

Tab 1

# Winners writing process

## 1. Who am I talking to?

- **Name:** Mike Peterson
  - **Age:** 45
  - **Position:** Owner & Lead Practitioner at a Health Clinic
  - **Clinic Size:** Small business with 5 employees, including support and administrative staff
  - **Industry:** Healthcare services (e.g., physical therapy, chiropractic, wellness)
  - **Years in Business:** 8-12 years, with a solid reputation in his local area
  - **Schedule:** Typically 80% booked but seeks higher demand to justify price increases
  - **Annual Revenue:** \$36k
  - **Location:** Regional, serving clients from nearby towns and surrounding communities
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## Background & Professional Goals

- **Experience:** Mike is an experienced practitioner with a loyal client base and strong word-of-mouth referrals, but his online visibility is limited. He understands that a better website and more online traffic could drive demand for his services.
  - **Goal:** Mike's primary goal is to optimize his clinic's website to attract more local clients. Ideally, he wants enough demand to create a waitlist, allowing him to raise prices and build his reputation as the top clinic in the area.
  - **Challenges:** He's too busy managing the clinic's day-to-day operations to focus on digital marketing and feels frustrated by the missed opportunities to reach people actively searching for his services.
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## Frustrations & Pain Points

- **Limited Digital Reach:** Although he's built a successful clinic, Mike knows he's missing out on potential clients who turn to Google when seeking nearby services. His website isn't optimized, so his clinic doesn't rank well for local searches.
- **Skepticism Toward SEO:** Since SEO isn't in his wheelhouse, he's cautious about investing in it. He may have heard mixed reviews about SEO or tried small-scale tactics before, only to see minimal impact.
- **Need for Tangible Results:** Mike needs to see clear evidence that SEO will lead to more clients. He's looking for a straightforward approach with measurable outcomes that demonstrate the investment is worthwhile.

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## Decision-Making Triggers

- **Proof of Local Impact:** Mike wants evidence that SEO can drive local awareness and directly increase clinic bookings. Case studies or data showing results for similar local businesses would be compelling.
- **Quick Wins:** While he understands SEO takes time, Mike would like to see some early wins, like increased inquiries or website visits within the first few months.
- **Efficient and Hands-Off Process:** Given his packed schedule, Mike wants an SEO provider who can take charge without needing constant input from him. Clear, consistent updates and hands-free management are important.

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## What He's Looking For in an SEO Partner

- **Transparency and Simplicity:** Mike appreciates an SEO provider who communicates in straightforward terms, without overwhelming him with technical jargon. He wants clear expectations, predictable pricing, and a plan for results.
- **Local Expertise:** He's especially interested in a provider who understands local SEO and how to optimize for clients in his region. Tips for optimizing Google My Business, local directories, and patient reviews would be valuable.
- **Results-Oriented Approach:** Mike is drawn to strategies that focus on driving more website visits, calls, and appointments. He values data-driven insights, like increased clicks and rankings for keywords directly relevant to his clinic's services.
- If Mike doesn't optimize his website, he risks losing potential clients to competitors who rank higher on local search results. This could mean that prospective clients searching for nearby clinics like his might not even see his clinic listed, and instead, they'll find and choose competitors who have invested in SEO. Over time, this could lead to a stagnation in new client flow, preventing him from reaching the demand level needed to raise his rates and limiting his ability to grow his clinic's reputation and revenue.
- Also Mike wants to move forward, grow his business not stay stagnant with the same clients he always has. He aspires to do more.

## Painful Current State

Mike feels frustrated because, despite running a reputable clinic, he's not reaching as many new clients as he knows he could. His schedule is typically 80% full, but he wants that last 20% to be booked solid, with even more demand so he can confidently raise his rates. When he searches for local services like his online, he sees his competitors ranking higher, getting the prime visibility he wants. He knows his clinic could be the top choice for more people in his area, but without a stronger online presence, he feels like he's missing out on opportunities that would allow him to grow. Every day he waits to make improvements, it feels like his clinic is falling further behind, with competitors capturing new clients who could have been his.

