

Časopis za poslovnu teoriju i praksu  
The paper submitted: 07/03/2019  
The paper accepted: 24/05/2019

UDK 005.591.6:004.738.5]:659.11  
DOI 10.7251/POS1922103T  
Original scientific paper

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## MODERN ASPECTS OF ADVERTISING IN DIGITAL MARKETING ENVIRONMENT

**Summary:** *The subject of the research in this paper is modern advertising in the digital marketing environment, where we explore and explain the importance, types and directions of advertising in the faster development of society and the changes which occur in the continuous development of the digital environment. The aim of the research is to determine how, by using digital technology, in the best possible way marketing reaches the target consumer group as the ultimate goal of promotion and branding, and at the end results in increasing in sales of products and services. The results of the research confirmed the hypothesis that global trends in the expansion of modern technologies did not bypass advertising in the marketing of tourist organizations that develop their services / products in modern advertising by using digital technologies. Thus, the paper analyzes and presents the comparison of modern aspects of advertising in the digital marketing environment of the Tourist Organization of Trebinje and the Tourist Organization of Banja Luka.*

**Key words:** *advertising, digital environment, marketing management, information technology, business management*

**JEL classification:** *M10, M15, M21, M31, M37*

## INTRODUCTION

In Bosnia and Herzegovina, as well as in many underdeveloped economies, we can feel the impact of advertising trends that dominate in developed countries of the world. Their influence on domestic business practice arrives with a certain delay. Therefore it is necessary to be familiar with trends and engage in timely fashion. With the development of communication technologies and with a better insight into the awareness and habits of end-users or service users, the role of marketing is becoming increasingly important. Today's development of the Internet and Information Technologies affects on changing the modes of how we manage business, changing the modes of business, and advertising of products and services. The Internet has become available to almost everyone, so the possibilities for placing ideas over the Internet are very diverse and extensive. Digital marketing, or marketing through digital communication channels, has seized the world market. To end customers or users of products and services we need to approach quickly, operate efficiently, and deliver them important and necessary content. Digital marketing channels are enabling this. Thus in this paper we will present the analysis of research results based on a comparison of modern aspects of advertising in the digital marketing environment of the Tourist Organization of Trebinje and the Tourist Organization of Banja Luka. Tourist organizations are searching for

ways how to manage current economic events and how to prepare for a very complex global environment. They constantly wander: How to be and remain competitive? How to be more successful than others? In this paper we suggest that they use information technologies more, and especially knowledge bases and business intelligence in order to improve competitiveness in their line of business. Scientific research in this multidisciplinary area follow the continuous growth of digital marketing for years and predict its further advancement.

## **1. RESEARCH METHODOLOGY:**

In this scientific research the subject of the research presents modern advertising in a digital marketing environment in which we explore and analyze the significance, types and directions of advertising in the faster development of society as a whole and constant changes that take place in a dynamic digital environment. The aim of the paper is to determine how by using digital technology, in the best possible way, marketing reaches to the target group of consumers / users of services as the goal of promotion and branding, and at the end to the sales of products and services. In accordance with the formulated object and the aim of the research, we have set up the research hypothesis that global trends in the expansion of modern technologies have not even bypassed not even advertising in the marketing of tourist organizations that develop their services / products in modern advertising by using digital technologies. Gathering of primary data was carried out by testing method which consisted of a structured interview with a deliberately chosen sample - competent respondents. In addition to the scientific method of testing in the primary research, other methods suitable for this type of research were also used in certain parts of the work: descriptive, causal, methods of observation, methods of comparison and analysis.

