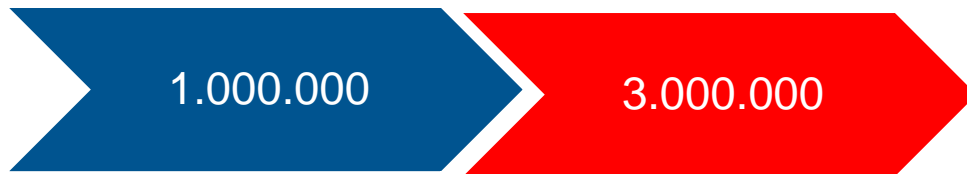


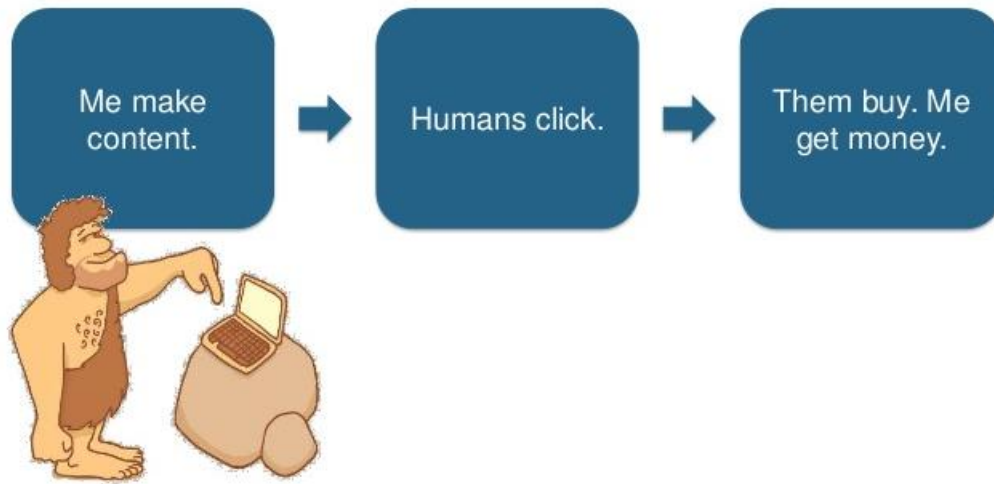
TARTALOMMARKETING ÉS MEGTÉRÜLÉS (ROI)

ROI = (befektetés bevétele - befektetés költségei)

