



Cybermarketing

- Mixul de marketing in mediul online -



Din cursul anterior

- Activitatile logistice au fost printre pionierii adoptiei tehnologiilor IT&C, in special in domeniul B2B;
- Internetul reprezinta un *canal de distributie* nativ pentru produsele digitale;
- Disparitia unei categorii de intermediari (*dezintermediere*) si aparitia unor alte categorii (*reintermediere*);
- Societatea Informationala se caracterizeaza printr-o *presiune semnificativ crescuta la nivelul lantului de distributie*
 - *detailisti online;*
 - *infomediari*





Mixul de cybermarketing: Promovarea

- “**Comunicatie**”: preocuparea intreprinderii de a atenua natura, uneori divergenta, alteori contradictorie, a mesajelor emise de intreprindere si de a le contopi intr-un *sistem coerent*, conjugat, cu o *tinta precisa*.
- **Sistem de comunicare**:
 - **Emitator** (sursa de comunicare);
 - **Media** (suportul), care “traduce” ideile mesajului in simboluri, semne sau imagini;
 - **Mesaj**: ansamblul simbolurilor (semnelor) transmise de catre emitator;
 - **Receptor** (audienta, destinatar): cel care primeste mesajul;
 - **Decodificare**: semnificatia atribuita mesajului de catre receptor;
 - **Raspuns**: ansamblul reactiilor audientei dupa receptia mesajului;
 - **Feedback**: raspunsul receptorului adresat emitatorului;
 - **Zgomot** (elemente perturbatoare): orice poate genera o distorsiune a mesajului;





Mixul de cybermarketing: Promovarea

- Activitati promotionale:
 1. Publicitate;
 - a. Presa;
 - b. Radio;
 - c. Televiziune si cinematografe;
 - d. Publicitatea exterioara;
 - e. Tiparituri (cataloage, pliante, prospecte, brosure, etc.);
 2. Promovarea vanzarilor;
 - a. Reducerea preturilor;
 - b. Vanzari grupate;
 - c. Concursuri promotionale;
 - d. Publicitate la locul vanzarii (auditiva si vizuala);
 - e. Merchandising;
 - f. Cadouri promotionale.





Mixul de cybermarketing: Promovarea

- Activitati promotionale:
 - 3. **Relatii publice;**
 - a. Tehnici de primire;
 - b. Tehnici utilizate in relatia cu mass-media;
 - c. Evocarea unor evenimente speciale;
 - 4. **Utilizarea marilor;**
 - 5. **Manifestari promotionale;**
 - a. Participarea la manifestari cu caracter expozitional;
 - b. Sponsozirarea;
 - 6. **Forte de vanzare.**





Mixul de cybermarketing: Promovarea

- **Interactivitatea** activitatilor de promovare in mediul online:
 - facilitarea comunicatiei in ambele sensuri (catre si dinspre receptori);
 - raspunsurile receptorilor pot fi identificate mult mai simplu;
 - relatii de comunicare de tip multi-la-multi;
 - comunicare in timp real.
- **Individualizarea** activitatilor de promovare in mediul online:
 - receptorii au posibilitatea de a controla fluxul informational (inlaturare zgomot);
 - permite comunicari bine segmentate (tintite);
 - comunicari personalizate;





Mixul de cybermarketing: Promovarea

- Principalele instrumente de promovare online:
 - **Website-ul** organizational;
 - Informeaza, reaminteste si diferentiaza compania si produsele sale.
 - **Banner-e**;
 - vizibile, usor de masurat si de personalizat.
 - **Motoare de cautare**;
 - Credibilitate ridicata, garantia afisarii, o audienta semnificativa;
 - **E-mail**;
 - disponibilitate demografica ridicata, flexibil, rata ridicata de raspunsuri, ieftin;
 - **Sponsorizare**;
 - desi studiile arata ca sponsorizarea are un efect mai redus asupra receptorilor, au avantajul de a nu fi intruzive;
 - afisate de regula ca banner sau link (grafic sau text) la sfarsitul paginii / textului;





