



HAPPY education  
academy

# Dijital İletişim Stratejisi

Suphi Sarıgöllü, PhD.

Online

Offline

Relaunch-Image Campaign

Future Product Communication

Loyalty loop

Trigger

Consider

Search

Choose

Buy

Experience

Paid

TV

Print&amp;Radio

Blogs: Credibility

SEO: Awareness/Hook Point

Sponsored Content: Awareness/Hook Point

Website: Multiple roles: Reinforce consideration, Support Launch Campaign, Provide Product Information, Regulate Experience

Visibility

TV: Launch-Image Campaign

Print/Radio/Outdoor

PR: Credibility

Sponsorships

Direct Marketing/Email

Online Ads

Affinity

Product Knowledge

TV

Print&amp;Radio

Online Ads

Integrated

Agencies: Point of purchase and real touchpoint

Microsites/Content generation

Social Media: Content creation

Social Media

Social Media: Pre/post sales touchpoint

Friends/Family Suggestions

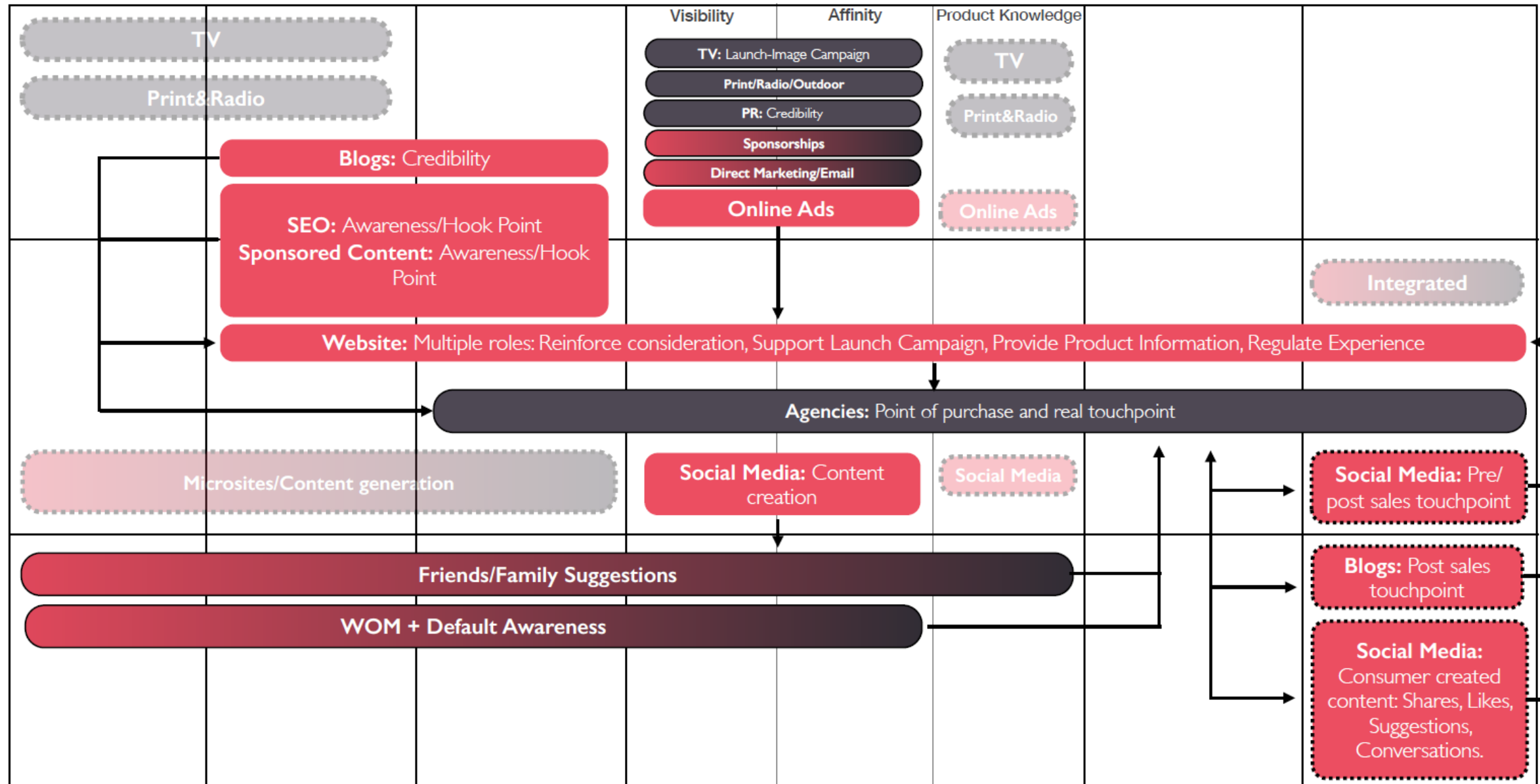
WOM + Default Awareness

Blogs: Post sales touchpoint

Social Media: Consumer created content: Shares, Likes, Suggestions, Conversations.

