



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

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# INSPIRA GRUPA



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INSPIRA HUB

IPG

autohub

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## infostud.

Poslovi  
infostud.

Startuj  
infostud.

hrlab  
infostud.

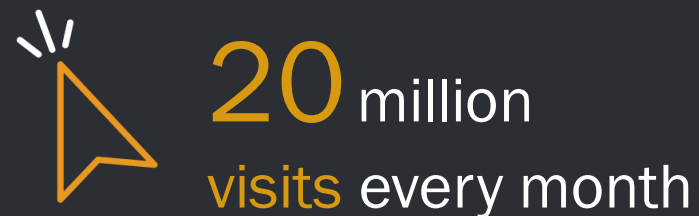
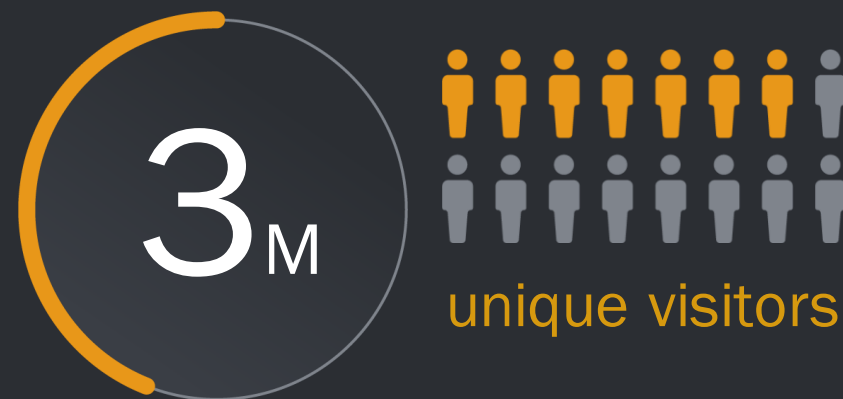
«HelloWorld»



# Population of Serbia



@polovniautomobili.com



\*source: Google Analytics 4

# Ads on platform today



1.4<sub>M</sub>

all categories  
ads



75<sub>K</sub>

car  
ads

How do we  
**achieve** these numbers  
and maintain them?