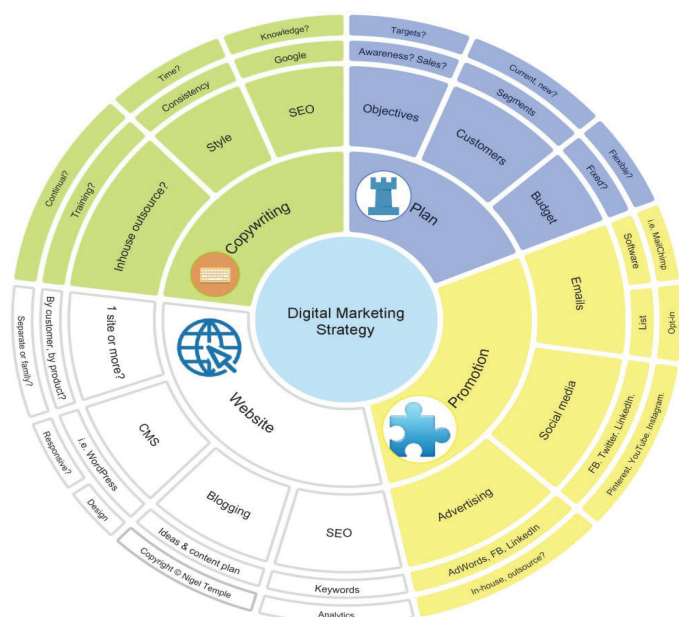
Prospective research was conducted in the period from January the 1<sup>st</sup> until February 28<sup>th</sup> 2019, in two Tourist Organizations of the Republic of Srpska. The city Trebinje was selected from the south and the city of Banja Luka from the north of the Republic of Srpska. The data collected were processed by using the latest version of statistical programme the IBM SPSS Version 23. The results of the research are precisely given below, based on which conclusions about the impact of global trends and the expansion of modern technologies have been drawn on contemporary aspects of advertising of tourist organizations in the digital marketing environment.

## **2. ANALYSIS OF DIGITAL MARKETING FROM THE ASPECT OF ADVERTISING**

The basic advantages of digital marketing are multiple, ranging from its massive adaptability to different market segments to the full personalization of different products, services and communication messages through cheap digital channels of distribution. Hence digital marketing is currently the most effective form of advertising in international business. By analyzing of digital marketing within the digital marketing environment, we have determined very significant advantages which are based on creating interactions with a large number of customers in different locations (Grbavac and Grbavac 2014). In this way, a large number of contacts is accomplished through which we came to the essential knowledge related to better understanding and satisfaction of the needs of customers, attitude towards a particular brand, when they are the most open to consume advertising messages, which communication device they use, and almost all these activities can be measured and monitored (Tešanović et al 2018). Organizations need to modify their business strategy, choose the appropriate digital marketing strategy subtly and choose those channels that meet their needs the best in order to achieve the goals of digital marketing. (Picture 1.)

When designing a digital marketing strategy it is important to include the technological structure of organization, knowledge, skills and support for employees, to determine the

suitability of products or services for online advertising, the boundaries of integration of digital marketing and the existing strategy (Durzmaz and Efendioglu 2016, 34).



Slika 1. Digital marketing strategy, Nigel Temple, The Marketing Compass, UK (Google 2019)

We distinguish four phases of digital marketing. The first phase represents the stage of attracting and gaining customers to visit the organization's website by using Search Engine Optimization techniques (SEO), advertising on search engines, email and mobile marketing, social network marketing, and viral marketing. The second phase is the phase of adjustment to consumers with the aim of achieving sales targets through such designed web page that needs to attract as many customers by offering the ease of ordering and different payment options. Media optimization and measurement of the results represent the third phase of digital marketing in which the web page performance testing is conducted, results are evaluated, and key words use is of great importance. The fourth phase is the customer satisfaction phase in which we strive to transform current customers into permanent customers (Weinlich and Semeradova 2014, 11).

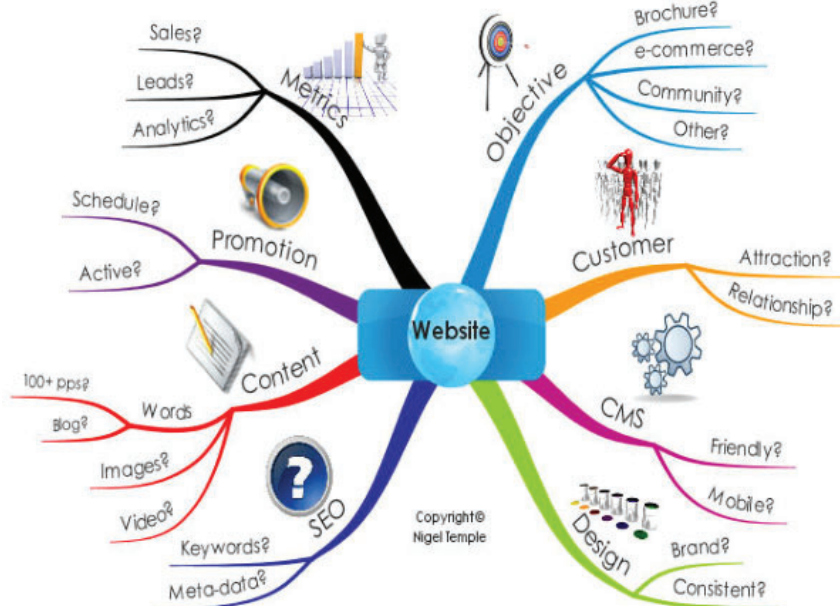
The goals of digital marketing can the most frequently be: increasing of sales, increasing the number of visits to the web page, timely informing of current and potential customers, communicating and approaching to customers in order to increase their interest and engagement, increase of value and optimization of advertising (Tešanović and Knežević and Radivojević 2015).