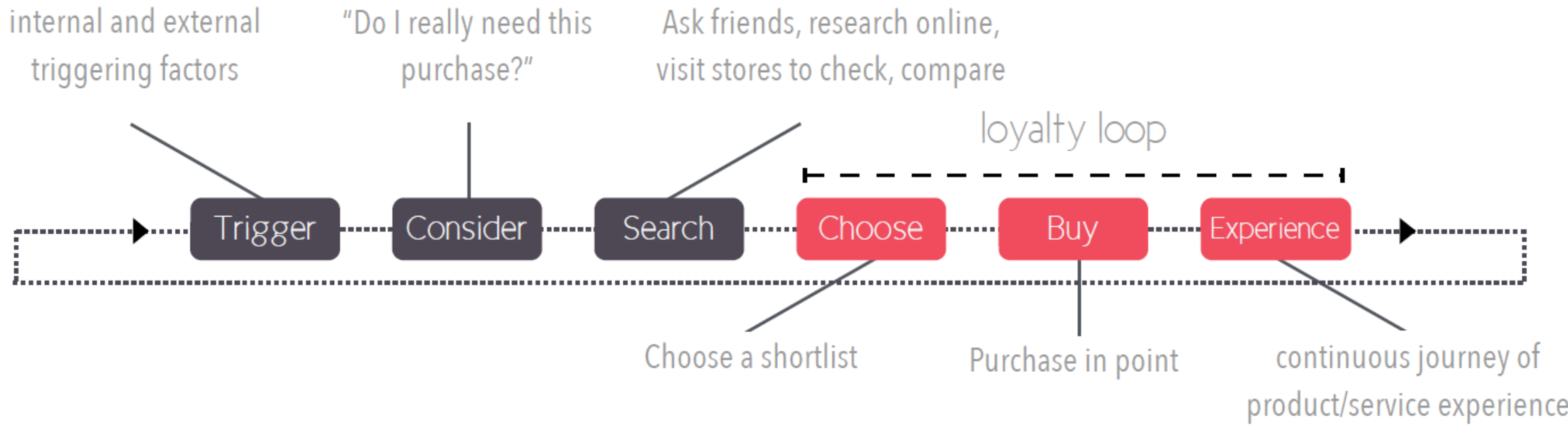
Owned

Earned



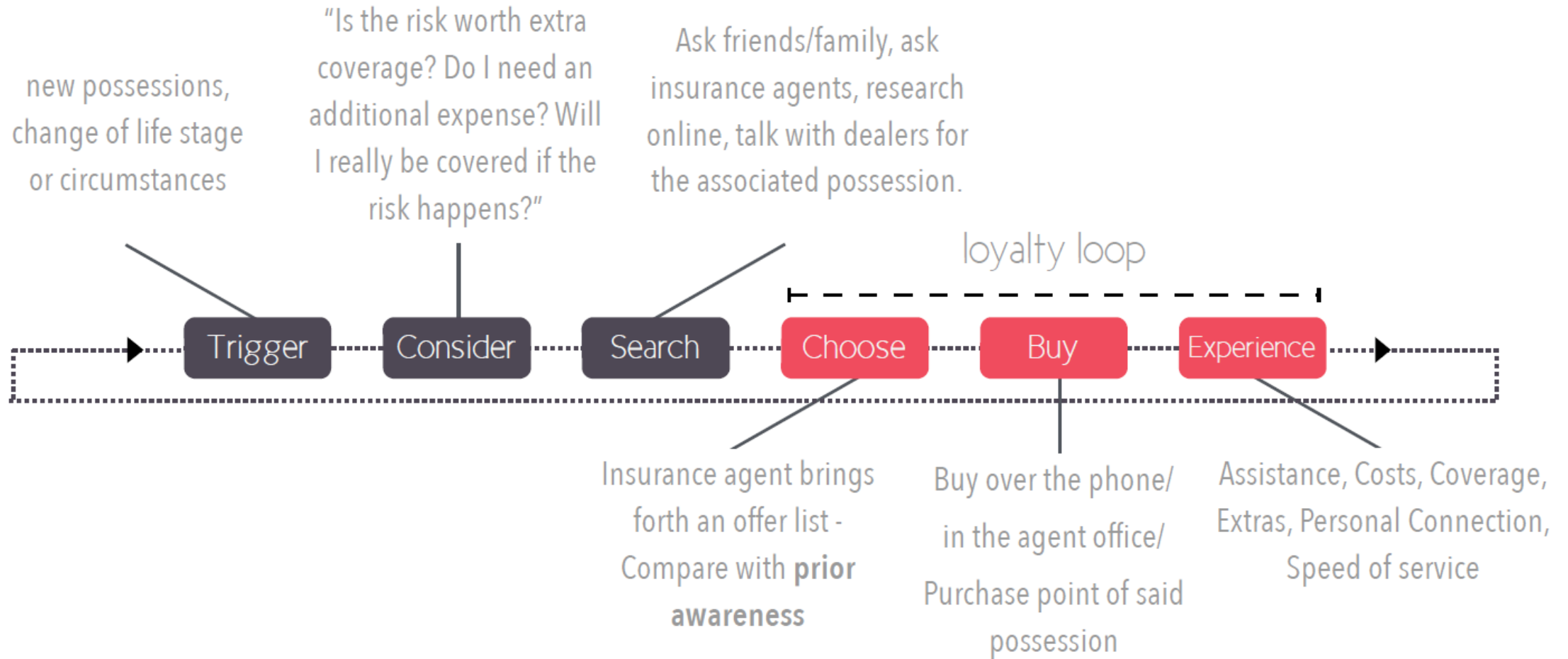
# Consumers' Buying System

## Generic Journey



# Consumers' Buying System

## Insurance



## Relaunch-Image Campaign: Becoming one is within us.



**Barrier:** I don't know Allianz

**Task:** Elevate visibility

**Barrier:** Allianz feels distant

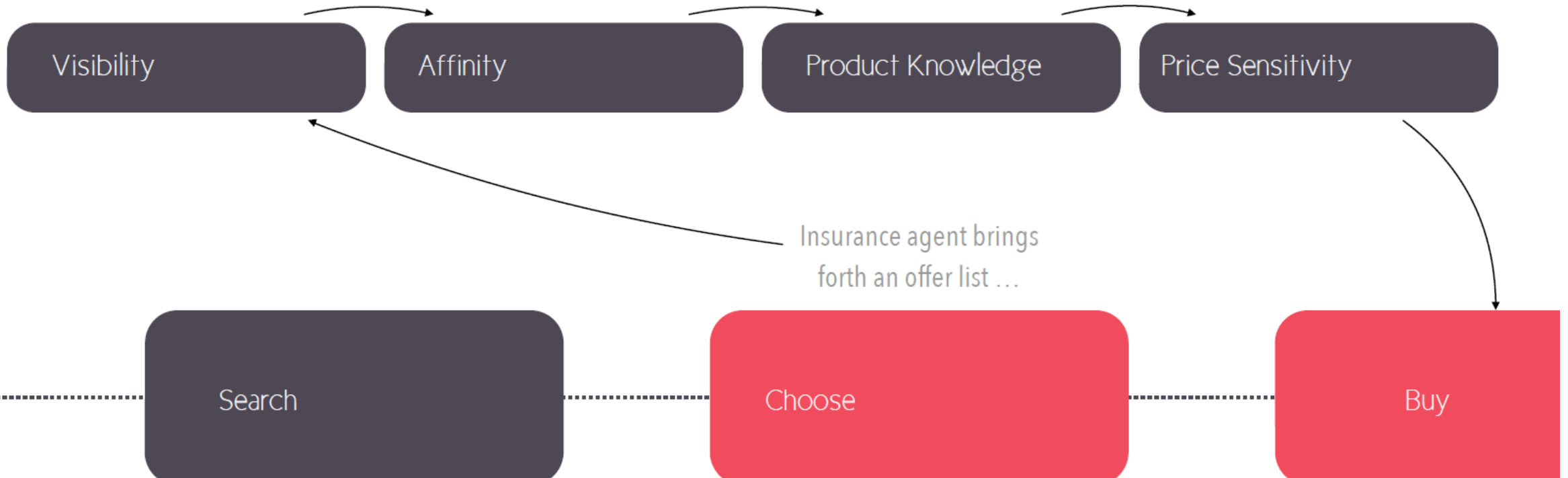
**Task:** Increase emotional connection

**Barrier:** I don't know what products Allianz has

**Task:** Provide tools and content

**Barrier:** Allianz is too expensive

**Task:** Inform differentiating attributes and RTB's



KEEP  
IT  
SIMPLE  
*strategists*

# Türkiye'de Sosyal Medya ve Dijital İletişimi en iyi Kullanan Markalar Hangileri?





EKİM



İNCELENEN HESAP  
**59.992**

İNCELENEN İLETİ  
**2.042.353**

İNCELENEN ETKİLEŞİM  
**1.879.601.382**

DÖNEM  
**1-30 Eylül 2021**



**VERİ DERLEME**  
BoomSocial tarafından  
derlenen 59 binden fazla marka



**PUANLAMA**  
Sosyal medya performans  
göstergelerinin incelemesi



**SOCIALSCORE**  
Markaların sosyal medya  
performans puanları



NASIL ÖLÇÜMLEDİK?

SocialBrands, markaların sosyal medya performansını tamamen **tarafsız ve objektif** şekilde ölçümleyen bir platform. BoomSocial verilerini kullanan SocialBrands, 59 binden fazla marka hesabını inceliyor.....[devamı](#)



TOP 100  
TÜM KANALLAR

Listeyi Paylaş:


2021

EKİM

TOP 100

TÜM SEKTÖRLER

TÜM ALT SEKTÖR

SIRA	SAYFA	TOP 100 SCORE
1	 Netflix	84
2	 Baykar	83
3	 English Home	82
4	 Kelebek Mobilya	78



# 2021 KANAL STRATEJİSİ

## ALWAYS ON İLETİŞİM



Instagram'da etkileşim odaklı, gündemi yakalayan ve değer yaratan içeriklerle community building'e devam edeceğiz. Ürünlerimizi sosyal medya iletişimimizin daha büyük bir parçası haline getireceğiz.

ÜRÜN İLETİŞİMİ

ÖZEL GÜN İLETİŞİMİ

TARİF İLETİŞİMİ

REAL TIME İLETİŞİMİ

## INFLUENCER İLETİŞİMİ

Influencer iletişimimizi proje bazlı bir kullanıma evirip, verimliliğimizi artıracacağız.

## DİJİTAL PROJELER



ekşisözlük

Hero ürünlerimiz ve bu ürünlerin birincil ve ikincil hedef kitlelerine erişebileceğimiz mecralarda dijital projeler iletişimimizin önemli bir bölümü olacak.

blutv Spotify

Brand love inşa etmek için gördüğümüz fırsatları değerlendirdiğimiz marka odaklı projeleri düzenli olarak hayata geçireceğiz.

## WEB SİTESİ

Web sitemizi marka stratejimiz, değerlerimiz ve önceliklerimiz doğrultusunda yeniden konumlayacağız.

## E-TİCARET İLETİŞİMİ

Dijital iletişimimizin hem always on hem de proje ayağında e-ticaret uygulamalarını entegre edeceğiz.

HEDEFLEMELİ DARK SATIŞ İÇERİKLERİ

SATIŞA YÖNLENDİREN ORGANİK KURGULAR

PROJE KURGULARINDA TRIAL VE SATIŞA YÖNLENDİRME

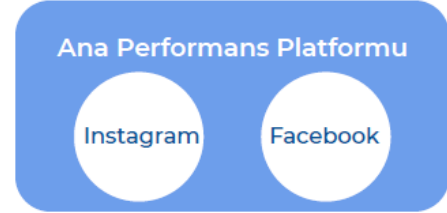
E-TİCARET KANALLARINA YÖNLENDİRME

SuperFresh

senfonico

Ana Mesaj

Micro Mesaj



Digital

+

Offline

*fastPay*

# Netflix'in Dijital İletişim Stratejisi Nedir?



3 6 0   C O M M U N I C A T I O N   C A M P A I G N

# THE WITCHER NEW SERIES LAUNCH

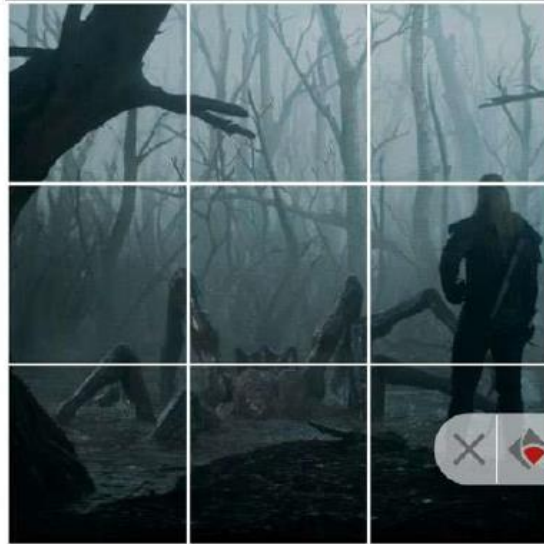
One of the biggest releases of the year, The Witcher was a highly anticipated series that had to reach beyond the hardcore fantasy genre fans.

Our integrated campaign aimed to do just that. To start things off, we let The Witcher universe spill over into our own. Our protagonist Geralt's sword tore through huge billboards in Istanbul both in 2D and 3D. We then took the campaign to digital on launch day. Some of the most popular outdoor spots and highest visited websites in Turkey were invaded with our Kikimora monster takeover. Visitors who wanted to login had to pass a special "I am not a monster" CAPTCHA.

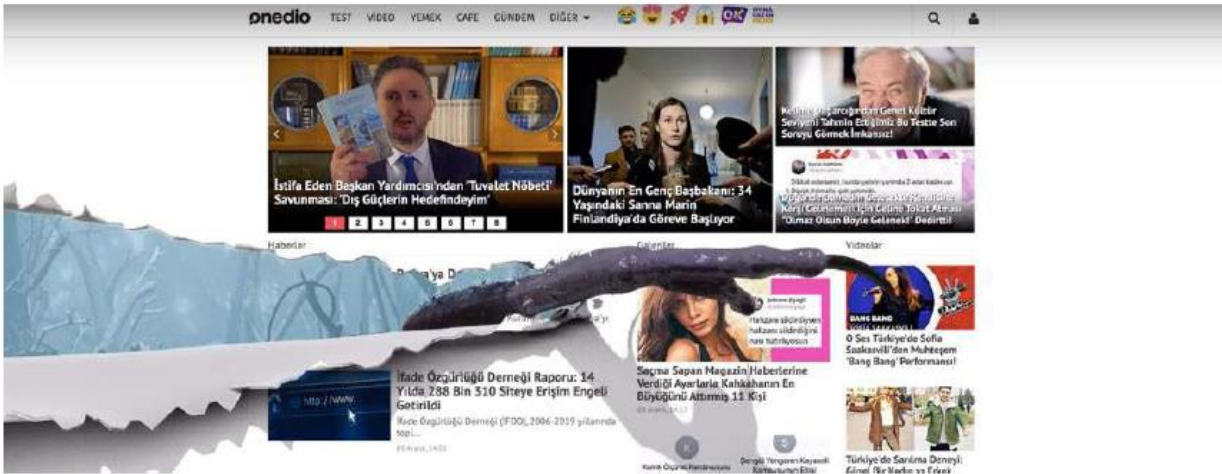
Overall, the campaign helped The Witcher become one of the biggest Netflix releases ever in Turkey.



Sözcü'ye devam etmek için içinde canavar olan tüm kareleri seçin.



Ben canavar değilim 





# NETFLIX

360 COMMUNICATION CAMPAIGN

# DARK SERIES NEW SEASON LAUNCH

For the second season of the much-anticipated Netflix's German original Dark, we created an integrated campaign.

We kicked off the campaign with media first outdoor placements with a two-fold creative where the questions asked in the daylight were answered in the dark. Following, we brought Dark's visually appealing but mind-bending world to the fans with an installation at Kanyon Mall.

Finally, to play on Dark's time travel theme we shared our online film on time travel in Turkey featuring 80s iconic Turkish star Erol Evgin and topped it off with a special partnership with Radyo Eksen where the broadcast switched to 1986 for 33 minutes.





- **Dijital İletişim Stratejisi**
- **Persona Oluşturma Taktiği**

# *Netflix is an Entertainment Enthusiast*

# Dijital İletişim Stratejisi

Suphi Sarıgöllü, PhD.

# 4 Simple Steps to Form Comms. Strategy

# TAKE A BREATH.

Doodle, jot notes, rejuvenate.

### Hedefin Ne?

- Farkındalık Yaratmak?
- Lead Toplamak?
- Algıyı deęiřtirmek?
- Elde kalan ürünleri satmak?

