



Digitalni marketing
DSI 2017
Boštjan Bregar

Evolucija produkta

2010

2014

2017



Digitalni marketing skozi čas

2010

2014

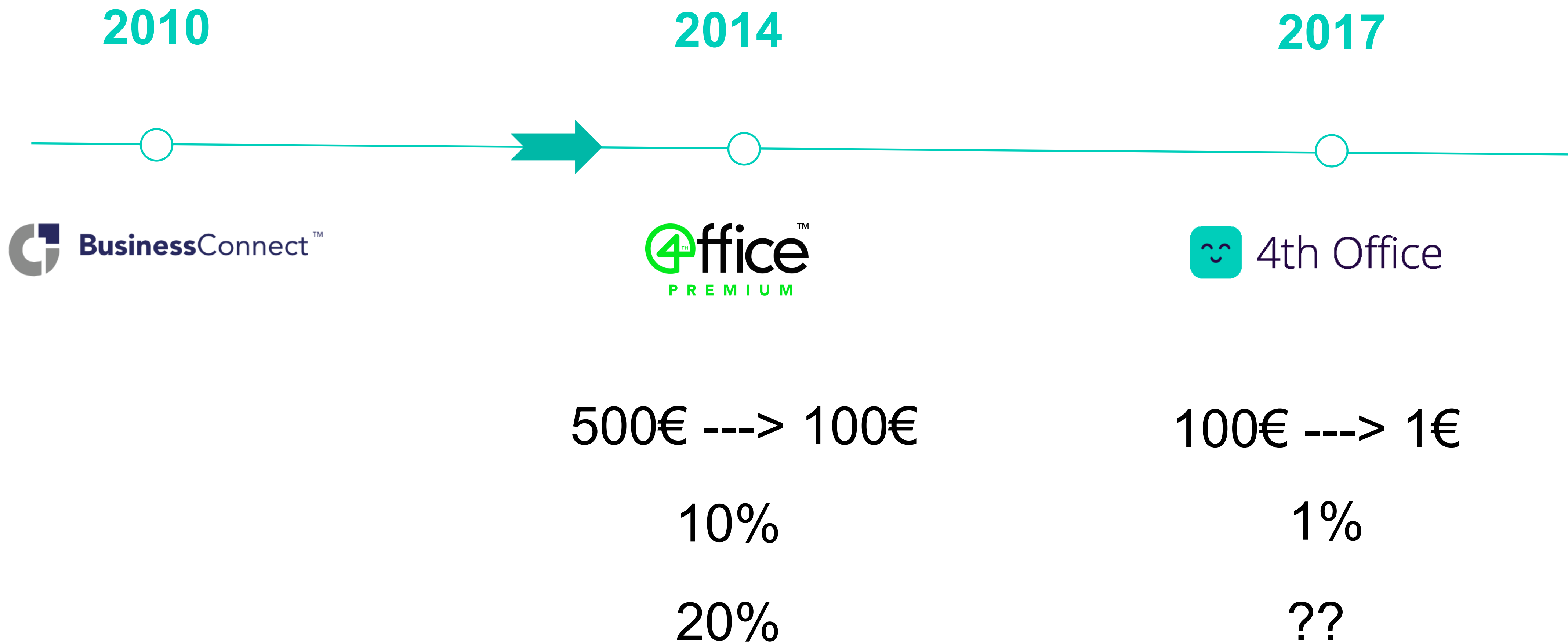
2017



Content marketing

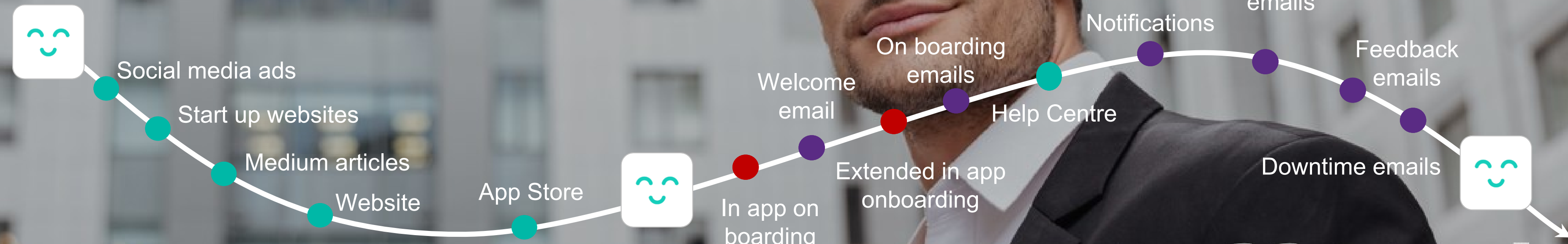


Evolucija vodilnih kazalcev



