

Social Media Marketing Do It Yourself

Oksana Zavoyko
Marketing manager PROFEO



Моє Profeo

Спільнота

Вакансії (3282)

Мова: UA

[Мій Профіль](#)

[Мої Контакти](#)

[Мої Групи](#)

[Мій Блог](#)

[Мої Галереї](#)

[Мої Події](#)

[Моє Profeo](#) » Мій профіль

Шукати:



online

Оксана Завойко

Як мене бачать інші? | [Статистика профілю](#) [Редагувати профіль](#)

Професійна і громадська діяльність

Досвід роботи

Громадська діяльність

PROFEO Україна

з 2008-02

Посада: Маркетинг менеджер

Галузь: Інтернет/Електронна комерція

[детальніше](#)

Grey Kyiv

з 2007-12

Посада: Senior Account Manager

до 2008-02

Галузь: Маркетинг/Реклама/PR

[детальніше](#)

Grey Kyiv

з 2006-09

Посада: Customer Marketing Supervisor

до 2007-12

Галузь: Маркетинг/Реклама/PR

Блог

Галереї

Social Media - новий інструмент, чи не так?

2008-07-25 13:32

Соціальні медіа - соц. мережі, вікі, блоги, фотохостинги та інші ресурси, де контент генерують самі...

[Переглянути весь блог користувача](#)

Контакти (233)

Групи (70)

Назва групи

Учасників:



PR в Україні

304

Професійна спільнота піарників, що працюють в Україні



Реклама і Креатив

299

Реклама, креатив, нестандартні медіа, стандартні підходи та оригінальні рішення



SEO, SMO, Інтернет-бізнес

369

Група оптимізаторов, Інтернет-маркетологов и всех, кто интересуется поисковыми системами и трафиком