## How he might Feel

**Frustration:** He knows his clinic has untapped potential but feels stuck and limited by the current reach of his business.

**Anxiety:** There's a lingering worry that if he doesn't improve his online presence, he'll continue to lose clients to competitors who are more visible online.

**Overwhelm:** The thought of managing SEO feels daunting, especially with his busy schedule and limited knowledge of digital marketing.

**Impatience:** He's eager for his clinic to grow and reach new clients but feels held back by the current plateau in demand.

**Doubt:** Past experiences or mixed messages about SEO might make him question whether the investment will truly pay off, causing him to hesitate.

**Regret:** He may feel a sense of missed opportunity, knowing he could have taken action sooner to start seeing better results.

## Things he said to himself

"Why am I not getting more new clients when my clinic is so well-reviewed?"

"I know I could be busier, but I don't have the time to figure out this SEO stuff."

"Every time I search for clinics around here, my competitors are always showing up higher than me."

"I wish I could charge more, but without more demand, it doesn't feel possible."

"Am I missing out on clients just because my website isn't optimized?"

"I've tried a few things, but nothing seems to move the needle."

"How much longer can I afford to wait on this before it really hurts my business?"

## Dream State

Mike envisions his clinic as the go-to choice in his area, fully booked with clients who value his expertise and are willing to pay a premium for his services. He dreams of seeing his clinic's website at the top of local search results, with potential clients calling daily, so he has a steady stream of new inquiries to fill his schedule and even a waitlist. With an optimized online presence, he can confidently raise his rates, knowing there's a high demand for his services. This new visibility not only boosts his revenue but also builds his clinic's reputation as the top provider in the area, securing his spot as the local leader in his field.

## Common Objections

**Cost Concerns:** "I'm not sure if I can afford this right now, especially without guaranteed results."

**Skepticism About ROI:** "How do I know this will actually lead to more clients and not just be a waste of money?"

**Previous Bad Experiences:** "I've tried SEO services before, and they didn't deliver on their promises."

**Overwhelmed by Options:** "There are so many SEO providers out there; how do I know who to trust?"

**Complexity:** "SEO seems so complicated; I don't know if I'll understand what I'm paying for."

**Time Commitment:** "I'm too busy running my clinic to get involved in an SEO strategy."

**Doubt About Local Focus:** "Will they really understand my local market and needs, or are they just applying generic strategies?"

**Lack of Control:** "I don't want to hand over my website to someone else without being involved in the process."

**Temporary Solutions:** "What if this is just a short-term fix, and I end up back where I started?"

**Preference for Traditional Marketing:** "I've always relied on word-of-mouth and local advertising; maybe that's still the best way for me."

## **Alternatives of SEO**

- SM Marketing
- Google Ads
- Local Print advertisement - Newspapers
- TV Ads
- Website Redesigns
- Word to Word testimonials

## **How's the Market?**

- Stage 5 - Doesn't believe claims and all that garbage, need proven and guaranteed results tailored to them.
- Level 4 - Solution aware - Best move is urgency & risk reversal.
- Current pain/desire 5/10 they're mostly satisfied with themselves
- Belief in product: 8/10 there's skeptic ones like always but most know it's a proven solution
- Belief in company 0/10 this is the one we have to CRANK UP as much as possible.

## **Possible roadblocks**

People not knowing that SEO is what they need, they know it's "ranking higher on Google" but don't know that's SEO - Lead with explaining this, it's safer to go with "Rank higher on google" because then both parties will know what you're talking about.

## 2. Where are they now?

- Mike has finally decided to find an SEO expert for his website so he' searching on Google - "SEO Beograd"
- Clicks the Second Link - Net Vision
- Goes to SEO services

## 3. What do I want them to do?

- I want them to read the page know that SEO can gain massive results if done right
- Then show why all the alternatives are wrong
- Then i want to show him we do it right and why it's better than all the alternatives
- Then i want to put in some risk reversal like money back guarantees to eliminate any "will this work for me" objections
- Then I want them to get to the book the call now part and get on a call with my client soon.

