

A TRAKTORTÓL

A TARTALOM- MARKETINGIG

Pécsi Ferenc – 2015. március 13.

WILL IT BLEND?



OPEN FORUM

The screenshot displays a web interface for an 'OPEN FORUM'. At the top right, a 'feed' button is visible. The main content is organized into two columns. The left column is titled 'EDITORS' PICKS' and contains four article cards. The right column is titled 'WHAT'S TRENDING' and contains a numbered list of five trending articles. Below the trending list is a featured article titled 'The Art of Getting Customers' by Guy Kawasaki, which includes a 'Learn More' button and a photograph of the author.

EDITORS' PICKS

MONEY

Finding the Funding You Need to Grow Your Business

David Niu
Founder, TINYhr

JANUARY 5, 2015 • Financing a business is a major obstacle for many entrepreneurs. These 3 options may be able to provide the cash you need to get to the next level.

[READ ARTICLE](#)

TECHNOLOGY

The Sony Hack: Security Lessons for Small-Business Owners

Angela Stringfellow
Chief Ideation Officer, CODA Conc...

JANUARY 5, 2015 • If you think your small business can't learn anything from Sony's major security breach, you're wrong. Find out how to protect your small business from internal...

[READ ARTICLE](#)

TECHNOLOGY

Is Some Information Too Sensitive to Trust to Computers?

Mark Henricks
Freelance Writer

JANUARY 2, 2015 • If you don't want to read it on the front page of your local paper, you might not want to keep it on a computer either. We break down your options for protecting...

[READ ARTICLE](#)

CUSTOMERS

Do You Know What Your Customers Really Think About You?

Christopher (Chris) Litster
SVP, Sales & Marketing / Executiv...

JANUARY 2, 2015 • Surveys and analytics don't have to be expensive, and they can help you discover what your prospects and customers want from your business.

[READ ARTICLE](#)

WHAT'S TRENDING

- 1 How These 5 Websites Crush Home Page Design
- 2 What You Must Know About Small-Business Taxes for 2015
- 3 Solving the Mysteries of Social Media
- 4 Get More Done in Less Time
- 5 Whoopie Pies Bake Up Big Business For This Maine Company

GROW YOUR BUSINESS WITH

"The Art of Getting Customers"

BY GUY KAWASAKI

[Learn More](#)

COCA-COLA JOURNEY

The screenshot shows the Coca-Cola Journey website interface. At the top, there are navigation links for "Country (Global)", "Investors", and "The Coca-Cola Company", along with a search bar. The main header features the "Coca-Cola Journey" logo and the tagline "Refreshing the world, one story at a time". Below this is a horizontal menu with categories: FRONT PAGE, BRANDS, VIDEOS, SUSTAINABILITY, INNOVATION, HISTORY, MUSIC, and UNBOTTLED. A secondary navigation bar lists "Water for Africa", "#cokestyle", "Community Connections", "Food & Recipes", and "PlantBottle".

The main content area is dominated by a large featured article titled "Bridging the Generational Gap" with the subtitle "Workplace Communications Tips for Millennials, Gen X-ers and Boomers". The article image shows three people in a professional setting. To the right, there is a partial view of another article titled "Stop Having These 4...".

Below the main article is a row of seven smaller article thumbnails with titles: "Stories You May Have Missed in 2014", "KO News in Review", "Hot Shots", "GOOD LUCK EATS", "A GLOBAL MINDSET", "Coke Employee Jumps for Joy 50+ Times", "Rockin' the Boat", and "Bridging the Generational Gap".

