

КЛУБ "СПРИ И ПОМИСЛИ"  
Варна

**БЕЗПЛАТЕН ИНСТРУМЕНТАРИУМ В  
ПОЛЗА НА БИЗНЕС ПРИСЪСТВИЕТО  
ВИ В ИНТЕРНЕТ**

Иво Илиев  
30.05.2010

***„Да кажеш и след това  
да продадеш  
е вече невъзможно“***

**JAMES R. STENGEL**  
*Global Marketing Officer*  
The Procter & Gamble Company

# ЦЕЛИ

1

**КОНТАКТ С АУДИТОРИЯТА И  
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2

**СЪЗДАВАНЕ НА ПОЛОЖИТЕЛНА  
РЕПУТАЦИЯ И ПОЛОЖИТЕЛНА МЪЛВА**

3

**ЕВТИН НАЧИН ЗА РЕКЛАМА НА БРАНДА**

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**1**

**УЕБ САЙТ - ИНФОРМИРА, ДАВА  
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**2**

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КАКВО СТЕ УНИКАЛНИ, СЪЗДАВА ФЕНОВЕ**

**3**

**СОЦИАЛНИ МРЕЖИ - КУЛТИВИРАТ  
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**4**

**ОНЛАЙН ИНСТРУМЕНТИ ЗА МОНИТОРИНГ -  
ОСИГУРЯВАТ СИГУРНОСТ, ДАВАТ НАСОКИ  
ЗА БЪДЕЩИ ДЕЙСТВИЯ**

# ЕФЕКТИ

1

**ОНЛАЙН РЕПУТАЦИЯ - ЕФЕКТЪТ  
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2

**ОПТИМИЗАЦИЯ НА РАЗХОДИТЕ И ПОЛЗИТЕ -  
ОНЛАЙН РЕКЛАМАТА Е ИЗГОДНА,  
НО МОЖЕ ДА Е ПО-ИЗГОДНА**

3

**СОЦИАЛЕН КОНТАКТ - БИЗНЕС НА  
ОТНОШЕНИЯТА**

4

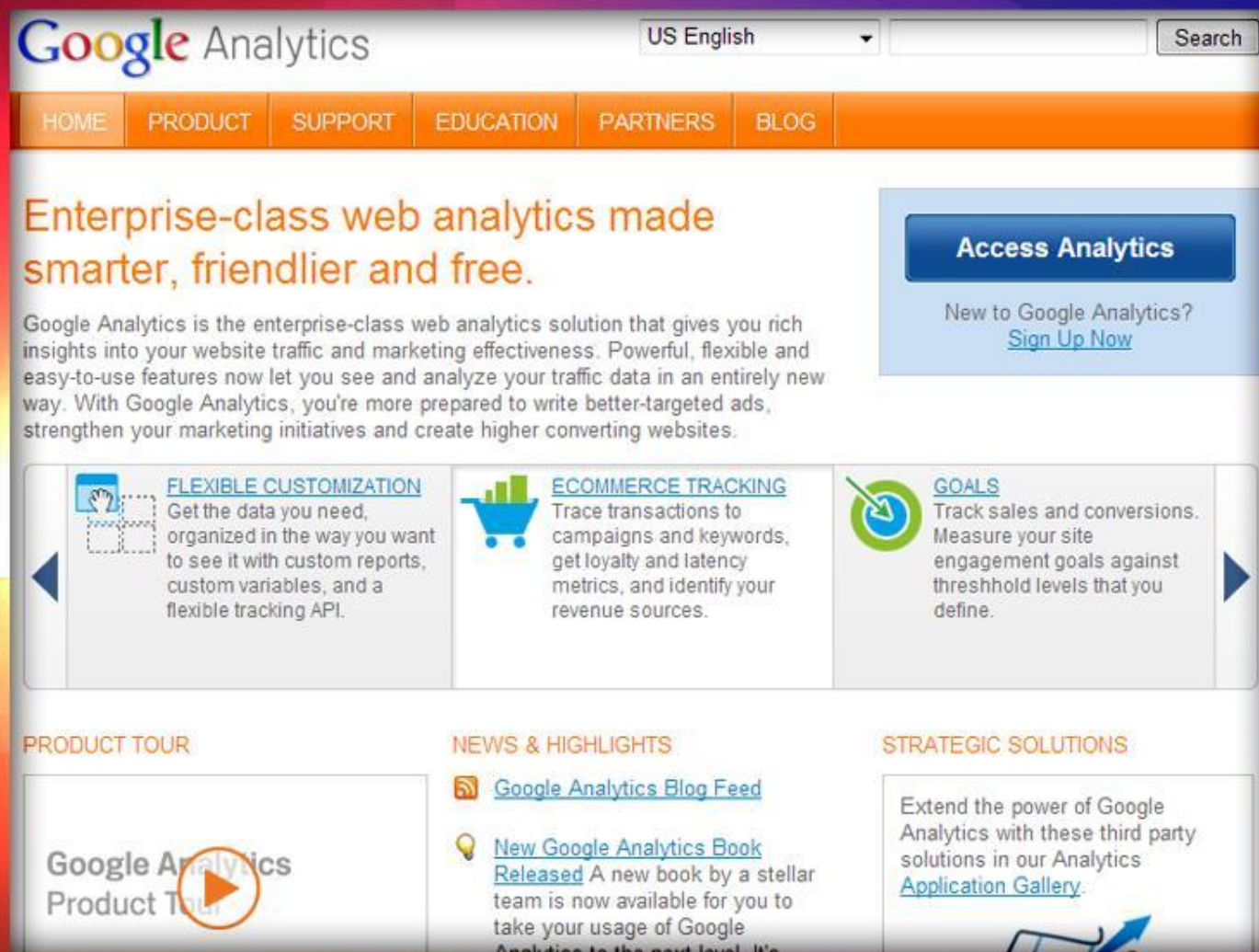
**МЪЛВА - ЕФЕКТЪТ НА ПЕПЕРУДАТА**



**АНАЛИЗ  
ПЛАНИРАНЕ  
УПРАВЛЕНИЕ  
КОНТРОЛ**

# http://www.google.com/analytics/

GOOGLE ANALYTICS: ИДЕАЛНАТА СТАТИСТИКА ЗА ВСЕКИ САЙТ