## 4. What do they need to feel/experience to take action?

- They need to have all their questions about the process answered - How it works, Does it work, Why it works.
- They need to realize HOW MUCH they actually need it, how much it can help - most aren't in that much pain, SEO doesn't solve world hunger after all but HAVE A HUGE DESIRE to grow their business, otherwise they wouldn't be on this website.
- You need to throw gasoline on the small fire they have inside them AND LIGHT IT HE HELL UP!
- They need to feel like you're the one they can trust, that there's nothing they can lose, that it's a win-win for them and for you.

# Top Player Analysis

## Moz

### 1. Reasons Customers Decide to Buy

- Reputation and Trust: Moz has established itself as a credible authority in the SEO industry, with a long history of providing valuable tools and resources.
- Comprehensive Tools: Customers are drawn to their suite of tools, including keyword research, site audits, and link analysis, which cater to various SEO needs.
- Educational Resources: Moz offers extensive educational content through blogs, webinars, and guides, making it easier for users to learn and apply SEO practices.

### 2. How Are They Getting Attention?

- Content Marketing: Moz consistently produces high-quality, informative content that attracts traffic and engages users.

- Community Engagement: They have a strong community around SEO, including forums and events like MozCon, which foster engagement and knowledge sharing.
- Influencer Collaborations: Partnering with industry influencers for content and endorsements helps boost their visibility.

### 3. How Are They Monetizing Attention?

- Subscription Model: Moz offers various subscription tiers for their SEO tools, allowing customers to pay for features that suit their needs.
- Affiliate Marketing: They leverage affiliate partnerships to promote complementary products and services, generating additional revenue.
- Sponsored Content: Moz collaborates with brands for sponsored content, further monetizing their platform.

### 4. What Is This Brand Doing Better Than Anyone Else?

- Community Building: Moz excels in creating a strong sense of community, encouraging users to engage, learn, and share knowledge.
- Quality Educational Content: Their focus on education sets them apart, as they provide valuable resources that enhance user understanding of SEO.

### 5. What Mistakes Are They Making?

- Market Saturation: As a well-known player, they face the challenge of differentiating themselves in a crowded market.
- Price Sensitivity: Some users find their tools expensive compared to competitors, which may deter potential customers.

### 6. What Can Other Brands in the Market Do to Win?

- Offer Competitive Pricing: Newer brands can attract customers by providing more affordable alternatives or flexible pricing models.
- Focus on Niche Markets: Instead of competing directly with Moz, brands can target specific niches within the SEO space, tailoring their offerings to meet unique needs.
- Enhance User Experience: Prioritizing customer support and user-friendly interfaces can create a competitive advantage.

## SEO Serbia

### 1. Reasons Customers Decide to Buy

- Local Expertise: Customers trust SEO Serbia for their deep understanding of the local market and SEO landscape.
- **Tailored Solutions: They offer personalized SEO strategies that align with clients' specific business goals and needs.**
- Proven Results: Testimonials and case studies showcasing successful campaigns build confidence in their services.

### 2. How Are They Getting Attention?

- Local SEO Campaigns: SEO Serbia uses targeted local SEO tactics to rank highly for relevant search queries, making them easily discoverable by businesses looking for SEO help.
- Networking and Partnerships: They build relationships with local businesses and industry organizations, boosting their visibility through referrals and collaborations.

- Content Marketing: Publishing informative blog posts and guides specific to the Serbian market helps attract organic traffic.

### **3. How Are They Monetizing Attention?**

- Service Packages: SEO Serbia offers tiered service packages that provide different levels of SEO support, catering to various business needs and budgets.
- Consultations: They monetize attention through initial consultations, which often lead to longer-term contracts.
- Workshops and Training: They offer paid workshops and training sessions, sharing their expertise with businesses looking to enhance their own SEO skills.

### **4. What Is This Brand Doing Better Than Anyone Else?**

- Local Market Focus: SEO Serbia's deep understanding of the local market dynamics sets them apart from larger, global competitors.
- Personalized Service: They excel in delivering customized services that resonate with local businesses, fostering stronger client relationships.

