



# The Importance of Non-Advertising Content for a Car Marketplace

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infostud.

Poslovi  
infostud.

Startuj  
infostud.

hrlab  
infostud.

«HelloWorld»



# Population of Serbia

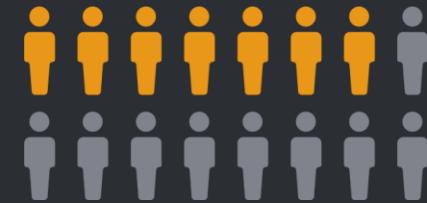
~6.7 M



people

@polovniamobilis.com

3 M



unique visitors



20 million  
visits every month

\*source: Google Analytics 4

# Ads on platform today



1.4M

all categories  
ads



75K

car  
ads

How do we  
achieve these numbers  
and maintain them?

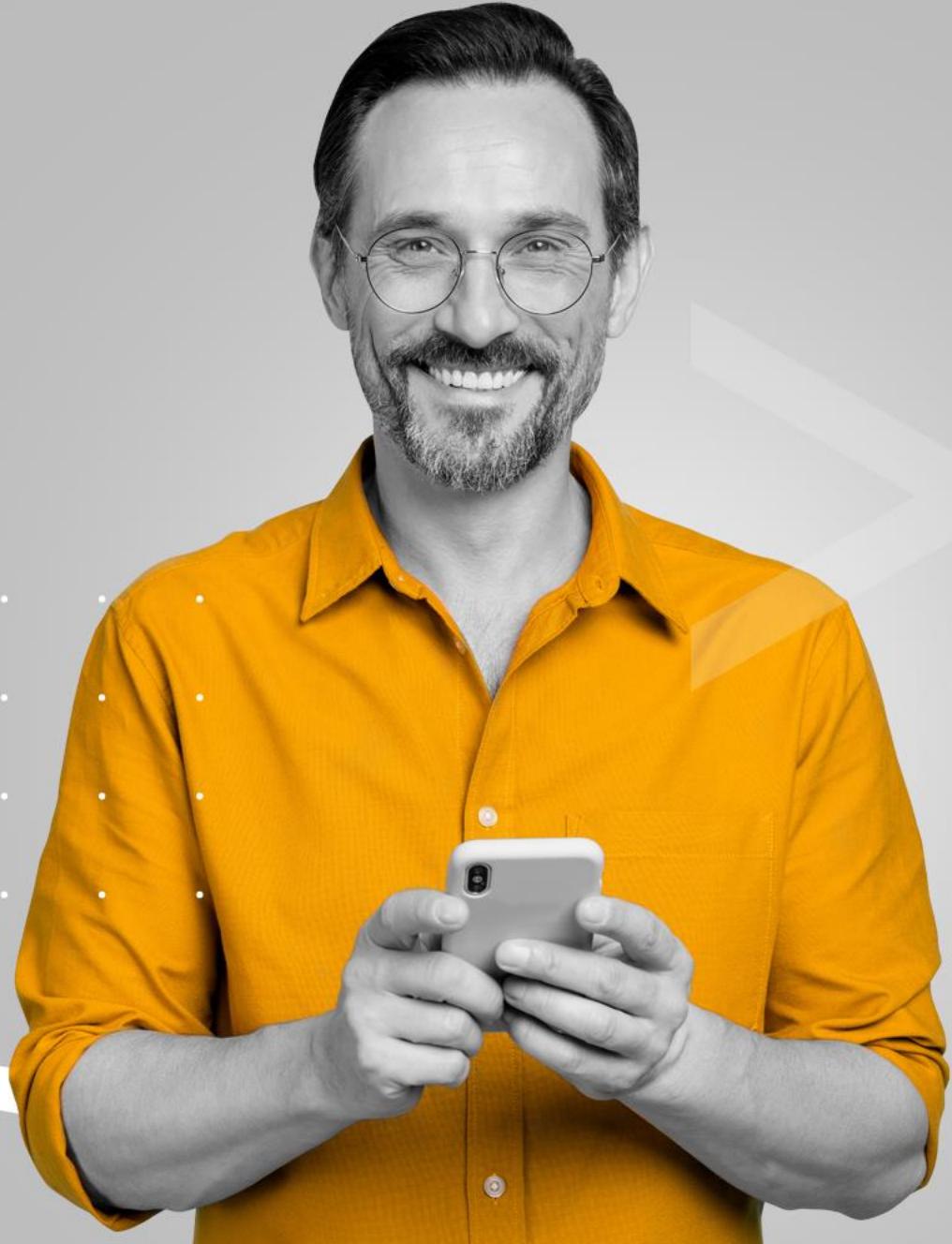


**THOUGHTFUL  
STRATEGY**

**QUALITY  
PRODUCT**

**UNWAVERING  
CONSISTENCY**

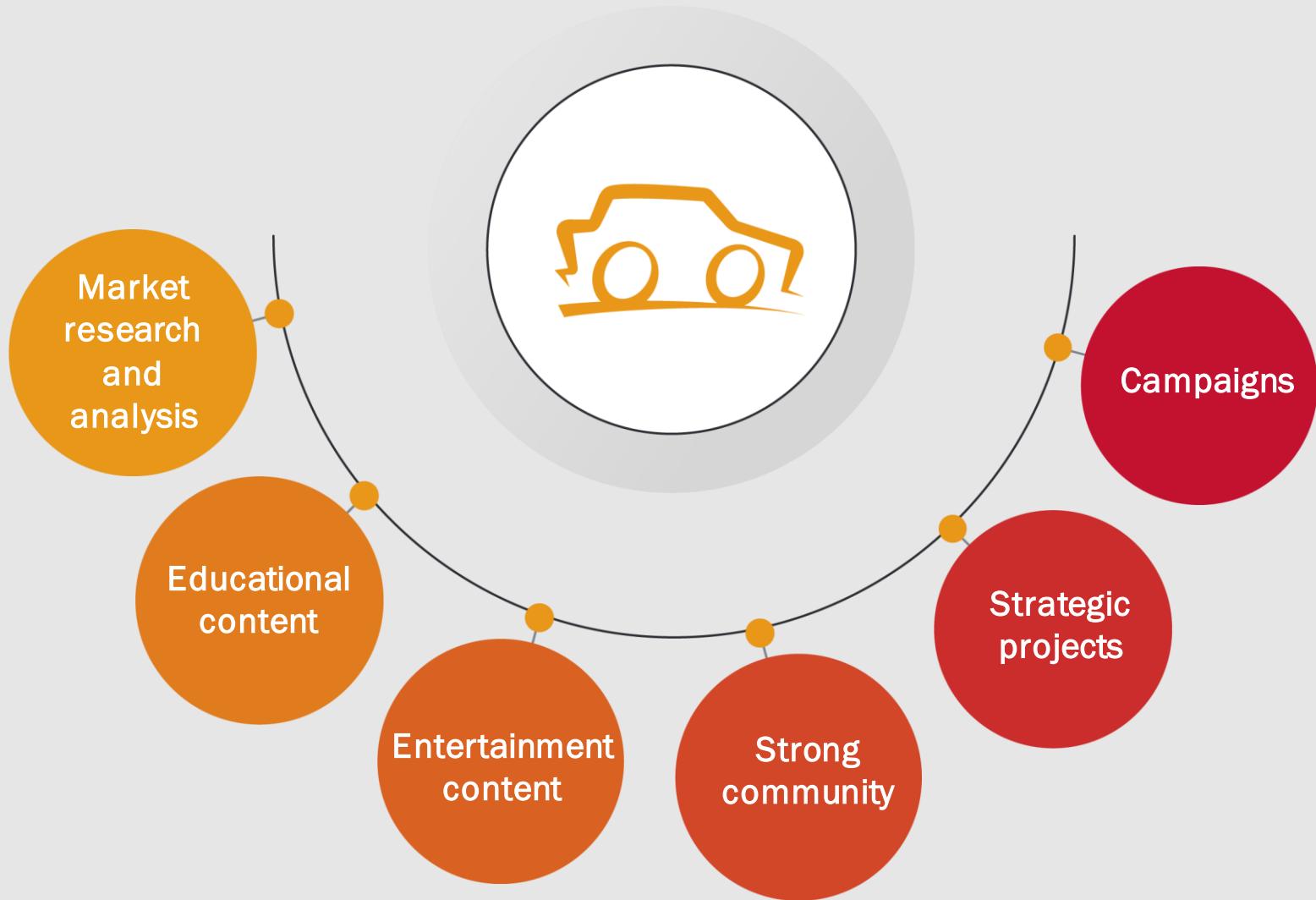
Social network  
for men



# Our marketing mission

To maintain **top-of-mind awareness**  
and prominent level of **trust** among people in Serbia  
when it comes to buying, selling, or using a car.

