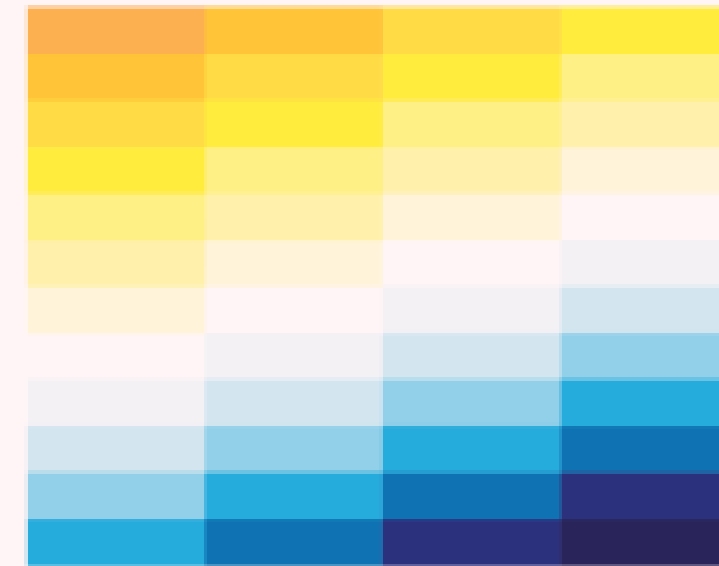


Case study

Zadar Tourist Board automates tracking their online mentions



**ZADAR
TOURIST
BOARD**

Location

Croatia

Company type

Tourist Board

We talked with

Martina Crnčević

Tourist Informator



About Zadar Tourist Board

Zadar Tourist Board is a local tourist board for the city of Zadar, one of the most popular and visited destinations in Croatia.

They have been using Determ since 2019 to aid them in tracking mentions of Zadar and its most popular attractions and events both in the local and global market.



To find out more about how Determ supports the Zadar tourist board's promotion of the city of Zadar and the Zadar archipelago islands, we reached out to Martina Crnčević.

Martina is a Tourist Informator who mainly focuses on managing and maintaining the board's website and social media, as well as working on campaigns that will help increase the online presence of Zadar.

Challenge & Solution 



Challenge

**“Our goal is always to be present online and make the city of Zadar an even bigger brand,”
Martina says.**

Previously, they tried tracking mentions of Zadar manually, which “took a lot of time” and led them to “missing out on a lot of mentions.” But, to truly increase brand awareness, they needed a tool that would enable them to identify relevant online articles and posts in real-time and immediately share them on social media.



Solution & Impact

Prior to working at Zadar Tourist Board, Martina had no experience with a media monitoring tool.

Soon after her colleague introduced her to Determ, it became an essential part of her workflow.

Such an example happened when Netflix's 'Don't look up' came out. The movie shows one of Zadar's most popular tourist attractions, the Greeting to the Sun, and Twitter

users immediately picked up on this. Even without watching the movie, Zadar Tourist Board's team was able to react promptly and leverage the online buzz for the city's promotion.



Martina highlighted automation as the greatest benefit of using the tool, as they no longer have to “spend time and manually research articles mentioning Zadar”. In addition, with the tool, they are immediately able to view things they “wouldn’t even think of googling otherwise”.

“Numerous times, something happened, and we were the last to know. Now, we are timely informed of everything. We check Determ every day, and if something important occurs, we automatically get a Spike alert and are able to react immediately.”



An unexpected benefit to using Determ is the Influence score and Reach metrics, as well as numerous filtering options. As Martina says, these features have enabled Zadar Tourist Board to effectively narrow down the most relevant articles and posts that will have the greatest impact.

“We have separate queries for tracking mentions of Zadar in various markets and languages and use additional filters to get the most relevant results.”

For instance, if there are several news articles in Polish about Zadar, we check which have the highest reach and influence score to determine which one we will share on our social media. By sorting our results this way, we can easily identify the most prominent mentions to promote further. Naturally, at the end of the year, we incorporate these metrics into our yearly report to evaluate the overall impact of our efforts in an easily comprehensible way.”



When asked what advice would she give to people who are thinking about purchasing Determ, Martina said:

“I’d advise anyone looking into media monitoring to give Determ a try. At the end of the free trial, you’ll see that it’s more necessary than you think. Don’t be intimidated, as the tool is very straightforward and easy to use. It has numerous pros, I don’t see any cons to it.”

What’s more, the Determ support team always reacts immediately and gets back to us with informative materials or fully resolves any issue on the same day.”





About Determ

Determ is an award-winning, user-first online media monitoring software.

Determ helps businesses of all sizes monitor and analyze online conversations. It tracks more than 100 million online sources in any language to help its users across the globe make better business decisions by delivering them relevant information from the media in real-time.

Copyright (C) 2022 Determ d.o.o. All Rights Reserved.

Determ d.o.o.

Filipa Vukasovića 1
Zagreb, Croatia

✉ info@determ.com

🌐 determ.com

📘 facebook.com/determ

🐦 twitter.com/determ

[Book a product demo →](#)

Get a personalized Determ tour. No commitment.