### **5. What Mistakes Are They Making?**

- Limited Scalability: Their focus on local businesses may limit growth opportunities outside the Serbian market.
- Underutilization of Digital Channels: They might not fully leverage digital marketing channels, such as social media or advanced content strategies, to expand their reach.

### **6. What Can Other Brands in the Market Do to Win?**

- Expand Services: Competing brands could consider expanding their service offerings to include complementary digital marketing services, such as PPC or social media marketing.
- Utilize Data and Analytics: Investing in analytics and data-driven strategies can enhance service effectiveness and demonstrate ROI to clients.
- Emphasize Results: Highlighting proven results through case studies and testimonials can build trust and attract more clients.

## **Framework:**

- What is SEO and how it works (explained to 2 year olds)
- Why SEO is better than all other substitutes (It's advantages)
- What makes us trust worthy (Testimonials and reviews)
- What makes Us different than other SEO agencies (Process explained, personalized approach, clients)
- Risk reversal like money back guarantee (Didn't agree with client yet)



# Draft 1 - SEO:

## What is SEO?

SEO optimization (Search Engine Optimization) is the process of increasing the visibility and ranking of your website on search engines, aimed at attracting a larger number of visitors.

By understanding the keywords and phrases commonly used in searches, high-quality and effective SEO optimization ensures that your website appears among the top results after a search.

[Buy Now Button with Price]

## What Makes SEO Optimization the Best Option for Your Business?

### Advantages of SEO Optimization

- **Increased Visibility and Traffic**

Effective SEO strategies improve your website's ranking on search engines, making it more likely that potential customers will find you when searching for relevant keywords.

Unlike paid advertising, which stops generating traffic once the budget is spent, SEO can provide continuous organic traffic over time.

- **Target Audience**

SEO enables businesses to target specific keywords relevant to their audience. This ensures that the traffic you receive is more likely to convert, as these users are actively seeking what you offer.

For businesses with a physical presence, local SEO helps attract customers in your area searching for your services, increasing visits and local sales.

- **Cost-Effective Marketing**

Although SEO requires an initial investment, it is often more cost-effective in the long run compared to paid advertising. Once your site achieves a good ranking, maintenance costs are usually lower than the ongoing investment in ads.

- **Improved User Experience**

SEO involves optimizing your website's structure, making it easier for users to navigate. This leads to a better user experience, which can result in longer time spent on the site

and lower bounce rates. A significant part of SEO also includes ensuring that your site is mobile-friendly, which is crucial as more users browse and shop via mobile devices.

- **Easily Measurable Results**

SEO tools (such as Google Analytics) provide data on traffic sources, user behavior, and conversion rates. This allows businesses to measure the effectiveness of their SEO strategies and make data-driven decisions. With measurable results, companies can continuously adjust their SEO strategies in line with market changes and user preferences.

- **Long-Term Impact**

SEO builds a foundation for a sustainable online presence. Once you achieve good rankings, maintaining them is often easier than starting over. Quality content can continue to attract traffic long after publication, making SEO a long-term asset for your business.

[Buy Now Button]

## **Enhance Your Business with Net Vision**

Net Vision can deliver outstanding results for any business, regardless of their current position or level of market competitiveness. Our approach to SEO optimization is tailored to each client's needs, allowing them to improve visibility, attract the right customers, and achieve the growth they desire.

### **Success Stories Achieved with Net Vision:**

#### **Polyclinic Dr. Roncević**

The Polyclinic Dr. Roncević is a small healthcare institution that managed to stand out in a competitive market thanks to our SEO optimization.

While many major players like Medigroup, Belmedik, and Euromedik had stronger positions, we helped Polyclinic Dr. Roncević become the best-ranked client for dozens of keywords.

Our strategy enabled this small polyclinic to attract the right customers and significantly improve their visibility and business.

#### **Atlas Clinic**

Atlas Clinic was a completely unknown healthcare institution in 2018, but with the help of Net Vision, we achieved incredible results in just two years.

By implementing targeted SEO strategies, we managed to drive traffic to their website up to 200,000 visits per month.

