

# Marketing

Služby a medzinárodný marketing



FAKULTA MANAGEMENTU  
Univerzita Komenského  
v Bratislave

Lektor: PhDr. Ing. Mgr. Miroslav Reiter, DiS., MBA, MPA  
Kontakt: [miroslav.reiter@it-academy.sk](mailto:miroslav.reiter@it-academy.sk)  
[miroslav.reiter@fm.uniba.sk](mailto:miroslav.reiter@fm.uniba.sk)

# Čo nás dnes čaká a neminie?

1. Výber **aktuálnych tém** na diskusiu o **smerovaní súčasného marketingu** alebo **charakteristika základných rozhodnutí v medzinárodnom marketingu** aplikovaná na podmienky konkrétneho podniku.
2. **Diskusia** na vopred vybranú **tému**.
3. **Záverečné vyhodnotenie** priebehu seminárov.



Ako na fantastické  
služby vo vašej  
organizácii?



**Názov vašej služby / webu / projektu / organizácie**



# Vyhľadateľnosť služby

## Organické výsledky (SEO)

- Propagácia a zvyšovanie viditeľnosti webu, návštevnosti
- Skoro "zadarmo"
- Úprava zdrojového kódu, štruktúry a obsahu webu

## Platené výsledky (PPC)

- Propagácia a zvyšovanie viditeľnosti webu, návštevnosti
- Platený spôsob reklamy
- Nevyžaduje "skoro" žiadne úpravy na stránkach

# Dostupnosť a spoľahlivosť služby

6

The screenshot shows the UptimeRobot website with a dark blue background. At the top, the navigation bar includes the UptimeRobot logo with a 'We are hiring!' tag, links for Features, Integrations, Status Page, Pricing, Log In, and a green 'Register for FREE' button. The main content area features the headline 'The world's leading uptime monitoring service.' in white and green, followed by the offer 'Get 50 monitors with 5-minute checks totally FREE.' and a green 'Start monitoring in 30 seconds' button. To the right, there is a circular graphic containing icons for various services and a status indicator showing 'Up' for 527 hours. Below this, a horizontal bar shows a series of green bars representing uptime, with the word 'Operational' at the end. At the bottom, a text line states 'Currently, we keep an eye on 6,000,000 monitors for more than 1,500,000 users and companies.' and a chat bubble icon is in the bottom right corner.

UptimeRobot We are hiring!

Features Integrations Status Page Pricing Log In Register for FREE

The world's leading  
uptime monitoring service.

Get 50 monitors with 5-minute checks totally FREE.

Start monitoring in 30 seconds

Up 527 hrs

Operational

Currently, we keep an eye on 6,000,000 monitors for more than 1,500,000 users and companies.

+ Add New Monitor

(Bulk Actions)

(Export Monitors - Import Monitors - Expand Monitor Names)

Sort Monitors

Last 24 Hours

13 15 17 19 21 23 1 3 5 7 9 11

1.426%	http	Uvo	<div></div>	
99.977%	http	Alza	<div></div>	
98.472%	http	ČSOB	<div></div>	
100.000%	http	Facebook	<div></div>	
100.000%	http	FIO banka	<div></div>	
100.000%	http	Freshmarket	<div></div>	
100.000%	http	Google	<div></div>	
100.000%	http	Google SK	<div></div>	
100.000%	http	Gopas	<div></div>	
100.000%	http	INQB	<div></div>	
100.000%	kywd	IT Academy	<div></div>	
82.252%	http	IT Academy	<div></div>	
99.980%	http	IT Learning	<div></div>	



https://www.alza.sk

A place to find all the details about your monitors

My monitor

UptimeRobot

UptimeRobot

Keep chillin'

All 3 monitors are running smoothly.

Recent alerts

Storage exceeded.

Running again.

Gateway Timeout (504)

Keep monitoring everywhere you go.

Try the completely new mobile app.

GET IT ON Google Play

Download on the App Store

Set up SSL certificate monitoring

Thanks, not now

Upgrade to PRO

Plans start at ~~\$15~~ \$7.00 / month, get the special entry offer!

Uptime last 24 hours

Response Time last 24 hours (974.67ms av.)

Shows the "instant" that the monitor started returning a response in ms (and average for the displayed period is 974.67ms).