# What about marketing tactics?



# Market research and analysis

- Data and reports as media content
- Brand authority and expertise through media presence

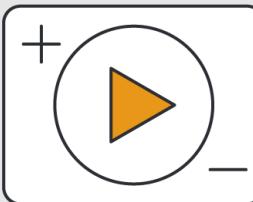
# Educational Content



Blog posts



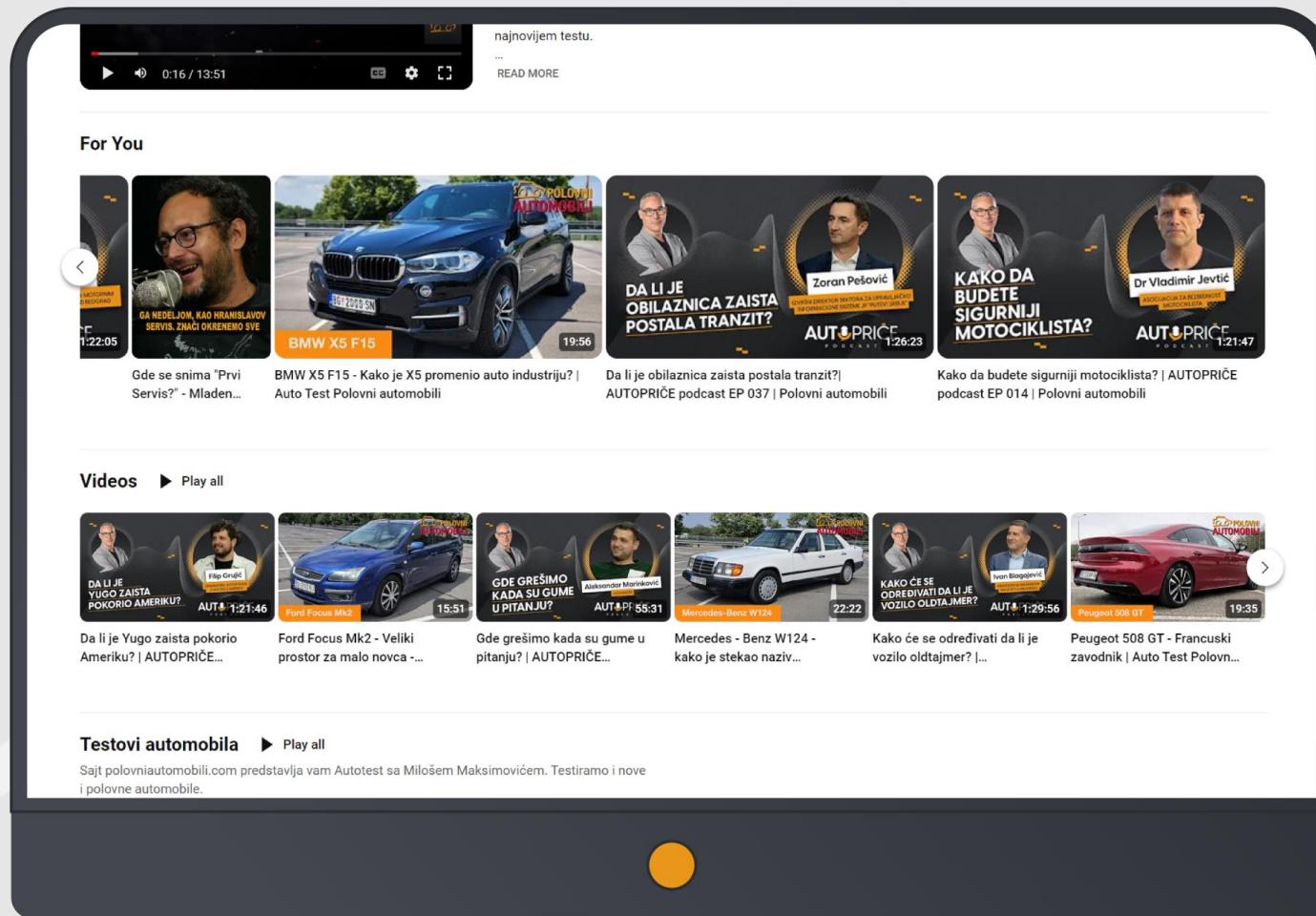
How to videos



Video reviews



Podcast



najnovijem testu.  
...