This dramatic growth not only increased the clinic's visibility but also attracted new patients, making Atlas Clinic a recognizable name in its field.

[Buy Now Button with Price]

### **Endless Loyalty to Clients:**

Endless loyalty to clients is a core value of Net Vision, as we believe that long-term relationships yield the best results.

In the case of Talaris, our commitment to their needs over more than 15 years has resulted in extraordinary business growth and satisfaction, setting a standard for successful collaboration.

[Buy Now Button with Price]

### **Words from Our Clients:**

[Google Reviews as Featured on Homepage]

[Buy Now Button with Price]

## **Draft 2 - Digital Marketing:**

### **What is Digital Marketing?**

Digital marketing is a way of promoting products or services using the internet.

Unlike traditional marketing (such as television ads, billboards, or printed advertisements), digital marketing utilizes digital channels such as:

- Social media (such as Facebook, Instagram, TikTok, Twitter)
- Search engines (Google, Bing) through search results and ads
- Email marketing (sending promotional messages via email)
- Websites and blogs

### **Why is Digital Marketing a Better Option than Traditional Advertising?**

In today's digital age, technology has become an integral part of daily life. Most people spend between 5 and 6 hours a day in front of screens, with some spending more than 10 hours. Whether browsing social media, searching the internet, or using various apps, most of us are almost constantly engaged with our devices. This shift in lifestyle makes digital advertising a far

more effective and significantly more affordable choice compared to traditional TV commercials or billboards.

Running a 30-second ad on television can cost between €1,000 and €10,000, depending on the channel and time of broadcast. Meanwhile, monthly billboard rentals in high-traffic areas can range from €5,000 to €20,000. However, the lower cost is not the only advantage of digital marketing:

Digital ads enable precise audience targeting based on demographics, interests, behaviors, and location. Ads can be shown only to those who have already expressed interest in similar products.

**Real-time performance tracking:** Digital marketing provides direct insight into campaign results, including views, clicks, and conversions, making it easier to evaluate ad effectiveness.

**Campaign adjustment and optimization:** Thanks to analytics, digital ads can be continuously adjusted and optimized without incurring additional costs.

**Broader reach and greater flexibility:** Digital advertising allows companies to easily reach a global audience. Ads can quickly expand to international markets without additional logistical challenges.

**Direct user engagement:** Digital ads offer opportunities for direct interaction, such as comments, shares, likes, or clicks, allowing brands to build community and establish closer relationships with their audience.

[Buy Now Button with price]

## How to Choose the Best Type of Digital Marketing for Your Business?

**SEO Optimization** - This is used to increase the visibility of your website in search results.

By ensuring long-term growth, a well-optimized site can attract organic traffic over an extended period without incurring additional costs per click.

SEO also boosts your brand's credibility, as users often view websites that rank highly in search results as more relevant and trustworthy.

[Buy Now Button with price]

**Social Media Marketing** - The effectiveness of social media lies in its massive popularity.

Today, when something significant happens in life—be it a wedding, birthday, or birth of a child, the first thing many do is share it on social media.

Social networks have become an essential part of our daily lives, shaping how we communicate and connect with others.

Imagine the importance of having your brand become part of this daily experience, present on your customers' phones every day.

Through strategic use of social media, you can not only become visible but also relevant in your consumers' lives, creating lasting connections and increasing engagement.

[Buy Now Button with price]

**Google Ads** - This is used for quickly attracting visitors to your site through paid ads displayed in search engines.

Its unique advantage is the precise targeting of users based on their search terms, demographics, and interests, allowing brands to reach those who are already searching for similar products or services.

This can significantly increase the conversion rate, as the ads are directed at a relevant audience.

[Buy Now Button with price]

**Email Marketing (Newsletter)** - Used for direct communication with existing customers.

Personalization allows you to segment your subscriber list and send tailored messages that match their interests and needs.

This personalization increases engagement and can directly lead to an increase in sales, as users often respond to special offers or content relevant to them.

The goal of every email campaign is to re-engage existing customers and sell them your products or services, relying on built trust and personalization.