Mixul de cybermarketing: Publicitatea

- Publicitatea prin banner-e este cea mai utilizata forma a publicitatii online.
- La 14 ani dupa aparitia primului banner online (1994), publicitatea prin banner-e nu este inca total regularizata si standardizata;
- Modele de plata:
 - **CPM** (cost per mia de “impresii”) – o impresia este echivalenta unei persoane care a vizualizat banner-ul intr-o pagina web;
 - **CPC** (cost per click) – emitatorul plateste pentru expunere doar daca receptorul a folosit hiperlegatura asociata banner-ului, pentru a vizita site-ul in cauza;
 - **CPA** (cost per actiune) – asociat cu marketingul prin afiliati, presupune plata catre media (afiliat) doar daca receptorul a facut o anumita actiune pe site-ul emitatorului (a cumparat, si-a creat un profil, etc.).





Mixul de cybermarketing: Publicitatea

- Unde gasim publicitate (banner-e sau texte) online?
 - Portaluri (51% din piata, in termeni financiari);
 - Site-uri informative (ex.: Wikipedia, Ase.ro, Apropo.ro);
 - Site-uri de stiri (ex.: CNN.com, GSP.ro, Mediafax.ro);
 - Retele sociale (ex.: FaceBook, LinkedIn, Hi5, etc.);
 - Motoare de cautare (ex.: AskJeeves, MSN).
 - Infomediari comerciali (ex.: Kelkoo, Autovit.ro, Price-Guide.co.uk);
 - Servicii de chat si forum (ex.: Meebo);
 - Blog-uri;
 - Podcast-uri (ex.: virginatlantic.loudish.com);
 - Agregatori RSS (Rich Site Summary)
 - Aparate mobile;
 - E-mail;
 - Newsletter-e.





Mixul de cybermarketing: Publicitatea

Nume site	Tip site	Proprietar	Audienta	Nr. impresii lunare	CPM (\$)
Yahoo! Home page	Portal	Yahoo!	Toti utilizatorii web	100 milioane	50 - 150
New Musical Express	Nisa (muzica)	IPC Magazines	barbati, 18 – 30 de ani	8 milioane	80
Virgin Radio	Nisa (radio online)	Ginger OnLine	20 – 44, 65% barbati	1,3 milioane	50 (run-of-site)
Vogue	Nisa (moda)	Conde-Nast	18 – 34, femei	700 000	80
CNN	Stiri	AOL TimeWarner	18 – 35, barbati	2,5 milioane	70



Mixul de cybermarketing: Publicitatea



Yahoo! - Windows Internet Explorer

http://www.yahoo.com/

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Google TREND Rating disabled

Yahoo! Advertising Your Business wit...

Make Y! your home page

YAHOO!

Web Images Video Local Shopping more

Search: Web Search

Yahoo! Home My Yahoo! Dec 8, 2008 Page Options

Featured Entertainment Sports Video

Secret online coupons

Some people never pay full price by using these savings codes found online.

» How to find them

Find free online coupons
Holiday gifts under \$25

Save big with online coupons codes
Giant potato is potential world record-holder
Biggest teen idol ever: It's not Miley or Britney
Now could be the right time to buy a first home

» More: Features | Buzz

News World Local Finance

As of 12:42 a.m.

- Obama suggests some automaker executives should lose jobs
- Riots spread in two Greek cities after fatal police shooting of teen
- Rice regrets U.S. relied on flawed intelligence for going to Iraq
- Millions of hajj pilgrims prepare for symbolic stoning of the devil
- From hybrids to SUVs, unsold foreign cars pile up at U.S. ports
- Financial crisis spurs dramatic slump in recycling market
- Salvation Army captain to lose job for marrying non-member
- NFL - NCAA Football - NBA - NCAA Hoops - NHL - Boxing

» More: News | Popular | Politics

Markets: Dow: +3.1% Nasdaq: +4.4%

Marketplace

Check your mail status: Sign In Free mail: Sign Up

Mail Messenger Puzzles

Weather Events Telescopes

SAVE up to 75% on Cruises

CLICK FOR LAST-MINUTE SPECIALS

DAYS	DESTINATION	OUR STARTING PRICE	YOU SAVE!
4	Mexico/Central America	\$199	77%
5	Caribbean	\$219	79%
7	Caribbean	\$349	77%
7	Mediterranean	\$499	75%

* Registration required to view offers
Ad Feedback

Inside Yahoo! Small Business

Save 25% on Web Hosting

Build a web site for your business with unlimited disk space, data transfer and email storage.