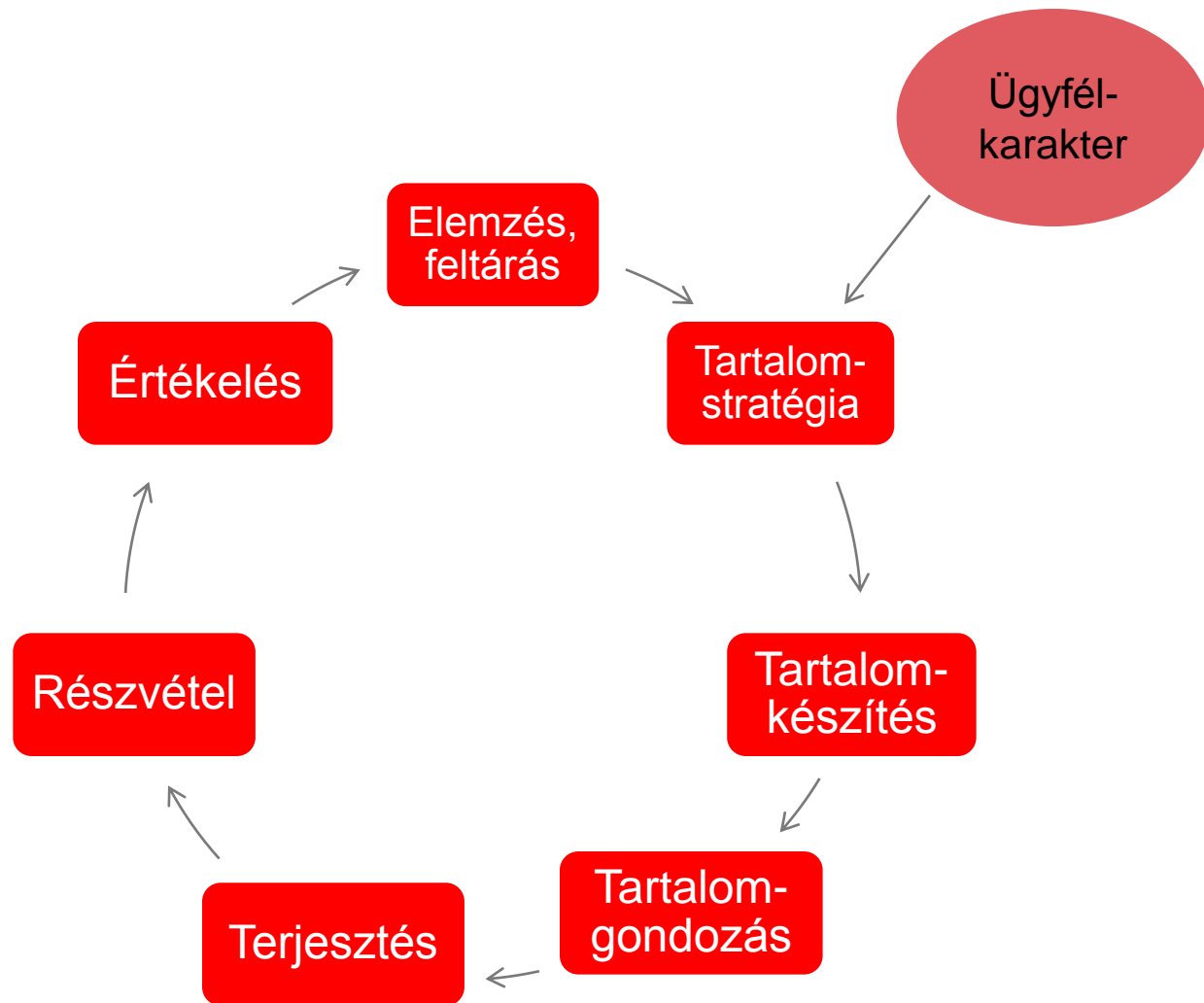
befektetés költségei



**A tartalommarketing NEM
így működik**



Szerinted így működik a tartalom?