The image shows a screenshot of the Google Analytics homepage. At the top, the Google Analytics logo is on the left, and a language dropdown menu is set to 'US English' with a search box on the right. Below the logo is a navigation bar with links for HOME, PRODUCT, SUPPORT, EDUCATION, PARTNERS, and BLOG. The main content area features a large headline: 'Enterprise-class web analytics made smarter, friendlier and free.' To the right of this headline is a blue button labeled 'Access Analytics' and a link 'Sign Up Now' for new users. Below the headline is a paragraph describing Google Analytics as an enterprise-class solution. Further down, there are three feature boxes: 'FLEXIBLE CUSTOMIZATION' with a hand icon, 'ECOMMERCE TRACKING' with a shopping cart icon, and 'GOALS' with a target icon. At the bottom, there are three sections: 'PRODUCT TOUR' with a play button icon, 'NEWS & HIGHLIGHTS' with a RSS icon and a link to the 'Google Analytics Blog Feed', and 'STRATEGIC SOLUTIONS' with a link to the 'Application Gallery'.

Google Analytics

US English Search

HOME PRODUCT SUPPORT EDUCATION PARTNERS BLOG

## Enterprise-class web analytics made smarter, friendlier and free.

Access Analytics

New to Google Analytics?  
[Sign Up Now](#)

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. Powerful, flexible and easy-to-use features now let you see and analyze your traffic data in an entirely new way. With Google Analytics, you're more prepared to write better-targeted ads, strengthen your marketing initiatives and create higher converting websites.

**FLEXIBLE CUSTOMIZATION**  
Get the data you need, organized in the way you want to see it with custom reports, custom variables, and a flexible tracking API.