### Kime Konuşuyorsun?

- Onları nerede bulabilirsin?
- Ne tarz içerikler tüketiyorlar?

### Taktiklerin Neler?

- Paid? Owned? Earned?
- Channels?
- Influencers?

4?

## Başarını Nasıl Ölçümlersin?

- Kantitatif araştırma?
- Performans rakamları?
- Tüketici yorumları?

# Önümüzdeki Ders: Her Adımın Detayları 😊



# Motivational Segmentation

Motivational  
Clusters



Action



Social



Mastery



Achievement



Immersion



Creativity

Underlying Motivation  
Factors

## Destruction

Guns. Explosives.  
Chaos. Mayhem

## Competition

Duels. Marches.  
High on Ranking.

## Challenge

Practice. High  
Difficulty.  
Challenges.

## Completion

Get All  
Collectibles.  
Complete All  
Missions.

## Fantasy

Being someone  
else, somewhere  
else.

## Design

Expression.  
Customization.

## Excitement

Fast-Paced.  
Action. Surprises.  
Thrills.

## Community

Being on Team.  
Chatting.  
Interacting.

## Strategy

Thinking Ahead.  
Making decisions.

## Power

Powerful  
Character.  
Powerful  
Equipment.

## Story

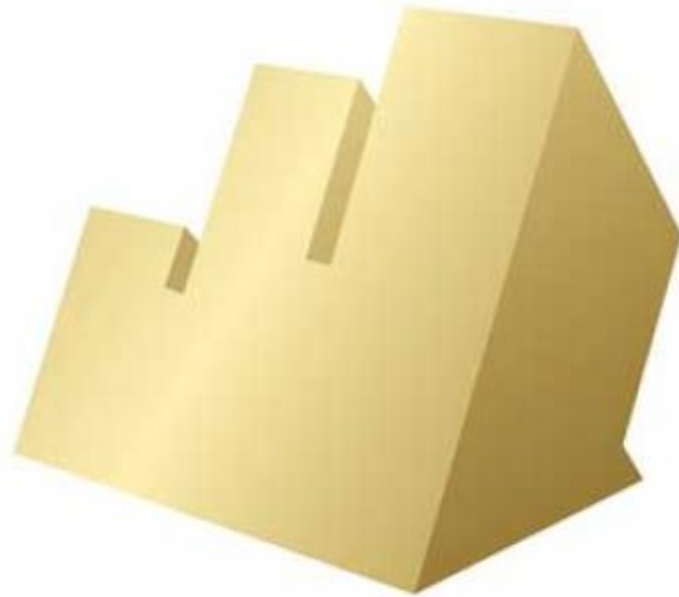
Elaborate plots.  
Interesting  
characters.

## Discover

Explore. Tinker.  
Experiment

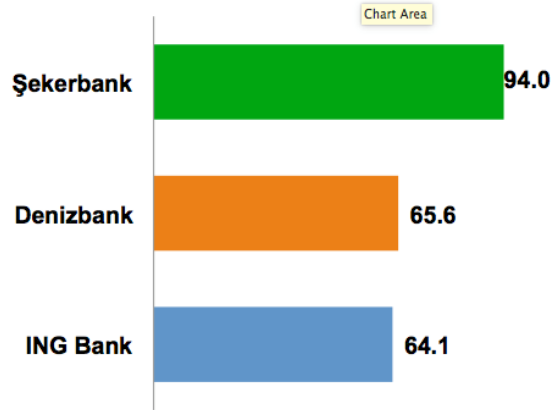
**Stop.  
Obsessing.  
With Numbers.**





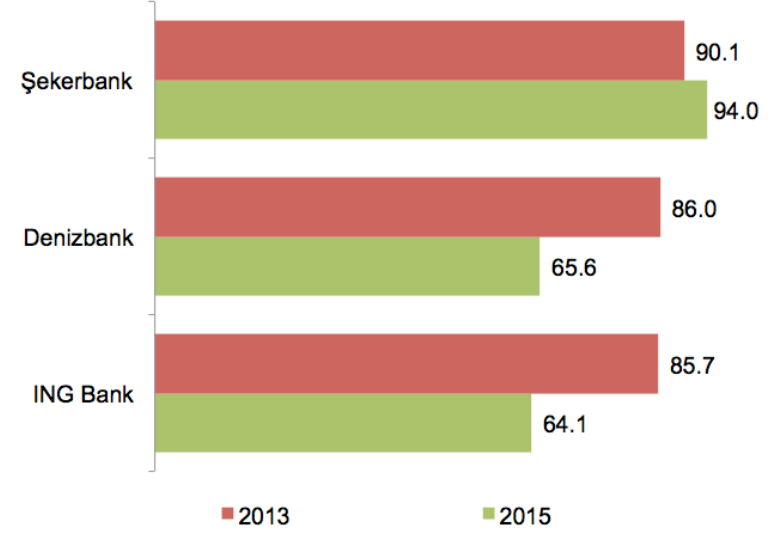
**effie**  
awards

## Retention Oranı



Grafikte ele alınan üç bankanın müşteri muhafaza etme (retention) oranları yer almaktadır. Şekerbank tarım bankacılığı müşterileri arasında müşteri muhafaza etme (retention) oranı en yüksek %94 oranla Şekerbank'tır.

## Retention Oranı (Karşılařtırma Tablosu %)



# Start Obsessing With Human Behavior

# Rakamların Gücü

Bir tanesini satın alma hakkınız olsa...



~~₺60~~  
~~₺30~~  
₺22,5

**%50 indirim!**  
**₺7.5 indirim daha!**



~~₺15~~  
~~₺7.5~~  
₺0

## 1. Solutions, not campaigns

- Effective initiatives by brands that answered the questions to specific problems.

## 2. Emotion & humour: key drivers

- Campaigns used an emotional approach that weaved in a strong story-telling element and paid dividends for their brands.

## 3. Growing need for online conversion

- Multiple brands all drove people online and increased traffic following creative campaigns with a clear mission.

## 4. Purpose with PR achieves results

- Highly memorable ideas were effective in communicating important messages that endured long after the end of the campaign period thanks to driving PR and earning media.



# Saltwater Brewery: Edible Six Pack Rings (E6PR)

## Objectives

Saltwater Brewery wanted to find a big pain point that it could base its communications solution on, in order to increase sales and company valuation.

## Insight

Beer cans come packaged in plastic rings, which end up in our oceans and pose a severe threat to wildlife.

## Strategy

- Ideated, designed, prototyped and manufactured the Edible Six Pack Rings (E6PR), which are made with materials that are edible and easily digested by wildlife.
- Original video on Facebook page for a network full of craft brewers to notice and spread the word. Then followed with personalized emails to 60 journalists, bloggers, and influencers.

**640%**

Canned beer volume  
sales increase

**21.3 bn**

Impressions globally

**SALTWATER BREWERY** presents

# EDIBLE SIX PACK RING

The story of a Small craft brewery that got 12.9 Billion Global Impressions in less than 21 days with \$0 media invested.

**CHALLENGE**  
Produce awareness in a crowded market for craft brewers from a small budget, with no media investment and a target audience of 100 million people who love beer.

**IDEA**  
Instead of using a low budget campaign, we focused on developing a replacement for plastic six-pack rings that could easily be eaten. We created Edible Six-Pack Rings that feed animals instead of killing them, made from the by-products of our brewing process.

**RESULTS (with \$0 MEDIA INVESTED AND IN LESS THAN 5 DAYS)**  
145+ Million Social Media Impressions  
10X Increase in Website Traffic  
1 Million New Email Subscribers



# PEDIGREE Child Replacement Programme

## Objectives

PEDIGREE wanted to create a brand campaign that significantly increased adoptions and exceeded the usual 4–6% increase in sales.

## Insight

64% of NZ households already own a pet and dog adoption levels were stable year on year - it needed to shake up the status quo.

## Strategy

- The PEDIGREE Child Replacement Program aimed to reach 'Empty Nesters' (parents of children that have moved out) with the message: "When they move out, move on".
- Encouraging them to find a rescue dog that matched the characteristics of their child, through web, video and radio.

**10.8%**

Sales increase

**824%**

Increase in dog adoption enquiries





# Cheetos Museum

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## Objectives

Instead of asking consumers to snack more, Cheetos needed to unlock an entirely new reason for people to buy the product again.

## Insight

No two Cheetos snacks are alike as they're made in a way that results in each one being completely unique, so it decided to turn the cheesy snack into a piece of art.

## Strategy

- Cheetos Museum, a 360-degree campaign across digital, social, experiential, point-of-sale and PR that featured real Cheetos found by real people that look like real things.

**1.5%**

Market share increase

**9.2%**

y-o-y sales increase







<b>Erişim Maliyeti:</b>	ももも	ももも	ももも	ももも	ももも	ももも
<b>Etkileşim Maliyeti:</b>	ももも	ももも	ももも	ももも	ももも	ももも
<b>Prodüksiyon Maliyeti:</b>	ももも	ももも	ももも	ももも	ももも	ももも
<b>Odak Yaş Grubu:</b>	<b>45+</b>	<b>20-30</b>	<b>20-35</b>	<b>20-40</b>	<b>20-50</b>	<b>18-25</b>
<b>İçerik Format Çeşitliliği:</b>	★★★★★	★★★★☆	★★★★☆	★★★☆☆	★★★★☆	★★★☆☆
<b>Dinleme &amp; Analiz İmkanları:</b>	⚙️⚙️⚙️⚙️⚙️	⚙️⚙️⚙️⚙️⚙️	⚙️⚙️⚙️⚙️⚙️	⚙️⚙️⚙️⚙️⚙️	⚙️⚙️⚙️⚙️⚙️	⚙️⚙️⚙️⚙️⚙️
<b>Güncelleme &amp; Yenilik Frekansı:</b>	★★★★☆	★★★☆☆	★★★★★	★★★☆☆	★★★★☆	★★★☆☆
<b>Mecrayı Farklı Kılan Özellik:</b>	<ul style="list-style-type: none"> <li>• Çok çeşitli reklam ve içerik modelleri</li> <li>• Detaylı hedefleme opsiyonları</li> <li>• Kapalı Gruplar</li> </ul>	<ul style="list-style-type: none"> <li>• Çok çeşitli reklam ve içerik modelleri</li> <li>• Detaylı hedefleme opsiyonları</li> <li>• Gruplar</li> </ul>	<ul style="list-style-type: none"> <li>• Görsellik</li> <li>• Arama harici «keşif»</li> <li>• Hashtag kullanımı</li> <li>• ICTV</li> </ul>	<ul style="list-style-type: none"> <li>• Uzun format içeriğin doğal olduğu tek platform</li> <li>• "Youtuber" kültürü</li> </ul>	<ul style="list-style-type: none"> <li>• Profesyonel amaçlı tek platform</li> <li>• Çok yüksek organik gösterim</li> </ul>	<ul style="list-style-type: none"> <li>• Bağımlılık derecesinde tüketim</li> <li>• Kullanıcı üretimi içerikler</li> <li>• Görevler</li> </ul>



# 2021 Sosyal Pazarlama Stratejisi Şablonu

## Marka Konumlandırması

Markanızın müşteri zihninde üç kelime ile tanımı ne olmalı?