Rethinking the Marketing Funnel

OLD: Broadcast

TV, radio, out-of-door

Direct mail, brochure

Product test, comparison

In-store purchase

Reward points



NEW: Customer Networks

Search, buzz, blogs

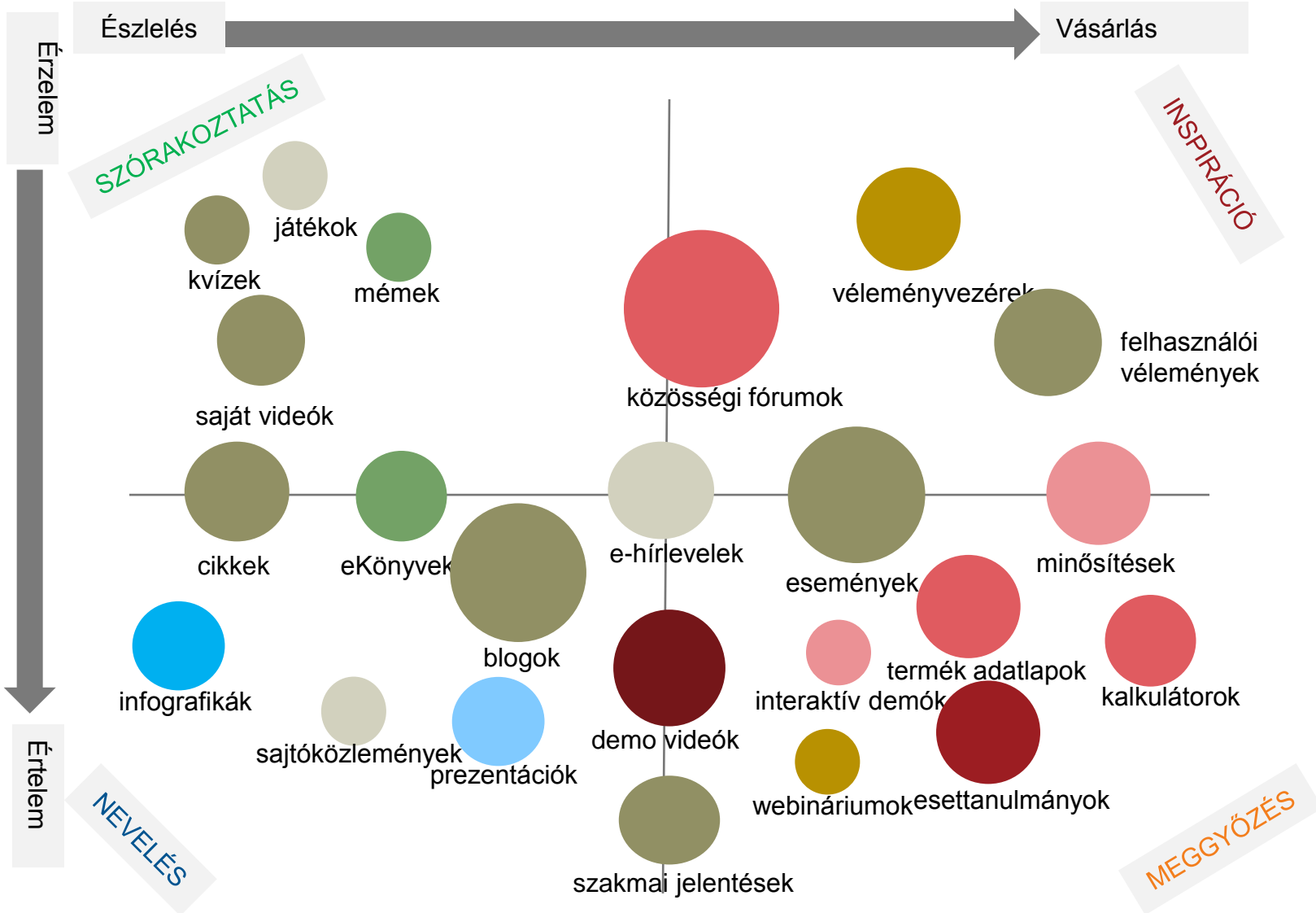
Online research, User reviews

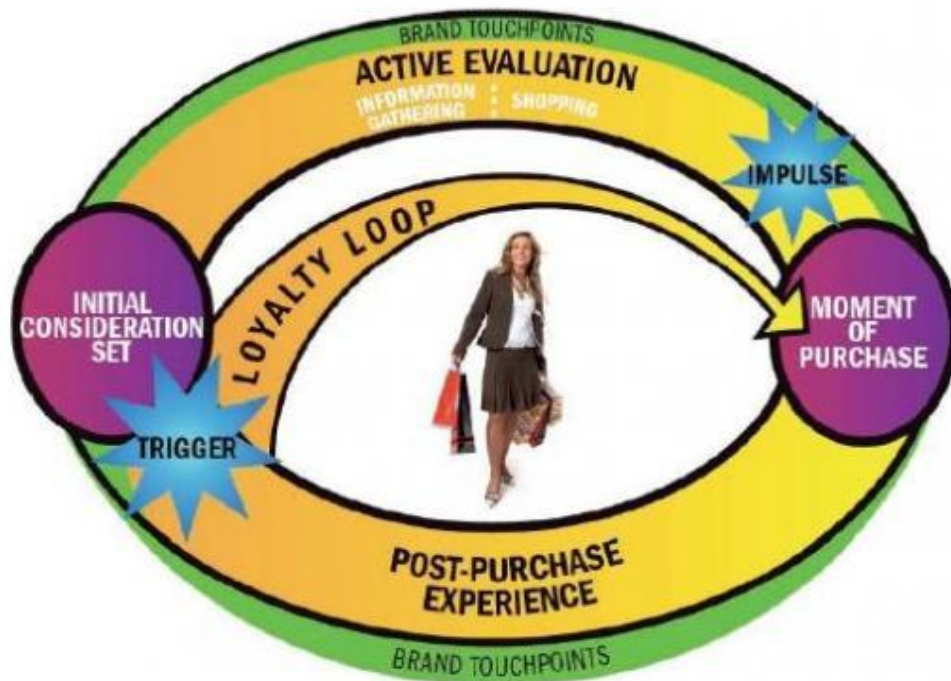