**ECOMMERCE TRACKING**  
Trace transactions to campaigns and keywords, get loyalty and latency metrics, and identify your revenue sources.

**GOALS**  
Track sales and conversions. Measure your site engagement goals against threshold levels that you define.

PRODUCT TOUR

NEWS & HIGHLIGHTS

STRATEGIC SOLUTIONS

Google Analytics Product Tour


[Google Analytics Blog Feed](#)

[New Google Analytics Book Released](#) A new book by a stellar team is now available for you to take your usage of Google Analytics to the next level. It's

Extend the power of Google Analytics with these third party solutions in our Analytics [Application Gallery](#).

# http://www.blogpulse.com/trend

BLOG PULSE: ГОРЕЩИТЕ ТЕМИ И ТЕНДЕНЦИТЕ В БЛОГОСФЕРАТА

BlogPulse  nielsen

Discover What's Hot... [BlogPulse Community](#)

Tools Overview  
**Trend Search**  
Featured Trends  
Conversation Tracker  
BlogPulse Profiles

Home > Tools  
**Trend Search**

BlogPulse Trend Search allows you to create graphs that visually track "buzz" over time for certain key words, phrases or links. Compare search terms/links in isolation, or use all three fields to compare search terms/links against others.

Type your search terms in the boxes on the left. Type descriptive labels for each search into the boxes on the right. Then choose your time frame: 1, 2, 3 or 6 months.

**BlogPulse Trend Search**

1 **Trend Search Term(s)**  
ex: ("digital camera" or digicam)

**Display Label**  
ex: Digital Camera

2 **Date Range:** last 2 months

[Get Trend](#)

[About BlogPulse](#) [Contact Us](#) [Help](#)

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http://www.clixpy.com

CLIXPY: "BIG BROTHER"-A HA USER EXPERIENCE-A

**clixpy**

Sign In

Sign Up

## Welcome to your user's head!

Clixpy tracks everything your site's users do: mouse movement, clicks, scrolling, form inputs. You can watch and examine videos showing your users' actions.

[Sign Up Now](#) or [try the demo](#)



### What is Clixpy and how it works ?

Clixpy is a web usability testing tool. It's very easy to install, just by pasting a few lines of JavaScript code in your site's HTML. When users browse your website Clixpy traces everything they do and then plays it for you, giving you the opportunity to extract any information you may need.

### Why should I use Clixpy on my website ?

Clixpy helps you find out which features are difficult to use and which are easy, where your users spend more time and why they leave your website. Clixpy can help you optimize landing pages and convert more visitors to clients.

[Sign Up for Clixpy](#)

### Clixpy is recommended by:



“ *Understanding how people really interact with your website is important, and now it's possible.* ”

**Hampus Olsson**  
www.hampusolsson.com

### We respect your privacy

We don't track passwords and other sensitive data. Everybody can **disable Clixpy** for his browser. User session data will not be shared with third parties.

© Clixpy 2009

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# http://www.google.com/sktool

GOOGLE KEYWORD TOOL: НАМЕРЕТЕ КЛЮЧОВИТЕ ДУМИ И ФРАЗИ,  
КОИТО СА ЕФЕКТИВНИ ЗА ВАС

## Google Search-based keyword tool

Keyword ideas

My draft keywords

My active keywords

Help



[How it works](#)

[Learning the basics](#)

[Data privacy](#)

Manage settings

Results tailored to:

**Bulgarian, All countries** [edit](#)

The Search-based Keyword Tool provides keyword ideas:

- Based on actual Google search queries
- Matched to specific pages of your website with your ad and search share
- New to your Adwords account (typically excluding keywords matching those already in your account)
- [Learn more](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We do not disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your keywords does not violate any applicable laws.

Website

With words or phrases

Tip: Use commas to separate terms or enter one per line.