## Sosyal Medyada Neden Bulunmalıyız?

Sosyal medya ile ulaşmak istediğiniz ölçümlenebilir hedefler nelerdir?

	YouTube	Instagram	Facebook	Twitter	LinkedIn	TikTok
Ana Meca Amacı:						
İçerik Tipi, Formatları ve Frekansı:						
Aylık Meca Bütçesi:						
KPI Metrikleri:						

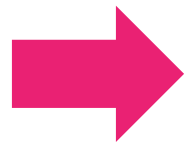


# Digital Deep Dive



## **DIGITAL & INTERACTIVE & DIRECT MARKETING**

# The digital landscape



# Web 4.0

- Customer Engagement
- Cloud Operating Systems
- Web Participation is a Necessity



Hamur Bizim İşimiz

89,524 subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

COMMUNITY

CHANNELS

ABOUT



Uploads PLAY ALL

≡ SORT BY



Açelya Akkoyun'un Sunumuyla Lahmacun

42K views • 2 days ago



Açelya Akkoyun'un Sunumuyla Kıymalı Pide

154K views • 4 days ago



Açelya Akkoyun'un Sunumuyla Waffle

160K views • 6 days ago



Açelya Akkoyun'un Sunumuyla Ekler

182K views • 1 week ago



Açelya Akkoyun'un Sunumuyla Anne Mantısı

196K views • 1 week ago



Lahanalı Sebzeli Börek Tarifi

2.3K views • 2 weeks ago



Hurmalı Kestaneli Kurabiye

1.9K views • 2 weeks ago



Narlı Cheesecake Tarifi

1.5K views • 2 weeks ago



Tencerede Ayrı Kek Tarifi

2.3K views • 2 weeks ago



Bal Kabaklı Börek Tarifi

1.8K views • 2 weeks ago



Açelya Akkoyun ile Anneler Ben Sana Daha İyisini Yapar...

2M views • 2 weeks ago



Siyez Unlu Ekmek - Nasıl Yapılır

11K views • 2 months ago



Gözleme Hamuru Nasıl Yapılır

2.8K views • 2 months ago



Patlıcanlı Gözleme Tarifi - Nasıl Yapılır

1.4K views • 2 months ago



Patatesli Gözleme Tarifi - Nasıl Yapılır

2K views • 2 months ago



Sosyete Mantısı Tarifi

1K views • 2 months ago



En Kolayından Çikolatalı Kek - Kurtarıcı Tarifler

1.3K views • 2 months ago



Annemin Limonlu Keki - Nesilden Nesile

5.9K views • 2 months ago



Çikolatalı Kek - Nesilden Nesile

1K views • 2 months ago



Peynirli Kol Böreği - Nesilden Nesile

1.5K views • 2 months ago



Sahurda Tok Tutan Kolay Tarifler - Şişsak Tavada La...

929 views • 2 months ago



Milföy Hamuru Nasıl Yapılır?

33K views • 2 months ago



Emalı Kurabiye Nasıl Yapılır

13K views • 2 months ago



Süt Dilimi - Kolay Hamur İş Tarifleri

2K views • 2 months ago





# DIGITAL STRATEGY & SOCIAL MEDIA

Bizim Yağ, the Turkish margarine market leader, started working with us to craft a digital strategy to leverage their strong ATL and POS presence in engaging its target audience on available digital platforms.

We designed a roadmap with 3 stages: ensure target audience engagement over social media channels, expand digital presence beyond social and explore digital channels to directly produce business results.

Social Media

YouTube Channel Building

Digital Strategy

Creative Optimization



senfonico

## Results

YouTube Subscribers

80 K

YouTube Subscriber Acquisition Cost

75% Decrease

Instagram Engagement Rate

3 X Average

We had identified early on that pastries were the subcategory with the highest margarine consumption. In order to strengthen the association between the Bizim Yağ brand and pastries, we launched an unbranded YouTube channel called Hamur Bizim İşimiz, and turned it into the largest FMCG- Food channel in Turkey with more than 80 K subscribers.

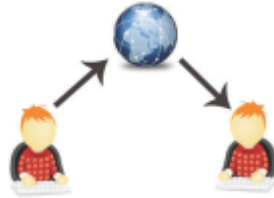
**“We have become  
a content  
publisher”**

## My Favorite Margarine Client

They now want to create a mobile game

They asked us if we can come up with the new candy crush

We are actually trying. Seriously. I even had to play a popular game to test it for a week



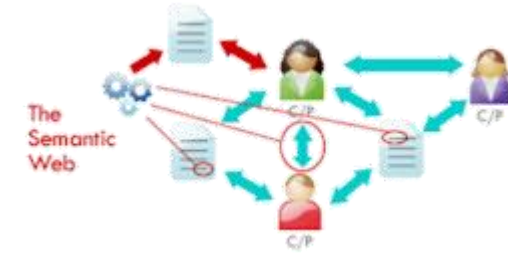
## Web 1.0

- Static content provided by the creator
- Dominated by institutions and businesses
- Commercial and technical based



## Web 2.0

- Content is socially based
- Audiences started to generate content



## Web 3.0

- Content driven by online metrics
- Integration of content and communications
- Instant real-time communications



# Digital Advertising

# DIGITAL ADVERTISING

## WHAT IS IT?

Display Ads

SM Ads

Email

Video

Native

... and a lot more

# DIGITAL ADVERTISING

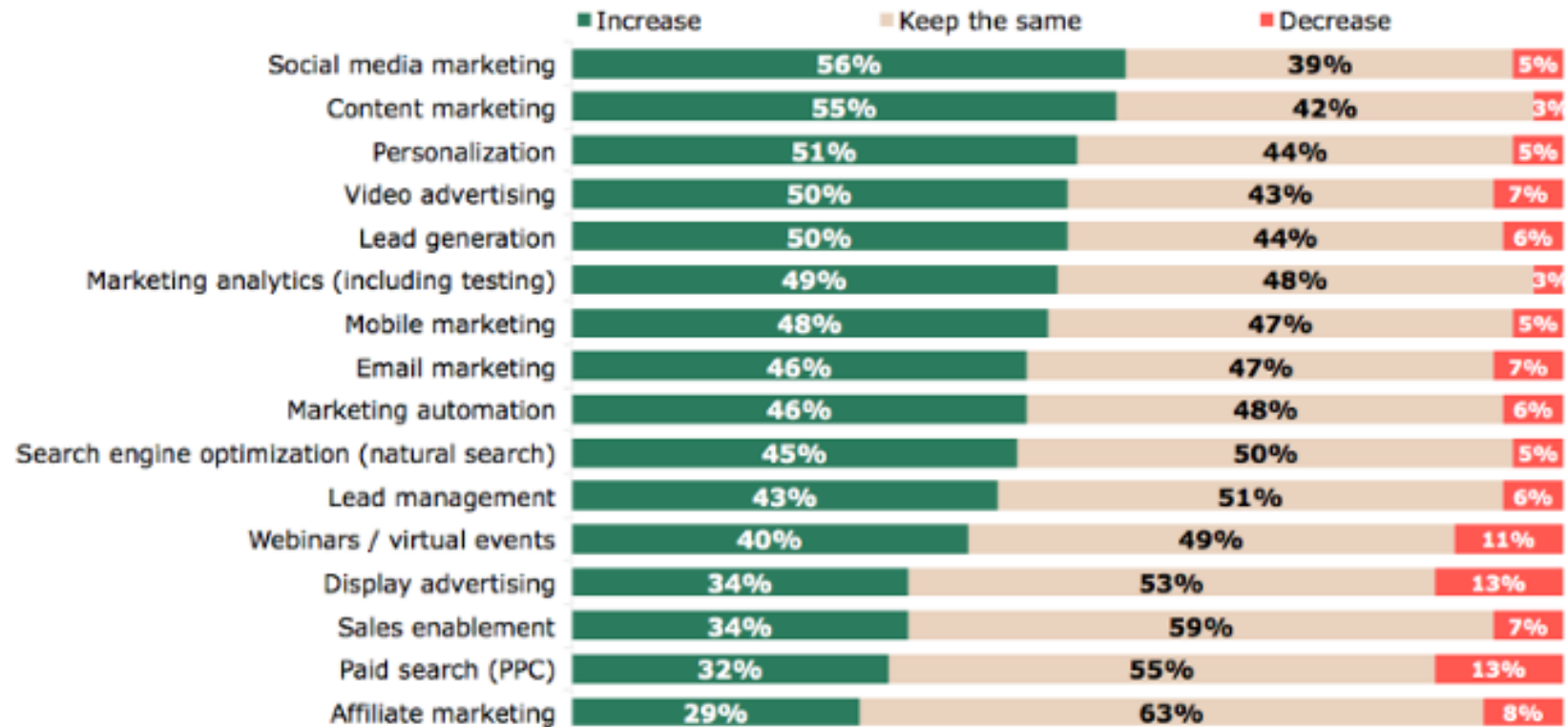
## WHAT IS IT?