**THOUGHTFUL  
STRATEGY**

**QUALITY  
PRODUCT**

**UNWAVERING  
CONSISTENCY**

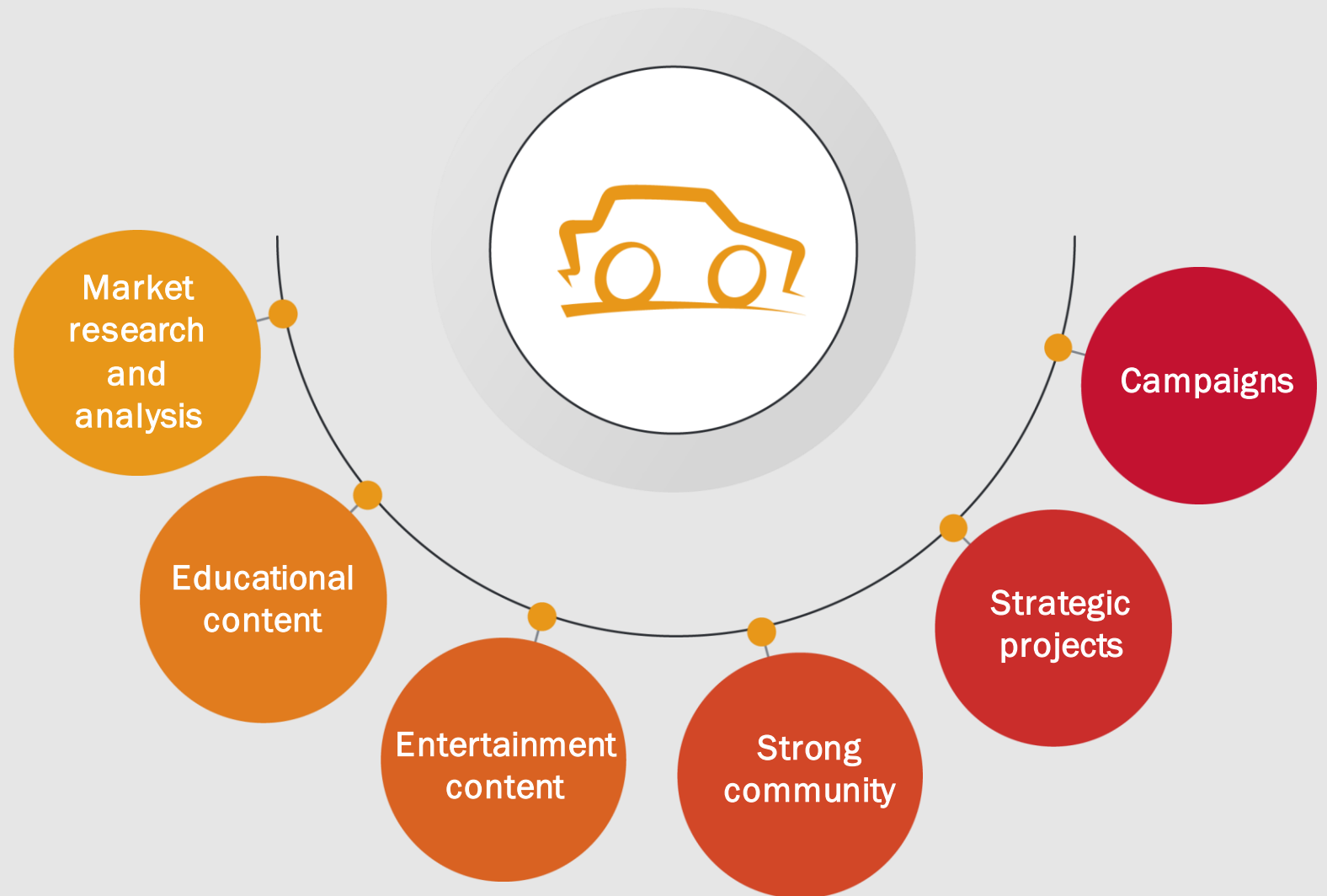
# Social network for men



# 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.

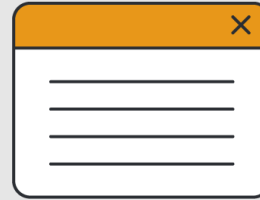
# What about marketing tactics?



# Market research and analysis

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

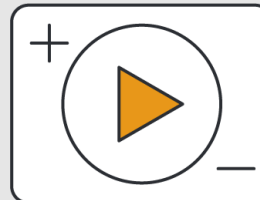
# Educational Content



Blog posts



How to videos



Video reviews



Podcast



najnovijem testu.

...  
READ MORE

## For You



Gde se snima "Prvi Servis?" - Mladen...

BMW X5 F15 - Kako je X5 promenio auto industriju? | Auto Test Polovni automobili

Da li je obilaznica zaista postala tranzit? | AUTOPRIČE podcast EP 037 | Polovni automobili

Kako da budete sigurniji motociklista? | AUTOPRIČE podcast EP 014 | Polovni automobili

## Videos ▶ Play all



Da li je Yugo zaista pokorio Ameriku? | AUTOPRIČE...

Ford Focus Mk2 - Veliki prostor za malo novca -...

Gde grešimo kada su gume u pitanju? | AUTOPRIČE...

Mercedes - Benz W124 - kako je stekao naziv...

Kako će se određivati da li je vozilo oldtajmer? |...