[Or see top keywords across all categories](#)





http://www.google.bg

GOOGLE SEARCH: ПОТЪРСЕТЕ ВЪЗМОЖНОСТИ ЗА КОНТЕКСТНА РЕКЛАМА

Web Images Videos Maps News Shopping Gmail more ▾ | Web History | Settings

Google

хотели във варна Search


About 3,910,000 results (0.16 seconds) Advanced search


Everything  
Maps  
More  
Show search tools


**30 Hotels in Varna** Sponsored links  
[www.booking.com/Varna-Bulgaria](http://www.booking.com/Varna-Bulgaria) Book your hotel in Varna online. No reservation costs. Great rates!


**Хотел в центъра на Варна** Sponsored links  
[www.goldentulipvarna.com](http://www.goldentulipvarna.com) Удобен, безплатен паркинг и добра локация. Цени от 135 лв.


**Local business results for хотели във near Varna Railway Station, Bulgaria**





**A MODUS HOTEL**   
[modushotel.com](http://modushotel.com) - 052 660910 - 75 reviews


**B ХОТЕЛ ЧЕРНО МОРЕ**   
[chernomorebg.com](http://chernomorebg.com) - 052 612243 - 11 reviews

**C ХОТЕЛ ОДЕСОС**   
[www.odessos-bg.com](http://www.odessos-bg.com) - 052 640300 - 15 reviews

**D ХОТЕЛ КАПИТОЛ**   
[bultourism.com](http://bultourism.com) - 052 688000 - 48 reviews

**E БИЗНЕС ХОТЕЛ ВАРНА**   
[www.goldentulipvarna.com](http://www.goldentulipvarna.com) - 052 683000 - 44 reviews

**F ХОТЕЛ & SPA АЗАЛИЯ**   
[www.azaliahotel.com](http://www.azaliahotel.com) - 052 358777 - 6 reviews

**G ХОТЕЛ...** 



http://www.blogger.com

BLOGGER: НАЙ-ТЪРСЕНАТА БЛОГ ПЛАТФОРМА В МОМЕНТА

Език: български




# Blogger™

Влезте с профила си от Google

Имейл адрес:  Парола: (?)

Запомни ме (?)

## Създайте си блог! Безплатно е!

 **Вашият блог.** Споделяйте своите мисли, снимки и още неща с приятели и с целия свят.

 **Лесно използване.** Лесно можете да публикувате текстове, снимки и видеоклипове от мрежата или от мобилния си телефон.

 **Приспособимост.** Неограничена свобода на действие, за да персонализирате блога си с теми, притурки и много други.

**СЪЗДАВАНЕ НА БЛОГ**

Лесно е и отнема само минута.

**Научете повече:**

- Направете [кратка обиколка](#)
- Гледайте [видео урок](#)
- Открийте [още функции](#)
- Четете [Blogger Buzz](#)

Интересни блогове

 [ChickenBlog](#)

[Начална страница](#) | [Функции](#) | [Информация](#) | [Buzz](#) | [Помощ](#) | [Език](#) | [Програμισти](#) | [Продукти с марката](#)  
[Условия за ползване](#) | [Поверителност](#) | [Правила за съдържанието](#) | © 1999 - 2010 Google

# http://www.networkedblogs.com

NETWORKED BLOGS:- СОЦИАЛНАТА МРЕЖА НА БЛОГОВЕТЕ



Browse by: Topics | Popularity | Regions | Companies | Colleges | High Schools

About

**Blogs are social networks.**  
**Are you networked yet?**



300,000  
Blogs

Add your blog to the coolest blog directory on the web



**City of Dreams Hongk**  
<http://cityofdreamahongkong...>



**Teatro Praga**  
<http://teatropraga.blogspot...>



**Company Logos**  
<http://blog.companylogos.ws/>



**Psalms Modern**  
<http://preswelddevotional.bl...>



**O meu Blogue**  
<http://tiagoorlando.blogspot...>



- **Get Found**  
If a blog is not read by anyone, does it really exist?
- **Visual Blogroll**  
Show off a thumbnail image of your blog on your Facebook profile
- **Discover**  
Find top blogs in [humor](#), [politics](#), [technology](#), and more.