Інтернет маркетинг

176

Social Media Landscape

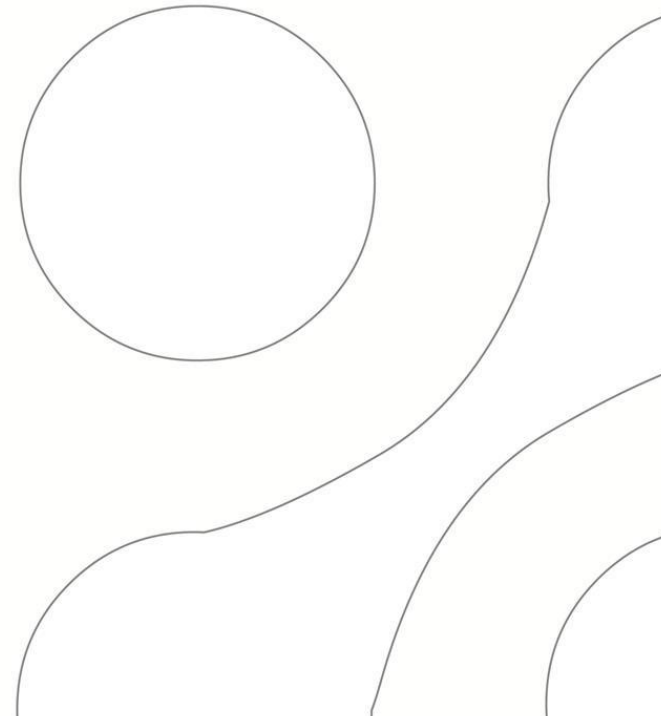
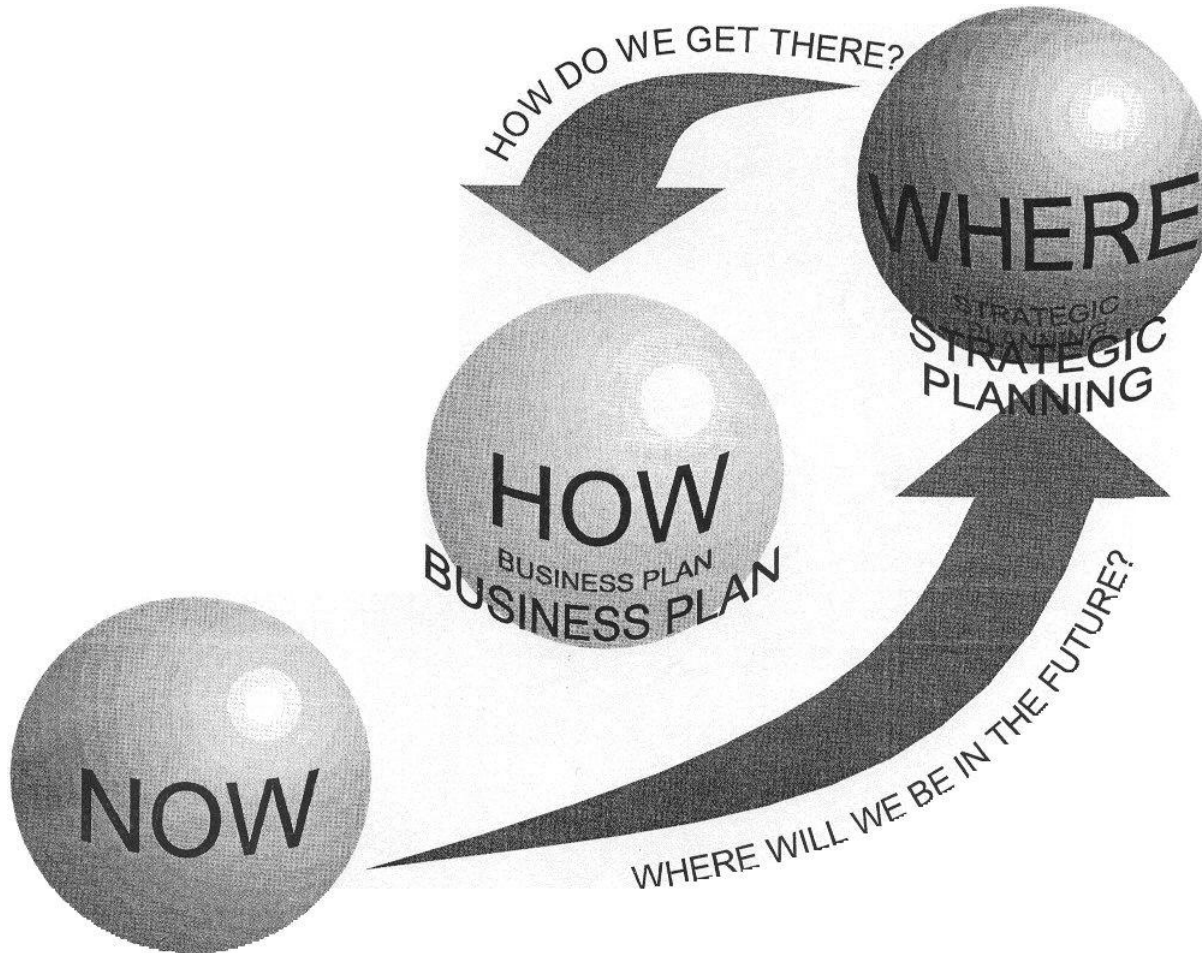


