

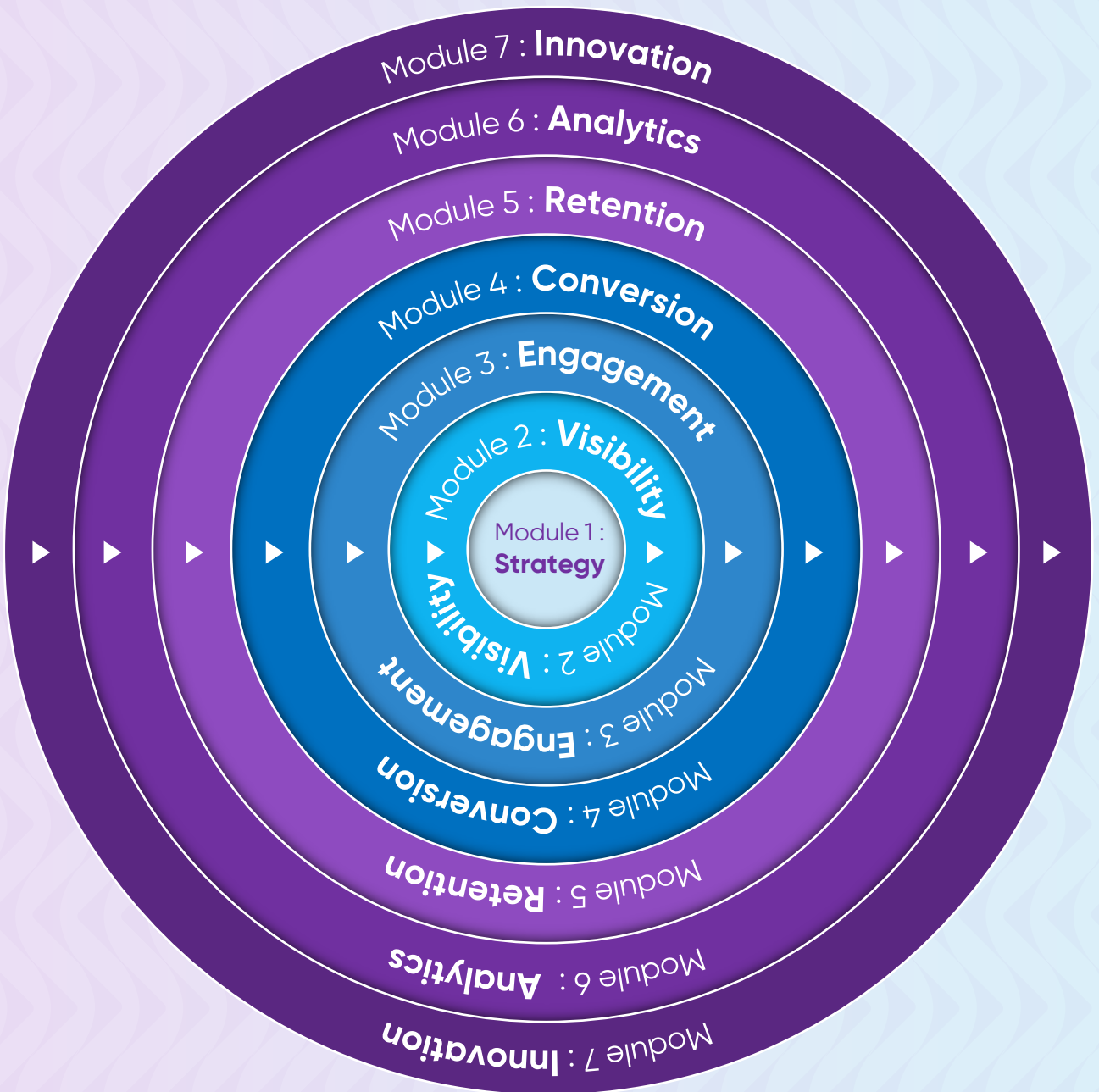
Digital Marketing 360°

**New Generation End-to-End
Digital Marketing Management**
with a Modular Approach

*We manage **all digital paths**
from **a single center!***

Digital Marketing 360°

Service Modules



What is Digital Marketing 360°?