**Add your blog**

You'll need a Facebook account



# http://www.friendfeed.com

FRIENDFEED - СЪБЕРЕТЕ СВОИТЕ ПУБЛИКАЦИИ НА ЕДНО МЯСТО И ГИ СПОДЕЛЯЙТЕ АВТОМАТИЧНО В РЕАЛНО ВРЕМЕ

## friendfeed

 Search

FriendFeed is the easiest way to share online

Why FriendFeed?

What can you use it for?

Testimonials

FriendFeed enables you to discover and discuss the interesting stuff your friends find on the web.



▶ Watch a video!

**It's simple**

It takes just a couple clicks to post anything or to start a discussion.

**It's conversational**

Your friends comment on the things you share, and you see their comments in real-time. So talk with your friends, not at them.

**It's open**

Read and share however you want — from your email, your phone or even from Facebook. Publish your FriendFeed to your website or blog, or to services you already use, like Twitter.

Join FriendFeed

or sign in to get started

Join FriendFeed + find your friends with one click via:



or sign up with your email address

Already have an account?

Username

Password

Sign in

Created an account via Google, Facebook, or Twitter? [Sign in here](#)

http://www.tumblr.com

TUMBLR - НАЙ-ЛЕСНИЯТ НАЧИН ДА ПУБЛИКУВАТЕ ВСЯКАКВО СЪДЪРЖАНИЕ

**tumblr.**

[What's new](#)

[Directory](#)

[About us](#)

[Sign up](#)

[Log in](#)

# The easiest way to blog.

[See 30 reasons why you'll love Tumblr →](#)

Email address

Password

URL (you can change this at any time)

.tumblr.com

[Sign up and start posting!](#)



# http://developers.facebook.com/plugins

FACEBOOK SOCIAL PLUGINS - БЪДЕТЕ СОЦИАЛНИ, УВЕЛИЧЕТЕ ТРАФИКА КЪМ САЙТА СИ, ПРЕДИЗВИКАЙТЕ МЪЛВА

facebook DEVELOPERS Documentation Forum Showcase Блог Състояние

## Social plugins

Начало > Documentation > Social plugins

### Experience the web with Facebook friends.

Social plugins let you see what your friends have liked, commented on or shared on sites across the web. All social plugins are extensions of Facebook and are specifically designed so none of your data is shared with the sites on which they appear.

Learn more about how you'll see these across the web.



Add social plugins to your site with just one line of HTML:



#### Like Button

The Like button lets users share pages from your site back to their Facebook profile with one click.



#### Recommendations

The Recommendations plugin gives users personalized suggestions for pages on your site they might like.



#### Login with Faces

The Login with Faces plugin shows profile pictures of the user's friends who have already signed up for your site in addition to a login button.



#### Activity Feed

The Activity Feed plugin shows users what their friends are doing on your site through likes and comments.



#### Like Box

The Like box enables users to like your Facebook Page and view its stream directly from your website.



#### Facepile

The Facepile plugin shows profile pictures of the user's friends who have already signed up for your site.

# http://www.facebook.com/pages/create.php

FACEBOOK PAGES - СЪЗДАЙТЕ СВОЯ ОБЩНОСТ ВЪВ ФЕЙСБУК, ВЪЗПОЛЗВАЙТЕ СЕ ОТ ДЕМОГРАФСКИТЕ СТАТИСТИКИ

facebook  Начало Профил Настройки

## Създаване на страница

### Официална страница

Комуникирайте с вашите клиенти или фенове като създадете и поддържате официална Facebook страница.

Създайте страница за:

- Местен бизнес
- Търговска марка, продукт или организация
- Изпълнител, група или публична личност

Име на страницата:

(примери: "Моето заведение", Група "Кафе")

Аз съм официален представител на това лице, бизнес, група или продукт, и имам разрешение за създаването на тази Страница.  
Преглед на Facebook Условия

[Създайте официална страница](#)

### Общностна страница

Предизвикайте подкрепа за любимата си кауза или тема, чрез създаването на Общностна страница. Ако стане много популярна (привличайки хиляди почитатели), тя ще бъде приета и поддържана от общността на Facebook.