[Buy Now Button with price]

## **Words from Clients Who Have Used Our Services:**

[Google reviews as on the homepage]

[Price anchor]

Tab 2

## Šta je SEO?

SEO optimizacija (Search Engine Optimization) je proces povećanja vidljivosti i rangiranja vaše stranice na pretraživačima, s ciljem privlačenja većeg broja posetilaca.

Poznavanjem **ključnih reči i fraza**, često korišćenim tokom pretraživanja, kvalitetna i efikasna SEO optimizacija obezbeđuje da se vaša stranica nađe među prvim rezultatima posle pretrage.

## Zašto je SEO optimizacija najbolja opcija za vaš biznis?

### Prednosti SEO optimizacije:

#### - Povećana vidljivost i saobraćaj

Efikasne SEO strategije poboljšavaju rangiranje vaše veb stranice na pretraživačima, čineći je verovatnijom da će potencijalni kupci pronaći vas kada pretražuju relevantne ključne reči.

Za razliku od plaćenog oglašavanja, koje prestaje da generiše saobraćaj kada se budžet potroši, SEO optimizacija može obezbediti kontinuirani organski saobraćaj tokom vremena.

Budite bolje pozicionirani sad.

[Kupi sad dugme]

#### - Ciljna Publika

SEO optimizacija omogućava preduzećima da ciljaju specifične ključne reči relevantne za svoju publiku. Ovo osigurava da je saobraćaj koji dobijate verovatnije da će konvertovati, jer ovi korisnici aktivno traže ono što vi nudite.

Za preduzeća sa fizičkom prisutnošću, lokalna SEO optimizacija pomaže u privlačenju kupaca u vašem području koji traže vaše usluge, povećavajući posete i lokalnu prodaju.

Dostignite vaš željeni market odmah.

[Kupi sad dugme]

#### - Iplativi marketing

Iako SEO optimizacija zahteva početnu investiciju, često je isplativiji na duži rok u poređenju sa plaćenim oglašavanjem. Kada vaša stranica postigne dobar rang, troškovi održavanja su obično niži od stalnog ulaganja u oglase.



Platite jednom, postignite bolje rezultate.  
[Kupi sad dugme]

### **- Poboljšano korisničko iskustvo**

SEO uključuje optimizaciju strukture vaše veb stranice, što olakšava korisnicima navigaciju. Ovo vodi do boljeg korisničkog iskustva, što može rezultirati dužim boravkom na stranici i nižim stopama odbijanja.

Veliki deo SEO optimizacije uključuje osiguravanje da je vaša stranica prilagođena mobilnim uređajima, što je ključno s obzirom na to da sve više korisnika pretražuje i kupuje putem mobilnih telefona.

Osigurajte vašim kupcima vrhunsko korisničko iskustvo.  
[Kupi sad dugme]

### **- Lako merljivi rezultati**

Alati SEO optimizacije (kao što su Google Analytics) pružaju podatke o izvorima saobraćaja, ponašanju korisnika i stopama konverzije. Ovo omogućava preduzećima da mere efikasnost svojih SEO strategija i donose odluke zasnovane na podacima.

Sa merljivim rezultatima, preduzeća mogu kontinuirano prilagođavati svoje SEO strategije u skladu sa promenama na tržištu i preferencijama korisnika.

[Kupi sad dugme]

### **- Dugoročno delovanje**

SEO optimizacija gradi temelj za održivu online prisutnost. Kada postignete dobre rangove, održavanje njih je često lakše od ponovnog započinjanja.

Kvalitetan sadržaj može nastaviti da privlači saobraćaj dugo nakon objavljivanja, čineći SEO dugoročnom imovinom za vaše preduzeće.

[Kupi sad dugme]

## Unapredi svoje poslovanje uz Net Vision

Net Vision može ostvariti izvanredne rezultate za svako preduzeće, bez obzira na njihovu trenutnu poziciju ili nivo konkurentnosti na tržištu.

Naš pristup SEO optimizaciji prilagođen je potrebama svakog klijenta, omogućavajući im da poboljšaju vidljivost, privuku prave kupce i postignu rast koji žele.