3000

2500

2000

1500

1000

500

0

Milliseconds

Current Status

Up

Since 129 hrs, 29 mins (2021-12-11 04:17:21)

Test notification setup

Uptime

100.000%

(last 24 hours)

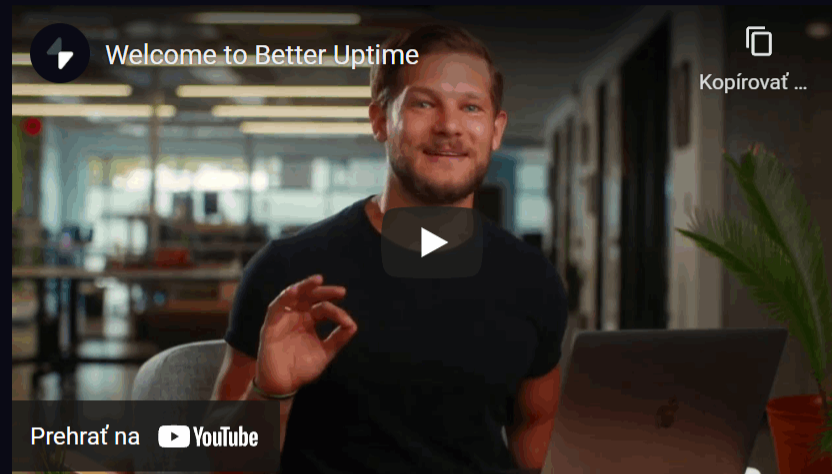
# Free Pingdom alternative

Get a phone call and a Slack message when your site goes down.  
Always alert the right person on your team.

Your work e-mail

Start monitoring > \*\*\*

or [book a demo call](#) with an engineer



## Unlimited phone call alerts

As well as SMS, e-mail, Slack, Microsoft Teams, and push notifications with our all-you-can-alert pricing. Be the first one to know your site is down.



## 30s multi-location checks

Each HTTP and ping-based incident is verified from at least 3 locations before we proceed to alert you. No more false incidents!



## Incident management built-in

Alert the right person on your team at the right time with our on-call scheduling & plug in the services you already use including DataDog, and New Relic.





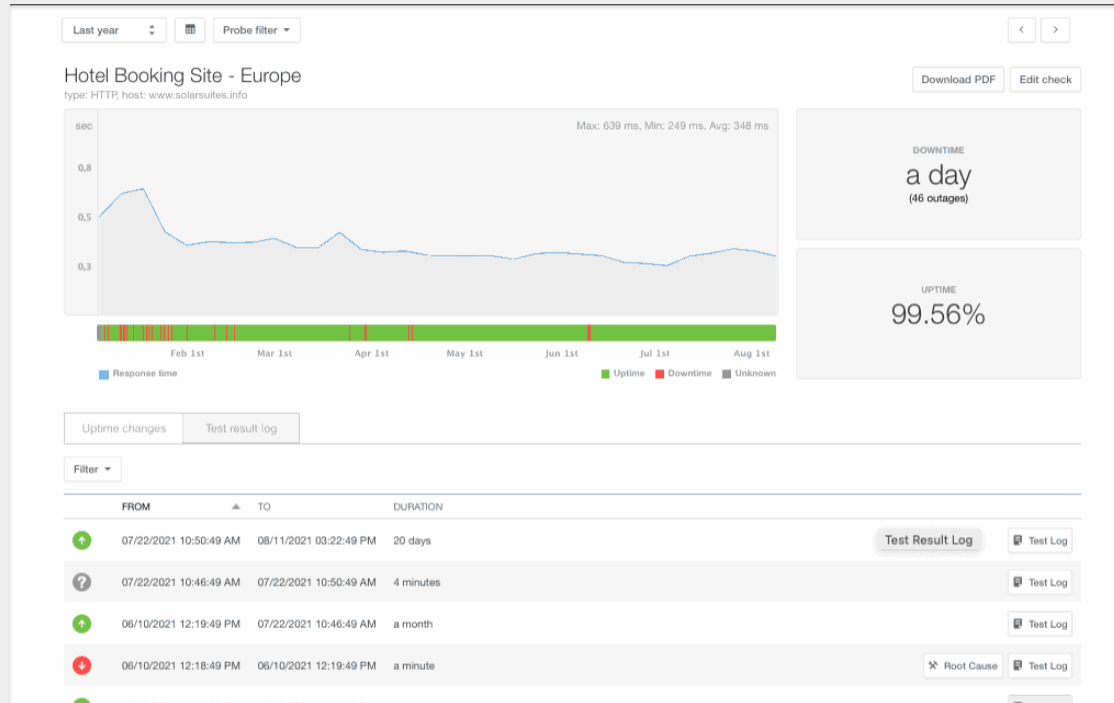
[PRODUCTS >](#)
[SOLUTIONS >](#)
[PRICING](#)
[RESOURCES >](#)
[LOG IN](#)
[REQUEST DEMO](#)
[FREE TRIAL](#)

## Simplified End User Experience Monitoring

We help you deliver exceptional customer experience with real-time, actionable insights into your site's uptime and performance, so you can keep your users coming back again and again.