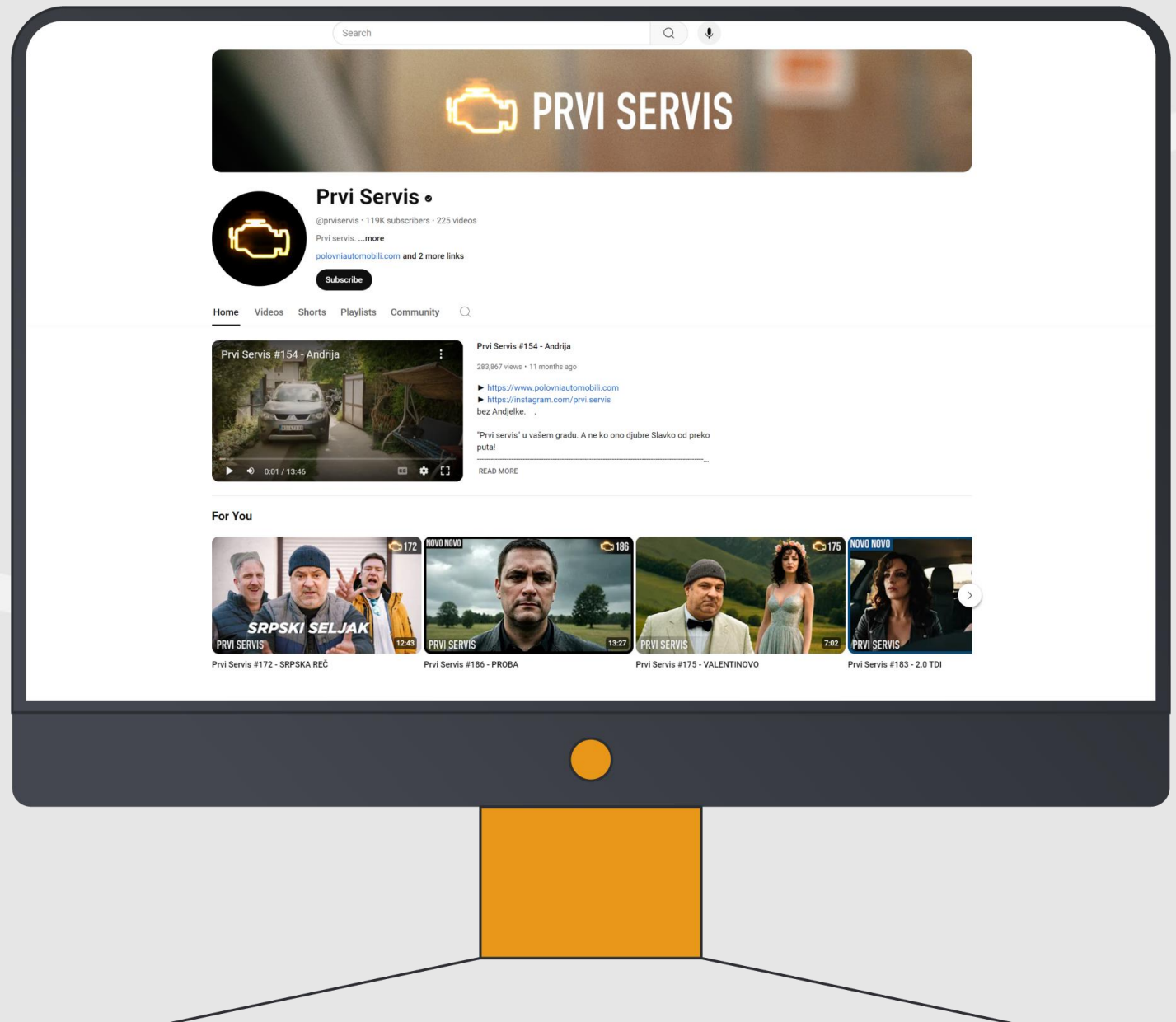
Peugeot 508 GT - Francuski zavodnik | Auto Test Polovni...