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For You

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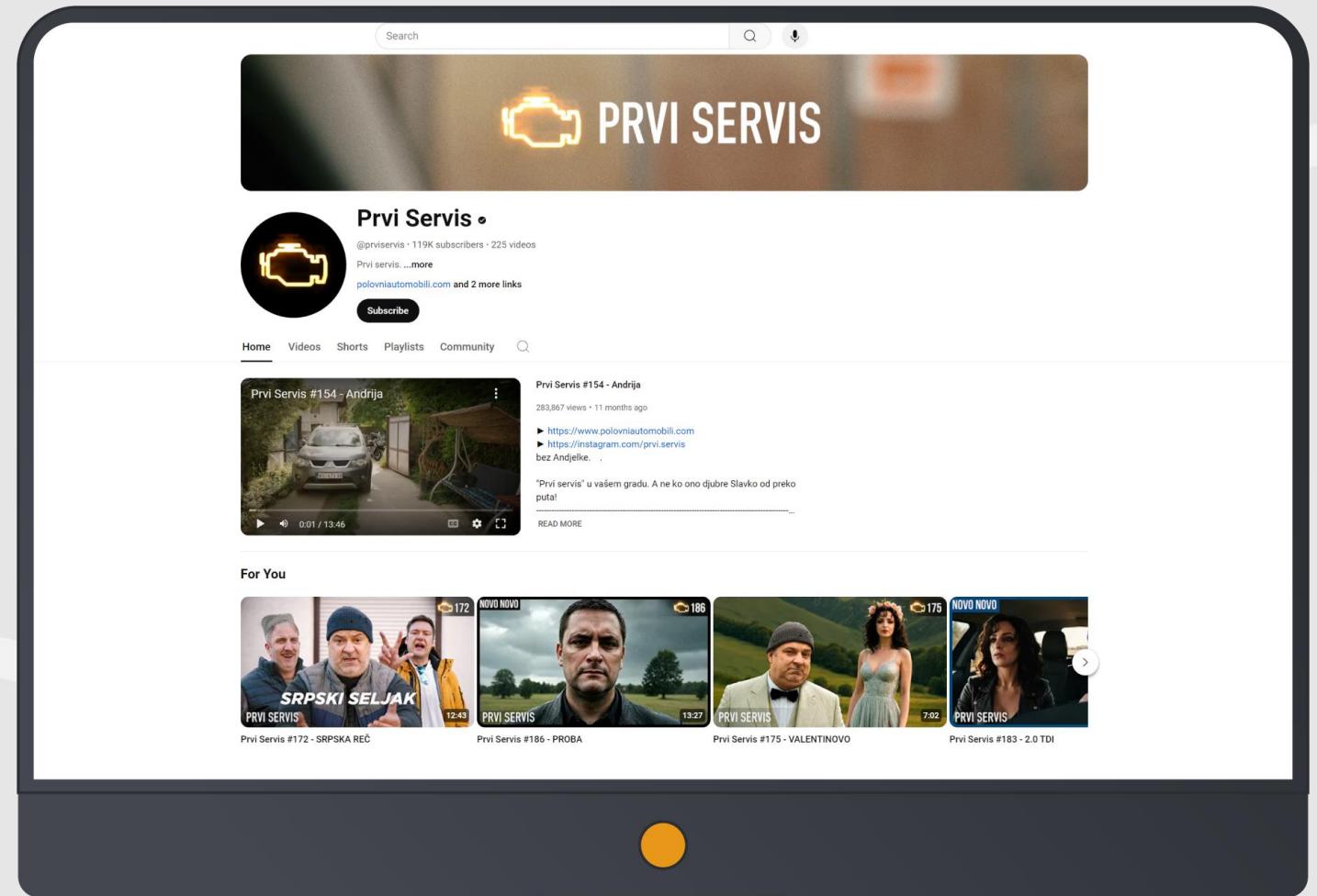