Име на страницата:

(примери: Гласувайте за един-си партиз, Рециклирайте и т.н.)

[Създайте страница на общност](#)

### Искате ли вместо това да направите група?

Комуникирайте директно с други членове на Facebook, които споделят професионален интерес или хоби. Създай фейсбук група.

Facebook © 2010 България | За Facebook: Реклама, Разработчици, Карриери, Условия за ползване, Намерете приятели, Поверителност, Мобилен Facebook, Помощен център



http://www.disqus.com

DISQUS - ПРЕХВЪРЛЕТЕ НАЙ-ДОБРИТЕ ДИСКУСИИ В СВОЯ САЙТ

**DISQUS** COMMENTS

Returning? [Login](#)

Bring out the  
**BEST DISCUSSION**  
on your site.

**Sign Up, Free**



WORKS EVERYWHERE INCLUDING:  **WORDPRESS** **tumblr.**  **MOVABLE TYPE**  **Blogger** ...AND MORE

**DISQUS** COMMENTS is a better comment system for your site.

Hundreds of thousands of sites, from small blogs to large publications, rely on it to power and manage their discussion communities.

**This is why you should too... ▾**

http://www.google.com/alerts

GOOGLE ALERTS - "АЛАРМИРА" ЛИ ВИ ВАШАТА ОНЛАЙН РЕПУТАЦИЯ?

Google alerts  
beta

[Settings](#) | [FAQ](#) | [Sign out](#)

## Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [click here to manage your alerts](#)

### Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Email length:

Deliver to:

Google will not sell or share your email address.

© 2010 Google - [Google Home](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#)



http://www.youopenbook.org

OPEN BOOK: КАКВО ГОВОРЯТ ЗА ВАС ВЪВ FACEBOOK

openbook

Tell your friends

"They 'trust me'. Dumb fucks."

Mark Zuckerberg, Facebook

Facebook helps you connect and share with the people in your life. Whether you want to or not.

Learn why this is bad!

Search Facebook updates:

exam

Search



everybody

Recent Searches: (5940 per hour) exam playing hooky control urges doom cheated test абитурниери HIV test lost virginity ориван don't tell anyone duha rectal exam ebane "don't tell anyone"



**Borislav Владимиров Арnaudов** FUCKING FINISHED WITH THIS GOD FORSAKEN **EXAM!** FINALLY I CAN ENJOY MY LIFE! FINALLY I CAN READ A BOOK, WITHOUT IT HAVING TO CONSIST OF MANAGEMENT THEORY/ACCOUNTING/ECONOMICS/CRAPPY SOCIOLOGY! Thank you LORD!

5 hours ago



**Zoya Manova** Biochemistry **exam** is over, so is the school year :)

8 hours ago Cambridge, Cambridgeshire

http://www.socialmention.com

SOCIAL MENTION: МОНИТОРИНГ НА СОЦИАЛНОТО ПРИСЪСТВИЕ В МРЕЖАТА

# socialmention\*

Real-time social media search and analysis:

 in All Search

[or select social media sources](#)

Trends: [Tight Pants Ban](#), [gary coleman dead](#), [Gary Coleman died](#), [Gary Coleman](#), [intercranial hemorrhage](#), [wheniwasafreshman](#), [Shannon Price](#)

## Social Media Alerts

Like Google Alerts but for social media.

Receive free daily email alerts of your brand, company, CEO, marketing campaign, or on a developing news story, a competitor, or the latest on a celebrity.

[Create an alert](#)

## Realtime Buzz Widget



Display realtime buzz on your site or blog.