[START 30-DAY FREE TRIAL](#)

Fully Functional for 30 days

[REQUEST A FREE DEMO](#)


## Easy and Affordable End-User Experience Monitoring

Complete monitoring combines synthetic and real user monitoring for ultimate visibility and enhanced troubleshooting. Monitor both from a single pane of glass with SolarWinds® Pingdom®.

### Synthetic Monitoring

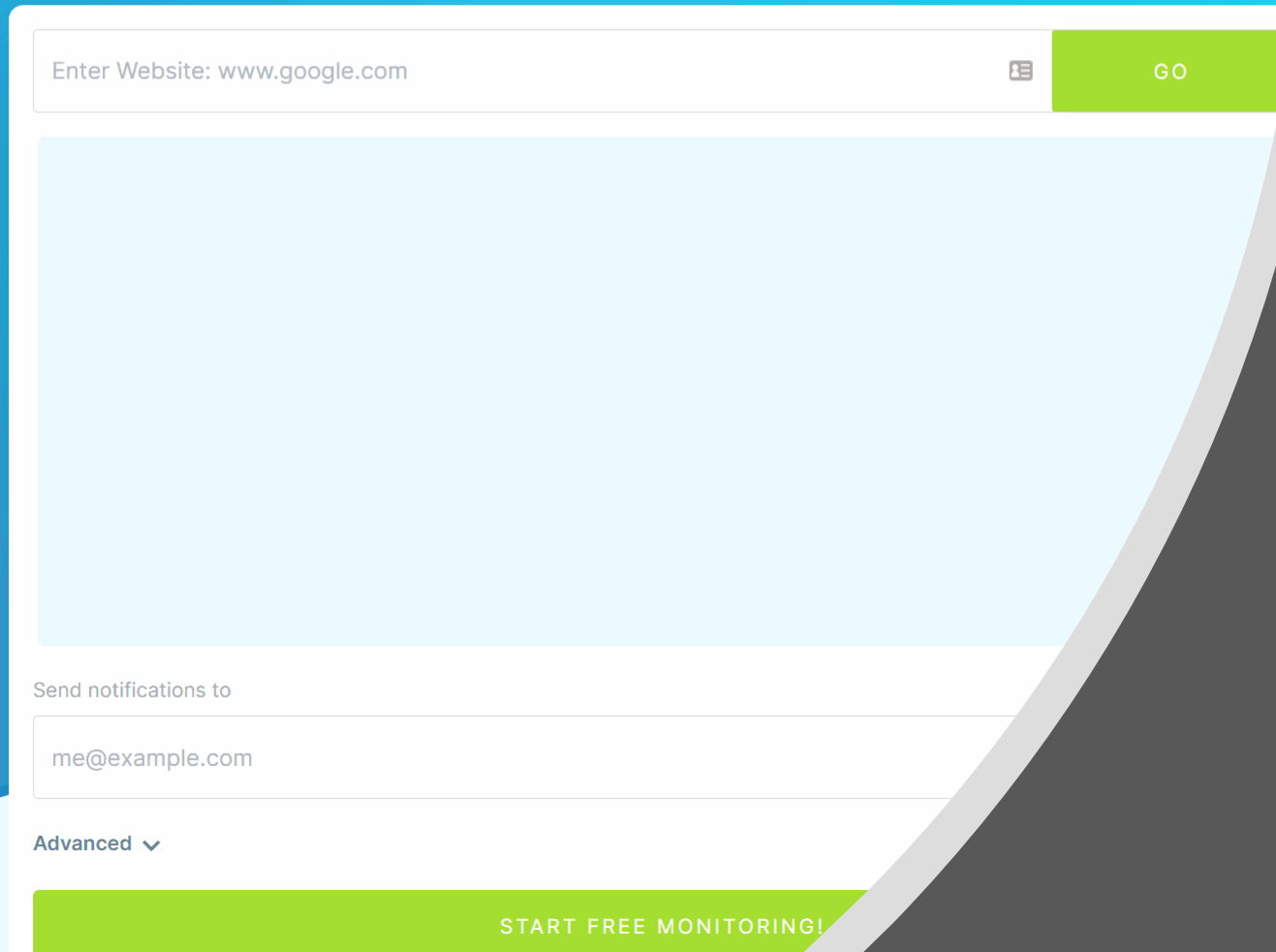
Simulate visitor interaction with your site or web app to know if and when critical pages or flows stop working correctly.

### Real User Monitoring

Gain visibility into how actual end users are interacting with and experiencing your website with scalable and easy-to-use

We monitor website changes... so you don't have

Select an area and relax: We'll let you know when the page changes



The screenshot shows a web browser interface for a website monitoring service. At the top, there is a text input field labeled "Enter Website:" containing the URL "www.google.com". To the right of the input field is a green button with the text "GO". Below the input field is a large, empty light blue rectangular area, likely for selecting a specific part of the website to monitor. At the bottom left, there is a section labeled "Send notifications to" with a text input field containing the email address "me@example.com". Below this, there is a link labeled "Advanced" with a downward-pointing chevron. At the very bottom, there is a green button with the text "START FREE MONITORING!".

