljubica

392 kn per night

★★★★★ 35 · Details

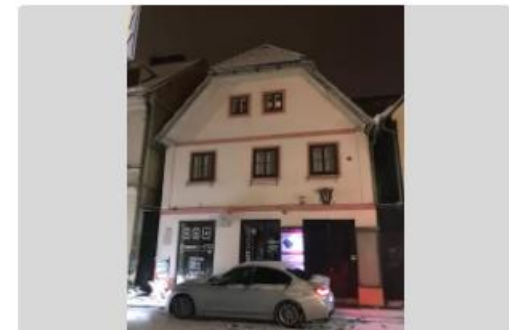


PRIVATE ROOM · 3 BEDS

3 bed room

187 kn per night

★★★★★ 10 · Details



ENTIRE HOME/APT · 4 BEDS

APARTMAN STUDIO RADIĆEVA 70 m2

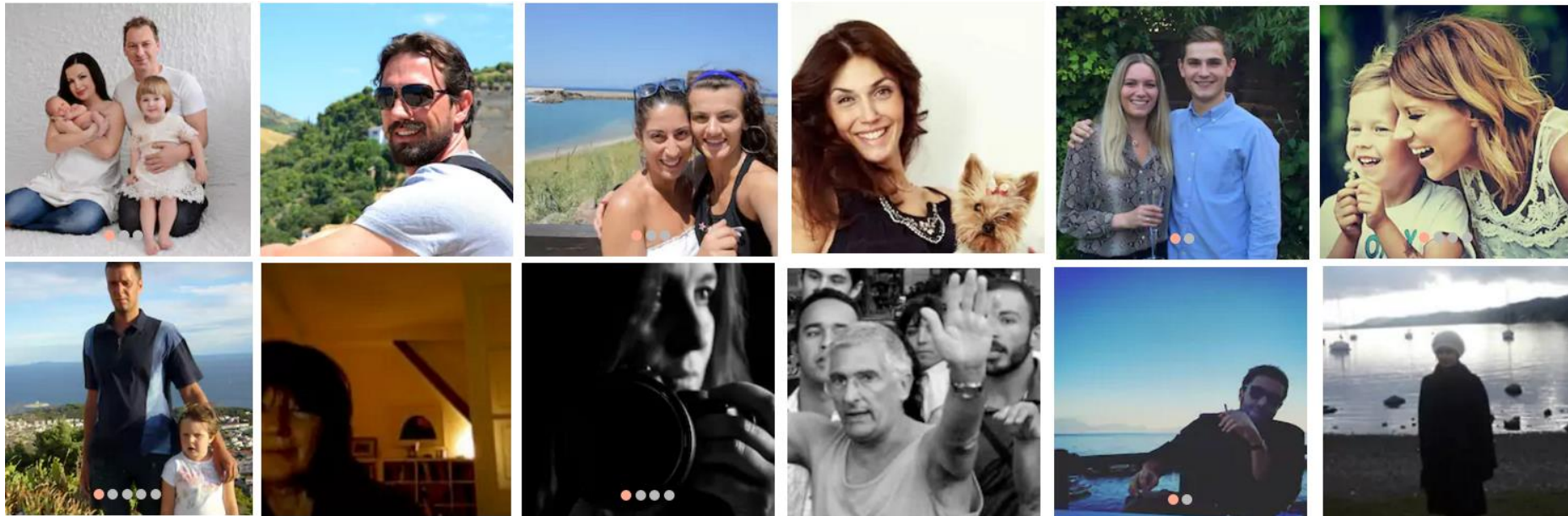
361 kn per night

NEW Details

| Airbnb

Bolja profilna slika = veći kredibilitet = više rezervacija
(čak uz veću cijenu)

Gledajte direktno u kameru, nasmiješite se otvorenim
osmjehom, Koristite žarke boje u pozadini (narančasta)
Visoko kvalitetna slika (da nije mutna, „zrnasta“, lošeg
kontrasta)



| Airbnb

Smartingo

Preporuke za fotografije

U tzv. „landscape“ formatu (polegnute ne uspravne)

Najmanja rezolucija 1024 x 683px (ako niste sigurni stav



€30

★★★★★ 93 reviews



€52 ⚡🍷

★★★★★ 63 reviews

Verifikacija profila:
prođite sve moguće
korake

Email address

You have confirmed your email: **vprazen@gmail.com**. A confirmed email is important to allow us to securely communicate with you.

Phone number

Your number is only shared with another Airbnb member once you have a confirmed booking.

Not yet verified

Facebook

Sign in with Facebook and discover your trusted connections to hosts and guests all over the world.

Connect

Google

Connect your Airbnb account to your Google account for simplicity and ease.

Connect

LinkedIn

Create a link to your professional life by connecting your Airbnb and LinkedIn accounts.