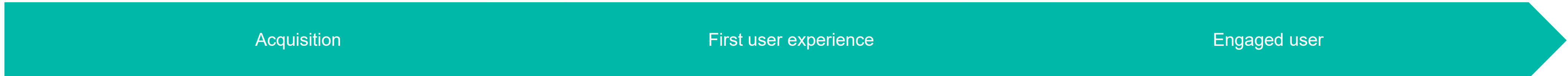
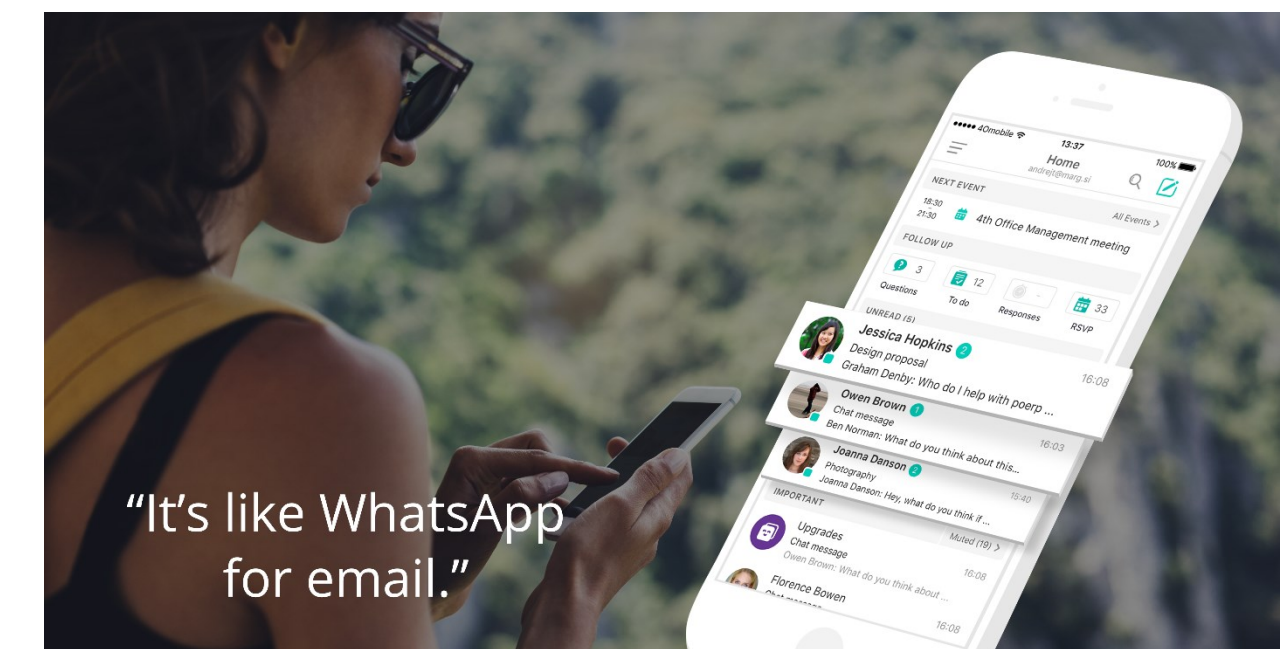
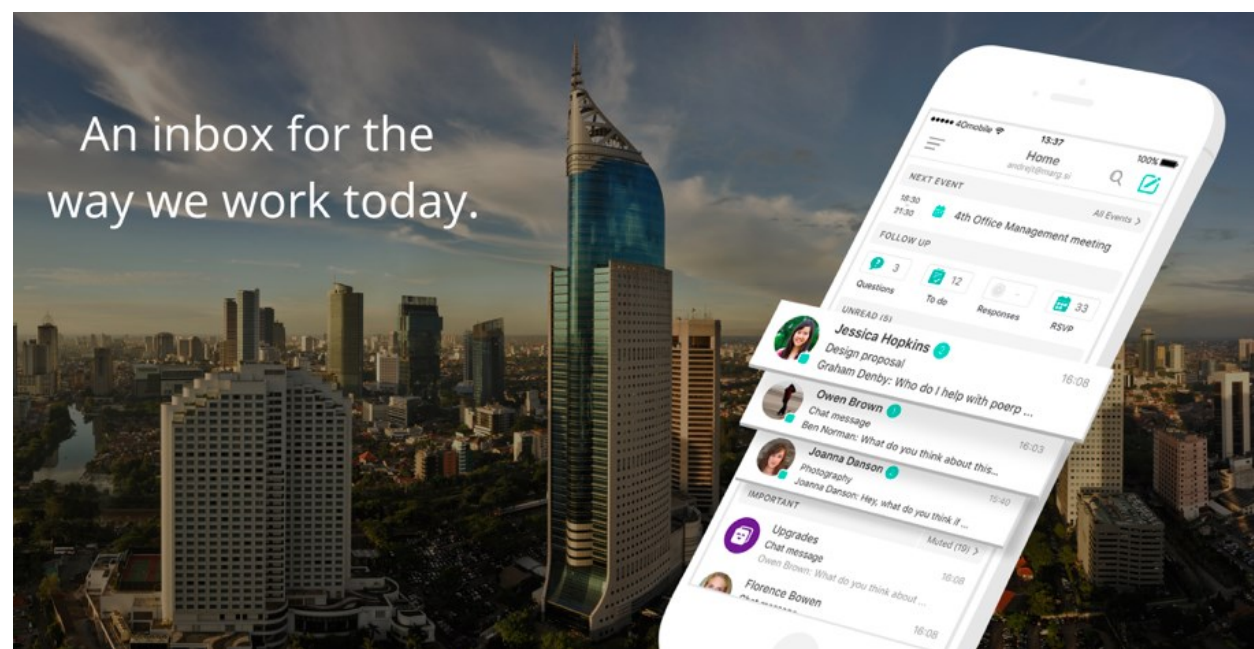


Je digitalni marketing dovolj?



Jeff Enderson

The smartphone addicted manager



THERE IS NO MORE

B2B OR **B2C**

IT'S **H2H:**

HUMAN **TO** HUMAN