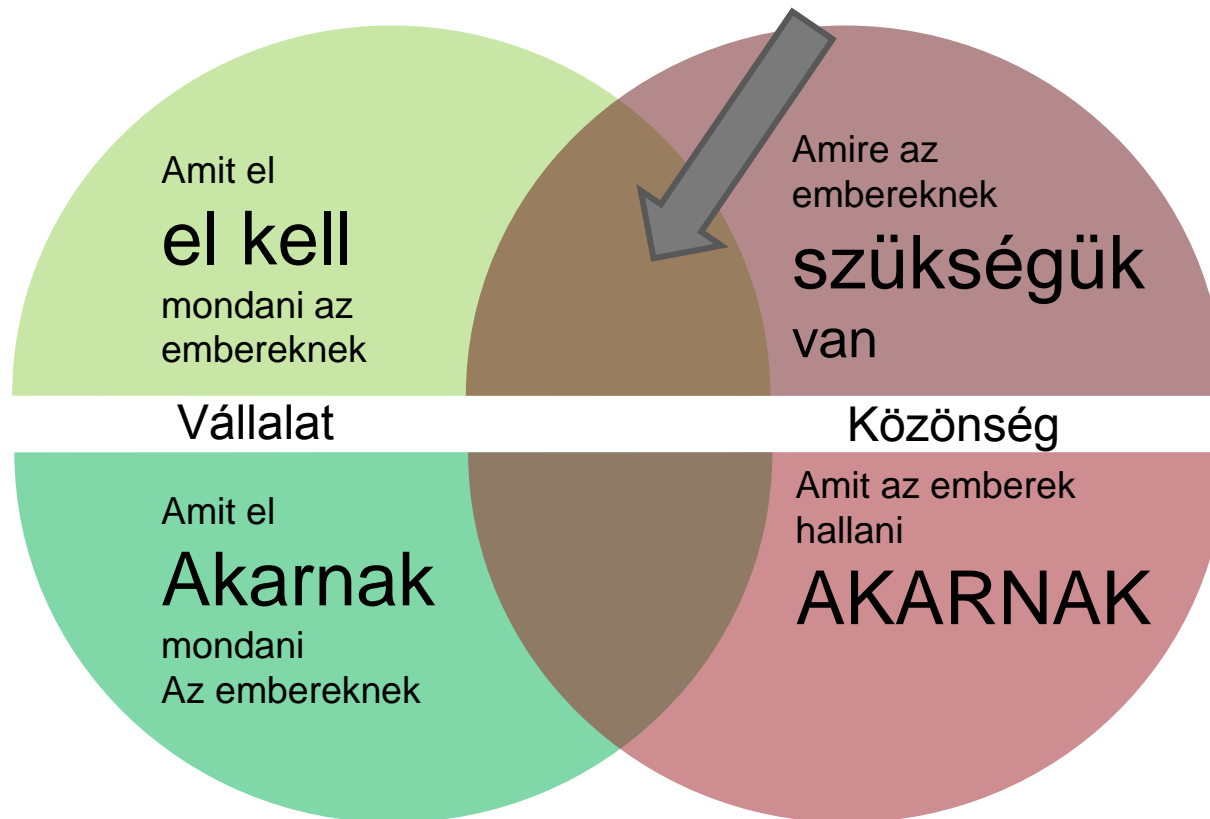
At the bottom of the page, there is a section titled "JUST POURED" followed by a horizontal menu with categories: FEATURED, FOOD, CULTURE, BUSINESS, SPORTS, JOBS, BRANDS, SUSTAINABILITY, INNOVATION, and HISTORY.

NEM KELLENÉK A REKLÁMOK



WASTE
Your Ad Budget
Here!

KI MIT AKAR?