The 7 P's of Marketing

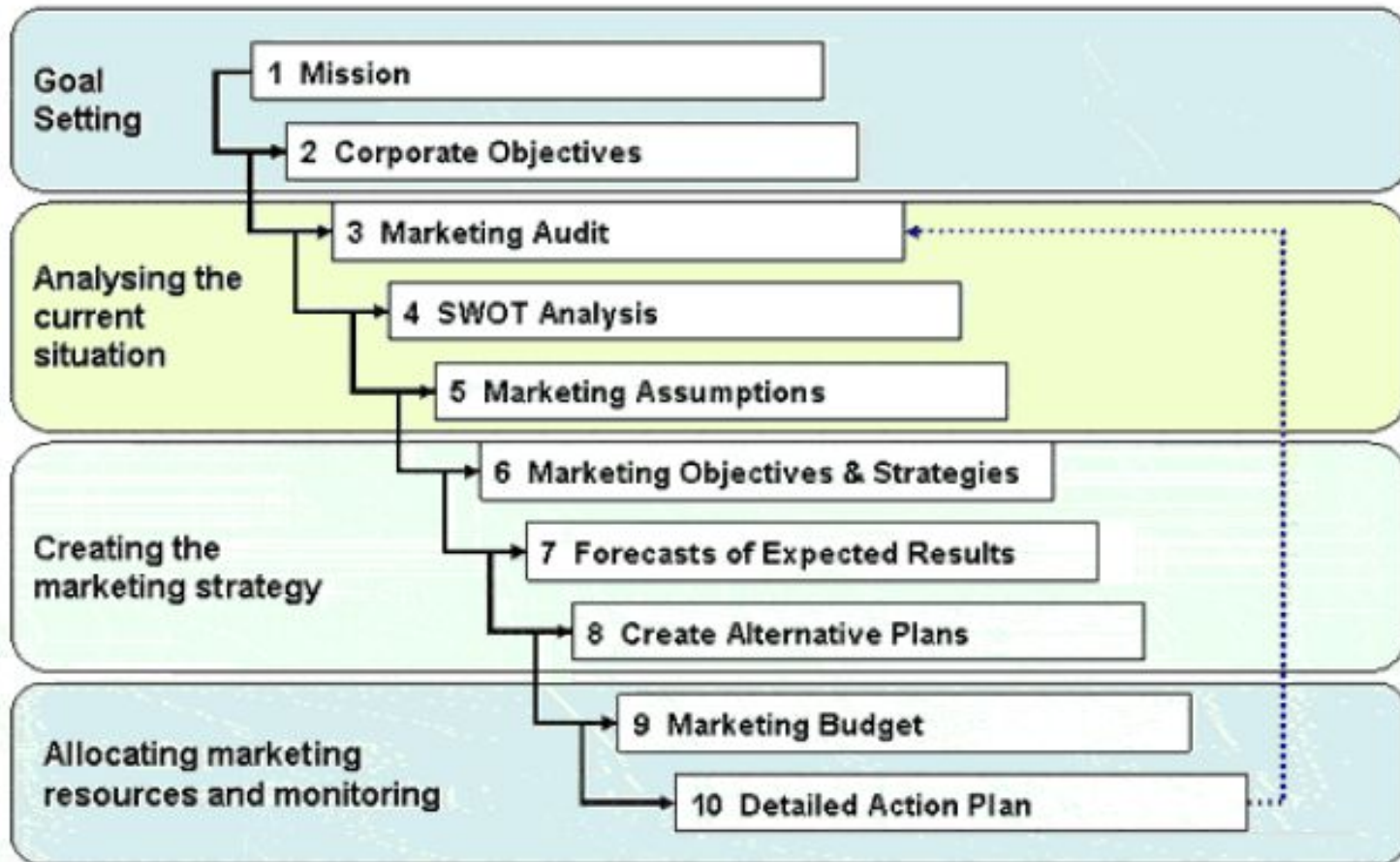
- Product
- Promotion
- Price
- Place
- People
- Processes
- Physical Evidence