Regarding to goals of digital marketing we can distinguish several of its components, out of which the most important are: Search Engine Optimization (SEO), Search Engine Marketing (SEM), Contextual advertising, Mobile marketing, Web pages analysis, Customer Relationship Management (CRM), Content Marketing, YouTube and Video Advertising (Kotler and Kartajaya and Setiawan 2016). The best digital marketing tools that provide the best marketing solutions are: Marketing of content (blogs and infoillustrations), Marketing on

social networks (Facebook, Instagram, Twitter, LinkedIn, Google+), Optimization for web browsers, Marketing on browsers, Marketing novelties, Advertising by banners, Internet marketing, e-books, and sponsored articles (Tešanović and Radivojević 2015). In accordance with the subject and purpose of the research, we will analyze some digital marketing tools appropriate to the tourist organizations in which we conducted our research, such as: Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Optimization (SMO).

We all search the Internet by using search engines, where by entering a certain term we get a series of results ranked by the quality of the web page and its importance (Stanojević 2011).

Some Internet users are more inert and do not scroll through all the pages of the search results. Also, each search engine forms and offers its order of results by classifying them in terms of quality, relevance and significance (Kukobat and Tešanović and Kukić 2016). The goal of each organization should be, that in the eyes of each search engine, to be the most relevant and of the best-quality for the products or services it offers, in comparison to the competition that also tries to present its products and services as efficiently as possible and to be ahead in the search results (SERP). For this reason, the web page of the organization should be ranked better / positioned with the most important and the most wanted key words and phrases in the search results (Vilić and Dujaković 2015). Of crucial importance is to just appear on the first page of Google, Yahoo or some other search engine, according to the type of products and services or other important search engine results, depending on the language of the target audience (Radivojević and Tešanović and Stevandić 2015). Every web page and its owner who represents their products and services through it should strive for a better position in the search results, ie, the higher visibility as possible. In the era of digitalization of media for mass communication, the majority of visitors and users have the Internet, so that the position of the web page on the first page of Google will bring more visitors and customers than the expensive advertising in the prime time of the national televisions.



Slika 1. The Eight Website Keys, Nigel Temple, The Marketing Compass, UK (Google 2019)

With a detailed analysis of the web page of some organization or a web page of competition, we start the process of Search Engine Optimization (SEO). With the results of analysis we

get, what are the key words and terms that attract the most visitors and how much time does it take for the web page to be brought to the first page of the search engine. Search Engine Optimization represents the most powerful tool of digital marketing, ie. a digital marketing technique that quickly and reliably delivers the desired result in a short time (Kozić Rađenović 2014). In the process of web page analysis we can distinguish five phases: competition research, research and application of key words, site optimization, web page structuring, monitoring of results and optimization of results (Weinlich and Semeradova 2014). Search Engine Marketing or SEM traffic is considered to be the most important source of Internet communication because it is directed to a particular market segment. Customers or clients use daily search engines to find an adequate solution to their problem or an answer to some question. SEM is a wider term than SEO because it contains SEO, paid ads and other services related to search engines and is often used to describe certain procedures connected with exploring, announcing and ranking / positioning of the web pages on search engines. The organization that runs the job on the Internet should also be visible in organic (unpaid) and paid links, which means that it needs both SEO and SEM (Bellman et al. 2011). The results of the analysis confirm that Social Media Optimization (SMO) represents a key part of the web strategy of Online Reputation Management or Search Engine Reputation Management, which use organizations that take care about their presence and ranking on the Internet through social media such as blogs, forums, online services and web pages.