### 2017 Digital Marketing Budget Plans

based on responses from 3,347 company marketing professionals around the world

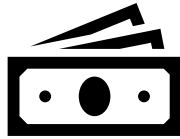
February 2017



MarketingCharts.com | Data Source: Econsultancy / Adobe

# DIGITAL ADVERTISING

## WHY IS IT USED?



**Costs less than  
traditional media**



**Measurable**



**Real time  
+ Interactable  
+ personal  
+  
...  
All the benefits of  
the digital landscape**

# DIGITAL ADVERTISING

## WHAT ARE THE ADVANTAGES + DISADVANTAGES?

### THE GOOD

- Low cost
- Massive audience
- Multiple demographics
- Targetable
- Fast
- Interaction based

### THE BAD

- Consumes too much time
- Might take the conversation out of your hand
- Can be difficult to determine the ROI
- Digital is very noisy

# **Social Media Advertising**

# SOCIAL MEDIA ADVERTISING

## WHAT IS IT?



# SOCIAL MEDIA ADVERTISING

## WHY IS IT USED?

THEY ALL HAVE SEPARATE USES AND METHODS

VISUAL SEARCH



FANTASTIC FOR  
CUSTOMER  
RELATIONS

GREAT FOR  
REACH

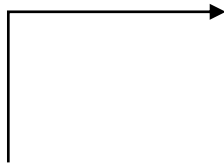
VISUAL AND  
SILENT ADS

B2B

VIDEO CONTENT  
VIDEO ADS  
VIDEO  
SPONSORSHIP



**DOESN'T REALLY  
WORK FOR ADV  
:)**



**UGC VIEO  
YOUNGER TA'S**

# SOCIAL MEDIA ADVERTISING

## WHAT ARE THE ADVANTAGES + DISADVANTAGES?

### THE GOOD

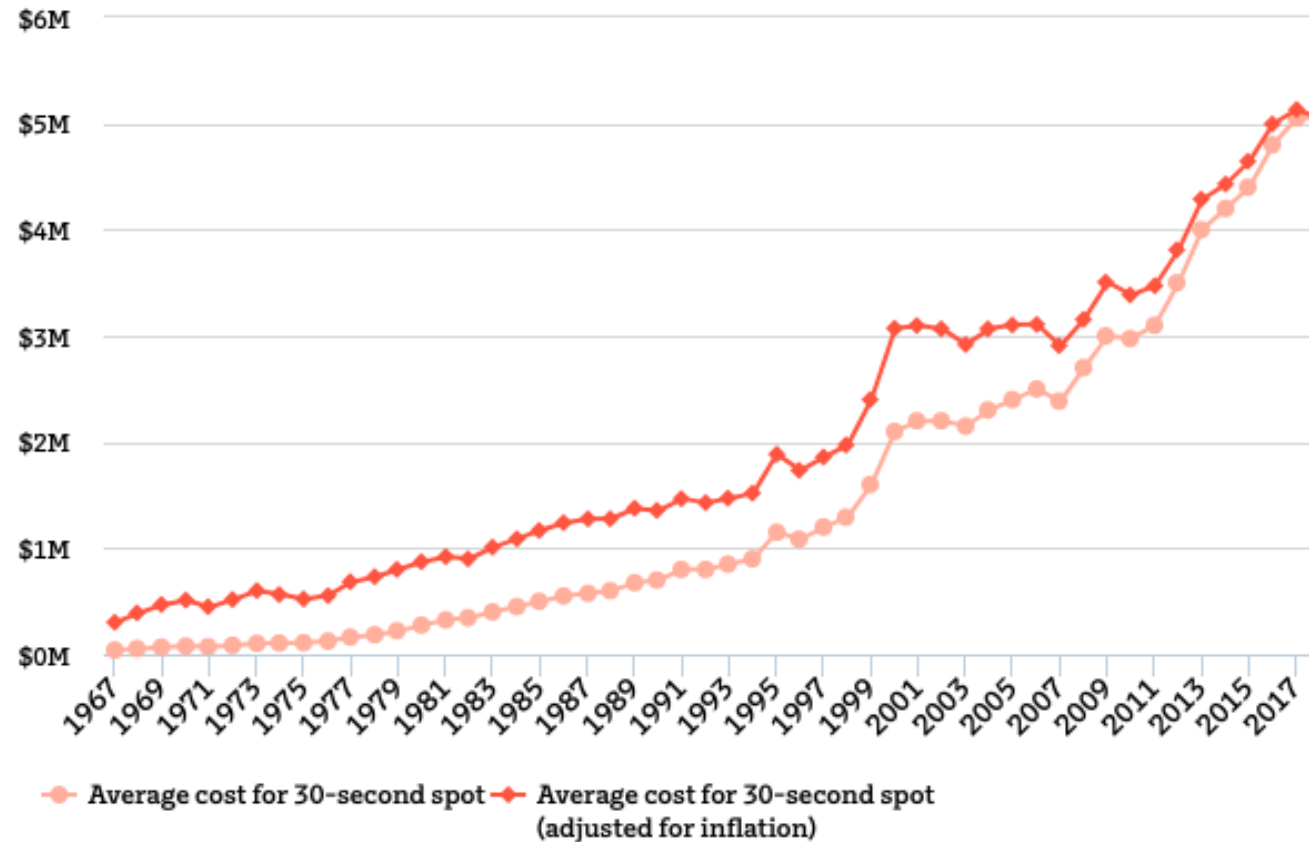
- Personal
- Direct communication
- Feedback driven
- Engaged
- Cost Effective – A/B Testable
- Highly visible
- Immediate response available

### THE BAD

- Too personal
- Easy to annoy
- Too crowded
- Ad Blocking

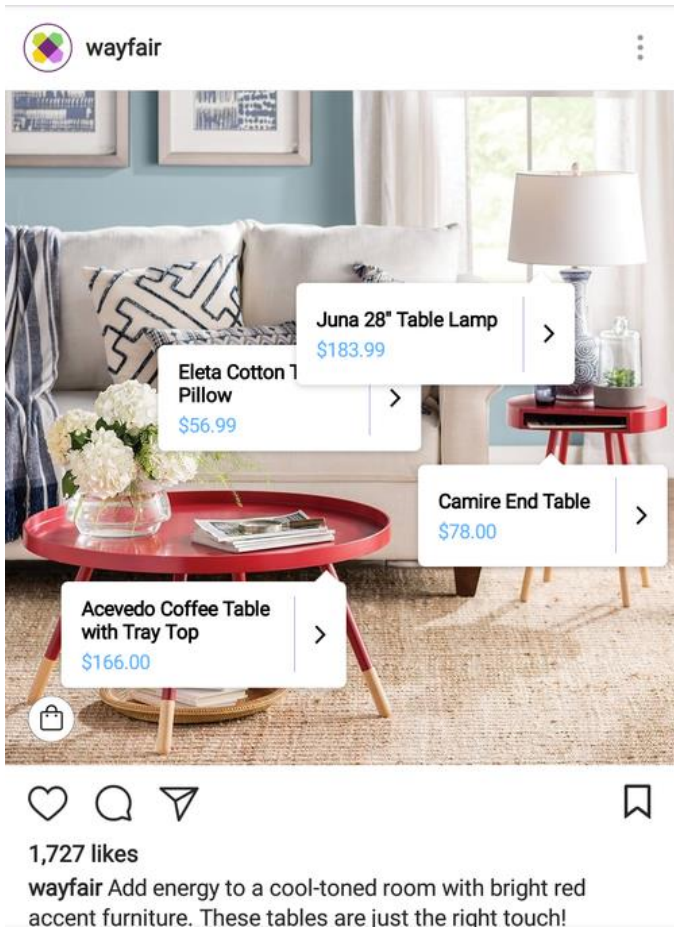
# SOCIAL MEDIA ADVERTISING

## WHAT ARE THE ADVANTAGES + DISADVANTAGES?



# SOCIAL MEDIA ADVERTISING

## EXAMPLES



wayfair

Juna 28" Table Lamp \$183.99

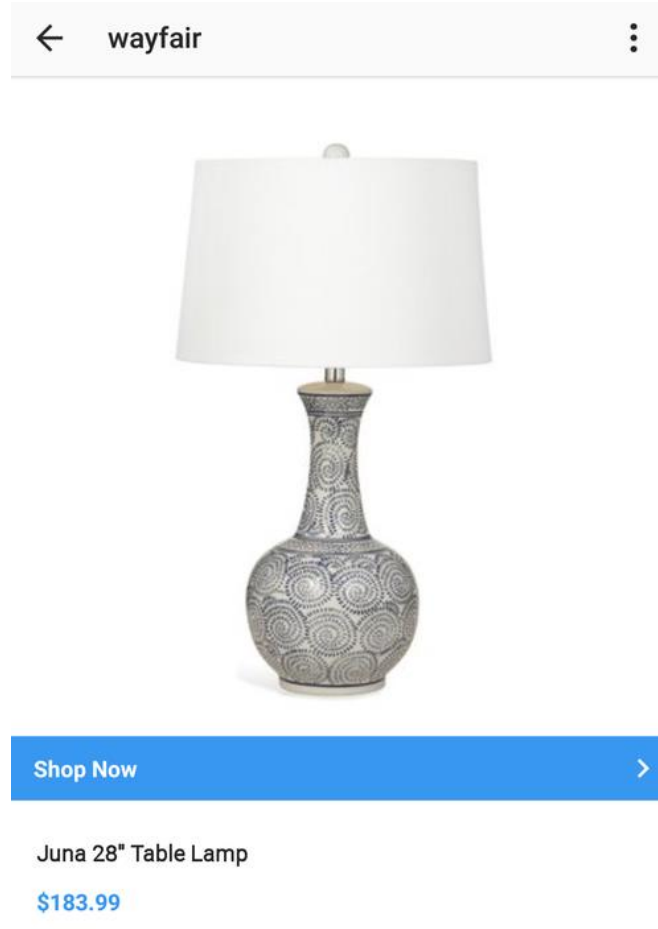
Eleta Cotton 1 Pillow \$56.99

Camire End Table \$78.00

Acevedo Coffee Table with Tray Top \$166.00

1,727 likes

wayfair Add energy to a cool-toned room with bright red accent furniture. These tables are just the right touch!



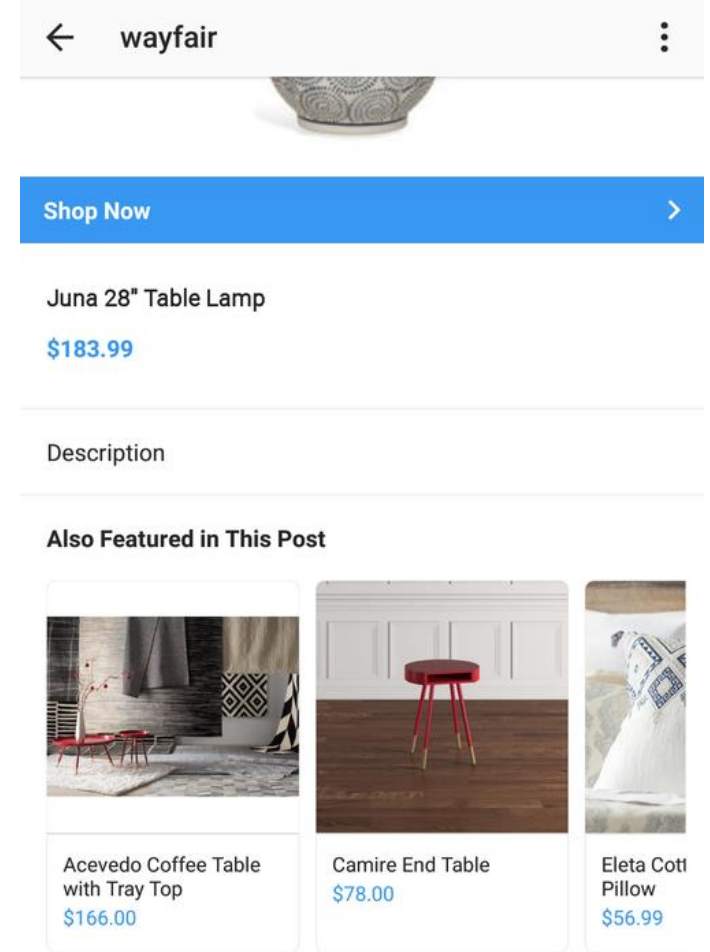
wayfair

Juna 28" Table Lamp

\$183.99

Shop Now

Description



wayfair

Juna 28" Table Lamp

\$183.99

Shop Now

Description

Also Featured in This Post

- Acevedo Coffee Table with Tray Top \$166.00
- Camire End Table \$78.00
- Eleta Cott Pillow \$56.99

# SOCIAL MEDIA ADVERTISING

## EXAMPLES





# Influencer Marketing

# INFLUENCER MARKETING

## WHAT IS IT?



hudabeauty ✓

Follow ▾ ...

