

Marketingový manažér
môže byť srdcom vašej
spoločnosti



Kto je
Matej Kolarovský?



matej kolarovsky



sk.linkedin.com › matejkolarovsky ▾

Matej Kolarovsky - Head of GroupM Operations - GroupM ...

View **Matej Kolarovsky's** profile on LinkedIn, the world's largest professional community. Matej has 9 jobs listed on their profile. See the complete profile on ...

strategie.hnonline.sk › media › 1891038-iab-slovak... ▾ [Translate this page](#)

IAB Slovakia povedie Matej Kolarovský z GroupM - Strategie.sk

Feb 14, 2019 - IAB Slovakia volilo nových členov aj do Správnej rady, Dozornej rady, Metodickéj a Etickej komisie. IAB Slovakia povedie **Matej Kolarovský** z ...

twitter.com › matejkolarovsky ▾ [Translate this page](#)

Matej Kolarovsky (@MatejKolarovsky) | Twitter

The latest Tweets from **Matej Kolarovsky** (@MatejKolarovsky). Interested in Advertising, Online Media. Bratislava.

digital.rulezz.sk › spikri › matej-kolarovsky ▾ [Translate this page](#)

Matej Kolarovský | Digital RULEZZ 2019

Matej Kolarovský. Predseda správnej rady | IAB Slovakia. Téma: Správa o stave digitálneho marketingu a médií na Slovensku. About. Na svojej pozícii riadi ...

www.dimaq.sk › matej-kolarovsky ▾ [Translate this page](#)

Matej Kolarovský - DIMAQ

Matej Kolarovský. Head of GroupM Operations | DIMAQ Master Trainer | Predseda správnej rady IAB Slovakia. S online marketingom sa prvýkrát stretol pred ...





Head of GroupM Operations

GroupM · Full-time
May 2014 – Present · 5 yrs 10 mos

- responsible for digital operations
- developing new products and services for all GroupM agencies
- adapting new tools, technologies and projects in online marketing for local market



Managing Director

H1 Slovakia
May 2014 – Present · 5 yrs 10 mos
Slovak Republic, Bratislava

- responsible for the operational results of H1 Slovakia
- creating strategy for extension of business in Slovakia
- leading and extending the team to deliver results
- developing and adapting new product portfolio

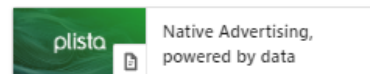
plista

Managing Director Slovakia

plista
Sep 2018 – Present · 1 yr 6 mos
Bratislava, Slovakia

Plista is a global platform for data-driven native advertising in premium editorial environments.

Plista is a publisher centric company and helps publishers to improve content on their website by offering real time analytics by Linkpulse, support the distribution of their content by Ed ... [see more](#)



IAB Slovakia

3 yrs 2 mos

Chairman Of The Board

Feb 2019 – Present · 1 yr 1 mo
Slovak Republic

IAB Slovakia – Association of the Internet Media is the biggest association on the Slovak digital market. Currently it has 42 members, including the biggest Slovak publishers, media agencies and other important players active in online advertising. IAB operates the IABmonitor, which is a comprehensive, independent audited visit ranking of Slovak the online media

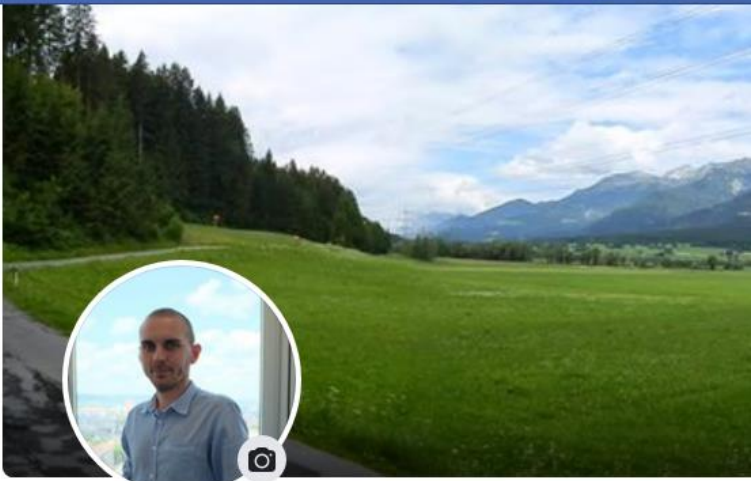


Dimaq Master Trainer for Slovakia

DIMAQ - Digital Marketing Qualification
Sep 2018 – Present · 1 yr 6 mos
Slovak Republic

DIMAQ is international certification standardizing knowledge and skills among industry professionals. It helps them to get better job, higher pay and offers competitive advantage. Companies are able to educate, train and test digital skills of their staff. It also shortens and improves their recruitment process. See [dimaq.sk](#) for further details.