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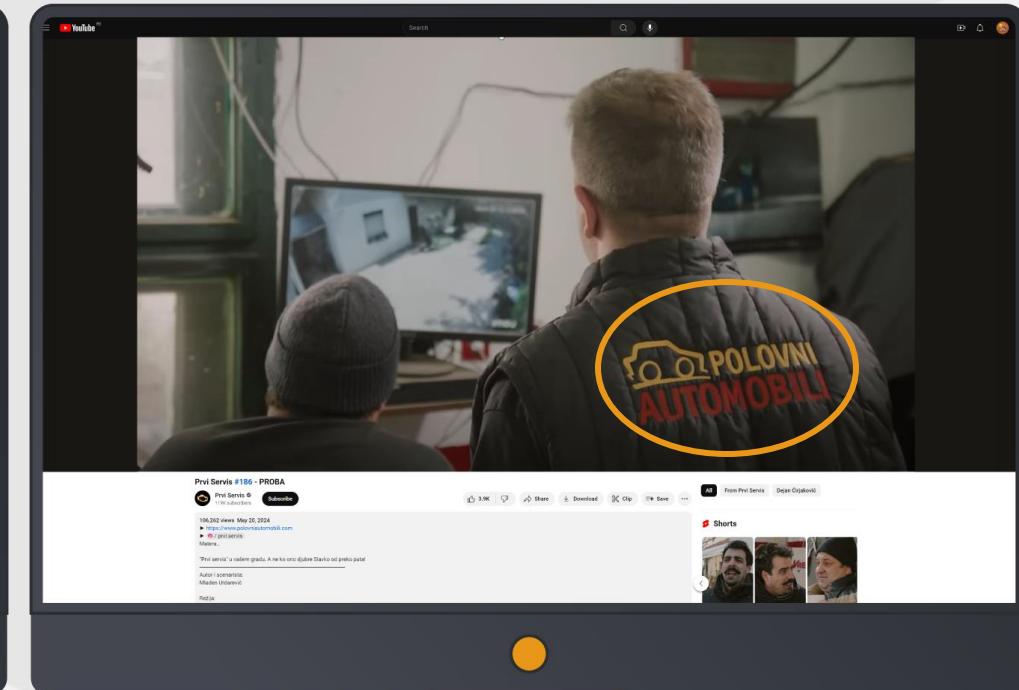
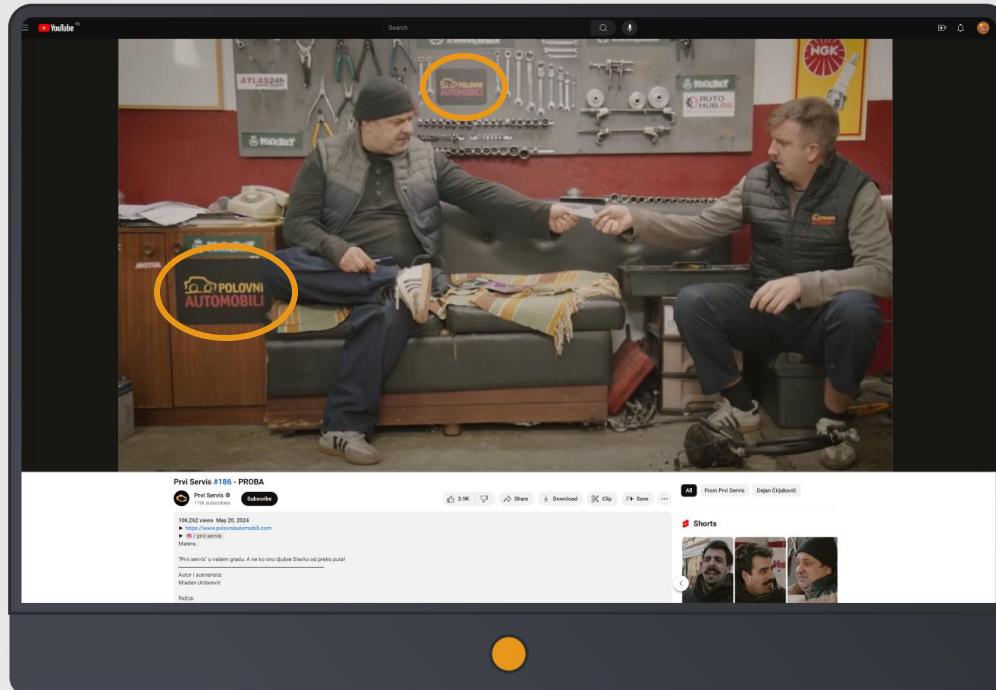
Testovi automobila ► Play all