Social networks, YouTube, local search

Group discounts, purchase on-line/in-store/mobile

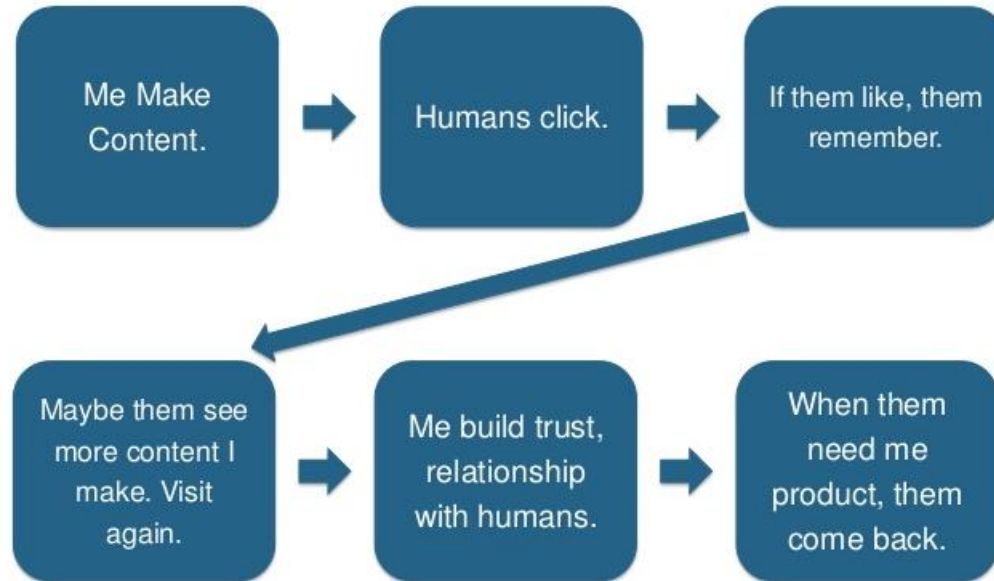
"Friending" (FB, Twitter, email), customized up-selling

Reviews, links, "likes," social buzz





Source: McKinsey



Talán inkább így!



A mérhetetlenség mítosza

90

69

73

45

Mi is kell mérni?