Matej Kolarovsky


Family Members

+ Add a family member


 Stanislava Staňáková
Sister

 Head of GMI Operations at **GroupM**
Past: **Dell** and **Heute**

 Studied at **Ekonomická univerzita**
Graduated in 2007

 Lives in **Bratislava, Slovakia**

 From **Trencin, Slovakia**


 Married





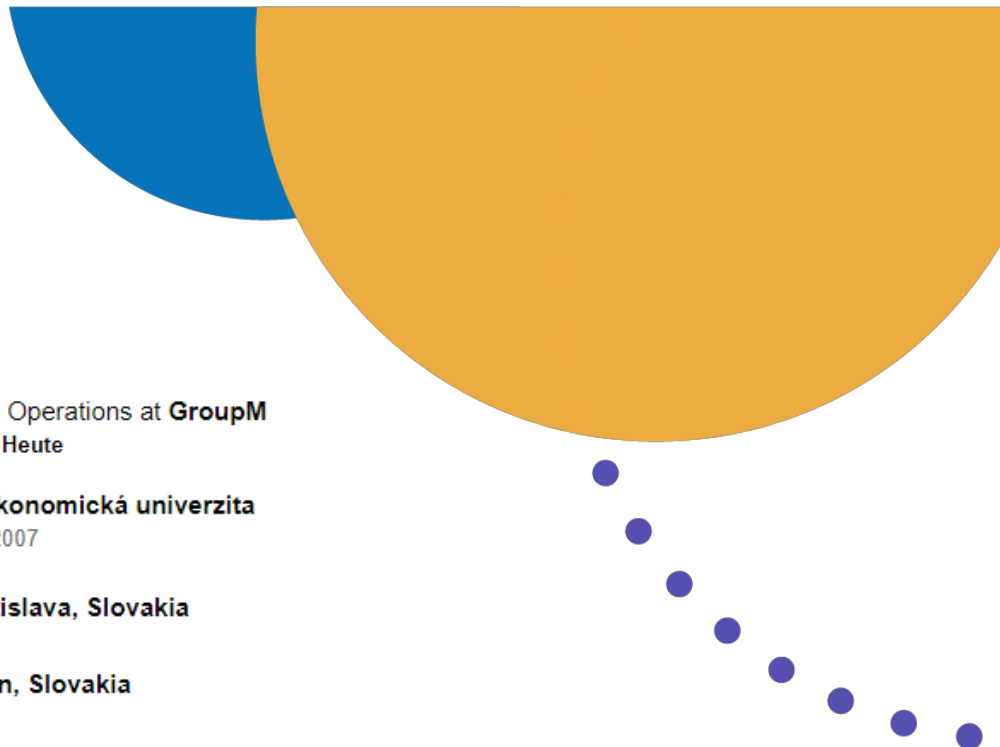
Matej Kolarovsky

18 January at 17:34 · 🌐

Nepisem moc na fb, ale dnes mam velky dovod. Aj do tretice sa mi dnes narodil krasny syn, zdravy a velky ako vzdy 😊

 Patrik Sabo, Attila Urbán and 132 others 53 comments

 Like  Comment  Share



- 
- A decorative graphic on the left side of the slide. It features a large orange circle partially cut off by the left edge, overlapping a smaller purple circle. Below these, a trail of white dots curves downwards and to the right.
- Čo je podľa Vás úlohou marketingového manažéra?