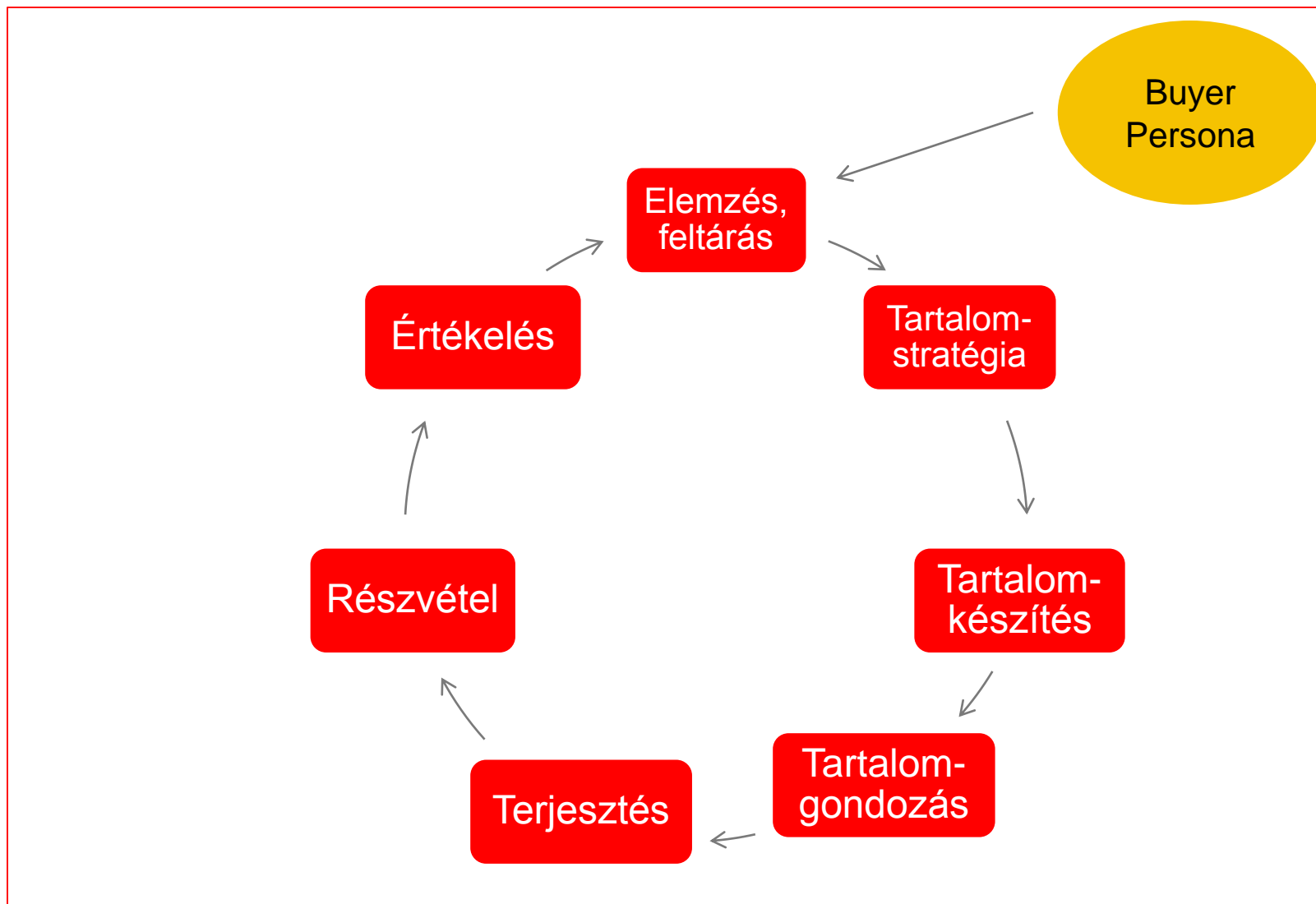
MI A TARTALOMMARKETING?

Nem akar (azonnal) eladni

Az érzelmekre hat

A vevő a kiindulópont

Nem kampány



KINEK SZÓL AZ ÜZENET?