### Priče Postignutih rezultata uz Net Vision:

#### Poliklinika Dr Roncević [Logo]

Poliklinika dr Roncević je mala zdravstvena ustanova koja je uspjela da se istakne na konkurentnom tržištu zahvaljujući našoj SEO optimizaciji.

Iako su mnogi veliki igrači poput Medigroup-a, Belmedika i Euromedica imali jaču poziciju, mi smo poliklinici dr Roncević pomogli da postane najbolje pozicionirani klijent na desetine ključnih reči.

Naša strategija je omogućila ovoj maloj poliklinici da privuče prave kupce i poveća svoju vidljivost, čime su značajno unapredili svoje poslovanje.

#### Atlas Klinika [Logo]

Atlas Klinika je bila potpuno nepoznata zdravstvena ustanova 2018. godine, ali uz pomoć Net Vision-a, postigli smo neverovatne rezultate u samo dve godine.

Primenom ciljanih SEO strategija, uspeh smo da dovedemo saobraćaj na njihovu veb stranicu do 200.000 poseta mesečno.

Ovaj dramatičan rast ne samo da je povećao vidljivost klinike, već je i omogućio privlačenje novih pacijenata, čime je Atlas Klinika postala prepoznatljivo ime u svojoj oblasti.

Postani deo Net Vision zajednice i možda se baš tvoja priča nadje ovde.

[Kupi sad dugme]

### Beskrajna Lojalnost Klijentima:

Beskrajna lojalnost klijentima je ključna vrednost Net Vision-a, jer verujemo da dugoročne veze donose najbolje rezultate. U slučaju Talarisa, naša posvećenost njihovim potrebama tokom više od 15 godina rezultirala je izvanrednim poslovnim rastom i zadovoljstvom, čime smo postavili standard za uspešnu saradnju.

[ Talaris Logo]

### **Reči naših Klijenata:**

[Google reviews kao sa naslovne strane]

[Kupi sad dugme sa cenom]

Tab 3

# Šta je Digitalni Marketing?

Digitalni marketing je način promocije proizvoda ili usluga koristeći internet.

Za razliku od tradicionalnog marketinga (kao što su reklame na televiziji, bilbordi ili štampani oglasi), digitalni marketing koristi digitalne kanale kao što su:

- Društvene mreže (kao što su Facebook, Instagram, TikTok, Twitter)
- Pretraživači (Google, Bing) kroz rezultate pretrage i oglase
- E-mail marketing (slanje promotivnih poruka putem e-pošte)
- Veb sajtovi i blogovi

[Kupi sad dugme]

## Zašto je Digitalni Marketing bolja opcija od tradicionalnog reklamiranja?

U savremenom digitalnom dobu, tehnologija je postala sastavni deo svakodnevice.

Većina ljudi provodi između 5 i 6 sati dnevno pred ekranima, dok neki provode i više od 10 sati. Bilo da je reč o pregledanju društvenih mreža, pretraživanju interneta ili korišćenju raznih aplikacija, većina nas je gotovo stalno uz svoje uređaje.

Ova promena u načinu života čini digitalne reklame višestruko efikasnijim i znatno povoljnijim izborom u odnosu na klasične TV reklame ili bilborde.

Prikazivanje 30-sekundne reklame na televiziji može koštati između 1.000 i 10.000 evra, u zavisnosti od kanala i vremena emitovanja.

Istovremeno, mesečni zakup bilborda na prometnoj lokaciji može dostići cenu između 5.000 i 20.000 evra.

Međutim, povoljna cena nije jedina prednost digitalnog marketinga:

**Precizno ciljanje publike:** Digitalne reklame omogućavaju dosezanje tačno određene publike na osnovu demografije, interesa, ponašanja i lokacije. Oglasi se mogu prikazati samo onima koji su već pokazali interesovanje za slične proizvode.

**Praćenje rezultata u realnom vremenu:** Digitalni marketing omogućava direktan uvid u rezultate kampanje, uključujući broj pregleda, klikova i konverzija, čime se lakše procenjuje uspešnost reklame.