» Find out more

Pulse - What Yahoos Are Into

Popular Young TV Celebrity Photos

More Yahoo! Services

Small Business

- Get a Web Site
- Domain Names





Mixul de cybermarketing: Publicitatea

- Tipuri de banner-e:
 - Statice (simple si universale);
 - Dinamice (animate);
 - Interactive (rich media): angajarea utilizatorilor in activitati diverse in spatiul banner-ului;
 - Banner-e video (de regula de 10-30 de secunde).
- Banner-ele animate atrag atentia, insa animatiile complexe, la fel ca si cele rapide, au efecte adverse asupra gradului de reamintire si asupra perceptiei mesajului.
- Banner-ele sunt utilizate pentru:
 - construirea (reamintirea) imaginii marcii;
 - solicita raspunsuri directe (ex.: Apasa aici!);





Mixul de cybermarketing: Publicitatea

- Dimensiuni standard pentru banner-e:
 - 468 x 60 – dimensiunea **standard**;
 - 234 x 60 – “jumatatea” standardului;
 - 120 x 60 sau 125 x 125 – “butoane”
 - 120 x 600 sau 160 x 600 – “**skyscraper**”, verticale;
 - 728 x 90 – **leaderboard** (mari si agresive);
- Tipuri speciale de banner-e:
 - **insule** – pozitionate in interiorul textului, nu pe laturi, precum majoritatea banner-elor;
 - **banner-e extensibile** – a caror dimensiune variaza (*mouse over, roll over si click over*);
 - **Overlay Ad** – banner-e care ocupa pentru cateva secunde intreaga suprafata a ecranului, apoi se “retrag” intr-un format standard.





Mixul de cybermarketing: Publicitatea

NEW!
**Practical &
Effective Online
Advertising
Strategy, Tactics
& Know-How**



Examples on how to:

- Increase Rich Media CTRs by up to 132%
- Improve the effectiveness of your ads up to 219%

Complete with:

- 116 Tables and Charts
- 30 creative samples

[Learn more](#)



Mixul de cybermarketing: Publicitatea





Mixul de cybermarketing: Publicitatea

- Tipuri speciale de banner-e:
 - **banner-e “lipicioase” (sticky ads)** – isi pastreaza pozitia relativa pe ecran atunci cand utilizatorii efectueaza scroll-uri orizontale sau verticale;
 - **banner-e “plutitoare” (floating ads)** – mesajul apare deasupra paginii, parand a nu fi direct fixat in formatul acesteia – pot ocupa pana la 100% din ecran;
 - **banner-e “indraznete” (shoshkels)** – pot fi extrem de deranjante pentru utilizatori, defiland pe ecran fara a putea fi inchise.





Mixul de cybermarketing: Publicitatea

- Tipuri speciale de banner-e:
 - **Interstitial**: un banner care apare intr-o fereastră distinctă, deschisă automat pe perioada de încărcare a unui site / pagini;
 - **Pop-Up**: apar deasupra conținutului unei pagini, făcându-l invizibil / greu lizibil;
 - 70% dintre utilizatorii Internet le găsesc enervante, dar 84% le-au folosit cel puțin o dată pentru a accesa un site – nu reprezintă decât 3,5% dintre “impresiile” de pe Internet;
 - **Pop-Under**: un banner care se încarcă într-o fereastră separată, care se încarcă fără a afecta fereastră curentă, fiind vizibilă doar când browser-ul este închis;



Mixul de cybermarketing: Publicitatea





Mixul de cybermarketing: Publicitatea

- **Marketing viral**: activitatea de marketing prin care o companie recruteaza consumatori (receptori) pentru a retransmite mesajele organizatiei.
 - Steve Jurvetson: *marketing interpersonal "dopat" prin Internet*.
 - **Buzz marketing**: o campanie virala de succes.
- **Premisele marketingului viral**:
 - Emitatorul recrutat primeste o recompensa pentru retransmiterea mesajului;
 - Receptorii trebuie sa perceapa o valoare adaugata semnificativa din mesajul in cauza;
 - Emitatorul original trebuie sa beneficieze din propagarea mesajului.