12,944 posts   23.8m followers   242 following

Huda Kattan MUA & Blogger Turned Business Woman Top Beauty Influencer on Instagram LOVE to support artists Snapchat 📷 RealHudaBeauty  
[hudabeauty.com/2018/01/08/is-this-fake-hair-brow-gel-the-answer-to-snatched-full-brows](https://hudabeauty.com/2018/01/08/is-this-fake-hair-brow-gel-the-answer-to-snatched-full-brows)



zachking ✓

Follow

779 posts   19m followers   22 following

Zach King Stories can make people smile. 😊 📧 MAIL: 12340 Seal Beach Blvd Seal Beach, CA 90740 📧 contactzachking@gmail.com | 📖 Pre-order my new book below ⬇️ [bit.ly/GetZachKingBook](https://bit.ly/GetZachKingBook)



# INFLUENCER MARKETING

## WHAT IS IT?

Influencer marketing is not  
about finding an influencer  
and buying them out

It's about marketing to the  
influencers so they market your  
product

# INFLUENCER MARKETING

## WHAT IS IT?

### MICRO-INFLUENCERS



Communication is enhanced when it goes both ways. Influencers bombard their followers with obvious sponsorships. Supporting micro-influencers around a common cause can provide tenfold effectiveness through minimal investment.

#### WHY MICRO-INFLUENCERS

**Trusted**

Opinions evoke high degrees of credibility and confidence from friends & followers.

**Brand Relevant**

High connection with brand, product, and brand-relevant topics.

**High in Volume**

Exist in greater numbers than mega- or macro- influencers, able to generate content at scale.



**Are Loyal**

Have existing brand relationship based on purchase history and positive brand affinity.

**Will Advocate**

Will recommend or publically support brand and products.

**Have Influence**

Able to drive friends & followers to take a desired action.

# INFLUENCER MARKETING

## WHAT IS IT?

### MICRO-INFLUENCERS



Three simple statistics:

- 60% higher engagement
- Underpriced (6.7X more cost-efficient per engagement)
- 22.2% more weekly conversations than the average consumer.

- Toms' formula for connecting with young consumers
- Toms realizes its 1+1 doesn't resonate well with young consumers – it's no longer unique
- Through social listening, they stop targeting “potential shoe buyers”
- Instead, they focus on people with “similar social contexts” (such as activists or students)
- Micro-influencers belonging to these segments who also engage in conversations are hired
- Result: Best selling men's model of all time.
- Validation: Toms' target people who love “Starbucks Unicorn”. Effectiveness confirmed.

# INFLUENCER MARKETING

## WHY IS IT USED?



**50% More ROI  
than traditional  
media**



**71% More likely  
to convince an  
online purchase**



**81% trust  
information from  
blogs & influencers**

# INFLUENCER MARKETING

## WHAT ARE THE ADVANTAGES + DISADVANTAGES?

### THE GOOD

- Authentic
- Cost effective
- Trust building
- Mass reach
- Engagement based
- Reach new audiences
- Sharable content
- Can't be ad blocked

### THE BAD

- Celebrity risks
- Advertising noise & clutter
- Can feel ingenuine
- Can feel inauthentic
- Influencers can promote too much sponsored content
- Being an influencer is a full time job – deceptive profession

# INFLUENCER MARKETING

## EXAMPLES

### Advertising With Olympians: Influencer Marketing Shines On Social During Winter Games



 **spanglishfashion** • Follow  
PyeongChang

spanglishfashion I had the pleasure of interviewing a beautiful strong woman today, who represents #TeamUSA at the Olympic Winter Games on the women's bobsled team. In a male dominated sport, @elanameyerstaylor defies both gender and racial stereotypes and is a testament to the fact that we can do anything we want, no matter who we are. #LoveoverBias ❤️ #StrongIsBeautiful #pyeongchang2018 #pgpartner

\_\_\_\_\_ Tuve la oportunidad de conocer y entrevistar hoy una mujer fuerte y hermosa que representa a el #Teamusa en las Olimpiadas de Invierno en el equipo femenino de bobsled. Un deporte dominado por los hombres! @elanameyerstaylor desafía los estereotipos tanto de género como

9,616 likes  
FEBRUARY 13

Add a comment...

### Dating App Hinge Gets Real With Relatable Meme Accounts And Social Media Stars

 **Sarah O'Brien**  
@Totallybuggin44

My hinge date just texted to ask if I wanted hot or iced coffee. I couldn't decide so he bought me both. Brb buying my wedding dress.

2/18/18, 1:31 PM

 **betches** • Follow  
Paid partnership with hinge

betches Does Starbucks host weddings? @hinge

Load more comments

starren.jones This would be me @123\_jc

aydenstg @darian\_brooke ughhhhhh

darian\_brooke @aydenstg we need a king like this 🙄

aydenstg @darian\_brooke 🙄🙄

smeta1bm @nstezovsky 🙄

bree.pear @mdp\_1010

em\_mcmillan\_ @lbrown93

wantzandneeds @stephlallas

ashpeainapod @polishedvictoria @katwild001 pretty much

143,750 likes  
FEBRUARY 18



Add a comment...

# Viral Advertising

# VIRAL ADVERTISING

## WHAT IS IT?



### viral

adjective • UK  /'vaɪə.rəl/ US  /'vaɪ.rəl/

**viral** adjective (DISEASE)

- ★ caused by a virus:  
*viral infections*

### virus

noun [C] • UK  /'vaɪə.rəs/ US  /'vaɪ.rəs/

**virus** noun [C] (DISEASE)

- ★ **B2** an extremely small piece of organic material that causes disease in humans, animals, and plants:  
*the chickenpox/flu/herpes/mumps virus*  
*Evidence suggested that the AIDS virus was **spreading** very quickly among the heterosexual community.*



# VIRAL ADVERTISING

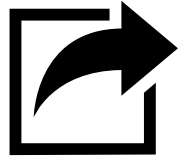
## WHAT IS IT?

Advertising is the only topic in the world that the word “viral” is considered to have a positive meaning

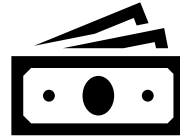
Because marketers value the spread of their message more than the consumers

# VIRAL ADVERTISING

## WHY IS IT USED?



**To take advantage of the sharable nature of digital content**



**To avoid media spending on reach & cut budgets**



**To take advantage of controversies and human characteristics**

# VIRAL ADVERTISING

## WHAT ARE THE ADVANTAGES + DISADVANTAGES?

### THE GOOD

- Low cost
- Enter the discussion in a new way
- Boosts creativity
- Break through the advertising noise
- Create interruption

### THE BAD

- Brand dilution
- Interruption
- You can't take it offline
- Difficult to measure
- Unpredictable

# VIRAL ADVERTISING

## EXAMPLES



# VIRAL ADVERTISING

## EXAMPLES

29 Aralık 2017 Cuma 12:32

T- T+ A A

### Netflix'in 'Yaptıklarını biliyoruz' mesajı panik yarattı!

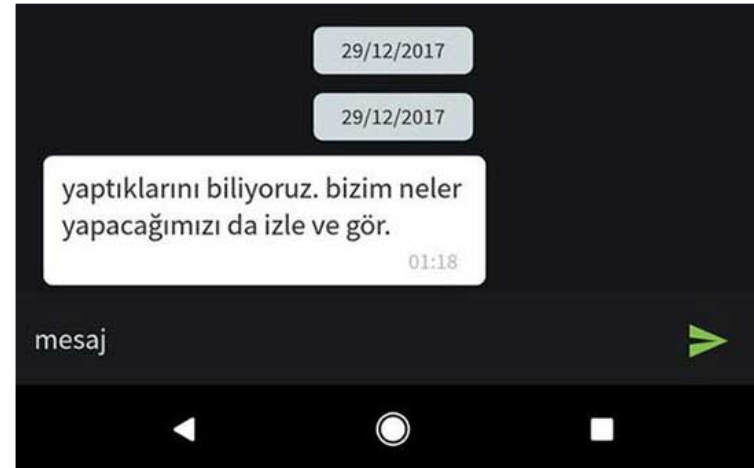
Dünyanın en popüler dizi platformlarından biri olan Netflix'in, Black Mirror'un yeni sezon reklamı olarak belirlediği düşünülerek atılan SMS'i kullanıcılara panik yarattı. Sosyal medyada gündeme oturan olay günün en çok konuşulanları arasında yer aldı.



Amerikalı eğlence şirketi Netflix, gece yarısı attığı mesajla kısa süreli paniğe sebep oldu. Black Mirror'ın The Waldo Moment bölümüne atıfta bulunarak 'iamwaldo' ismiyle gönderdiği mesajda "Yaptıklarını biliyoruz. Bizim neler yapacağımızı da izle ve gör." ifadeleri yer alıyor.

Kullanıcılar tepkilerini sosyal medyadan dile getirdi. Kimi üyelik iptalinde bulunacağını ifade ederken, kimi savcılığa şikayet edeceğini belirtti. Ancak çalışmayı başarılı bulanlar da vardı. Netflix'ten henüz bir

açıklama yapılmadı.



# VIRAL ADVERTISING

## EXAMPLES

Culture > TV & Radio > News

## Netflix users angry after receiving 'creepy' message in middle of the night

'We know what you're up to. Watch and see what we will do'

Clarisse Loughrey | @clarisselou | Saturday 30 December 2017 11:33 |

2 comments |



Click to follow  
The Independent Culture



# VIRAL ADVERTISING

## EXAMPLES

[Netflix users angry after receiving 'creepy' message in middle of the ...](#)

<https://www.independent.co.uk> > ... > TV & Radio > News ▼ [Bu sayfanın çevirisini yap](#)

30 Ara 2017 - ... the market on causing technological terror - shame Netflix's attempt to ... We have authors who suffer from panic attacks and suffer from cardiac arrhythmia. ... The reaction has been specifically acute due to Turkey's current ...

[Netflix's 'Black Mirror' Marketing Terrified Some People in Turkey](#)

<https://comicbook.com/.../black-mirror-turkey-marketing-co...> ▼ [Bu sayfanın çevirisini yap](#)

2 Oca 2018 - Black Mirror can be a creepy TV series to dive into, but Netflix took the ... fourth season, causing some residents of Turkey to panic quite a bit.