Digital Marketing 360° is a comprehensive service approach that integrates all digital marketing channels to accelerate your brand's growth. Instead of single campaigns, it supports your brand in all processes from strategy to measurement with a modular structure designed end-to-end.

In this approach, every channel works in an integrated manner: Strategy, content, media buying, performance analysis, and optimization all feed into each other.

Thus, a consistent, data-driven, and measurable growth model emerges, replacing scattered and disjointed marketing efforts.

Why 360°?

Strategic Integrity:

A single vision across all digital touchpoints.

Modular Structure:

Service packages that can be selected according to need

Data-Driven Management:

Continuous cycle of analysis, reporting, and optimization.

New Generation Approaches:

AI-supported content, automation, and experience design.

Digital Marketing 360°

Service Modules

- Module 1 – **Strategic Marketing Plan** (Strategy)
- Module 2 – **Brand Visibility Creation** (Visibility)
- Module 3 – **Digital Engagement Creation** (Engagement)
- Module 4 – **Conversion & Sales Increase** (Conversion)
- Module 5 – **Customer Loyalty Management** (Retention)
- Module 6 – **Data-Driven ROI Management** (Analytics)
- Module 7 – **Innovation & Artificial Intelligence** (Innovation)



Module 1 – Strategic Marketing Plan

"Every Step, A Strategy"

We transform your digital marketing activities into a data-driven and sustainable roadmap, fully aligned with your target audience and business goals. This module forms the foundation for all operations and adopts the latest approaches.

Service Packages;

Package 1 : Market & Competitor Analysis

Determines your competitive advantage by deeply analyzing competitors' digital strategies (SEO, advertising, social media). Reveals industry trends and market gaps.

Delivery Method : PDF Report and Presentation File

Package 2 : Target Audience Segmentation

Goes beyond traditional demographic data to create the behavioral, psychographic, and technographic profiles of your target audience. A customer journey map is developed.

Delivery Method : Detailed Persona Document (PDF)

Package 3 : Annual Digital Roadmap & KPI Framework

Creates a timeline-based strategic plan that determines which channels will be used, when, and with what budget to achieve the determined goals. Measurable Success Metrics (KPIs) and Return on Investment (ROI) methodologies are determined at this stage.

Delivery Method : Strategy Document (PDF) and Executive Summary Presentation

Package 4 : Brand Positioning & Message Development

Creates a unique voice, message, and positioning strategy for your brand, based on market analysis and target audience insights.

Delivery Method : Brand Positioning Document

Package 5 : AI-Supported Strategic Foresight

Provides in-depth foresight regarding market dynamics, sudden shifts in consumer behavior, and future opportunities by analyzing large data sets with AI algorithms. This service bases your strategy on data, not intuition.

Delivery Method : Monthly Foresight Report and Strategic Action Plan

Module 2 – Brand Visibility Creation

"Be Visible, Be Memorable"

We increase your brand awareness and grow your digital footprint by attracting the target audience to your digital assets. This module combines traditional visibility strategies with AI and data-driven approaches.

Service Packages;

Package 1 : AI-Supported SEO

User-intent-focused content optimization, compliant with E-E-A-T principles, is performed. Your content is optimized for AI summaries on search engine results pages with Generative Engine Optimization (GEO).

Delivery Method : Monthly Reporting and Dashboard Access

Package 2 : Omnichannel Ad Management

Personalized, multi-channel advertising campaigns are created for targeted audiences on channels like Google Ads, Meta (Facebook/Instagram), TikTok, and LinkedIn. Reach is maximized with retargeting and programmatic advertising.

Delivery Method : Monthly Campaign Report and Optimization Suggestions

Package 3 : Influencer & Online PR Management

Micro and macro influencers aligned with your brand values are identified. Brand awareness and credibility are increased through strategic collaborations and online press release placements.

Delivery Method : Project-Specific Reporting

Package 4 : Podcast Marketing

Creates a voice content strategy for your brand and provides podcast planning, production support, and distribution. This allows you to build a more personal connection with listeners.