PÉLDÁUL A SZÁLLODÁK

- **Szobák/Foglalás**
- **Ellátás (evés-ivás)**
- **Wellness**
- **Csomagok**
- **Rendezvények**
- **(Programok a szállodán kívül)**

KIK IS A VENDÉGEK

- **Dieter - 40 éves, egyedül utazó német üzletember, összesen 2 éjszakát tölt Budapesten**
 - „Magyaros vacsora”
 - Éjszakai élet
 - Ajándék

- **Hilde és Jan De Beck - nyugdíjas házaspár, már voltak Budapesten, 4 éjszakát töltenek itt**
 - Gyógyfürdők,
 - Galériák
 - „Ismeretlen” helyek

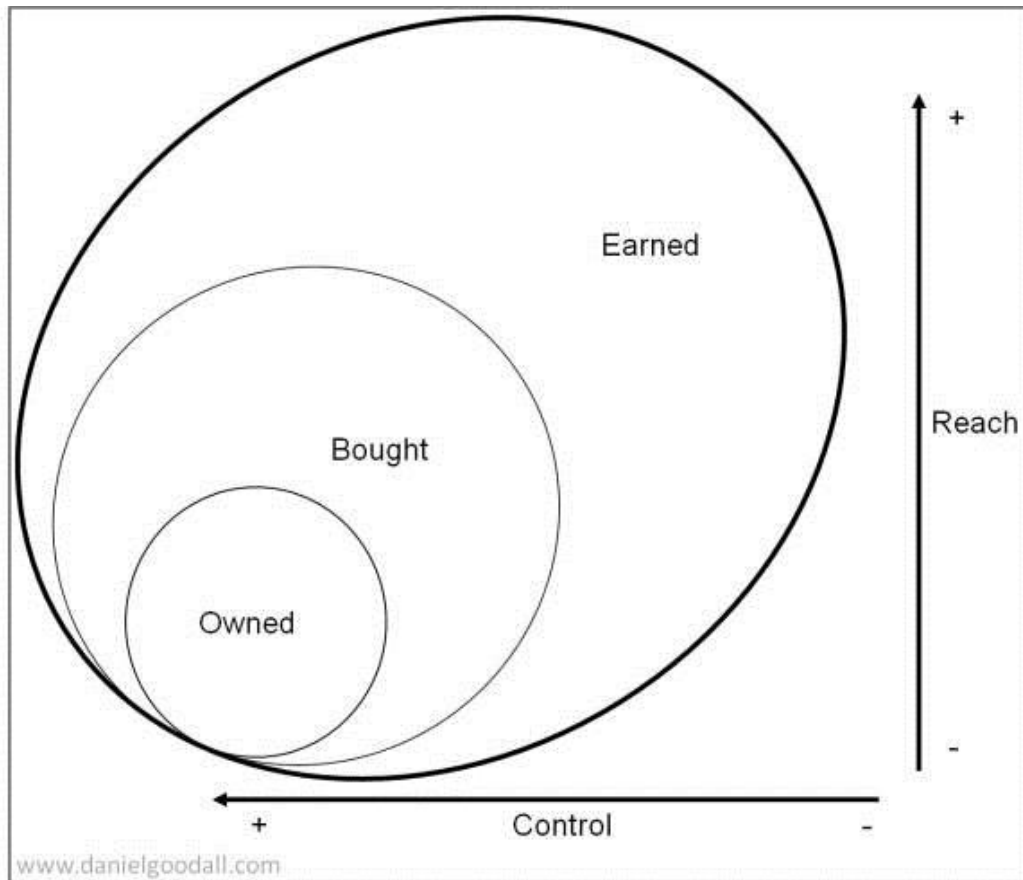
J. és barátai - Angol fiatalok (21-26 év között) – legénybúcsú, 3 éjszaka Budapesten.

- **Ivás**
- **Tombolás**
- **Lányok**

Robert & Suzan – amerikai házaspár európai körúton (2 éjszaka)