### 3. MARKETING OF SOCIAL NETWORKS AND ADVERTISING

Social networks enable numerous marketing activities, such as application of mouth-to-mouth marketing, market research, creating and testing ideas, developing new products, improving customer relationships, all forms of communication activities and promotion. The popularity of social networks grows every day, and today those who do not use them are rare (Parlov and Perkov and Sičaja 2015). Social networks represent a platform that enables communication with potential customers or clients. In order for the company to be noticed and stand out from the competition, its profile should be active, which means it should be involved in various forum contents, comments and to participate in different surveys (Jovičić and Kukobat and Tešanović 2018). If a product or service or just a company is promoted, this type of marketing represents a very powerful method to make the company more profitable and to achieve that in a shorter time in comparison when using some other promotional methods (Djukic 2018). In the last few years research shows that a broad auditorium more frequently turns to social networks when searching for more favorable purchases, when they search for discounts, and more often in that way they come in contact with brands promoted on social networks.

According to the Lisbon Agenda for Development and Employment, innovation and development of informational technologies represent the two most important components of the competitive development of the European Union (Didero 2009). In modern business conditions, for a tourist organization is set the challenge of stable economic growth and the preservation of the current position (or advancement) in the global economy characterized by high competitiveness and constant technological changes (Knežević and Šaula and Dujaković 2014). Therefore, they have to improve the level of application of new technologies in tourist organizations and adapt to the concept based on knowledge and business intelligence. The economic crisis in this region further complicates the problem and requires that this problem should be considered in a new light (Golob 2016). The great advantage of marketing social media, unlike traditional advertisements, announcements and mailing of promotional material by post, is in that the results of online social campaigns can be directly measured, which allows brands to have a clearer insight into the difference between the invested and the received. Marketing of social media provides a lot of key information about customers, consumers, clients, about their preferences, needs, problems and interests that can be used in



the longer period when creating new and more efficient promotional campaigns, and creating and modifying firmer and more universal business and marketing strategy (Matošević 2015). The number of Internet users around the world in 2018 is 7% higher than in 2017, the number of social network users around the world in 2018 is 13% higher than in 2017, while the number of mobile phone users in 2018 is 4% higher than in 2017 (Tešanović 2018). Facebook is the most popular social network today. The company Facebook is the owner of the social platform Instagram, which has a global share of advertising on mobile internet in the amount of 8.4%, and the expected revenue ie. share in 2019 will reach 20%. The most popular social network on the global level for sharing of video content is certainly YouTube. This network records over 1.7 billion users in 2018, which represents 1/3 of the total number of Internet users. Because of its global popularity of the content the network offers its version in eighty languages which cover more than ninety countries of the world, including the B&H version. Billions of views of the content of this social network and viewing millions of hours of content and they mostly come from mobile devices. This is confirmed by the statistics data of this most famous social video advertising network. The ratio between viewing of the full promotional video and the number of in-stream advertising is 31,13%; the ratio of viewing the full promotional video and the number of views at the discovery advertising is 2,83%; while the increase in the number of YouTube site visits ie. sessions on the website is 57,24%. Just in June 2018, the music streaming service Spotify had around 83 million of registered subscribers in the world, but only three months later it already had 75 million. This big jump, which does not only bring financial gain for this Swedish social platform, but represents its spinning success, which has over 140 million users this year, of which 50 million subscribers. Its first competitor is the social network Apple Music, which counts little over 30 million users. The Spotify Music Streaming Service has already grounded as its strategy on geographic expansion in order to achieve better and in numbers better paid advertising. This social network generates revenue from streaming services by connecting authors / musicians directly with users without the intervention of expensive publishing record companies. According to the company's data, the revenue is divided in the ratio of 2/3 to the authors, and 1/3 is earned by Spotify. So the logical question arises: Why do service companies need to be intelligent?

An intelligent company is the one that makes quality decisions faster (Duvnjak 2018), outsmarts its competitors, can stand out and satisfy the natural instinct of winning. An intelligent system is more often an assumption not only for winning and competitiveness, but primarily for participation in global game and competition (Tešanović 2015). When designing a service strategy a tourist organization analyzes and defines elements that are important for creating satisfaction by providing long-term quality service. Beside standard parameters such as service, access to distribution channels, today the greatest entry barrier, and at the same time the greatest advantage represents the common knowledge and skills of all employees (Tešanović 2015, 472).