Delivery Method : Podcast Strategy Plan and Monthly Production

Package 5 : AI-Powered Ad Targeting

Going beyond traditional ad targeting, AI algorithms analyze potential customers' behavioral data and purchasing tendencies. This automatically reaches the audiences with the highest conversion potential.

Delivery Method : Automated Targeting Optimization Report

Module 3 – Digital Engagement Creation

"A Story in Every Click"

We strengthen brand perception and create a brand community by establishing an emotional connection with your target audience. This module focuses on interaction and dialogue rather than static content.

Service Packages;

Package 1 : Engagement-Focused Social Media Management

Content strategies are created in interactive and short video formats that reflect the brand's voice.

Delivery Method : Monthly Content Calendar, Ready Video/Visual Packages

Package 2 : Personalized E-mail Marketing

Your email list is segmented based on behavioral data. Personalized email campaigns are designed for each customer with automation scenarios.

Delivery Method : Automated Email Flows and Reporting

Package 3 : Blog & Storytelling

SEO-friendly blog articles and industry articles focused on storytelling are produced. These contents solidify your brand's authority and expertise.

Delivery Method : Monthly Content Calendar and Article Packages

Package 4 : Video Marketing and Live Stream Management

Professional short and long video content is produced to promote your brand's story and products. Live stream events are planned and managed for social media platforms and your website.

Delivery Method : Monthly Video Content Package, Live Stream Plan

Package 5 : AI-Powered Sentiment Analysis

Social media comments, customer feedback, and conversations in online forums are analyzed with AI algorithms to create a real-time map of your brand perception and customer emotions. This enables proactive reputation management by identifying potential crises in advance.

Delivery Method : Sentiment Analysis Report and Crisis Management Suggestions

Module 4 – Conversion & Sales Increase

"Every Visitor is a Potential"

We transform your digital marketing activities into a data-driven and sustainable roadmap, fully aligned with your target audience and business goals.

Service Packages;

Package 1 : Landing Page & Funnel Optimization

High-conversion-rate landing pages are designed to meet the goals. Visitor drop-off points are identified through customer funnel analyses, and optimization work is performed.

Delivery Method : Funnel Analysis Report, Optimization Suggestions

Package 2 : A/B Tests & Personalization

Different variations are tested on your website and in your ad campaigns. Personalized content display is provided based on the visitor's past behavior using AI-supported tools.

Delivery Method : A/B Test Results Reports

Package 3 : Live Support & Chatbot Integration

Visitor questions are instantly answered with live support and AI-supported chatbot solutions, speeding up the path to sales and improving user experience.

Delivery Method : Chatbot Flow Plan, Integration Support

Package 4 : AI-Powered Conversion Foresight

AI algorithms analyze user behavior on your website (clicks, scrolling, dwell time, etc.) to predict potential barriers and areas for improvement in the conversion funnel.

Delivery Method : Conversion Prediction Report, Action Plan Presentation

Package 5 : Dynamic Pricing Optimization

Creates dynamic pricing strategies based on customer segment, purchase history, demand, and competitor pricing using AI algorithms. This maximizes profitability while increasing conversion rates.

Delivery Method : Dynamic Pricing Model and Reporting

Module 5 – Customer Loyalty Management

"Loyalty is the Most Valuable Investment"

We increase Customer Lifetime Value (CLV) by turning one-time customers into loyal ambassadors of your brand. This module brings together data and automation.

Service Packages;

Package 1 : CRM Integration & Segmentation

Customer data is collected in a CRM system like HubSpot or Zoho. Communication strategies specific to each customer group are developed based on behavioral and value-based segmentations.

Delivery Method : Integration Plan, Segmentation Report

Package 2 : Gamification Loyalty Programs

Gamified loyalty programs are designed and managed to encourage customers to earn points, level up, or collect special badges.

Delivery Method : Loyalty Program Concept Document

Package 3 : Brand Ambassador & Community Management

Special VIP groups or communities consisting of your brand's most loyal customers are established. These communities are used to gather feedback and ensure organic spread.