- **Zsidó negyed**
- **Zsinagóga**
- **Kádár étkezde**

TARTALOMSTRATÉGIA



TARTALOMKÉSZÍTÉS

Types of content



A TARTALMAK ÉS A VÁSÁRLÁSI TÖLCSÉR

A content marketing strategy to support

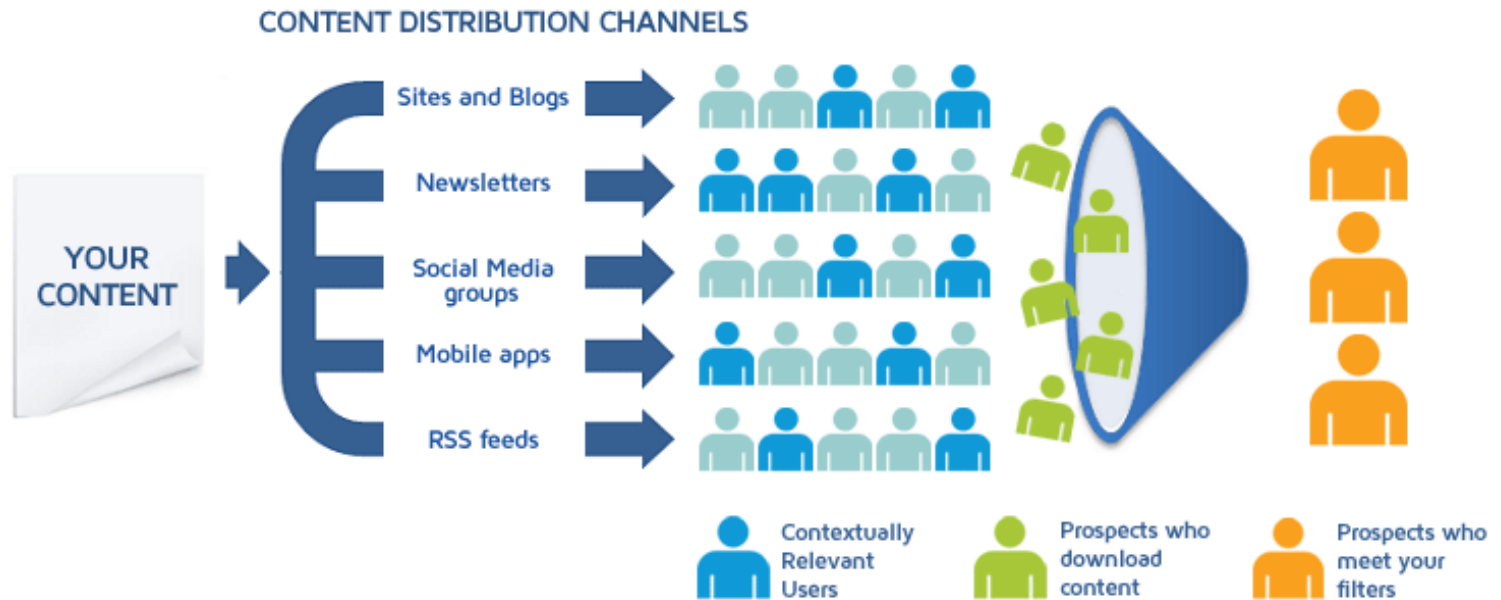
The buying cycle...