1. Потрібен маркетинг план

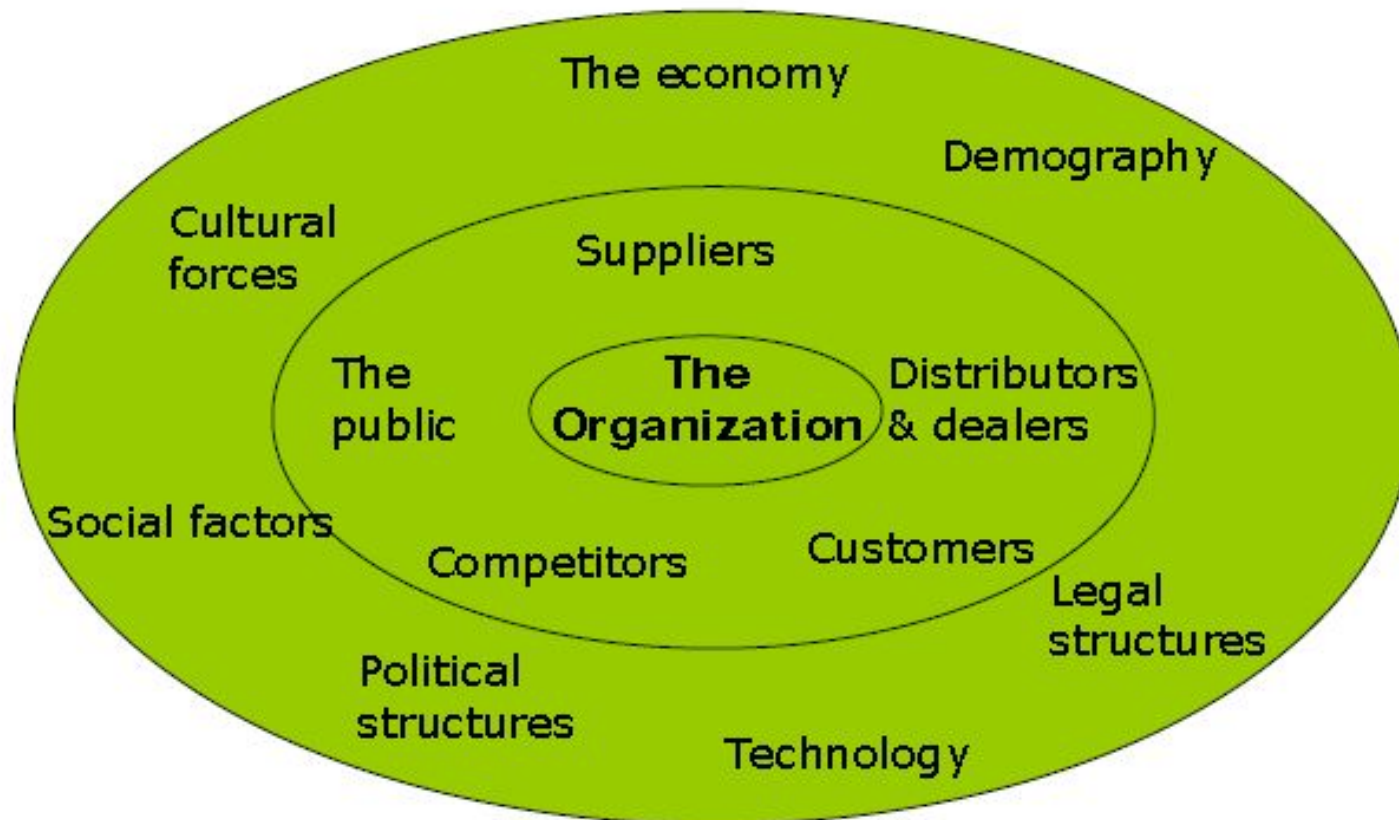


The Marketing Planning Process



MacDonald (1995) suggests that several stages have to be completed in order to arrive at a strategic marketing plan.

Marketing audit



- Питання 0 – який продукт?
- Питання 1 – хто ваша ЦА?
- Питання 2 – як вона виглядає і що робить в мережі?
- Питання 3 – що ви готові їй запропонувати?
- Питання 4 – навіщо це вашій ЦА?