[Netflix Freaks Out Users with Creepy Black Mirror Marketing Stunt](#)

<https://gizmodo.com/netflix-freaks-out-users-with-creepy-bl...> ▼ [Bu sayfanın çevirisini yap](#)

29 Ara 2017 - Users of Turkey's equivalent to Reddit received an unsettling ... We have authors who suffer from panic attacks and suffer from cardiac arrhythmia. ... in the near future—this promo makes a certain amount of conceptual sense.

# VIRAL ADVERTISING

## EXAMPLES

After a while most eksisozluk  
users loved the idea and  
blamed those who were scared  
to not value creativity

The results were great 😊



# SEM & SEO

# SEM & SEO

## WHAT IS IT?

The image shows a Google search interface for the query "freelance designers for hire". The search results are categorized into three sections: SEM (Search Engine Marketing) and SEO (Search Engine Optimization). The SEM section includes three paid advertisements from toptal.com, upwork.com, and fiverr.com, each with a red arrow pointing to the ad title. The SEO section includes a natural search result for "Hire A Quality Freelance Graphic Designer | 99designs", also with a red arrow pointing to the title. A dashed red line separates the SEM and SEO sections. The word "SEM" is written in large red letters with three arrows pointing to the three ads, and "SEO" is written in large red letters with one arrow pointing to the natural search result.

Google freelance designers for hire Sign In

All News Shopping Images Videos More Settings Tools

About 706,000 results (0.73 seconds)

**Hire Freelance Designers - Brilliant Designers Ready Now**  
**Ad** [www.toptal.com/Design/Freelance](http://www.toptal.com/Design/Freelance)  
4.9 ★★★★★ rating for toptal.com  
Vetted & Handpicked For Your Needs. Focus On Your Project, Not Hiring.  
2.1 Interviews Per Hire · Pay Only If Satisfied · 95% First Trial Success · Avg Match In Under 24hrs  
"quickly assemble teams that have the right skills" – WSJ.com  
How We Get The Top 3% Client Reviews  
Why Toptal How Toptal Works

**Find Top Developers - Affordable & Reliable. Clean Code - upwork.com**  
**Ad** [www.upwork.com/Developer](http://www.upwork.com/Developer)  
Post A Job & Hire Proven Developers  
Trusted by 4M+ Businesses · 81% of Customers Rehire · Secure Payments · 300k+ Programmers  
Nearly 20% of the Fortune 50 use this service – Spend Matters  
Our Best Developers · Mobile Device Developers · Ecommerce Developers · Web Developers

**Hire a Freelance Graphic Designer Services Online | Fiverr - Fiverr.com**  
**Ad** [www.fiverr.com/Graphic-Design](http://www.fiverr.com/Graphic-Design)  
Find The Best Graphic Designers Graphic Design Services Start @ \$5  
24H Delivery · Millions of Gigs® · +100,000 Sellers · Unbeatable value · Professional sellers  
a global marketplace for creative and digital services – pcmag.com  
How It Works · Fiverr In the News · What Do You Need Done? · Fiverr Home Page · Trust & Safety

---

**Hire A Quality Freelance Graphic Designer | 99designs**  
<https://99designs.com/projects>  
Quickly hire a freelance graphic designer on 99designs. With a curated list of best designers, its easier than ever to find an expert for your job.

SEM

SEO

# SEM & SEO

## WHY IS IT USED?

GOOGLE

### 618 Million People Search Google For Google Every Month



Kat Hannaford  
6/22/11 11:45am • Filed to: FACTOID



32.8K



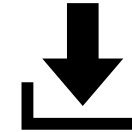
111



Save



618 million people search Google for "Google" every month...and searching Google for "searching Google on Google" will probably kill the internet forever, just so you know. [ @Sam\_Robson via @JMorell ]



**We search for everything**

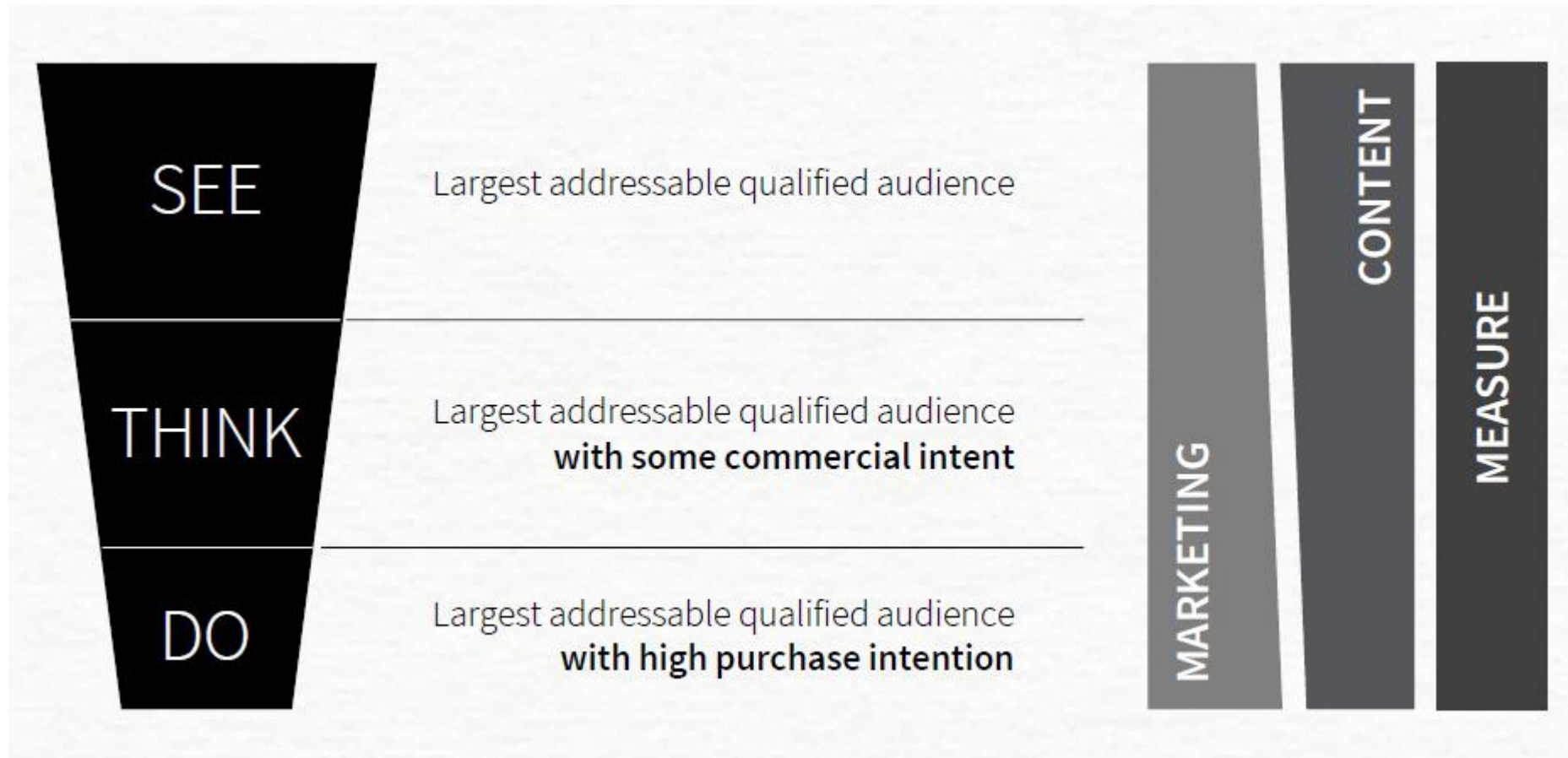
**We can search for images, with images and with sounds**

**Best way to reach those who are already interested in what you are offering**



# SEM & SEO

## WHY IS IT USED?



# SEO

## WHAT ARE THE ADVANTAGES + DISADVANTAGES?

### THE GOOD

- Continuous flow of free and targeted traffic
- Higher ROI than normal ads
- Higher brand integrity
- Access to data
- Results everlasting

### THE BAD

- Takes a lot of time
- Long wait to get the ROI
- Competitive SEO requires a lot of investment
- There is no assurance it will work
- Left at the mercy of an algorithm

# SEM

## WHAT ARE THE ADVANTAGES + DISADVANTAGES?

### THE GOOD

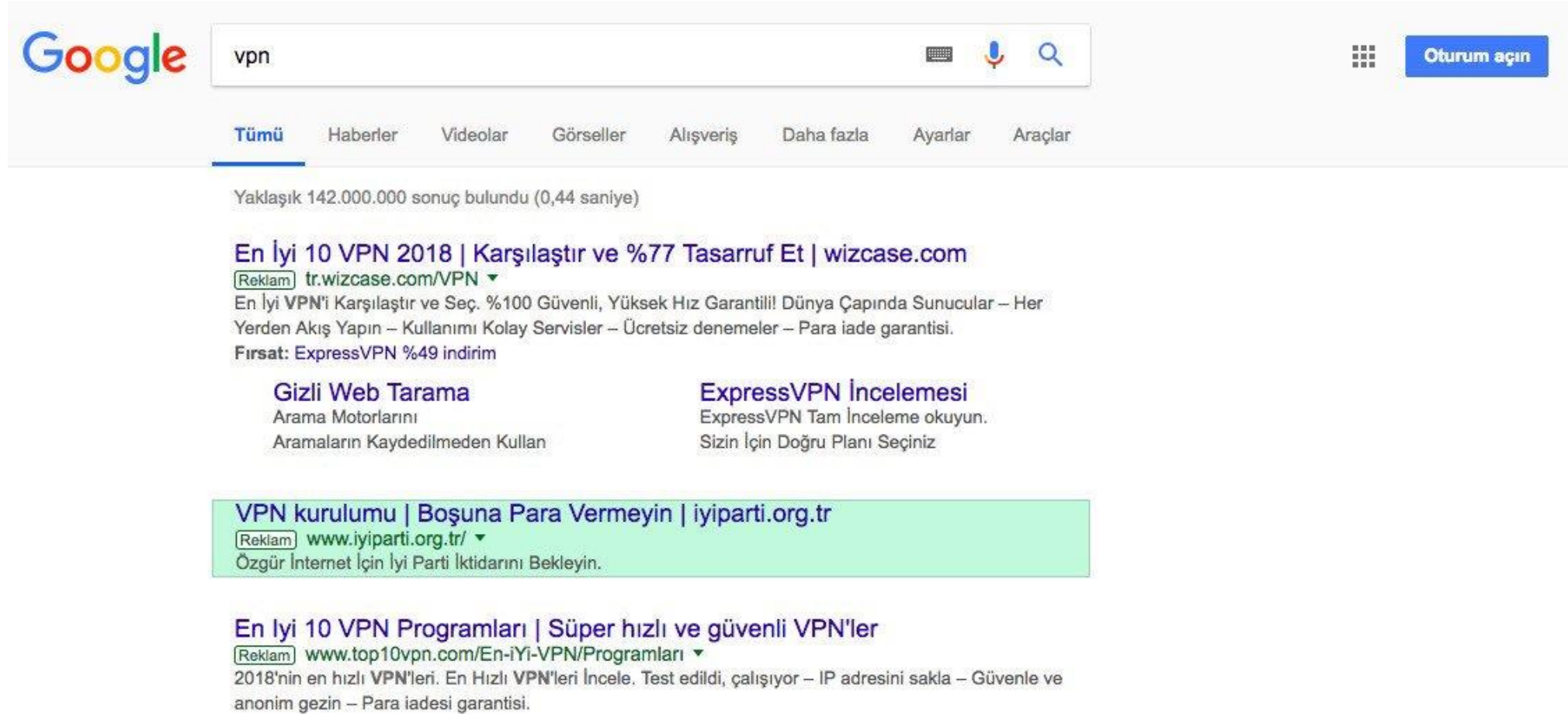
- Cost control
- Targeting
- Direct ROI
- Instant