Sajt polovnautomobili.com predstavlja vam Autotest sa Milošem Maksimovićem. Testiramo i nove i polovne automobile.

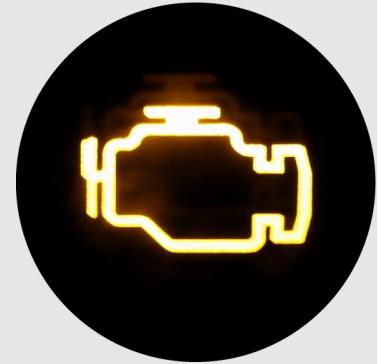


# Entertainment Content





536 years  
of watching



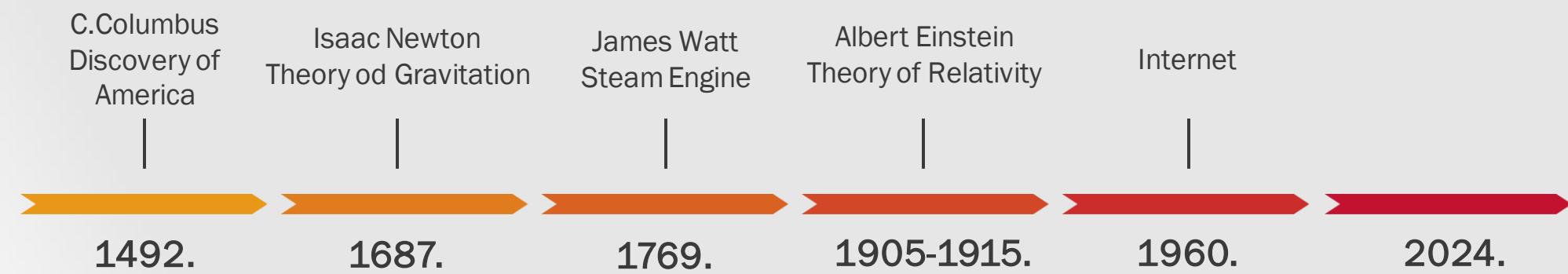
C.Columbus  
Discovery of  
America

Isaac Newton  
Theory od Gravitation

James Watt  
Steam Engine

Albert Einstein  
Theory of Relativity

Internet



# Strong Community



@polovniautomobili.com



@polovnjaci



@polovniautomobiliofficial



@polovnjaci

# Strong Community



45K followers

5M views monthly



Three  
pillars

# EDUTAINMENT

INFORMATION

EDUCATION

ENTERTAINMENT

# Non-ad content PROS and CONS

 Strong Channels

 Brand as Key Opinion Leader

 ROI through Sponsorships

 Brand Exposure

 Emotional connection

 Long-term high investment

 Sensitive topics

 Possible crises in communications

 Risk of key people departing

 External platforms

# Additional direct results

-  Direct visits
-  Content SEO aspect
-  Trust
-  Young generations
-  Long-term engagement

Can everything be done more simply?

# And what about traditional campaigns?

## The only adult website...

you watch even while at work,  
do not hide from others,  
where you can profit,  
where there is something for every budget,  
where you can find true love...





JEDINI SAJT  
ZA ODRASLE  
KOJI  
UZEON  
ZLATO  
NA BALCANNES  
2023!



JE



POLOVNI  
AUTOMOBILI  
18+ GODINA SA VAMA!

# Invest in your BRAND!

It is the most valuable currency  
exclusively in your hands  
that the competition cannot easily  
threaten!

# Thank you!

Sanja Radovanovic,  
Head of Marketing and PR, Polovni automobili



Let's connect

[LinkedIn](#)