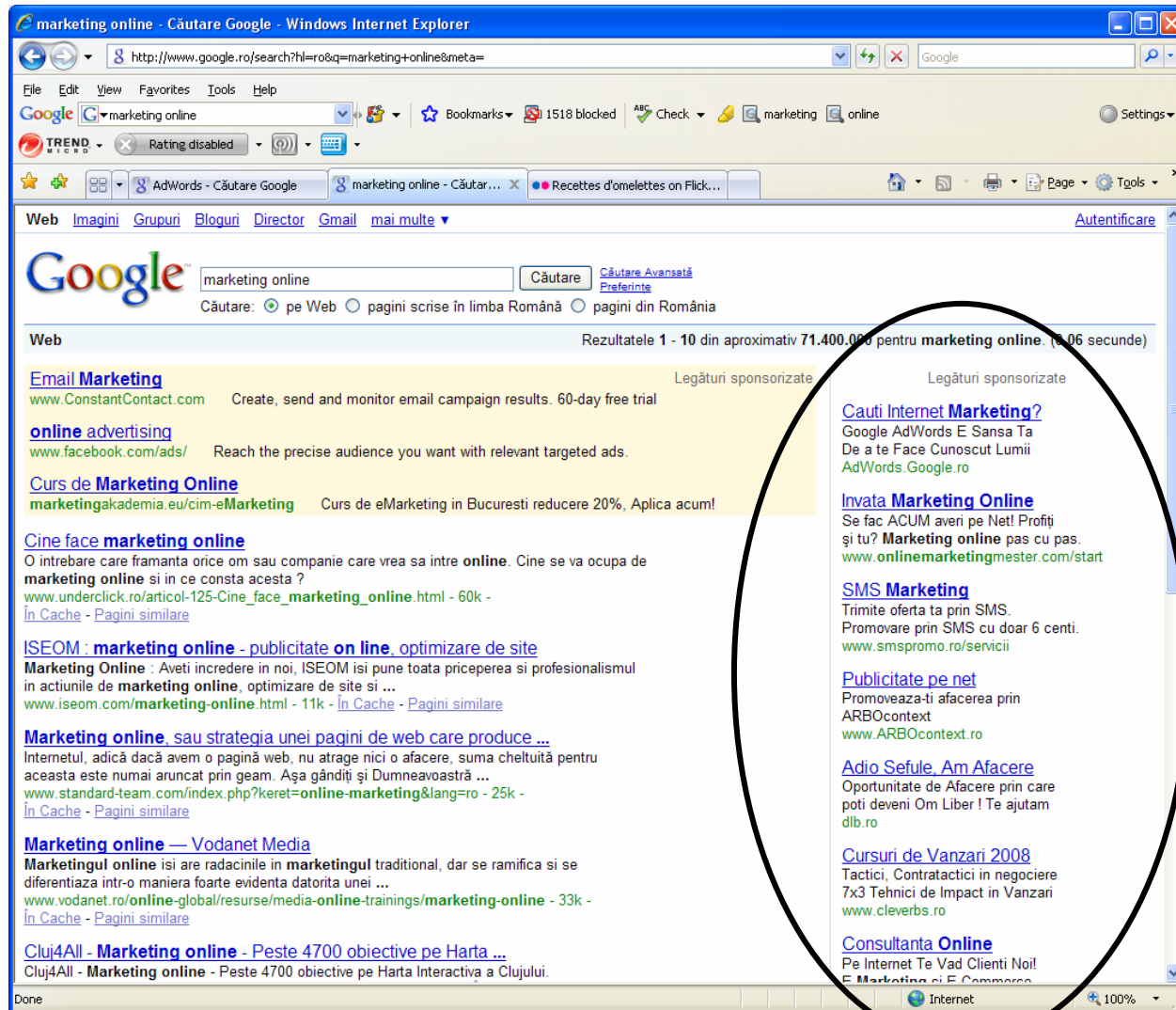


Mixul de cybermarketing: Publicitatea

- **Publicitate contextuala:** banner-e si mesaje text promotionale afisate in concordanta cu continutul informational al site-urilor sau cu termenii de cautare utilizati pe motoare de cautare.
 - **Google AdWords** reprezinta principalul instrument din piata la acest moment.



Mixul de cybermarketing: Publicitatea





Mixul de cybermarketing: Publicitatea

- **Optimizarea site-ului pentru motoare de cautare (SEO):**
 - desi majoritatea motoarelor de cautare isi schimba algoritmi de afisare a rezultatelor periodic, exista o serie de instrumente care permit obtinerea unei pozitionari superioare in lista de rezultate, pentru termenii doriti:
 1. Frecventa de aparitie a termenilor in pagina.
 2. Numarul de site-uri care refera pagina in cauza.
 3. Includerea in portaluri de specialitate (DMOZ.org).
 4. Termenul de cautare se afla in titlul paginii (tag-ul <TITLE>).
 5. Texte alternative pentru grafice si imagini.
 6. Descrierea site-urilor prin tag-uri <META>.





Mixul de cybermarketing: Promovare

- **E-mail**

- Desi website-urile sunt cele mai bine cunoscute instrumente de cybermarketing, e-mail-ul reprezinta instrumentul online cel mai folosit.
- **Spam**: e-mail-uri trimise fara acceptul receptorilor. In Romania sunt ilegale, la fel ca si in UE!
- **Marketing direct prin e-mail**:
 1. Definirea obiectivelor campaniei;
 2. Identificarea segmentelor tinta ale campaniei;
 3. Dezvoltarea continutului e-mail-urilor;
 4. Dezvoltarea raspunsurilor asteptate;
 5. Testarea campaniei;