Vyskladať správny Marketingový Mix



PRODUCT



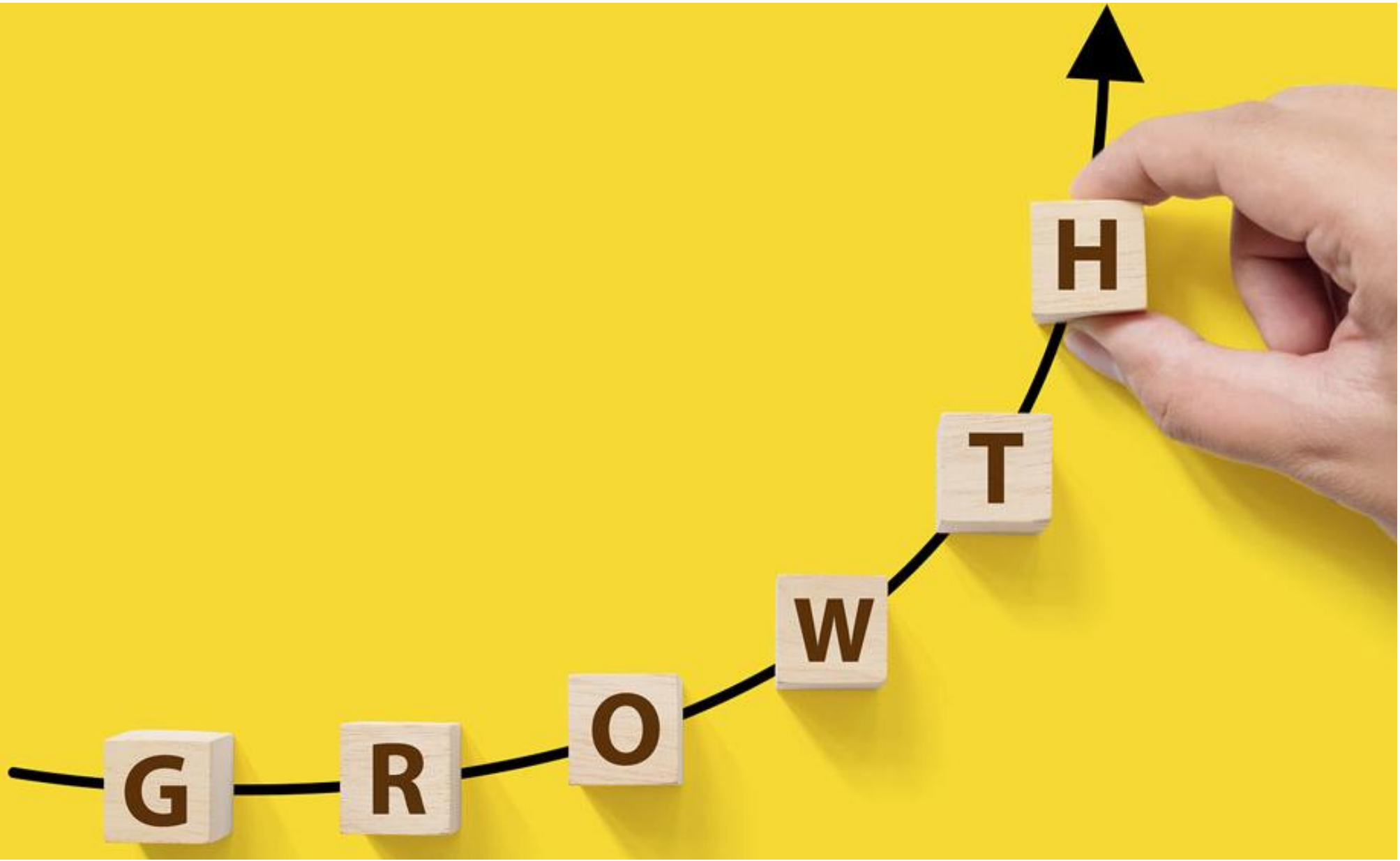
PRICE



PLACE



PROMOTION





Nakúpiť reklamu v TV

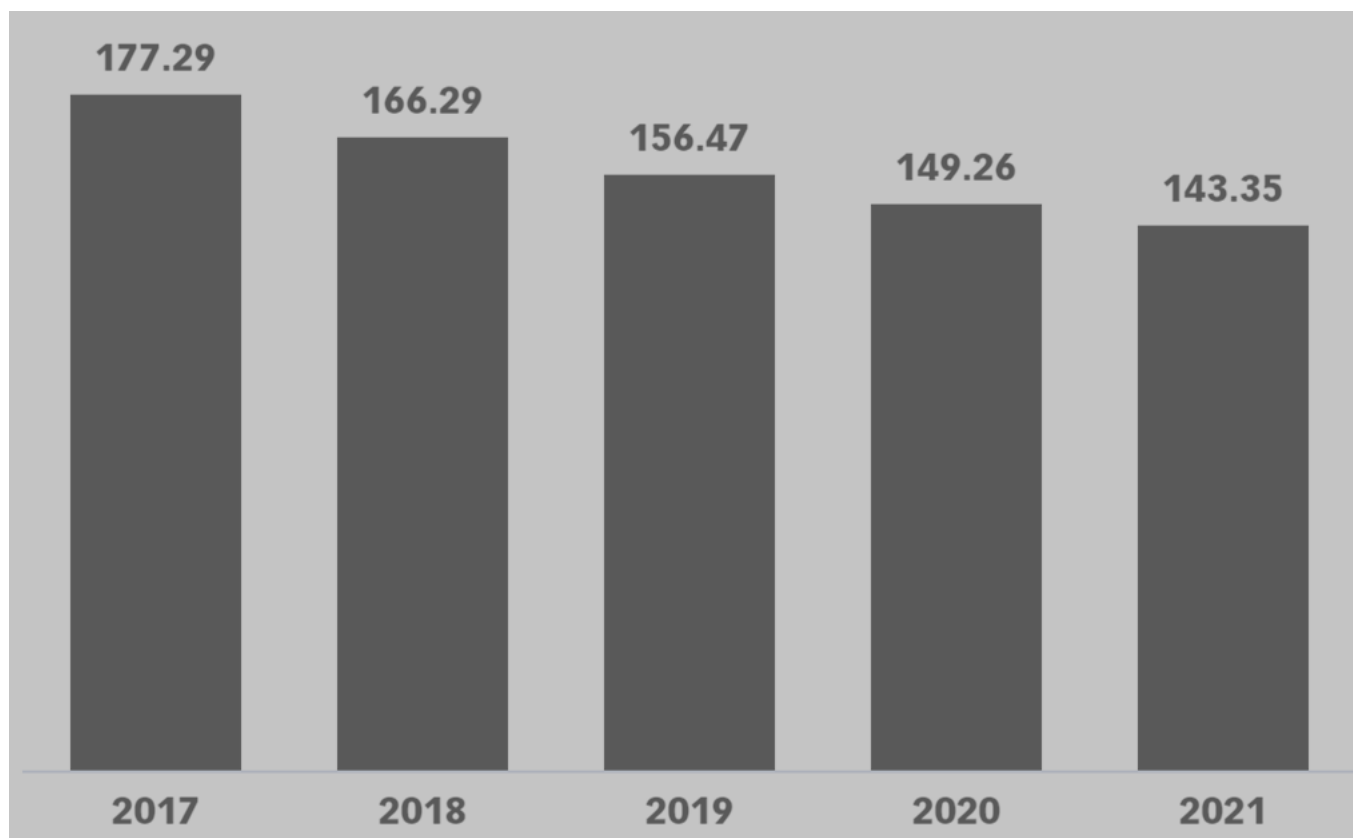