Delivery Method : Community Management Plan

Package 4 : Re-engagement Campaigns

Identifies passive customers or those who haven't shopped for a long time and uses special, personalized campaigns to make them re-engage with your brand.

Delivery Method : Re-engagement Campaign Report

Package 5 : AI-Powered Customer Churn Prediction

Analyzes customer data to predict which customers are likely to leave the brand (churn). This allows us to develop strategies to prevent customer loss by proactively offering loyalty programs or special offers.

Delivery Method : Customer Churn Prediction Report

Module 6 – Data-Driven ROI Management

"Talk with Data, Measure Success"

We manage all digital marketing performance in a transparent, measurable, and data-driven way. This module ensures that decisions are based on insights.

Service Packages;

Package 1 : Google Analytics 4 & GTM Setup

The correct data collection infrastructure (GA4, GTM) is set up for your digital assets. Goals, conversions, and event tracking are accurately defined.

Delivery Method : Setup and Reporting Guide

Package 2 : Predictive Analytics & Multi-Channel Dashboard

Future customer behaviors and campaign results are predicted using AI models. Data from all digital channels is monitored on a single live dashboard.

Delivery Method : Real-Time Dashboard Access

Package 3 : Advanced ROI Modeling

A customized model is created that clearly calculates and reports the Return on Investment (ROI) for each marketing activity.

Delivery Method : ROI Modeling Report

Package 4 : Competitive Intelligence and Reporting

Continuously tracks your competitors' digital marketing performance and provides you with regular reports by analyzing their key metrics (organic traffic, ad spend, best content).

Delivery Method : Monthly Competitive Report

Package 5 : Marketing Data Unification

Consolidates all your marketing data from different sources (website, social media, CRM, email) into a single platform and prepares it for AI-powered analysis. This ensures a consistent and holistic data view.

Delivery Method : Integrated Data Dashboard, Data Unification Report

Module 7 – Innovation & Artificial Intelligence

"Break Boundaries with AI"

We use the latest AI technologies to optimize your marketing processes, increase your creativity, and get ahead in the competition.

Service Packages;

Package 1 : AI-Powered Content and Multimedia Production

We produce text, visual, video, and audio content at high speed and scale using the creative power of AI. Your content is optimized according to your target audience's language and interests.

Delivery Method : Monthly AI Content Package

Package 2 : Predictive Marketing and Smart Ad Optimization

We analyze customer behavior and market trends with AI models and predict future purchasing tendencies. Your advertising budget is automatically directed to the audiences with the highest conversion potential.

Delivery Method : Predictive Analysis Report and Dashboard

Package 3 : AI-Supported Customer Experience (CX)

We integrate AI solutions that automate every stage of the customer journey. Smart chatbots answer potential customers' questions and accelerate the sales funnel.

Delivery Method : Automation Flow Design and Integration Support

Package 4 : AI-Supported SEO & Keyword Strategy

Going beyond traditional keyword research, we discover hidden opportunities and long-tail keywords in your market using AI algorithms..

Delivery Method : SEO Strategy Report and Content Guide

Package 5 : AI-Powered Personalized Website Experience

We integrate an AI-based personalization engine for every user who visits your website. This engine makes dynamic changes such as product recommendations, banners, and content display based on the user's behavior, location, and past interactions.

Delivery Method : Personalization Engine Setup and Monthly Reporting

Together on the Digital Journey...

Digital marketing is a strategic force that holistically builds a company's vision, value proposition, and growth journey. We developed **the Digital Marketing 360°** concept with this perspective.

This concept ensures that your brand is not only visible; it also builds a **meaningful connection with the right audience, increases your sales, and creates customer loyalty**. Strategy, visibility, engagement, conversion, retention, data management, and AI innovation... All these modules are powerful individually, but when they come together, they transform into a **sustainable growth engine** for your brand.

Every brand is unique with its own dynamics and goals. Therefore, our approach is based on **analyses, data, and insights**; it also designs the future today with AI-supported solutions.

If you want your brand to be prepared not only for today's needs but also for **tomorrow's opportunities**, we are ready to write your brand's growth story together.

Regards,
Selman Yuce

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