 6. Trimiterea mesajelor;
 7. Masurarea rezultatelor.



Marketing direct prin e-mail



(306 unread) Yahoo! Mail, orzan - Windows Internet Explorer

http://us.mg1.mail.yahoo.com/dc/launch?.rand=0vgihsk0nnpdg

File Edit View Favorites Tools Help

Google TREND Rating disabled 1523 blocked Check

Settings

Yahoo! MAIL Hi, orzan Sign Out What's New Mail Classic

Search the Web... WEB SEARCH

Check Mail New

Search Mail... Go

Top Electronics on Y! Shopping

Inbox (306)

Drafts

Sent

Spam

Trash (20)

Contacts

Calendar

Notepad

All Feeds

My Folders

BUSINESS

Emailuri de abonament

Olguta

Poze

universitati

Inbox 441 messages

Delete Reply Forward Spam Move Print More Actions View

	From	Subject	Date	Size
☐	Bestial Records	[bestial-newsletter] Noutati	Sat, 12/13/08 5:25 PM	18KB
☐	Lufthansa	Do not miss the last highlight of the	Fri, 12/12/08 1:13 PM	66KB
☐	Bestial Records	[bestial-newsletter] Oferta produs	Thu, 12/11/08 10:09 PM	68KB

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Wells Fargo <Alert@Online-Update.com> Add To:

 Your Online Banking is Blocked

Because of unusual number of invalid login attempts on you account, we had to believe that, their might be some security problem on you account.

So we have decided to put an extra verification process to ensure your identity and your account security.

Please click on continue to the verification process and ensure your account security. It is all about your security.

Thank you.

[Continue To Online Banking](#)

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Click Here!