Social Media Landscape



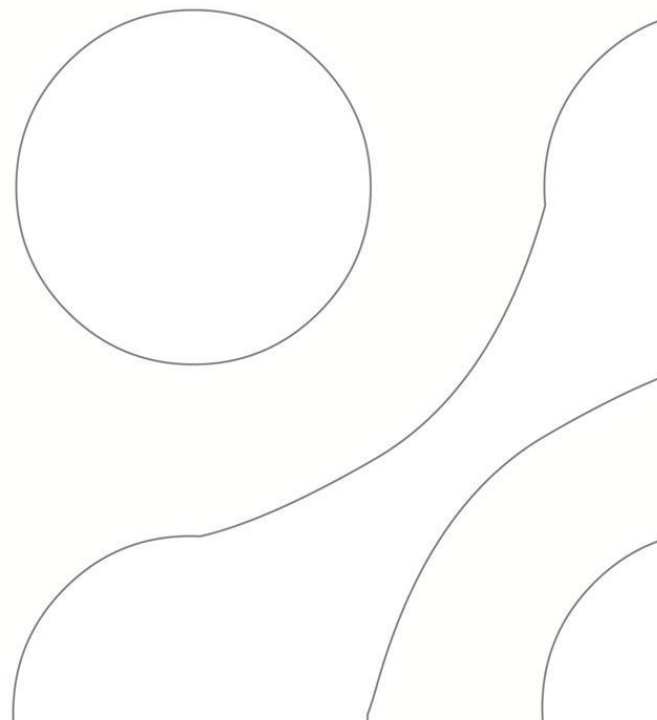
THE PRODUCT IS THE MARKETING



Google Search

I'm Feeling Lucky

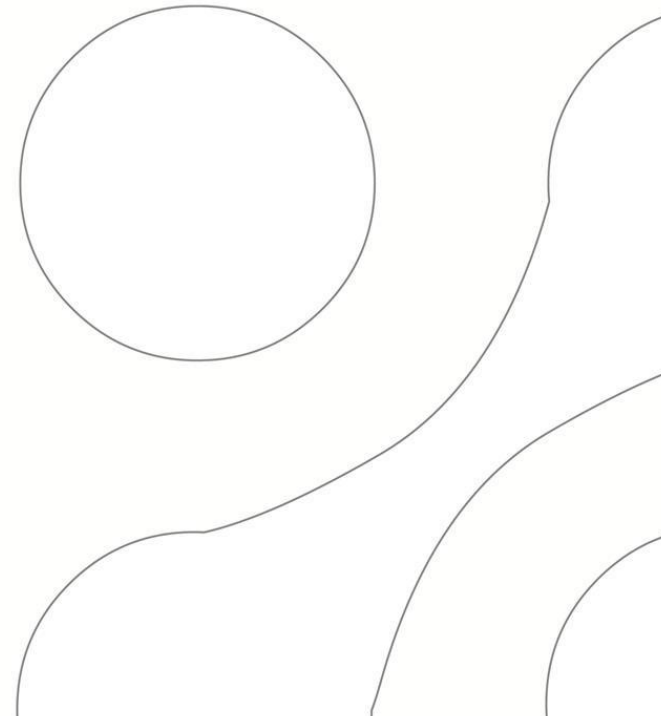
THE PRODUCT IS THE MARKETING



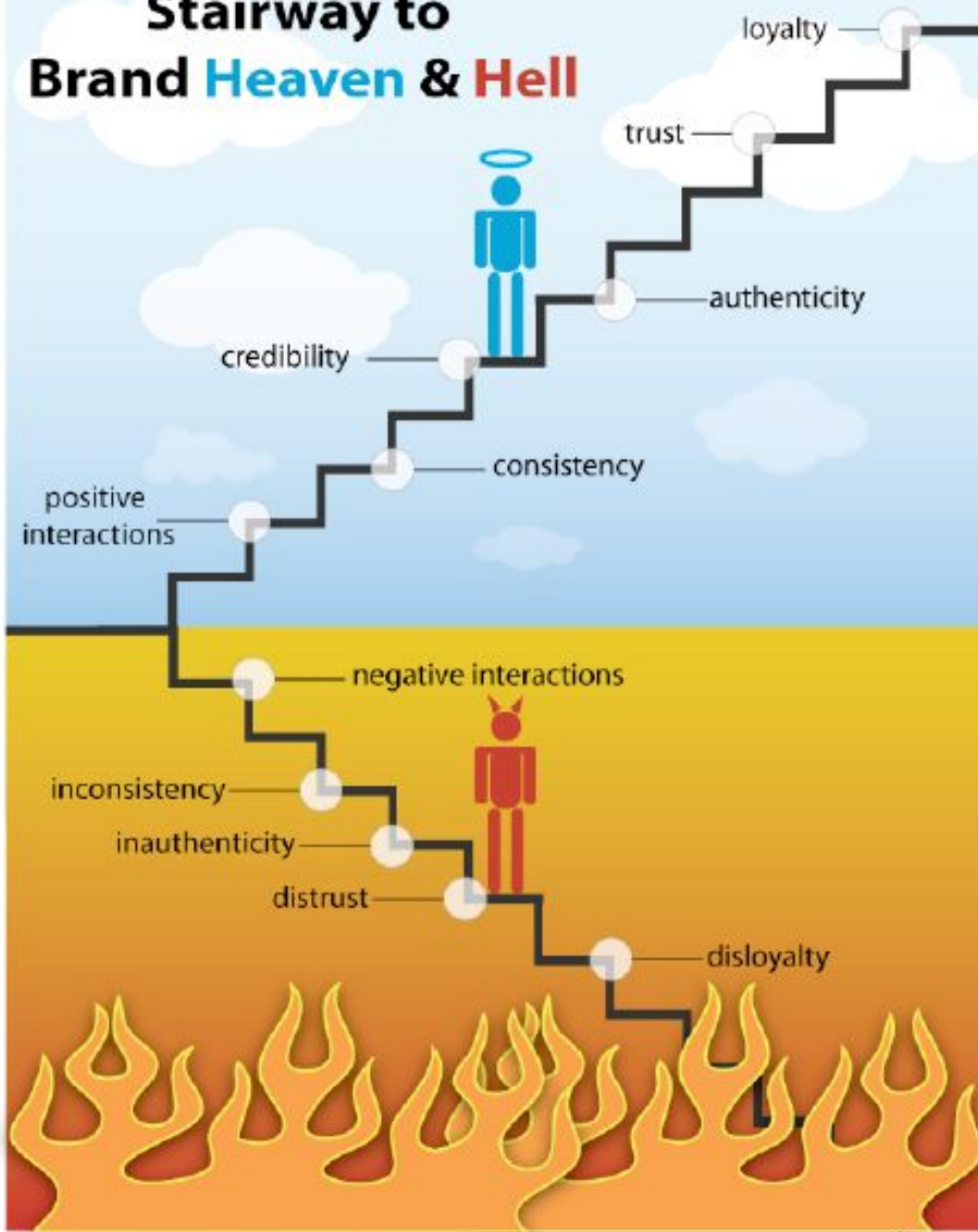
THE PRODUCT IS THE MARKETING



THE PRODUCT IS THE MARKETING



Stairway to Brand Heaven & Hell



FRI 0:24 AM



ORDER

MENU

LOCATIONS

TRACKER

CORPORATE INFO? DOMINOSBIZ.COM

THE BRKLYN

LARGE
ONE TOPPING
\$9.99

CLASSIC BRKLYN CRUST
STRETCHED THIN
PROVOLONE
BIG PEPPERONI
6 FOLDABLE SLICES
YOU GOT 30 MINUTES

ORDER ONLINE NOW



YOU GOT
30
MINUTES™

ORDER ONLINE NOW

FIND A STORE

TRACK PIZZA

Address

City, State, or Zip

GO

For International locations click here

DOMINO'S // YOU GOT 30 MINUTES

TIME SAVING TECHNOLOGY THESE PROMOS HAVE BEEN SPECIALLY ENGINEERED FOR EASY ACCESS



TRACK YOUR PIZZA

Track your order in real time with the Domino's Pizza Tracker.

Track Now ➔



HOT EMAIL OFFERS

Get Domino's coupons and news delivered right to your inbox.

Sign Up ➔



MOBILE ORDERING

Order Domino's anywhere now by using your mobile phone.