Vállalati stratégia



KPI

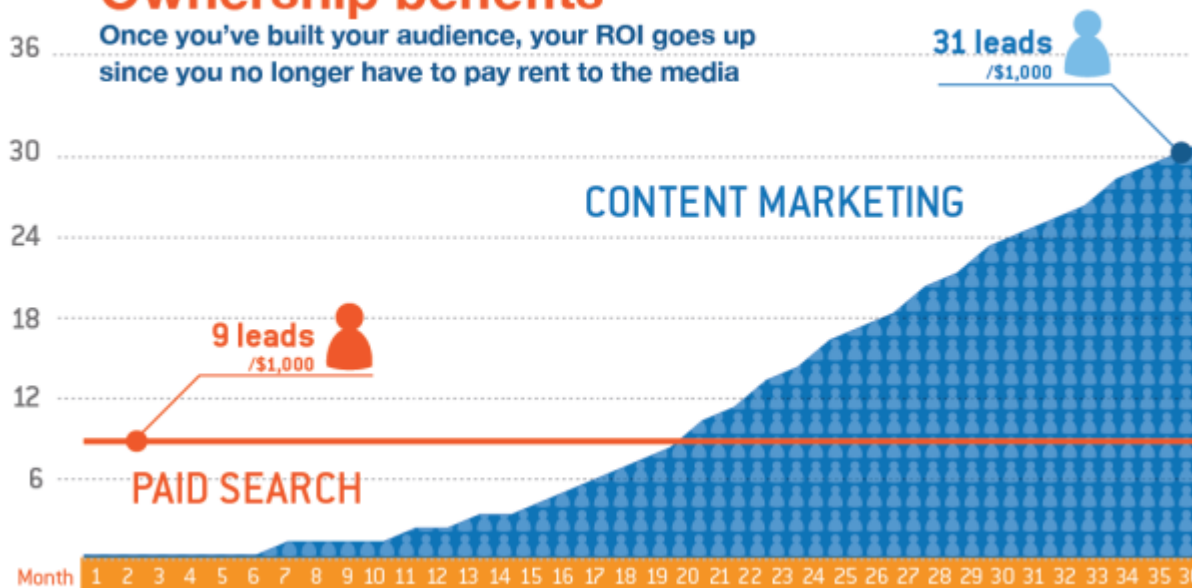


Tartalommarketing

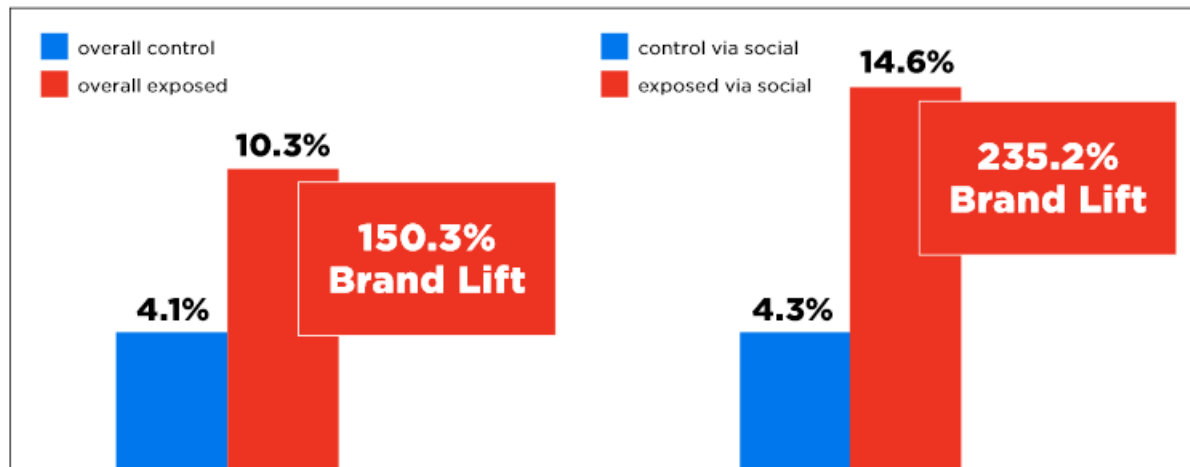
Csak a közvetlen „lead generation” számít?

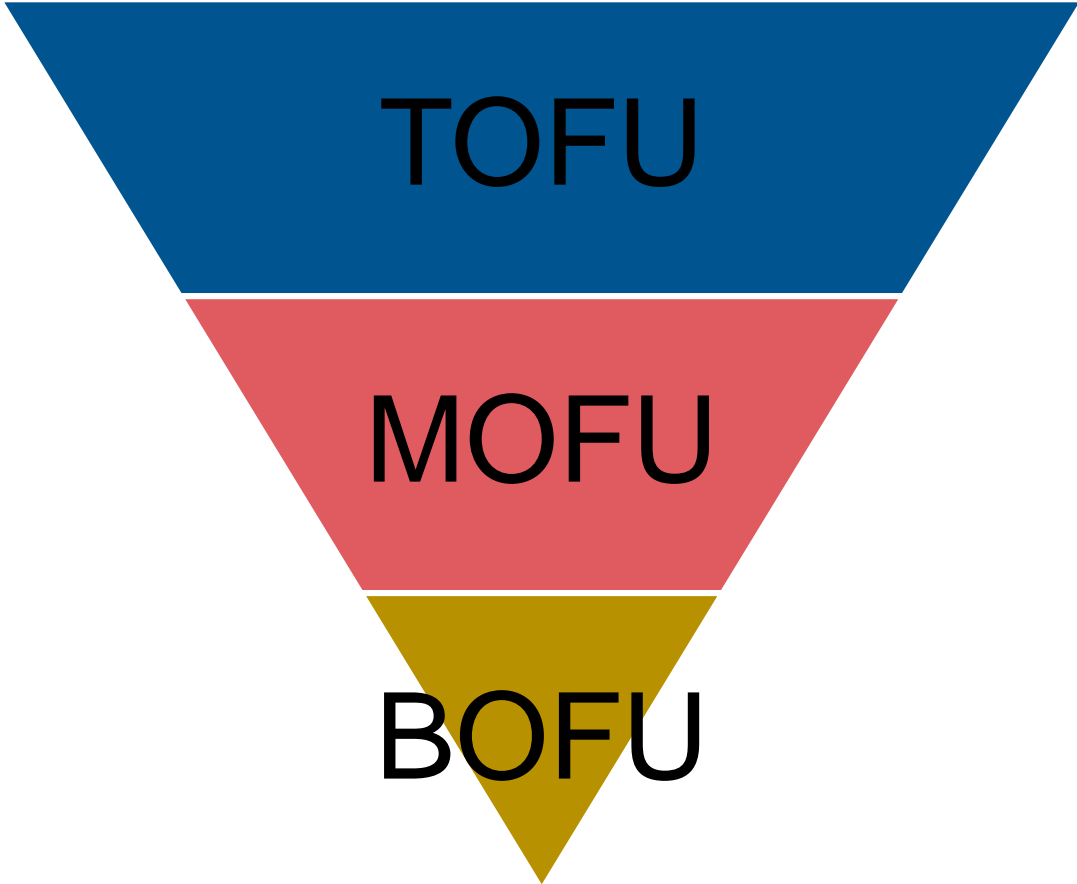
Ownership benefits

Once you've built your audience, your ROI goes up since you no longer have to pay rent to the media



Question 1 Users who responded...
“Virgin Mobile is a brand that I’d investigate for my next phone.”





TOFU

MOFU

BOFU

**NINCS
EGYETLEN
ROI
MÉRŐSZÁM!**

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