#### 4. THE RESULTS OF RESEARCH AND DISCUSSION

Prospective research was conducted in the period from January the 1<sup>st</sup> until 28<sup>th</sup> of February 2019, in two Tourist Organizations in the Republic of Srpska. As a representative sample of the research Tourist organizations from different and very important geographical areas, the north and the south of the Republic of Srpska were chosen, such as: the Tourist Organization of Trebinje and the Tourist Organization of Banja Luka. Social networks in tourism have changed the way people research, gather information, make decisions and share their experiences and adventures. When choosing a destination, social networks are commonly used to research offers, accommodation, content and useful advice from other tourists. When choosing a tourist destination, for tourists are the most important attractiveness of the destination, the quality of the tourist offer and the availability of information.

The city of Trebinje, which is reasonably called the pearl of Herzegovina, belongs to one of the most beautiful and the most desirable tourist destinations in B&H. Trebinje is located in the far south of Bosnia and Herzegovina, and occupies an area of 904 km<sup>2</sup>, with 36.000 inhabitants. It has a very significant geographical position, because it borders with Montenegro and Croatia. The geographical position of Trebinje is very important for its tourist development since it is 27 km far from the world-famous tourist destination - Dubrovnik, and 40 km from Herceg Novi. In the past years huge efforts have been made to brand Trebinje as an unavoidable tourist destination and to its promotion, branding of authentic offers and products from this region. Beside that the city of Trebinje is also recognizable as a city of poets, the city of Jovan Dučić.

The tourist offer of this organization can be divided into several thematic units, and they include; religious tourism, wine tourism, cultural-historical, gastronomic tourism, which are with their offer and characteristics specific to this region. In the past few years, in cooperation with the Government of the Republic of Srpska, the activities of branding autochthonous Herzegovinian products are conducted, such as prosciutto, cheese, wine, figs and medicinal herbs.

In today's digital age, when everybody is networked, tourist destinations are searched and browsed on the Internet. Tourist destinations are increasingly moving away from traditional campaigns and turning to digital marketing campaigns, because the goal is no longer reaching as many potential consumers as possible, but reaching to each individual potential consumer. This is almost possible to accomplish with the help of certain marketing communication tools on social networks.

The Web page of the Tourist Organization (TO) of Trebinje offers all the necessary information for modern business conditions. In order to further specialize in their business and focus on segments, the Tourist Organization of Trebinje has developed its offer so that it provides full service of organization of the travel for the business users.

The web page of the Tourist Organization of Trebinje is very transparent, exceptionally easy to use and available in three languages, Serbian (Latin and Cyrillic), English and Russian, which makes it useful for a large number of users or potential users. The page is divided into four main sections: guide, accommodation, gastronomy and useful information, and two customary options: about us and the city map. The section Guide is divided into three subsections: Trebinje, destinations and activities. In the sub-section of Trebinje you can find all the key information about the city itself and interesting facts related to famous sites and cultural-historical sights. The subsection Destinations offers an overview of religious buildings, natural attractions, excursions and bathing places. The third subsection of Activities is focused on the offer of activities in the city, such as excursions, adventures, hunting, fishing and sports. The section Accommodation offers an overview of accommodation capacities such as hotels, motels, hostels, lodging, as well as private accommodation. These capacities are increasing from year to year with better and more comprehensive offer. The Gastro section offers an overview of all the gastronomic pleasures related to Herzegovinian cuisine, restaurants and taverns, offers on green market, wineries and winery tasting rooms, and even the offer of honey and medicinal herbs. The section of Useful information contains all the necessary information on how to get to Trebinje, ie. information about the transport connection, position and activities of Information Centre, bus stations and timetable, events (complete overview of events with names and time when it is held), exchange offices and gas stations, parking, rent a car, taxi, and important phone numbers.

Social networks have become inevitable in tourism, and research results show that the majority of students, information about selected tourist destination, find on Facebook, Instagram and Booking. Today, Facebook has 1.86 billion users; 1.23 billion users daily log into their profile and spend in average 20 minutes on it. The majority of users are 25 to 34 years old; 77 women out of 100 use this network, and 66.50% of men out of 100 which

belong to the demographic group of 18 to 24-year-old visit Facebook immediately after they wake up. Because all of this above, it's easy to notice how big is the market and how significant and how many possibilities this social network offers.

The Facebook page of the Tourist Organization of Trebinje was launched on August 17<sup>th</sup>, 2010, as part of the activities for better promotion of the city's tourist offer and better implementation of marketing activities. This page is followed by 9.624 users, while 9.614 like this page. Facebook page of TO Trebinje is becoming more and more active, especially in the summer period, for which the largest number of activities, cultural activities and events are related. Posting on the Facebook page in the cheapest and the simplest way is to perform promotion of manifestations and cultural events.