Kúpiť jednu stranu v najčítanejšom periodiku

Objednať jeden kvalitný PR článok

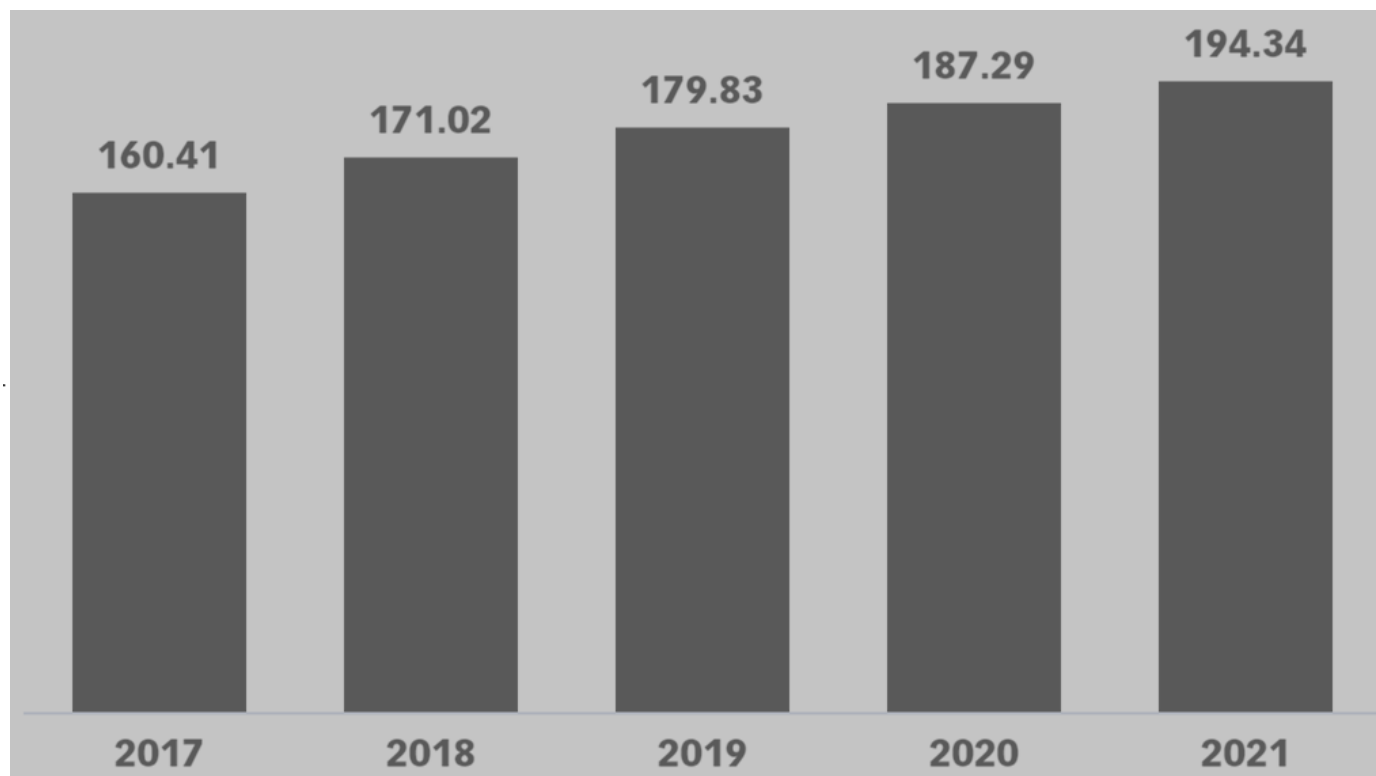
Zúčastniť sa najdôležitejšej výstavy v odbore