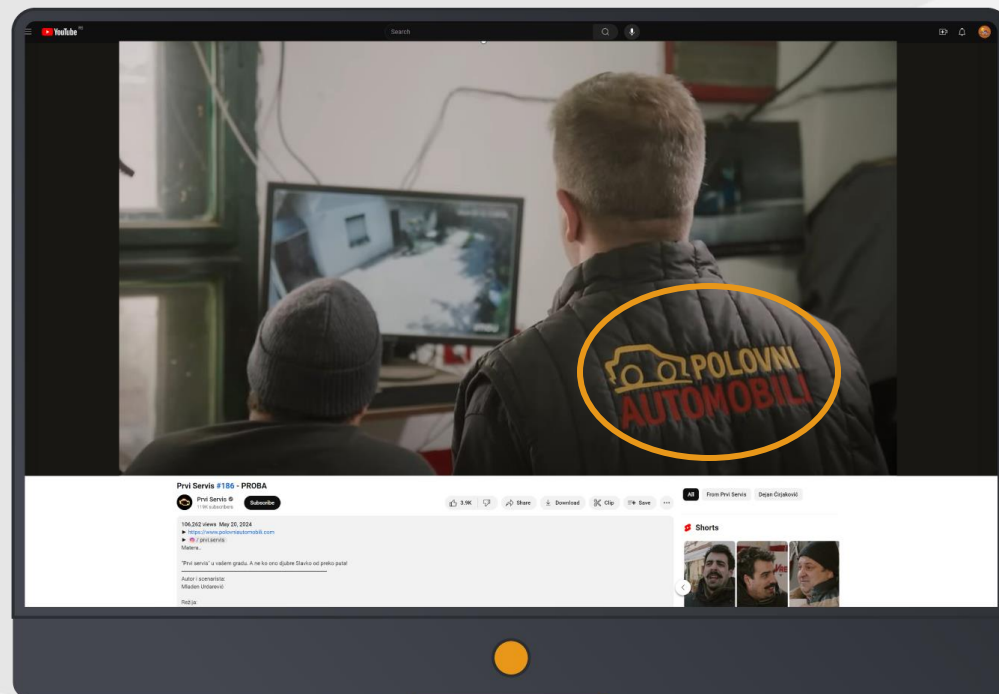
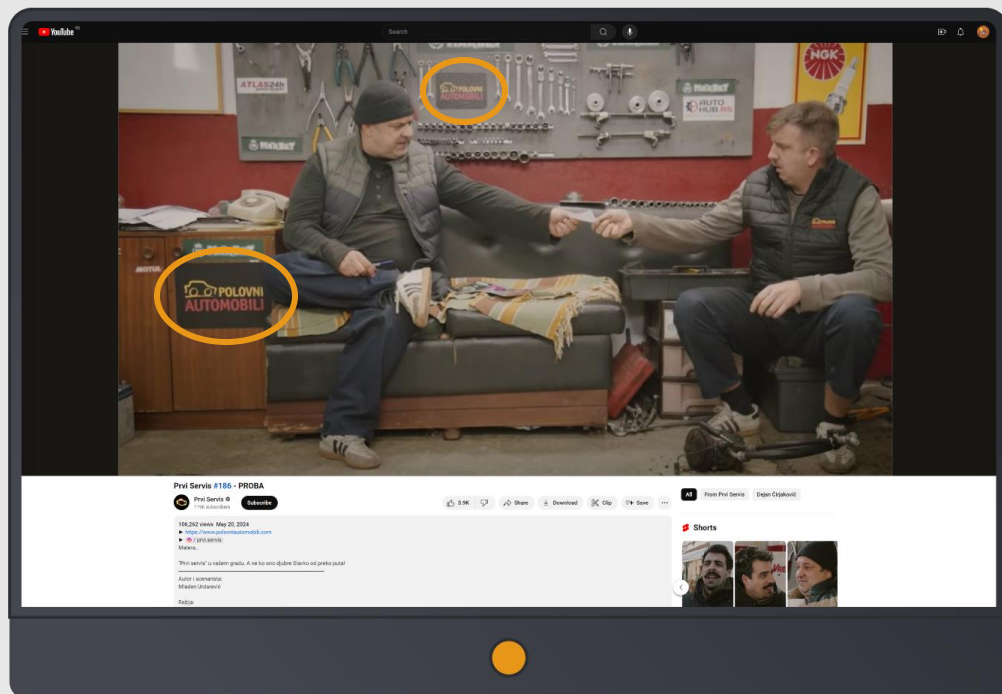
## Testovi automobila ▶ Play all