# Inovácie a kontinuálne zlepšovanie služieb

# MONITORING WEBSITE CHANGES MADE EASY

Type in a website URL, mark the area you want to track  
and receive an email alert when things change!



START MONITORING, IT'S FREE!

☒ Desktop ☐ Mobile



more  
information  
↓

Only 2 minutes to monitor any website on the web!



1. Add Project

Easily create a new project (desktop

2. Monitor & Track

Changes can be monitored and

3. Email Alerts

Get alerted via email when things

4. Review & Archive

Review history and archive changes.

# A free web scraper that is easy to use

ParseHub is a free and powerful web scraping tool. With our advanced web scraper, extracting data is as easy as clicking on the data you need.

[Download ParseHub for Free](#)

## Open a website

Download our [desktop app](#). Choose a site to scrape data from.



## Click to select data

Get data from multiple pages. Interact with AJAX, forms, dropdowns, etc.



## Download results

Access data via JSON, Excel and [API](#). Data is collected by our servers.

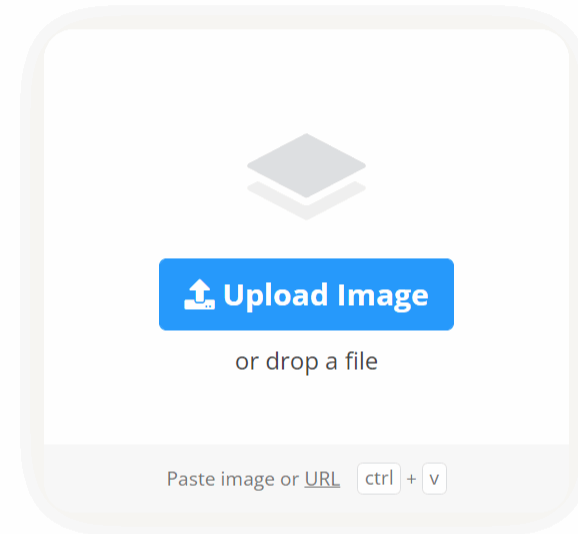


# Register zlepšení (CSI register)

N	Dátum záznamu	Velikost	Časový horizont	Popis	Priorita	KPI metrika	Opodstatnenie	Zaznamenané kým	Vykonané kým	Vyžadované kým
1										
2										
3										
4										
5										

# Remove Image Background

100% Automatically and **Free**



No image?  
Try one of these:



By uploading an image or URL you agree to our [Terms of Service](#). This site is protected by hCaptcha and its [Privacy Policy](#) and [Terms of Service](#) apply.

## Just Picture It!



Home



This Device



Google Drive



Dropbox



# Photopea

★ Nový projekt

📁 Otvoriť z počítača

📄 PSD Šablóny

Drop any files here



.PSD



.AI



.XD



.sketch



.PDF



.XCF



RAW



ANY

# Netscape Navigator 1.0 (1994)





INTERNET ARCHIVE

DONATE

WayBackMachine


Explore more than 635 billion [web pages](#) saved over time

Enter a URL or words related to a site's home page


Results: 50 [100](#) [500](#)



- Tools
- [Wayback Machine Availability API](#)
- [Chrome Extension](#)
- [Firefox Add-on](#)
- [Safari Extension](#)
- [iOS app](#)
- [Android app](#)

Subscription Service

Archive-It enables you to capture, manage and search collections of digital content without any technical expertise or hosting facilities.[Visit Archive-It to build and browse the collections.](#)


Collection Search

Enter any keyword

PDFs

SEARCH

This service is based on indexes of specific data from selected Collections.


Save Page Now

https://

SAVE PAGE

Capture a web page as it appears now for use as a trusted citation in the future.

[FAQ](#) | [Contact Us](#) | [Terms of Service \(Dec 31, 2014\)](#)



The Wayback Machine is an initiative of the [Internet Archive](#), a 501(c)(3) non-profit, building a digital library of Internet sites and other cultural artifacts in digital form. Other [projects](#) include [Open Library](#) & [archive-it.org](#).

Your use of the Wayback Machine is subject to the Internet Archive's [Terms of Use](#).

# Welcome to Google

[Google Search Engine Prototype](#)

[Might-work-some-of-the-time-prototype that is much more up to date.](#)





Search the web using Google!