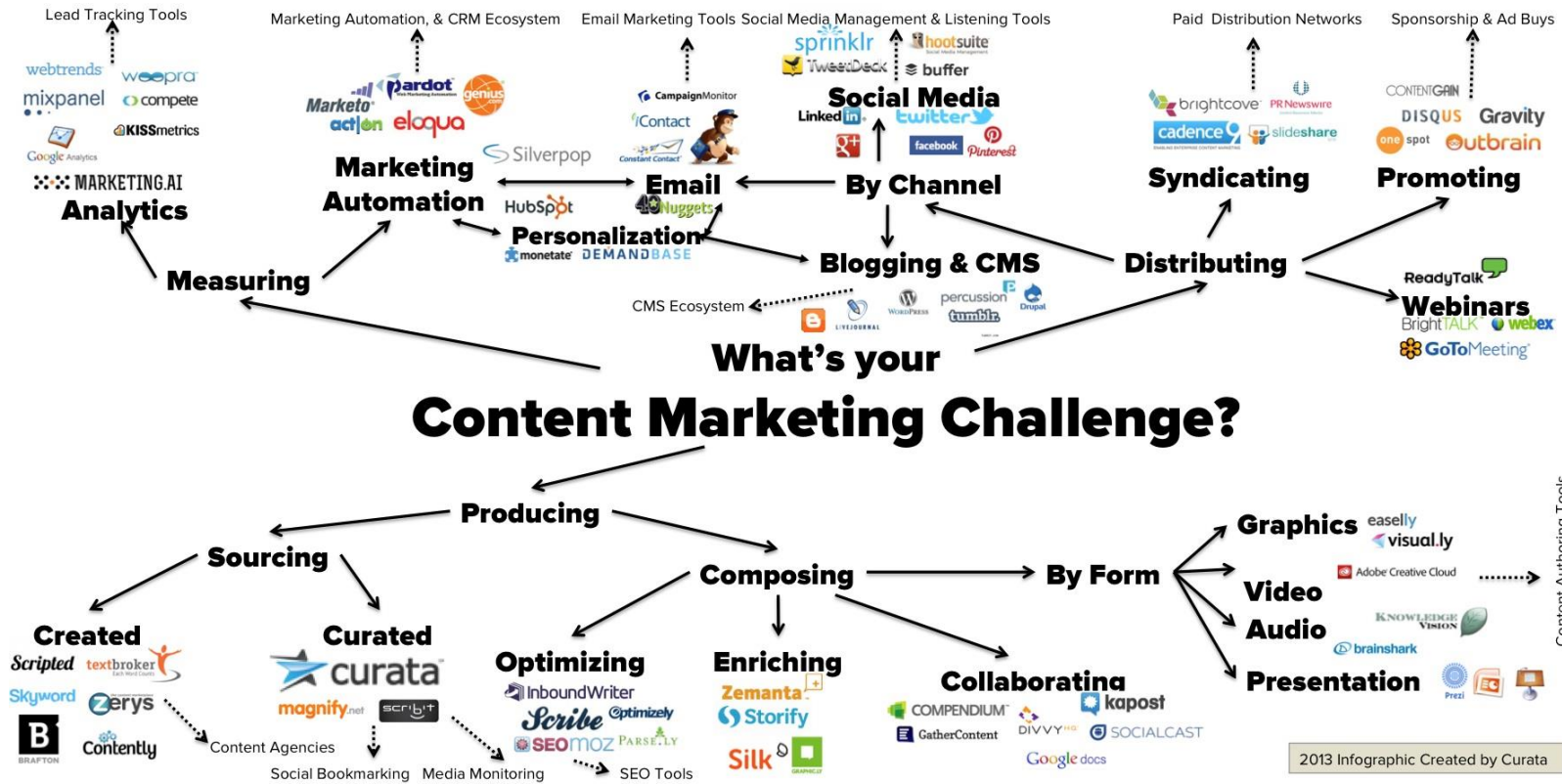
TARTALOMGONDOZÁS



TERJESZTÉS



ESZKÖZTÁR

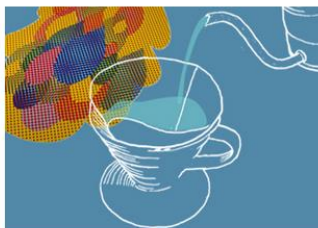


KÁVÉS TARTALOMMARKETING

Brew Guides



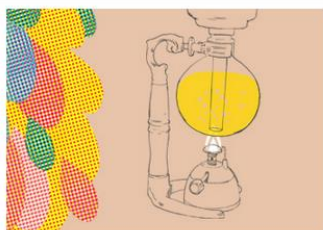
Chemex Brew Guide



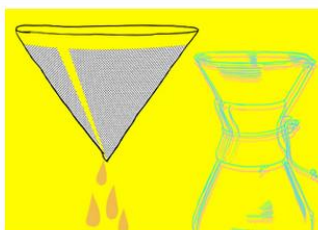
V60 Brew Guide



French Press Brew Guide



Siphon Brew Guide



The Kone Brew Guide



Cafe Solo Brew Guide



CSÍPŐS TÖRTÉNET



THE SCARECROW

CHIPOTLE
MEXICAN GRILL

SHARE

f

t

THE GAME **THE FILM** **THE FACTS**

In a dystopian fantasy world, all food production is controlled by fictional industrial giant Crow Foods. Scarecrows have been displaced from their traditional role of protecting food, and are now servants to the crows and their evil plans to dominate the food system. Dreaming of something better, a lone scarecrow sets out to provide an alternative to the unsustainable processed food from the factory.