Start Ordering ➔

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LEGAL STUFF ▶ Because safety is a priority "You Got 30 Minutes™" is not a guarantee but an estimate. You may get more. © 2008 Domino's IP Holder LLC. All Rights Reserved. Must ask for offer. Minimum order required for delivery. Participation, delivery charge & prices may vary. Limited time. Deep Dish and specialty pizzas may be extra. Domino's® and the modular logos are registered trademarks of Domino's IP Holder LLC. "Coca-Cola", "Coca-Cola Zero", "Diet Coke", "Sprite" the contour bottle design, the Dynamic Ribbon and the mycokerewards.com logo are registered trademarks of The Coca-Cola Company.

UTILITY



BFD BUILDER

YOU GOT ANY CRUST WITH ANY TOPPING ON A LARGE PIE WHICH YOU BUILD A FLAT BASE BFD. YOU CAN CHOOSE FROM A REGISTERED BFD BELOW OR CREATE AND NAME YOUR OWN. STEAKS MAY, AS SOON AS YOU ORDER, YOU GOT 30 MINUTES.*

1. CRUST: HOMO TOPPED, THIN CRUST, DEEP DISH

2. BASICS

3. MEATS

4. UNUSUALS: BROOKLYN, NO MUSH

NO MUSH
HOMO TOPPED CRUST
SAUCE (EXTRA)
CHEESE (EXTRA)

\$10.99 FLAT RATE

+ ADD TO CART

CHECKOUT

SEE ALL REGISTERED BFD'S

WITH FANTASTIC DEAL!



1. CRUST: MUSHROOMS

2. BASICS: GREEN PEPPERS

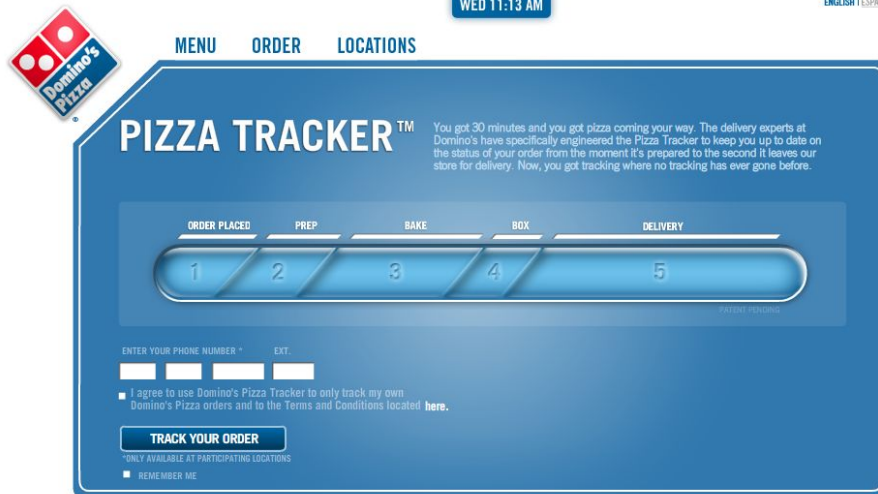
3. MEATS

4. UNUSUALS: ONIONS

REGISTER THIS BFD

DEEP DISH CRUST
SAUCE (EXTRA)
CHEESE (EXTRA)
PEPPERONI
ITALIAN SAUSAGE
HAM
BACON
ONIONS
MUSHROOMS
EXTRA M. PEPPERONI

\$10.99 FLAT RATE



WED 11:13 AM

ENGLISH | ESPAÑOL

MENU ORDER LOCATIONS

PIZZA TRACKER™

You got 30 minutes and you got pizza coming your way. The delivery experts at Domino's have specifically engineered the Pizza Tracker to keep you up to date on the status of your order from the moment it's prepared to the second it leaves our store for delivery. Now, you got tracking where no tracking has ever gone before.

ORDER PLACED PREP BAKE BOX DELIVERY

1 2 3 4 5

PREPARE PENDING

ENTER YOUR PHONE NUMBER * EXT.

I agree to use Domino's Pizza Tracker to only track my own Domino's Pizza orders and to the Terms and Conditions located [here](#).

TRACK YOUR ORDER

*ONLY AVAILABLE AT PARTICIPATING LOCATIONS

REMEMBER ME

DOMINO'S // PIZZA TRACKER

COLLABORATION

my
STARBUCKS IDEA

SHARE.
VOTE.
DISCUSS.
SEE.

