

SIGNIFICANCE OF SOCIAL MEDIA MARKETING

Milena Sretić⁵⁸⁷
Nemanja Stojković⁵⁸⁸
Željko Ondrik⁵⁸⁹

DOI: <https://doi.org/10.31410/eraz.2018.893>

Abstract: *This paper deals with the importance of digital marketing, modern forms of communication due to the development of IT sectors and social networks, as well as the need for marketing agencies and marketing teams to develop new activities such as copywriting and the importance of training a large number of creative copywriters.*

Key words: *Digital marketing, copywriting, social networks, communications*

Milena Sretić

She was born on February 16, 1990, in Belgrade. She finished elementary and high school in Belgrade. She enrolled in 2008 at the Faculty of Philology, University of Belgrade, in the direction of Serbian Literature and Language.



In 2016, she enrolled at the Faculty of Applied Economics and Finance Management in Belgrade, the University of Novi Sad's Academy of Economy, Master Degree in Secondary Degree Process Management. In 2017 she started her academic career at the Faculty of Applied Management, Economics and Finance, University of Novi Sad University.

Nemanja Stojković

He was born on July 6, 1991, in Belgrade. He finished elementary and high school in Belgrade. He enrolled in 2013, Belgrade Business School, High School of Vocational Studies in Belgrade, Marketing and Trade.

In 2016, he enrolled at the Faculty of Applied Economics and Finance Management in Belgrade, the University of Economy Academy in Novi Sad, in the direction of operatively applied management and the title manager.

After that, he continued his master studies at the Faculty of Applied Economics and Finance Management, the University of Economy Academy in Novi Sad, on the direction of planning process management and graduate manager. In the same year, he enrolled in Master Academic Studies and started his academic career.



⁵⁸⁷ Faculty of Applied Management, Economics and Finance, Belgrade, Serbia

⁵⁸⁸ Faculty of Applied Management, Economics and Finance, Belgrade, Serbia

⁵⁸⁹ Faculty of Applied Management, Economics and Finance, Belgrade, Serbia

Željko Ondrik

He was born on September 24, 1993 in Pancevo. He finished elementary and high school in Pancevo, with great success. After high school, in 2012 he enrolled at the Belgrade Business School, High School of Vocational Studies in Belgrade, Department of Economics, Accounting and Finance.

In 2015, he enrolled at the Faculty of Applied Economics and Finance in Belgrade, University of Economy Academy in Novi Sad, applied economics and finance, and earned the title of economist. After that, he continued his master studies at the Faculty of Applied Management, Economics and Finance, the University of Privredna Akademija in Novi Sad, in the direction of Applied Economics and Finance, and is a graduate economist. He also enrolled in Master Academic Studies and started his academic career.