Správanie užívateľov sa mení

Čas strávený pri TV



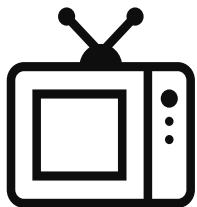
Čas strávený na mobilnom zariadení



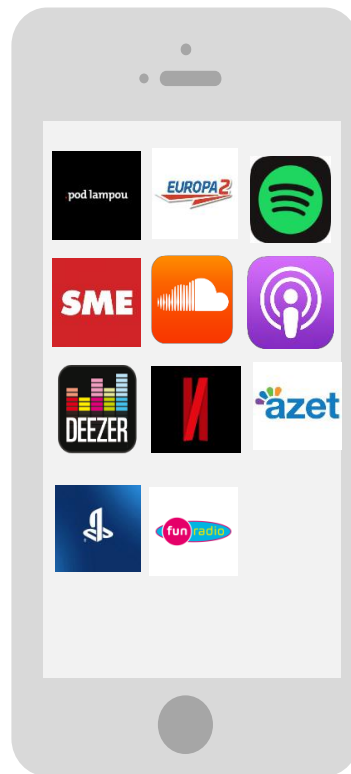
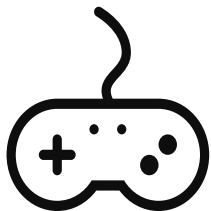
s. 13