Connect

American Express®

| Airbnb

Smartingo

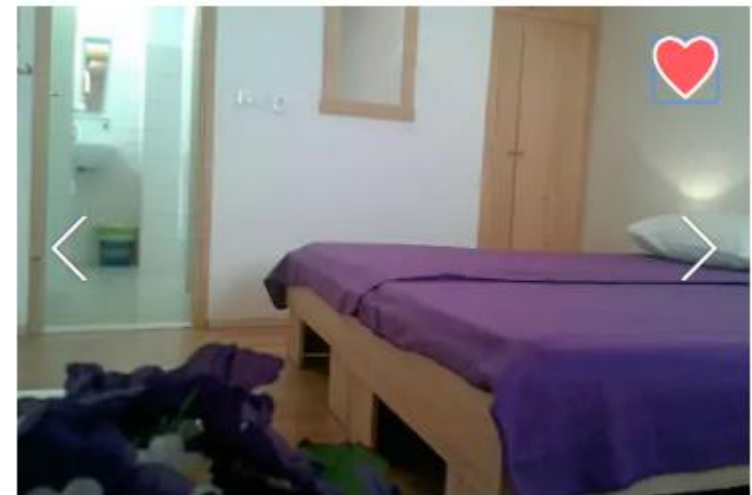
Wishlist

Potaknite prijatelje i rodbinu koji su na Airbnb-u da vas stave na wishlistu



€29 ⚡

★★★★★ 41 reviews

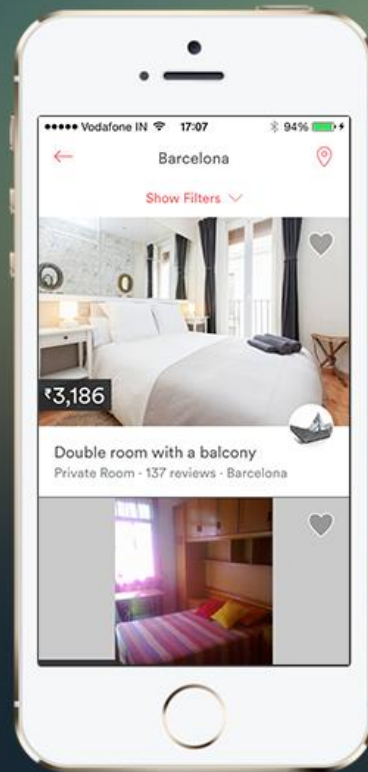


€28

★★★★★ 24 reviews

| Airbnb

Airbnb mobilna aplikacija - otvorite 1x dnevno,
ažurirajte cijene



Airbnb

| Airbnb

Promocija kroz društvene mreže

Jednom mjesečno „postajte” na Facebooku /LinkedInu /Twitteru/Google +

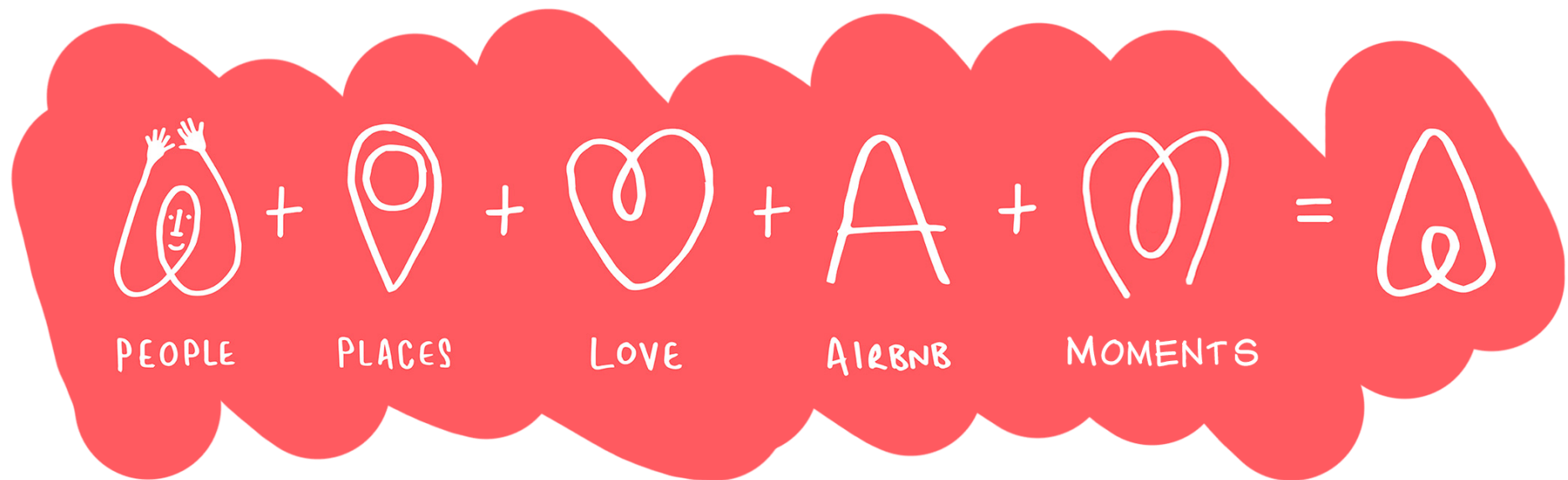
I zamolite prijatelje/rodbinu za „share” / „like” / „retweet”



| Airbnb

Opišite detaljno svoje sklonosti, hobije, interese sa naglaskom na one stvari koje zanimaju vaš ciljani profil gostiju

... kad putujem volim autentični doživljaj .. domaću na „turističku“ atmosferu .. pa to želim pružiti i gostima kojima pružam dobrodošlicu u mom mjestu



| Airbnb

Smartingo

Instant book -2x više rezervacija
Super Host - 5x više rezervacija

More Filters Superhost × Instant Book × 86 Rentals · Santa Cruz de Tenerife

€ Enter dates to see full pricing. Additional fees apply. Taxes may be added.

\$ 45 ⚡
SUPER HOST
Little Cottage in Anaga Rural Park
Entire home/flat · ★★★★★ · 55 reviews

\$ 34 ⚡
INSTANT BOOK
Internet 100 MEGAS Starfish Estu...
Entire home/flat · ★★★★★ · 54 reviews

Hvala na pozornosti

vedran@smartingo.com