[Get the widget](#)

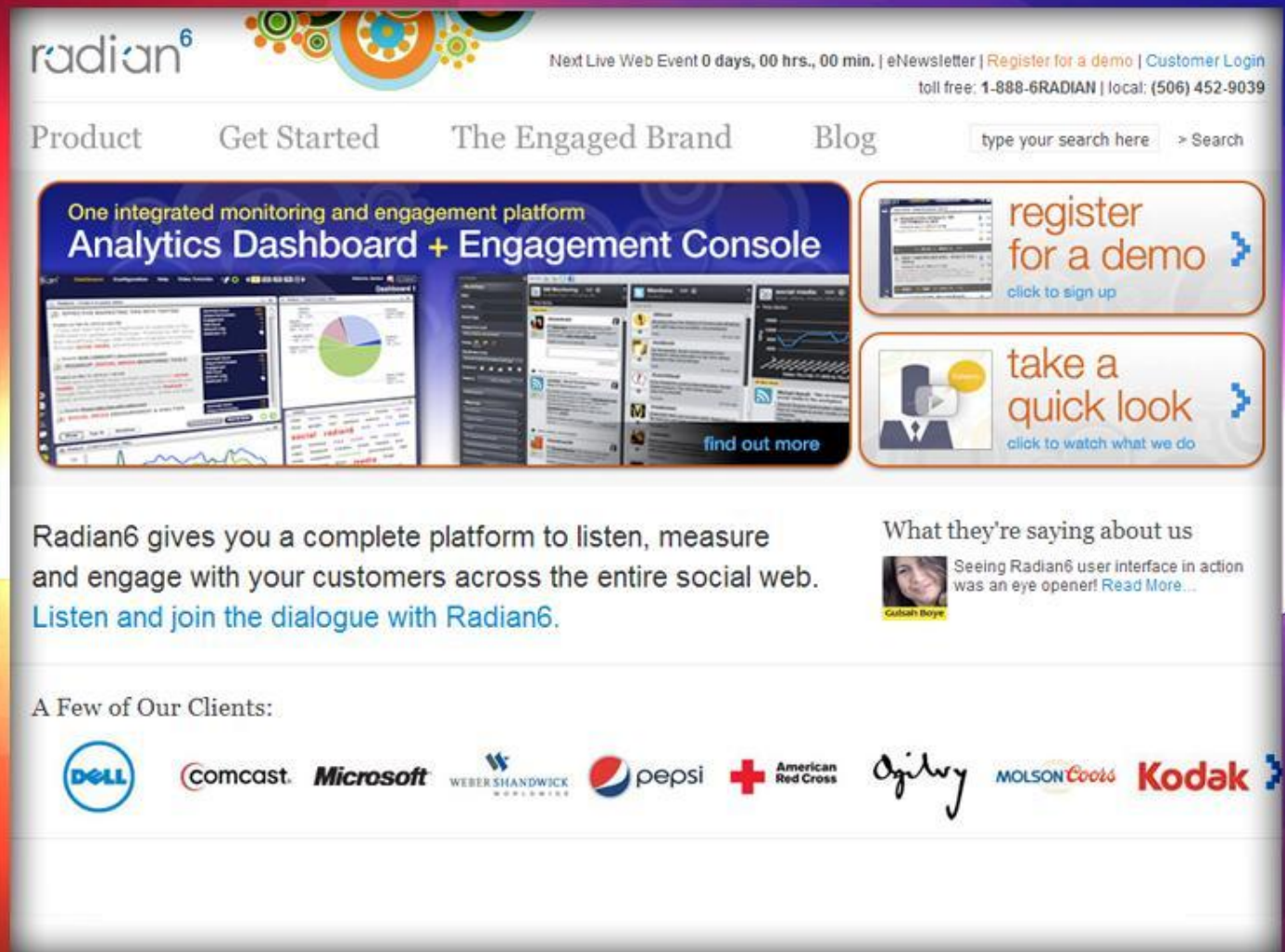
[About](#) - [Alerts](#) - [API](#) - [Trends](#) - [Tools](#) - [Install Search Plugin](#) - [Follow us](#) - [FAQ](#) - [Advertise](#)