game.com/index.html

FEHÉR HÁZ – A SZÍNFALAK MÖGÖTT



STRATOS



~ 65 000 000 USD

EPIC SPLIT



ITT A TRAKTOR IS!

1895.

The screenshot shows the John Deere website's 'The Furrow Magazine' page. At the top, there is a navigation bar with the John Deere logo, a search bar, and links for 'United States (Change)', 'Dealer Locator', and 'My Account'. Below the navigation bar, the page title 'The Furrow Magazine' is displayed. The main content area features a large title 'THE FURROW' and three featured articles. The first article, 'Hunger fighters survey a broader battlefield', includes a photo of a man in a field and text about the Green Revolution. The second article, 'Making Waves With Drip', features a photo of a drip irrigation system and text about water conservation. The third article, 'Parallel Worlds', includes a photo of two men in a field and text about a farmer's life. On the right side, there is a section for 'OUR LATEST ISSUE' with a thumbnail of the March 2015 issue, a section for 'A Better Tablet Experience' showing a tablet with the magazine cover, and a 'RESOURCES' section with links for 'About Us', 'Contact Us', and 'Homestead Magazine'. At the bottom right, there is a 'KEEP UPDATED' section with social media links for Facebook, Twitter, and YouTube, and a 'Subscribe to John Deere's News & Media feed' link. A small image of a John Deere building is also visible at the bottom right.

United States (Change) | Dealer Locator | My Account | Search

PRODUCTS | PARTS | SERVICES & SUPPORT | BUYING & FINANCING | OUR COMPANY

The Furrow Magazine

Home / Agriculture / The Furrow Magazine

THE FURROW

Hunger fighters survey a broader battlefield

In the 1960s and 1970s, with much of the developing world suffering fits of famine, the Green Revolution snatched millions of people from the brink of starvation. Today, famine is relatively rare, but 13% of the world's population is still undernourished, including 23% of Africa's population, and a sobering 60% to 70% of children in Indian states like Bihar and Madhya Pradesh. Meet the people and the organizations leading the next Green Revolution.

Continue reading
See more photos

Making Waves With Drip

The persistent trickle of subsurface drip irrigation is generating a growing wave of interest in areas where groundwater is scarce – and even where it isn't. While drip irrigation continues to save water on the High Plains, it's now emerging as a way to help Corn Belt growers.

Continue reading

Parallel Worlds

Donald Lloyd Dyer, known to friends and family as "Rocky," has been living dual lives for the last thirty years. From November to April, he's a subsistence farmer in Clarendon Parish, Jamaica. The rest of the year, he works in Canada under the Seasonal Agricultural Worker Program. "He was absent so much," says his oldest daughter, Tajana, but thanks in part to her father's determination to provide a better life, she became the first person in their family to graduate from college.

OUR LATEST ISSUE

View March 2015 issue

A Better Tablet Experience

Get The Furrow in a new format optimized for your tablet. Instant access – no app to download.

Launch The Furrow Tablet Edition

RESOURCES

About Us
Contact Us
Homestead Magazine

KEEP UPDATED

Join John Deere on Facebook
Follow John Deere on Twitter
Watch John Deere on YouTube
Subscribe to John Deere's News & Media feed

FOLYTASSUK ITT:



pecsi.ferenc@soreo.biz

<http://hu.linkedin.com/in/pecsiferenc>



SOREO.biz

E 2.0. MEGOLDÁSOK