Share Your Idea

View All Ideas

Ideas In Action

About This Site



Got a great idea?



You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple—we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.



share

Post your Starbucks Idea—from ways we could improve to things we've never even thought of.



vote

Check out other people's ideas and vote on the ones you like best. The community votes. The community decides.



discuss

Talk about ideas with other customers and our Starbucks Idea Partners and help make them even better.



see

This is the proof. See which of your ideas were the most popular and watch as we take action.

Welcome, Guest

Sign In
to share, vote
& discuss

SIGN IN

These Starbucks partners (employees) are experts—in coffee and food, how we run our stores, our community involvement, entertainment and more—and they're ready to hear what you have to say. They'll be online to listen to your ideas, ask questions, tell you what we're doing behind the scenes and make sure things run smoothly.

Featured Idea Partners:

CATEGORIES

- ▶ PRODUCTS
- ▶ EXPERIENCE
- ▶ INVOLVEMENT

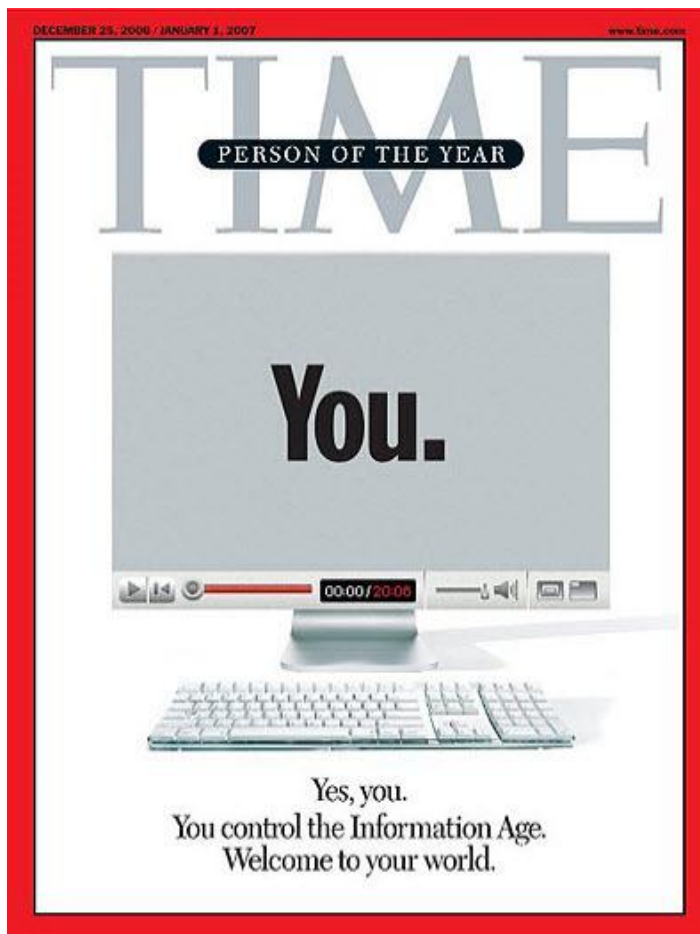


sbx_lrad Lawrel is our director of partner (employee) resources. She's been with us for six years and is an expert on recruiting, training and "all things partner." Her favorite part of the job? People—customers and other partners. Her drink of choice? Grande nonfat chai latte.



sbx_mih! Lynn is a project manager associate at Starbucks. She's one of the people that makes sure a Starbucks is a Starbucks—even if it's in an airport or the grocery store. She loves that her job connects her with partners all over the country. Her drink of choice? A triple shot Americano with a splash of half-and-half.

Споживач не ідіот, він ваш бос



Ти?

Ділова соціальна мережа



профіль

форуми

**адресна
книга**



PROFEO
СПІЛЬНОТА ПРОФЕСІОНАЛІВ

блог

галерея

календар

ІМ

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PROFEO

СПІЛЬНОТА ПРОФЕСІОНАЛІВ

А ВИ?