Mobilné zariadenie je stredobodom

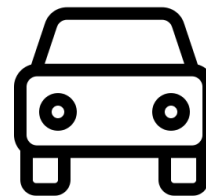
CONNECTED
TELEVISIONS



GAMING
CONSOLES



CONNECTED CARS



HEADPHONES

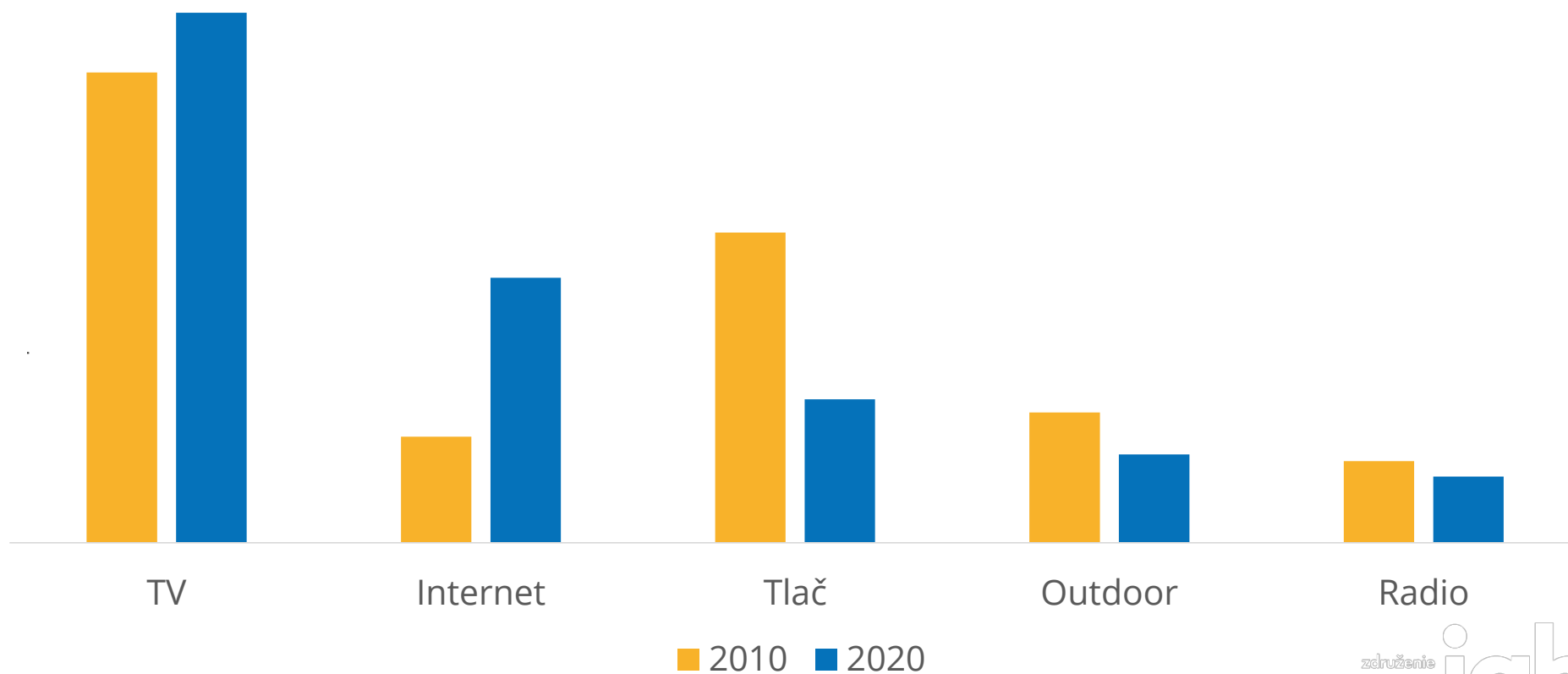


SPEAKERS



Preto sa aj výdavky do reklamy menia

Podiel výdavkov sa mení





A musia sa meniť aj
marketéri



Nakúpiť reklamu v TV a v online

Napísať viacero článkov na blog

Objednať viacero kvalitných PR článok

Zúčastňovať sa rôznych konferencií, akcií



Predávať produkty/služby

Zvýšiť rozpoznateľnosť značky

Employer branding

CSR projekty



● Čo by mal marketér v roku 2020 vedieť?

Považuje digitál za štandard
Vie kriticky uvažovať
Je schopný sa prispôsobiť
Internú spoluprácu považuje za dôležitú
Vie strategicky myslieť
Je lídrom
Je schopný riešiť komplexné problémy

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Ako toho marketéra
nájsť?

Sociálne siete



Tik Tok



**CONTENT
IS KING**



Sociálne siete



Tik Tok



XING 

kununu 

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Neexistuje perfektný
kandidát



Digitál sa mení každý mesiac

Technológie idú rýchlo dopredu

Chcete špecialistu alebo komplexného marketéra

Aká je pozícia marketéra v rámci managementu?

Neexistuje vhodný interný kandidát?

- 
- A decorative graphic on the left side of the slide. It features a large orange circle partially overlapping a smaller purple circle. Below these, a trail of white dots curves downwards and to the right.
- Aký je podľa Vás najväčší problém v digitálnom marketingu?



Nedostatok kvalitných ľudí

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Ako podporujeme
vzdelávanie marketérov?

IAB Univerzita



DIMAQ[®]
digital marketing qualification

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Marketér by mal byť
srdcom spoločnosti



Musí predávať

Mal by spájať rôzne disciplíny vo firme

Môže budovať brand navonok ale aj dovnútra

Vie vytvoriť love brand



A čo s tým?



Hľadajte partáka

Človeka, ktorý sa chce vzdelávať

Kandidáta, ktorý robí niečo navyše

Googlite kandidáta



Interactive Advertising Bureau Slovakia
Zochova 754/6-8, 811 03 Bratislava
www.iabslovakia.sk