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Mixul de cybermarketing: Promovare

- **E-mail**

- **Newsgroup**: una dintre cele mai vechi metode de comunicare generalizata pe Internet;
 - utilizate de segmente tinta de utilizatori bine diferite, cu preocupari si pasiuni specifice;
 - Inlocuite treptat de retelele sociale (online social networks).
 - la momentul de maxima expansiune (1999) – 50.000 de grupuri (**usenet**);



Mixul de cybermarketing: Promovarea vanzarilor



- **Marketing prin afiliere**

- Partenerii afiliati pun pe site-urile proprii (si in e-mail-urile trimise) banner-e si alte forme de legaturi catre site-urilor comerciantilor, primind in schimb o cota parte din valoarea vanzarilor generate de consumatorii pe care i-au referit.
- In Marea Britanie in 2006 20% dintre vanzarile online s-au facut in urma recomandarilor partenerilor afiliati.



Marketing prin afiliere



Buy from Amazon.com - Windows Internet Explorer

http://www.digitalhomeconcepts.net/getamac/macmini/stores/buymacmini.html

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Mac Mini

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Video

DHC Stores

DHC Mac Mini Store

View Products

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Browse by Category

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View Products

Apple Mac mini MA607LL/A (1.66 GHz Intel Co...

Apple Mac mini MA608LL/A (1.83 GHz Intel Co...

Apple Wireless Pro Keyboard

Apple Bluetooth Wireless Mighty Mouse

DHC Mac Mini Store | Shopping Cart



Mixul de cybermarketing: Promovarea vanzarilor



- Alte tehnici de promovare a vanzarilor online:
 - **esantioane gratuite**, in special in cazul produselor digitale (ex.: trial version, shareware, extrase din carti electronice);
 - **e-cupoane**, utilizate pentru acordarea de reduceri. Pot fi digitale (un numar specific) sau imprimabile (in cazul in care vor fi folosite offline).
 - **promovarea incrucisata**, utilizata in special in cazul produselor digitale.
 - **vanzari grupate** prin magazinele online.
 - **reduceri de pret promotionale** pentru cumparaturile online.



Online Sampling



Adobe - Adobe Acrobat Pro: Get a free trial - Windows Internet Explorer

http://www.adobe.com/products/acrobatpro/tryout.html

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Google free trial

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[Installation notes and system requirements \(Windows only\)](#)

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http://www.ecoupons.com/?msg=27

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Google e-coupons

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e-coupons - Căutare Google Best Buy Coupons, Think...

Sony Style - Coupons and Deals

Sunday, December 14 2008 @ 03:00 AM EST By: eCoupons | [Email Coupon](#)

- Save \$30 on the Sony Digital Reader Book now just \$269.99 [Exp: 12/24]
- 8GB Sony Walkman MP3 Player with FM Tuner (NWZ-E438FBLK) for \$99.99 [Exp: 12/27]

Six Flags - 20% Off 2009 Season Pass Exp: 12/14

Sunday, December 14 2008 @ 12:00 AM EST By: Coupon-Bear | [Email Coupon](#)

- One day Only - 20% Off 2009 Season Passes [Exp: 12/14]

Amazon - Coupons and Deals

Saturday, December 13 2008 @ 11:28 PM EST By: Coupon-Bear | [Email Coupon](#)

- Save up to 70% on Toys
- Wii by Nintendo available from \$305.49
- Wii Fit by Nintendo available from \$158.36

Target - Coupons and Deals

Saturday, December 13 2008 @ 09:13 PM EST By: meriad | [Email Coupon](#)

- Jump Smart Trampoline for \$50.99
- Badger Toys Doll Crib with Cabinet for \$44.99
- Tek Nek "Lucky" Spring Horse for \$89.99
- Peavey Rockmaster Guitar Stage Pack with GT5 - Pink Glitter for \$149.99
- Kidkraft Large Pastel Kitchen Play Set for \$168.00
- LeapFrog Leapster Learning System - Silver/ Green for \$49.99
- Free Shipping on Select Home Décor/Lighting [Exp: 1/31]

Lenovo ThinkPad Canada - Save up to 10% off ThinkPad Notebooks Exp: 12/15

Saturday, December 13 2008 @ 08:42 PM EST By: eCoupons | [Email Coupon](#)