social mention is a real time search platform



http://www.radian6.com

RADIAN 6: УПРАВЛЯВАЙТЕ СВОЯТА СОЦИАЛНА СТРАТЕГИЯ, ПОЛУЧЕТЕ ПОДРОБНИ СТАТИСТИКИ И АНАЛИЗИ, РЕАГИРАЙТЕ БЪРЗО



The screenshot shows the Radian6 website homepage. At the top left is the Radian6 logo. To its right is a navigation menu with links for "Product", "Get Started", "The Engaged Brand", and "Blog". Further right is a search bar with the placeholder text "type your search here" and a "Search" button. Below the navigation is a main banner area. On the left of this banner is a large image showing the "Analytics Dashboard + Engagement Console" with various charts and data visualizations. To the right of this image are two call-to-action buttons: "register for a demo" with a "click to sign up" link, and "take a quick look" with a "click to watch what we do" link. Below the banner is a section titled "Radian6 gives you a complete platform to listen, measure and engage with your customers across the entire social web." followed by a link "Listen and join the dialogue with Radian6." To the right of this section is a testimonial titled "What they're saying about us" featuring a small photo of Gulbahar Boye and the text "Seeing Radian6 user interface in action was an eye opener! Read More...". At the bottom of the page is a section titled "A Few of Our Clients:" followed by a row of logos for Dell, Comcast, Microsoft, Weber Shandwick, Pepsi, American Red Cross, Ogilvy, Molson-Coors, and Kodak.

radian<sup>6</sup> Next Live Web Event 0 days, 00 hrs., 00 min. | eNewsletter | [Register for a demo](#) | [Customer Login](#)  
toll free: 1-888-6RADIAN | local: (506) 452-9039


Product Get Started The Engaged Brand Blog  Search

One integrated monitoring and engagement platform  
**Analytics Dashboard + Engagement Console**


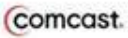




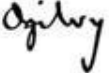


[register for a demo](#)  
click to sign up

[take a quick look](#)  
click to watch what we do

Radian6 gives you a complete platform to listen, measure and engage with your customers across the entire social web.  
[Listen and join the dialogue with Radian6.](#)

What they're saying about us  
 Seeing Radian6 user interface in action was an eye opener! [Read More...](#)

A Few of Our Clients:

http://www.nutshellmail.com

NUTSHELL MAIL: УДОБЕН НАЧИН ДА ОРГАНИЗИРАТЕ УЧАСТИЕТО СИ В СОЦИАЛНИ МРЕЖИ ЧРЕЗ ЕЛЕКТРОНАТА СИ ПОЩА



[Tools for Facebook Pages & Ning Networks](#) | [Create an Account](#) | [Sign In](#)

## Better Notifications for Facebook, Twitter & MySpace

NutshellMail brings a summary of your social network updates to your inbox in a single email on your schedule.

TRY IT NOW FREE



Connect with Facebook



Connect with Twitter



Love from our users & the press



*You have no idea what kind of power NutshellMail can give you.* Lifehacker

NutshellMail Simplifies



Better Facebook Emails

Get all your Facebook Birthdays, Photos, Friend



NutshellMail for Pages & Networks

Facebook Page owners, increase your



Google Analytics

ИНФОРМАЦИЯ  
ЗА АУДИТОРИЯТА

Google Search-based keyword tool

Google Данни за търсене

trendpedia™

clixpy

ИНФОРМАЦИЯ ЗА  
РЕКЛАМНИЯ  
БЮДЖЕТ

Google

НАСОКИ ЗА  
CONTENT

Google alerts  
beta

openbook

СЪДЪРЖАНИЕ,  
КОНТАКТ С  
АУДИТОРИЯТА

Blogger

socialmention\*

friendfeed

tumblr.

Nutshell Mail  
from Constant Contact radian6

УВЕЛИЧАВАНЕ  
ИЗТОЧНИЦИТЕ  
НА ТРАФИК

Google places

DISQUS

УПРАВЛЕНИЕ НА  
ОНЛАЙН РЕПУТАЦИЯТА

NetworkedBlogs  
Bring your blog to Facebook.

facebook DEVELOPERS

БИЗНЕС НА ОТНОШЕНИЯТА

КЛУБ "СПРИ И ПОМИСЛИ"

Варна

**ВЪПРОСИ  
И  
КОМЕНТАРИ**

Иво Илиев

30.05.2010