**Prilagođavanje i optimizacija kampanje:** Zahvaljujući analitici, digitalne reklame se mogu neprestano prilagođavati i optimizovati bez dodatnih troškova.

**Širi domet i veća fleksibilnost:** Digitalno oglašavanje omogućava kompanijama da jednostavno dosegnu globalnu publiku. Oglasi se mogu brzo proširiti i na međunarodno tržište bez dodatnih logističkih izazova.

**Direktan angažman korisnika:** Digitalne reklame pružaju mogućnost za direktnu interakciju, kao što su komentari, deljenje, lajkovi ili klikovi, što omogućava brendovima da grade zajednicu i ostvare bliži odnos sa publikom.

Iskoristite prednosti digitalnog marketinga u modernom poslovanju!

[Kupi sad dugme]

## **Kako odabrati najbolju vrstu Digitalnog Marketinga za vaš biznis?**

**SEO Optimizacija** - koristi se za povećanje vidljivosti vašeg sajta u rezultatima pretrage.

Osiguravajući dugoročni rast, kad vam je sajt dobro optimizovan, može privući organski saobraćaj tokom dugog perioda bez dodatnih troškova po kliku.

SEO takođe povećava kredibilitet vašeg brenda jer korisnici često smatraju da su sajtovi na prvim mestima u pretrazi relevantniji i pouzdaniji.

Osigurajte dugoročnu vidljivost i organski saobraćaj uz SEO optimizaciju.

[Kupi sad dugme sa cenom]

**Marketing na društvenim mrežama** - Efikasnost društvenih mreža leži u njihovoj masovnoj popularnosti. Danas, kada se dogodi nešto važno u životu, bilo da se radi o venčanju, rođendanu, rođenju deteta il, prva stvar koju mnogi urade je da to podele na društvenim mrežama.

Društvene mreže su postale neizostavan deo svakodnevice, oblikujući način na koji komuniciramo i povezujemo se sa drugima.

Zamislite od kolikog značaja može biti da vaš brend postane deo tog svakodnevnog iskustva, prisutan na telefonima vaših kupaca svaki dan.

Kroz strateško korišćenje društvenih mreža, možete postati ne samo vidljivi, već i relevantni u životima svojih potrošača, stvarajući trajne veze i povećavajući angažman.

Uđite u svakodnevni život svojih kupaca putem društvenih mreža!

[Kupi sad dugme sa cenom]

**Google Ads** - koristi se za brzo privlačenje posetilaca na vaš sajt kroz plaćene oglase koji se prikazuju na pretraživaču.

Njegova jedinstvena prednost je precizno ciljanje korisnika na osnovu njihovih pretraživačkih termina, demografskih podataka i interesa, što omogućava brendovima da dođu do onih koji su već u potrazi za sličnim proizvodima ili uslugama.

Ovo može značajno povećati stopu konverzije, jer su oglasi usmereni na relevantnu publiku.

Dosegnite korisnike koji aktivno traže vaše proizvode!

[Kupi sad dugme sa cenom]

**Email marketing (newsletter)** - koristi se za direktnu komunikaciju sa postojećim kupcima.

Personalizacija - možete segmentirati listu pretplatnika i slati prilagođene poruke koje odgovaraju njihovim interesima i potrebama.

Ova personalizacija povećava angažman i može direktno dovesti do povećanja prodaje, jer korisnici često reaguju na specijalne ponude ili sadržaje koji su relevantni za njih.

Cilj svake email kampanje je da ponovo angažuje postojeće kupce i proda im vaše proizvode ili usluge, oslanjajući se na izgrađeno poverenje i personalizaciju.

Povećajte angažman i prodaju uz personalizovane email kampanje!

[Kupi sad dugme sa cenom]

**Reči Klijenata koji su koristili naše usluge:**

[Google reviews kao sa naslovne strane]

Postanite deo Net Vision zajednice - Zajednice koja postiže rezultate.

[Price anchor - Vidljive ponude sa venom i dugmetom za poziv]