Special Searches

[Stanford Search](#)[Linux Search](#)[Help!](#)[About Google!](#)[Company Info](#)[Google! Logos](#)Get Google!  
updates monthly:[Archive](#)

Copyright ©1998 Google Inc.



[Jobs@Google](#)[About Google](#)

Search the web using Google

[Google Wins PC Magazine's Technical Excellence Award  
for Innovation in Web Application Development](#)

©1999 Google Inc.



Search 1,326,920,000 web pages

[Advanced Search](#)  
[Preferences](#)[Google Web Directory](#)*the web organized by topic*Have a credit card and 5 minutes? [Get your ad on Google today.](#)[Cool Jobs](#) - [Advertise with Us](#) - [Google in your Language](#) - [All About Google](#)

©2000 Google

[33,312 captures](#)

20 Feb 2001 - 16 Dec 2021



Google

[Podrobné Hľadanie](#)☒ na Slovensku ☐ na celom svete

You

Tube

HOME

FAVORITES

MESSAGES

VIDEOS

MY PROFILE

SIGN UP HERE >>

Help

Username:

Password:

Log In

I'm a

Male

seeking

Everyone

between

18

and

45

Doplňok Adobe Flash Player už nie je podporovaný

[About Us](#) | [Terms of Use](#) | [Privacy Policy](#) | Copyright © 2005 YouTube, LLC™





Videos

Categories

Channels

Community

Upload Videos

Sign Up | My Account | History | QuickList (0) | Help | Log In

Search

Director Videos



OLD SCHOOL TEASER



Fiesta Bowl Preview



Gerald Ford In His Own Words



NHL Saves of the Week

My: Videos - Favorites - Playlists - Inbox - Subscriptions

Featured Videos

See More Videos



Two Tones

02:45

two colors, two sounds, two minutes.

Tags: [two](#) [tones](#) [sherng-lee](#) [switch](#) [pictures](#) [black](#) [white](#) [ooh](#) [ahh](#)

Added: 7 months ago in Category: [Arts & Animation](#)

From: [shernglee02](#)

Views: 825

★★★★☆

278 ratings



Love Letters - An Animated Proposal - v2.0

05:09

I produced this animation as a way of proposing to my girlfriend (now wife) Natasha. I assembled a team of 20 animators to assist me, including co-workers, as well as students from my 3D character animation class at the Art Institute of Cal ([more](#))

Tags: [3d](#) [animation](#) [engaged](#) [jeff](#) [natasha](#) [shmoopie](#) [romantic](#) [marry](#) [wedding](#) [tlc](#) [love](#) [short](#) [comedy](#) [moulin](#) [rouge](#) [perfect](#) [proposal](#) [cg](#)

Added: 4 months ago in Category: [Arts & Animation](#)

From: [worldofjeff](#)

Views: 2,181

★★★★★

1958 ratings



...and then I woke up, horrified!

06:27

3 animated nightmares

for a better quality version go to [sthmonster.googlepages.com](#)

Tags: [skeleton](#) [nightmares](#) [dream](#) [monsters](#) [neurotransmitters](#) [serotonin](#) [neurons](#) [science](#)

Added: 2 months ago in Category: [Arts & Animation](#)

From: [sthhatesyou](#)

Views: 264,905

★★★★☆

Doplnok Adobe Flash Player už nie je podporovaný

UFC 66: Liddell vs. Ortiz 2 - TOMORROW NIGHT!

From: [f1u1z](#)

Comments: [202](#)

Login to rate video

★★★★☆

1308 ratings

Member Login

User Name:

Password:

Login

[Sign Up](#)

Forgot: [Username](#) | [Password](#)

What's New at YouTube



Quick Capture

Record video from your WebCam directly to YouTube! No upload required.

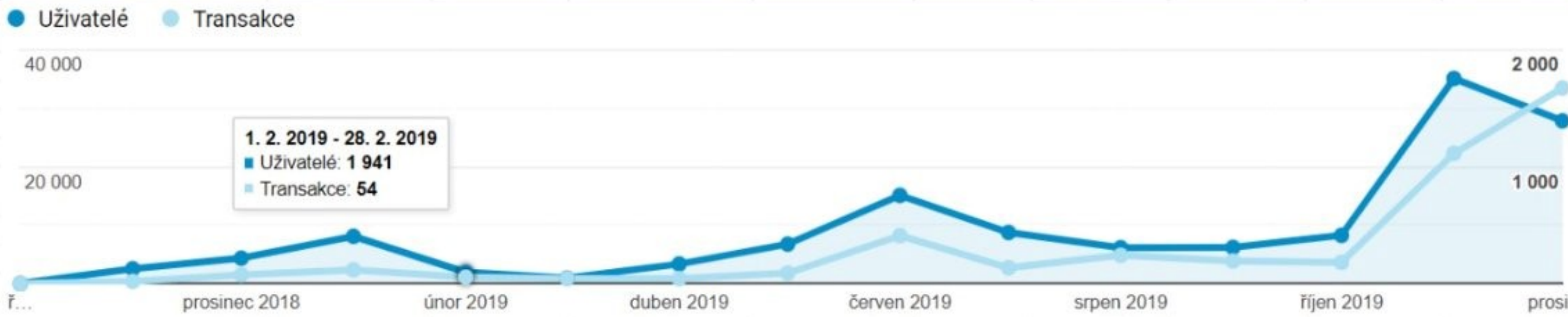


Video Toolbox

Want tips on making better videos? Get the expert info you need right here.