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

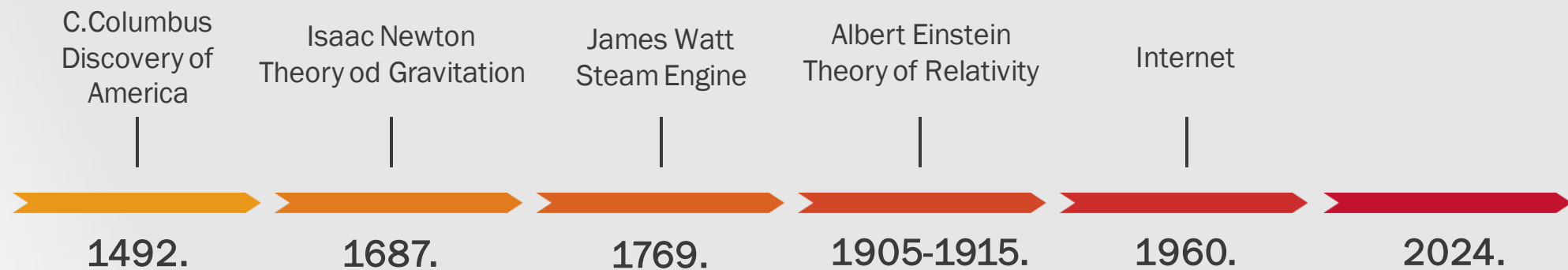


# Entertainment Content





# 536 years of watching



# Strong Community



@polovniautomobili.com



@polovnjaci



@polovniautomobiliofficial



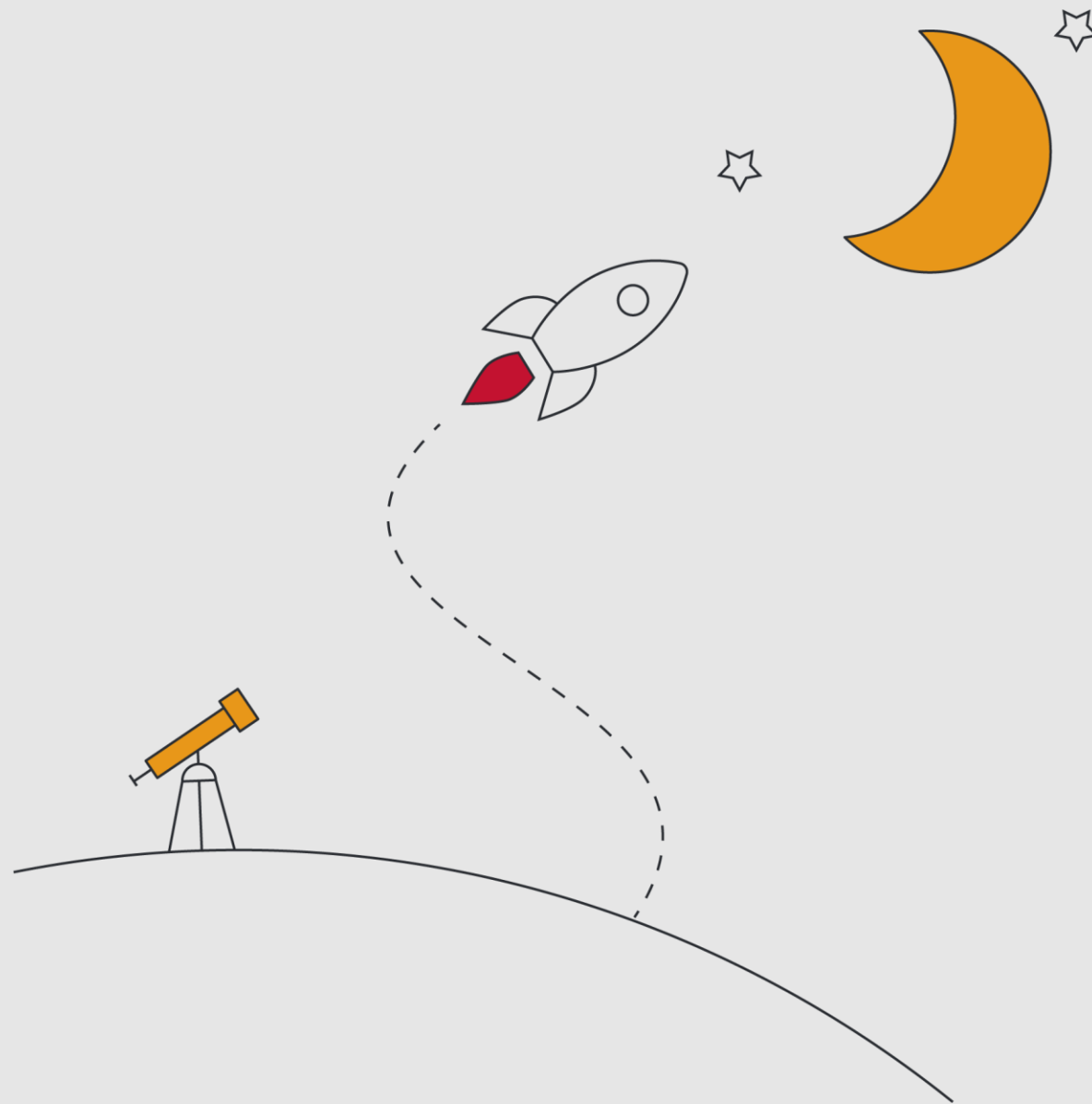
@polovnjaci

Strong  
Community



45<sub>K</sub> followers

5<sub>M</sub> views monthly



Three  
pillars

# EDUTAINMENT

INFORMATION

EDUCATION

ENTERTAINMENT

# Non-ad content **PROS** and **CONS**

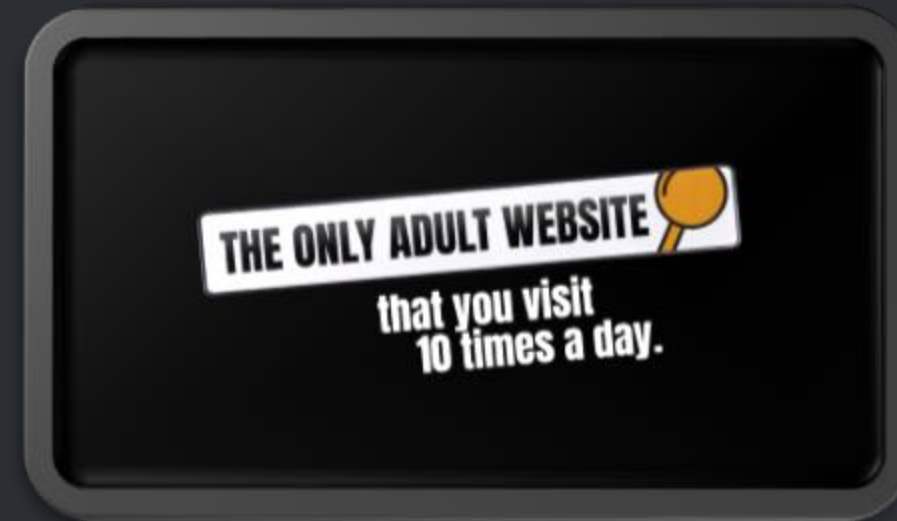
- ⊕ Strong Channels
- ⊕ Brand as Key Opinion Leader
- ⊕ ROI through Sponsorships
- ⊕ Brand Exposure
- ⊕ Emotional connection
- ⊖ Long-term high investment
- ⊖ Sensitive topics
- ⊖ Possible crises in communications
- ⊖ Risk of key people departing
- ⊖ External platforms

# 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 ODRAŠLE  
KOJI JE  
UZEO ZLATO  
NA BALCANNES  
2023!

BALCANNES 2023

MISCELLANEOUS

18+ godina sa vama! Polovni automobili

Polovni automobili

Friday Finally



# 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