Instagram is a social network, ie. a free application that processes and distributes photos and videos via mobile phones over the social network itself, and others such as Facebook, Twitter, and similar and serve for social networking and photographic services. Recognizing the significance of marketing on social networks TO Trebinje has recently also been active on Instagram by posting photographs and videos, especially for offering of touristic content by highlighting the natural and cultural beauties of the city, which as such, by itself, become a bait for potential visitors.

The research also determined the shortcomings in the advertising of TO Trebinje in the digital marketing environment. When in the most used Google search engine, we enter the term Trebinje, we can notice that there is no paid advertising (SEM), but we only get organic results (SEO). The page GoTrebinje, or the official site of the Tourist Organization of Trebinje, which is the leader of the tourist development of the city, is placed on the second page of the search, and we can conclude that in this respect it has not been done enough. One of the reasons is also that employees are not educated in the segment of digital communication. Social networks, although present in the marketing concept of Tourist Organization Trebinje, are not sufficiently represented in marketing communication. This should be the future goal of TO of Trebinje, that is, to increase the number of followers on social networks. That goal can be achieved through various actions, for example, that users are asked to post their travel photos on the Facebook page of Trebinje (visitors who either stay or just go through Trebinje). In this way, the emotional connection of users and TO Trebinje would increase, and users would visit these pages more often.

Unlike the Tourist Organization of Trebinje, Tourist Organization of Banja Luka (TOBL), in 2018, actively worked on the development of communication through social networks. The web page of TOBL ([www.banjaluka-tourism.com](http://www.banjaluka-tourism.com)) is updated on a daily basis and especially the section calendar of events for the city of Banja Luka. In addition to the main page, in 2018, TOBL updated a thematic web page dedicated to rural tourism of Potkozarje and rural development at [www.kozaraethno.com](http://www.kozaraethno.com). The Internet pages are upgraded with new content and relevant information.

In order to promote tourist products more efficiently, catering capacities and other elements of the tourist industry, an analysis of the existing web page of the Tourist Organization of Banja Luka is being constantly analyzed. On the basis of the analysis and experience of the users, the TOBL web page will be improved in 2019. The Tourist Organization of Banja Luka actively worked on the development of communication through social networks and the development of Community Management with the aim of increasing the number and on animation of fans as well as the development of interaction with users. Also, through social networks, campaigns and promotions of the tourist offer of Banja Luka, as well as current events, were realized. TOBL is advertised on social networks such as Facebook, Instagram, Twitter and YouTube.

On the social network Facebook, as the most dominant and the most popular in these regions, TOBL has four fan pages:

- Tourist Organization Banja Luka, the page intended for citizens of Banja Luka, and on which events are promoted that are of interest to citizens as well as the work of TOBL (7.000



likes). Since the paid campaign on this site did not work, the page has gained popularity especially during the campaign for the manifestation Summer on Vrbas 2018, when special prize games were organized.

- Visit Banja Luka, a page dedicated to regional tourists, is conducted in Serbian language and promotes the tourist offer of Banja Luka (2.359 likes)

- Kozara etno, a page which promotes the Kozara Etno Festival, and communicates both with the audience and with the participants of the festival (780 likes)

- Simply AdoraBLe Banja Luka, a page created within the campaign of the same name that began in July 2017 (1.504 likes). In the month of May in 2018 campaign, and therefore the page, changed its name to Exteremly AdoraBLe Banja Luka. The page is in English for communication with potential tourists. Through this page a paid campaign for the markets of Slovenia, Croatia, Serbia, Montenegro and B&H was made. The campaign promoted the manifestations such as Spring in Banja Luka, Summer on Vrbas, Demofest, FreshWave and Banja Luka Winter, as well as the adventurous offer of the city Banja Luka. The total cumulative reach of the number of visits to this Facebook page in 2018 was as high as 784.505.

On the social network Instagram TOBL communicates with the Internet community through two Instagram profiles. The first is Visit Banja Luka, which started at the beginning of 2017 and has 344 followers. The second profile was launched within the campaign Simply AdoraBLe Banja Luka, later changed to Banja Luka Exteremly AdoraBLe, and currently has 435 followers.

On the social network Twitter, TOBL's account "Visit Banja Luka" has approximately 658 followers. Since Twitter is not such a popular network in this region, the activities on this network are modest as well.