Maďarsko od spustenia eshopu: 10. 2018 - 12. 2019



	Uživatelé	Transakce	Tržby	Tržby €	Konverzní poměr elektronického obchodu	Prům. doba trvání relace	Míra okamžitého opuštění	Noví uživatelé	Počet stránek na 1 relaci
Social (BEZ UTM,takže aj Paid)	94 620	2 252	20 589 820,00 HUF	55 930€	1,97 %	0:01:53	42,83 %	94 834	4,29
Paid Search	1 278	10	84 600,00 HUF	229€	0,65 %	0:00:42	75,70 %	1 262	1,92
Direct	18 070	650	6 230 840,00 HUF	16 925€	2,36 %	0:02:04	56,69 %	18 146	3,63
Organic Search	13 126	659	7 000 830,00 HUF	19 017€	3,26 %	0:03:27	44,79 %	12 658	5,93
Referral	1 246	802	7 144 810,00 HUF	19 408€	31,98 %	0:03:07	32,74 %	338	3,32
(Other)	61	6	55 600,00 HUF	368€	4,05 %	0:03:32	55,41 %	16	4,49
SPOLU	128 401	4 379	41 106 500,00 HUF	111 662€	2,63 %	0:02:07	45,53 %	127 254	4,34
Náklady na reklamu:	Facebook: 14000€								
	Google ADS: 630€								
Výnosy:	111 662								
ROAS:	8								
PNO:	13%								
CZA: (cena za akv.)	3,34								
PCO (priem. cena obj.)	25,50								

## Információ a(z) 440480407 számú megrendeléséről

A

Alza.sk <sluzobnicek@alza.sk>  
Komu miroslav.reiter@it-academy.sk

📘 Ak sa vyskytnú problémy so zobrazením tejto správy, kliknutím sem ju zobrazte vo webovom prehliadači.

👍

↶ Odpovedať

↶ Odpovedať všetkým

➡ Preposlať

⋮

št 16. 12. 2021 9:55



Vážený zákazník,

Vianoce sa rýchlo blížia a my vieme, že u nás nakupujete hlavne darčeky pod stromček. Aby ste ich mali všetky včas, zasielame Vám dostupnú časť objednávky 440480407 už teraz. Aktuálne nedostupné produkty Vám zašleme s dopravou zdarma ihneď, akonáhle budú skladom. Presný priebeh objednávky môžete po prihlásení jednoducho sledovať v sekcii [Moja Alza](#).

Prajeme pekný deň, Vaša Alza

### Stiahnite si zadarmo mobilnú aplikáciu Alza.sk

Nakupujte a sledujte stav svojich objednávok kdekoľvek a kedykoľvek



### Sledujte nás na sociálnych sieťach

#sutaze #novinky #inspiracie #technologie #wearealza



# Write a letter to the future

"I love this. I've sent myself 5 letters so far and every year it's a surprise. Because I forget so easily. It turns into such a deep reflective process, that I usually weep and laugh while I write."

- Margaret  
Member since 2011

OVER 10 MILLION LETTERS DELIVERED TO THE FUTURE SINCE 2002



Jaison  
@jaionsaji



I've been writing letters to my future self using [@futureme](#) since 2015. It has such a cathartic effect and has helped me set long term goals and reminders. Highly recommended!

2:18 PM · Nov 9, 2020



25



2



Share this Tweet

YOUR FUTURE LETTER

FULL SCREEN 

Dear FutureMe,

Need some ideas?