- Save up to an additional 10% of select ThinkPad Notebooks eCoupon: CAPWINTER08 [Exp: 12/15]

Eset - Save up to 15% Off Exp: 12/30

Saturday, December 13 2008 @ 03:06 PM EST By: meriad | [Email Coupon](#)

- \$20.09 Off New Year's Dresses [Exp: 12/30]
- Holiday Dress Under 99 are Now 15% Off [Exp: 12/30]

Travelocity - Coupons and Deals

Saturday, December 13 2008 @ 03:03 PM EST By: meriad | [Email Coupon](#)

- Get \$100 Off Your 4-Night Flight+Hotel Vacation to Ski Destinations When You Book With Your

Coupon Code: SV2132
Exp: 1/31/09

In the Hole Golf Coupons:

- Save 10% on all orders \$250 and up Coupon Code: ECOUPONS

ING Direct Coupons:

- Earn 3.10% Annual Percentage Yield on an FDIC-insured savings account

Kodak Gallery Coupons:

- Save 20% when you spend \$20 on Photo Gifts, Photo Books and Prints Coupon Code: ECOUPON2020 Exp:12/31

Lenovo ThinkPad Canada Coupons:

- Free Shipping on award-winning ThinkPad notebooks

Medifast Diet Coupons:

- Buy 4 weeks of food, get one FREE! Coupon Code: PROMO

Overstock Coupons:

- Save 10% cash back with Pay Pal

Shoebuy Coupons:

- 10% Off Plus Free Shipping, Free Returns and No Sales Tax Coupon Code: ECOUPONS10

Sierra Trading Post Coupons:

- 10% off your order of





Mixul de cybermarketing: Relatii Publice

- **Tehnici de intampinare:**

- **Brosuri electronice:** utilizate de catre clientii potentiali pentru a identifica produsele cautate, avantajele si dezavantajele acestora.
 - pot fi trimise prin e-mail sau pot fi disponibile pe site.
 - spre deosebire de brosurile traditionale, pot fi interactive, incluzand elemente video/audio si parcurgerea non-liniara.

- **Comunicarea prin evenimente:**

- evenimentele in mediul online sunt mai dificile, fiind de regula doar promovate aici (ex.: FanFest.ro).
- **Webinarii:** lecturi, ateliere sau seminarii de prezentare realizate online, de regula gratuite (ex.: Cisco).





Mixul de cybermarketing: Relatii Publice

- **Tehnici specifice raporturilor cu media**

- de regula, comunicatele de presa sunt postate pe *site* sau trimise prin *e-mail* sau newsletter.
- utilizarea unor *integratori specializati* (ex.: PRNewsWire.com, Comunicatedepresa.ro).
- sectiunile de *Intrebari Frecvente* sunt utile atat utilizatorilor, cat si jurnalistilor.
- **Blog-ul corporativ**: evenimentele din viata unei companii pot fi prezentate sub forma de blog, permitand angajatilor si jurnalistilor sa intre in contact direct cu purtatorii de cuvnt (ex.: www.bbc.co.uk/feedfactory).
- Utilizarea *etichetelor RSS* si a *Podcast*-urilor.
- Urmărirea activa a mentiunilor (pozitive si negative) a companiei sau paginii prin servicii de alerta (ex.: GoogleAlert.com).



Infomediari in Relatiile Publice



Cautare comunicate de presa - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.comunicatedepresa.ro/arhiva_comunicate.php

Customize Links Mp3Nova.org - Mp3 ... ProSport ProSport Academia de Studii Ec...

TREND MICRO Safe page

Despre Noi | Contact

Prima pagina Servicii Evenimente Jobs

Autentificare Ajutor

Daca nu aveti cont creati-va unul [aici](#).

Nume: Parola:

Intra Am uitat parola

Resurse

Categorii RSS
Ce este RSS?

Comunicate
> dupa companii
> dupa categorii

Evenimente
> mondene
> de afaceri

Cum se scrie un comunicat de presa?
Continut
Editare
Formatare

COMUNICATEDEPRESA.RO

Toate domeniile Cauta

Comunicate de presa

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