The YouTube channel called tobanjaluka, with only 132 registered followers, is of modest activities due to the lack of video material in the Tourist Organization of Banja Luka. This year, a promotional film of the city of Banja Luka was made, which has 22.940 views on this network.

Tourist Organization Banja Luka conducted paid campaigns, such as spring, summer and winter. Paid campaigns were made for Facebook and the Instagram page BanjalukaExteremly AdoraBLe, and the Google campaign was designed in order to increase the visibility of the TOBL web page. The campaign communicated the most interesting events in Banja Luka in the above mentioned seasons, and the most attractive were the manifestations Spring in Banja Luka, Summer on Vrbas and Banja Luka Winter.

Unlike the TO of Trebinje, TO of Banja Luka carries out the Search Engine Optimization process (SEO). The results of the research show that both organizations in the following period should determine what are the keywords and terms that attract the most visitors and how long does it take for their web pages to be brought to the first page of the search engine, because they are currently on the second page of the search engine. Optimization of the web page for search engines represents the most powerful digital marketing tool, i.e. a digital marketing technique that quickly and reliably delivers the desired result in a short period. The results of the research confirmed us that Social Network Content Optimization should be a key part of the web strategy of both tourist organizations as well as managing online reputation or managing reputation on search engines that use organizations that take care about their presence and ranking on the Internet through social media such as blogs, forums, online services and web pages.

Paid campaigns for certain market segments have increased the number of visits to web pages of social networks in a short time, as a broad auditorium more frequently turns to social networks when searching for more favorable purchases, discounts, new challenges, and most often in that way comes in contact with brands that are promoted on social networks. Tourist organizations which will be the leaders of electronic, mobile and intelligent business, by

turning data into information, knowledge and intelligence will be the most competitive and leading in their field of business.

## CONCLUSION

The development of the Internet and Information Technologies influences on the changing of the way of managing the business, changing the way of business, and on advertising of products and services. The Internet has become available in every place, so the possibilities of using and placing over the Internet are very diverse and extensive. Digital marketing, or marketing through digital communication channels, has won the world market. To the end customers or users of products and services we need to arrive quickly, operate efficiently, and deliver important and necessary content to them. According to Kotler, marketing employees are dealing with placements within ten different areas: goods, services, experiences, events, personalities, places, assets, organizations, information and ideas.

In this paper, we have followed in some detail only some segments of placements such as services, information, experiences, events, places and ideas. We do not think that other placements are not important, but due to character and length of this paper we have not examined them in more detail. Before buying anything, most people search online, so it is very important to have the presence and help of organic search results and paid search results, such as: Search Engine Optimization (SEO), Search Engine Marketing (SEM), and Social Media Optimization (SMO). Search Engine Optimization represents organic non-paid search results, free ads, while Search Engine Marketing represent targeted paid announcements, but they certainly need to be complementary. Search Engine Optimization is the base of good Search Engine Marketing, and when it is set up correctly, there are great chances to accomplish a high number of visits and high positioning on search engines. A quality SEO of an organization is necessary so the Google could see it as a credible web location and the best it ranks, with certainly very important positive user experience. This is the current trend. Google rewards top-ranked web locations as mobile search has become more and more dominant, and the nature of search changes, and with that the creation of targeted ads for SEM is enabled. Advertising in digital marketing environment is becoming more and more focused on data, making it easier to form targeted and personalized campaigns, while users will be more and more concerned about their privacy.

In very strong competition, tourist organizations in the future should provide motivation and commitment of employees in accomplishing the set goals of the tourist organization (knowledge and skills - to create superior value and position). In order to achieve that, tourist organization should develop special technical and communication skills of digital marketing to their employees, must invest in personnel and send them to appropriate seminars and trainings, in order to train them to achieve the performance of top quality of services.

In modern business in global environment it is necessary for everyone to develop the idea of creating the image known world wide and excellent reputation. With the results of the research carried out by the Tourist Organization of Trebinje and the Tourist Organization of Banja Luka we confirmed the stated claim that the global trends in the expansion of modern technologies did not bypass advertising in marketing of tourist organizations that develop their services / products in modern advertising by using digital technologies. Tourist organizations in the modern digital environment need to deal with exploration of environment, exploration of market changes, expanding their offer, by using new technologies and marketing communication tools, sophisticated demands of users of services and consumers, in order to provide exceptional services in the global trend of tougher competition.

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