DELIVER IN

1 year

3 years

5 years

[Choose a date](#)

MAKE THIS LETTER

Private

Public, but anonymous

YOUR EMAIL ADDRESS

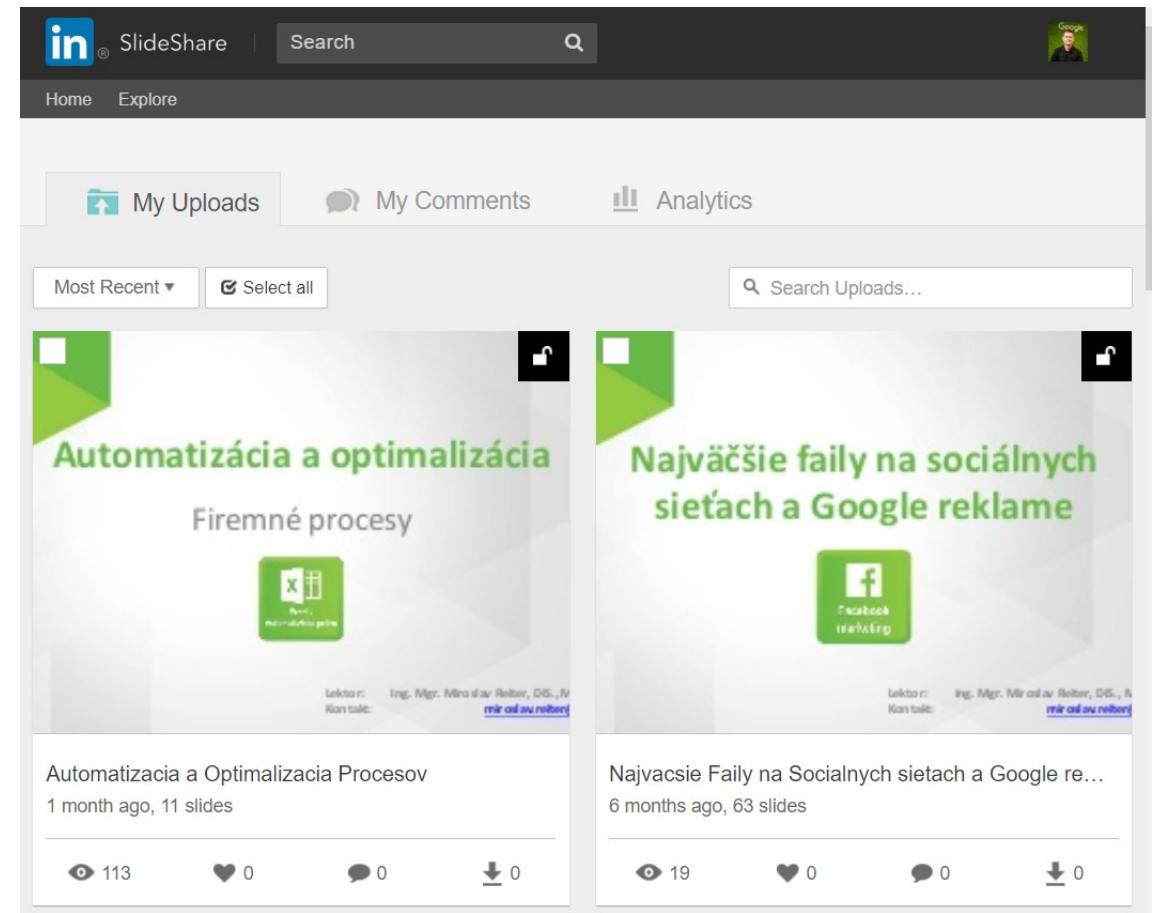
 Your Email

SEND TO THE FUTURE!

You will receive a confirmation email - please make sure your email address is correct! By writing a letter and signing up for FutureMe you agree to the [terms of use](#)

# Ako skončíme?

1. **Pridaj** si ma na **LinkedIn**
  - [www.linkedin.com/in/miroslav-reiter](http://www.linkedin.com/in/miroslav-reiter)
2. **Videá** sú na **YouTube** kanály
  - [www.youtube.com/c/IT-AcademySK](http://www.youtube.com/c/IT-AcademySK)
3. **Prezentácie** sú na **GitHube**
  - [https://github.com/miroslav-reiter/Cvicenia\\_Seminar\\_Marketing](https://github.com/miroslav-reiter/Cvicenia_Seminar_Marketing)



# Sprav si google certifikáciu

- ✓ **Google Analytics**
- ✓ **Google Ads**
- ✓ **YouTube**



**Miroslav Reiter**  
ML/AI  
Google Certified Trainer



# Čo je Grow with Google?

Grow with Google je **globálna iniciatíva**, ktorej cieľom je vytvoriť viac príležitostí pre všetkých.

Poskytuje **bezplatné kurzy, nástroje a školenia** či už online alebo offline, ktoré ľuďom pomáhajú získavať tie správne zručnosti, aby si našli prácu, posunuli svoju kariéru či nakopli svoje podnikanie.

V roku 2021 sa zameriava na pomoc:

- **Malým a stredným podnikateľom**
- **Startupom**
- **Neziskovým organizáciám**
- **Ženám**
- **Mnoho ďalším ...**

Viac informácií nájdete na:  
**[www.growwithgoogle.sk](http://www.growwithgoogle.sk)**



# Slovensko môže patriť k digitálne najrozvinutejším ekonomikám, avšak...



**Strácame momentum**  
kvôli nedostatku inovácií

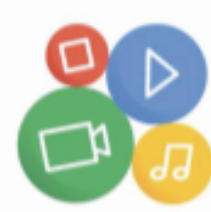


**Až 99 %** firiem na Slovensku sú **malé a stredné podniky**

Ekonomika na Slovensku bola ovplyvnená nedávnou krízou a technológie môžu pomôcť pri jej prekonávaní aj v budúcnosti...



Máme **nízky počet startupov**, najmä v regiónoch



**Digitalizácia podnikania** je na Slovensku jedna z **najnižších v rámci EU**

# ...kľúčom k naštartovaniu ekonomiky a digitálnej transformácie je vzdelávanie

Od roku 2016 pomáha Grow with Google firmám, používateľom a inštitúciám na Slovensku prijímať digitálnu transformáciu bezpečným spôsobom.

## 100,000 ľudí

sme spoločne preškolili v zručnostiach potrebných pre budúcnosť

## 450 školení

sme spolu s partnermi poskytli na celom Slovensku



## 5 000 + ľudí

začalo podnikať po absolvovaní nášho vzdelávania





Naším záväzkom je **prispieť k oživeniu slovenskej ekonomiky** a do konca roka 2021

pomôcť ďalším 50,000 slovenským firmám a jednotlivcom

lepšie využívať internet k rastu svojho podnikania, rozvoja kariéry či nájdania novej práce.

Online marketing	Technology & Tools	Business & Soft skills
Google Analytics	Workspace (G Suite)	Entrepreneurship
Online marketing strategy	Online Security & Safety	Leadership
Google for Nonprofits	Google for Education	Export
Shopping	AI/ML	#IamRemarkable*
YouTube		Entrepreneurship / Diversity for women
Google My Business		Critical thinking / Media literacy
Google Ads		

\* Viac informácii na [www.iamremarkable.sk](http://www.iamremarkable.sk)



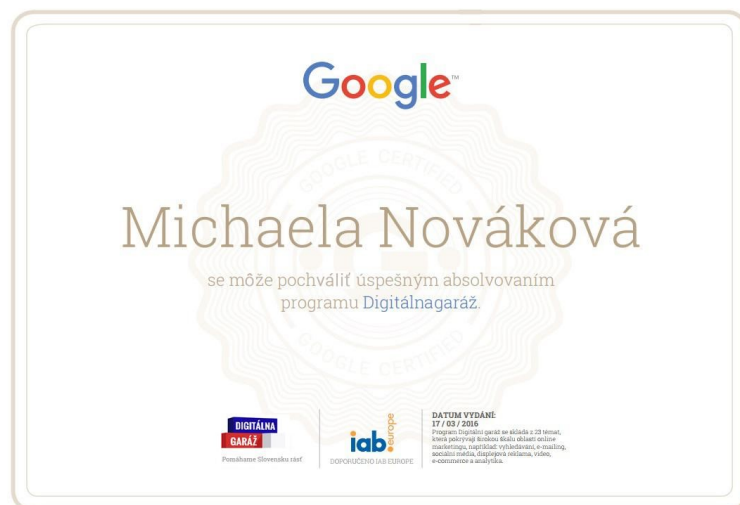
Digitálna garáž Online platforma na výuku digitálneho marketingu a mäkkých zručností

26 tém

106 lekcií

9 hodín obsahu

Dostupné 24/7  
Zadarmo  
Na mieru



Google Digitálna garáž

### 1. Základy e-mailového marketingu

Téma: Využite e-mailové spojenie

☆ ZÁLOŽKA < ZDIELAŤ

Prehľad tém

Lekcie	0 / 4
☆ 1. Základy e-mailového marketingu	^
✓ Sledujte lekciu	6 min
✚ Otestujte si svoje znalosti	1 min
☆ 2. Možnosti e-mailového marketingu	∨
☆ 3. Vytváranie skvelých marketingových e-mailov	∨
☆ 4. Správa úspešných e-mailových kampaní	∨

▶ PRESKOČIŤ NA TEST

ZOBRAZIŤ PREPIS

**OTESTUJTE SI SVOJE ZNALOSTI**

**Hlavné poznatky**

Zasielanie bulletinov a akčných ponúk zákazníkom prostredníctvom e-mailu môže zohrať kľúčovú úlohu vo vašom marketingovom pláne. Budujte a upevňujte vzťahy so zákazníkmi. V tomto videu sa pozrieme na:

- vytváranie zoznamu kontaktov,
- zacielenie na publikum na základe záujmov,
- budovanie vzťahov so zákazníkmi.