### THE BAD

- Complex
- Competition is high
- Not trusted
- Costs are not always converted into useful traffic

# SEM & SEO

## EXAMPLES



Google vpn

Oturum açın

Tümü Haberler Videolar Görseller Alışveriş Daha fazla Ayarlar Araçlar

Yaklaşık 142.000.000 sonuç bulundu (0,44 saniye)

**En İyi 10 VPN 2018 | Karşılaştır ve %77 Tasarruf Et | wizcase.com**  
**Reklam** tr.wizcase.com/VPN ▾  
En İyi VPN'i Karşılaştır ve Seç. %100 Güvenli, Yüksek Hız Garantili! Dünya Çapında Sunucular – Her Yerden Akış Yapın – Kullanımı Kolay Servisler – Ücretsiz denemeler – Para iade garantisi.  
**Fırsat: ExpressVPN %49 indirim**

**Gizli Web Tarama**  
Arama Motorlarını  
Aramaların Kaydedilmeden Kullan

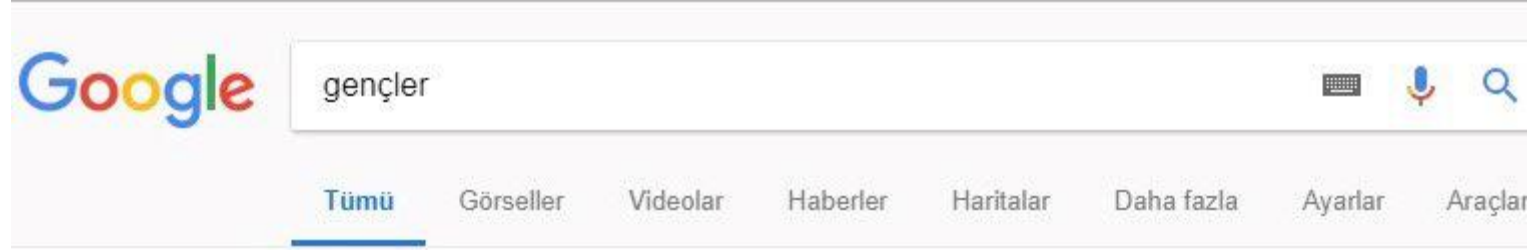
**ExpressVPN İncelemesi**  
ExpressVPN Tam İnceleme okuyun.  
Sizin İçin Doğru Planı Seçiniz

**VPN kurulumu | Boşuna Para Vermeyin | iyiparti.org.tr**  
**Reklam** www.iyiparti.org.tr/ ▾  
Özgür İnternet İçin İyi Parti İktidarını Bekleyin.

**En İyi 10 VPN Programları | Süper hızlı ve güvenli VPN'ler**  
**Reklam** www.top10vpn.com/En-iYi-VPN/Programları ▾  
2018'nin en hızlı VPN'leri. En Hızlı VPN'leri İncele. Test edildi, çalışıyor – IP adresini sakla – Güvenle ve anonim gezin – Para iadesi garantisi.

# SEM & SEO

## EXAMPLES



Yaklaşık 11.200.000 sonuç bulundu (0,92 saniye)

Hükümetin Unuttuğu Yaş Aralığı | Artık Yalnız Değilsiniz | iyiparti.org.tr

**Reklam** [www.iyiparti.org.tr/](http://www.iyiparti.org.tr/)

İyi Parti İktidarında Mutlu Olacağına Kesin Gözüyle Bakılacak Kişiler

### En çok okunan haberler



"Benim kolumu  
kesecekler, sevgilimi



İranlı gençler için sosyal  
medya ayağa kalktı:



Darbe parantezini  
gençler kapattı



## SEM & SEO

### EXAMPLES

#### 72 TL Ev Temizliđi = Mutluluk | En Byk Ev Temizlik Platformu

[Reklam www.armut.com/](http://www.armut.com/)

%100 Memnuniyet Garantili. İstanbul'da 1.000 Temizlikçimiz Hazır. %100 Garantili Hizmet. Ödll Girişim. Akıllı Eşleştirme Sistemi. Hızlı Geri Dnş. Hizmetler: Evden Eve Nakliye, Ev Temizliđi, Boya Badana, Şehirler Arası Nakliye, Mantolama, Tadilat, İç Mimar Dekorasyon, Koltuk Dşeme. Temizlikçi Başvuru Formu · Hemen Rezervasyon Yap

#### Profesyonel Ev ve Ofis Temizliđi Hizmeti Mutlubiev'de

<https://mutlubiev.com/>

Temizliđi Bize Bırak, Zamanın Sana Kalsın. Profesyonel Hizmet ve Gvenilir Çalıřanlarımız İle 7 Gn Hizmetinizdeyiz!

[Ev Temizliđi](#) · [Profesyonel Ev ve Ofis ...](#) · [Hakkımızda](#) · [ye Ol / Giriş Yap](#)

#### Kullanıcıların yaptıđı diđer aramalar



<a href="#">mutlubiev şifre de sorun yaşıyorum</a>	<a href="#">evimi temizletmek istiyorum</a>
<a href="#">boş ev temizliđi</a>	<a href="#">profesyonel ofis temizliđi</a>
<a href="#">biz temizlik</a>	<a href="#">ev temizliđi</a>

#### Ev Temizliđi - Profesyonel Ev Temizliđi Hizmeti Mutlubiev'de

<https://mutlubiev.com/ev-temizligi>

Ev Temizliđini Bize Bırak, Zamanın Sana Kalsın. Profesyonel Hizmet ve ...

# Mobile Advertising

# MOBILE ADVERTISING

## WHAT IS IT?



### BANNER

Still the most popular mobile ad format, the banner ad uses an unobtrusive “banner” at the top or bottom of the screen which features relevant text and graphics. Banner ads rely heavily on brand recognition, with little space to provide detailed information. Its a simple and safe way for a brand to get their name and product viewed by as many people as possible.

# MOBILE ADVERTISING

## WHAT IS IT?

### NATIVE

Native ads are ads that don't really look like ads. Rather than present a banner with relevant information, native ads attempt to seamlessly integrate with the publisher's app. The ad format mimics that of the original app format for optimal user experience.



# MOBILE ADVERTISING

## WHAT IS IT?



## VIDEO

Video ads are simple in their concept yet complex in their execution. They are literally videos that play either while a user opens or interacts with a mobile application. They require a substantial budget, but offer a high level of user engagement.

# MOBILE ADVERTISING

## WHAT IS IT?

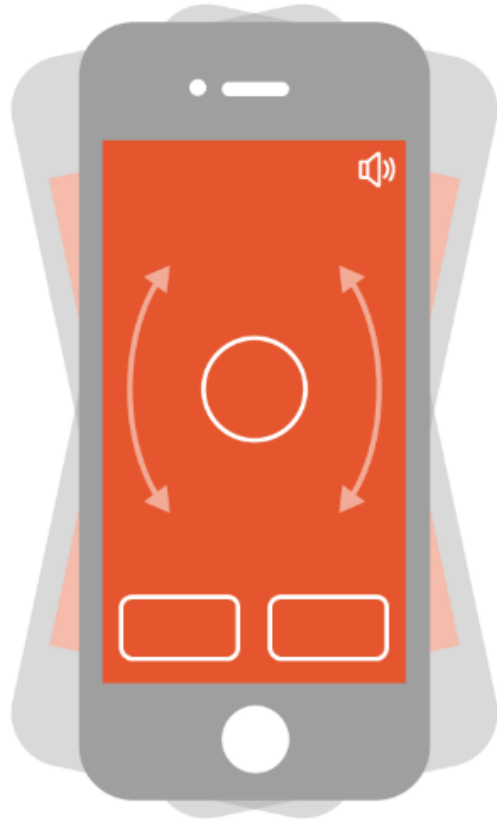
### INTERSTITIAL

Interstitial ads are interactive ads that display across the entire screen, often while an app is loading or after an app is closed. Interstitials offer users a chance to partake in high-level engagement with an advertisement's product, often featuring compelling and creative call-to-actions.



# MOBILE ADVERTISING

## WHAT IS IT?



## RICH MEDIA

Interactive, highly dynamic ads that are limited only by the advertiser's creativity (and budget). Rich media ads specialize in creatively engaging with users to generate high CTR and conversions. The Mobile Majority's own [rich media ad builder AdKit™](#) has already begun to demonstrate the power of rich media through various successful campaigns with big-name clients like Proctor & Gamble and Expedia.

# MOBILE ADVERTISING

## WHY IS IT USED?

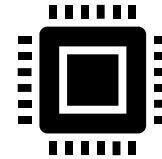


**The mobile is on  
the rise**

**(joke – but true)**



**Extremely  
personal devices**



**Offers a wide range  
of technology like  
AR**



# MOBILE ADVERTISING

## WHAT ARE THE ADVANTAGES + DISADVANTAGES?

### THE GOOD

- You can reach people where they happen to be
- Easy to track
- Frequent shares
- Extreme targeting
- Easy to focus niche
- Extreme engagement
- New technologies

### THE BAD

- Few opportunities to correct errors
- Wide variety of devices
- Privacy issues
- User behavior data can mislead
- Ad Blocking
- Unable to track emotional response

# Let's get in the (mobile) game!

## 9 out of 10 EMEA adults are playing mobile games!

Source: OnDevice Mobile Gaming Research, EMEA, Q4 2017



Consumers are in an **engaging state** while playing mobile games



77% of the users in EMEA are feeling **happy** while playing mobile games.





**71%** of the TV audience in EMEA  
use mobile devices while watching TV

Source: Google Consumer Barometer, Connected Survey, EMEA 2017

**60%** of the mobile gamers are playing in  
front of the TV

**68%** of mobile gamers play during prime time  
between 8pm to 11pm

Source: OnDevice Mobile Gaming Research, EMEA, Q4 2017



# MOBILE ADVERTISING

## EXAMPLES



# Content Marketing

# CONTENT MARKETING

## WHAT IS IT?

PAID POST

BrandStudio

NETFLIX | ORANGE IS THE NEW BLACK

Facebook Twitter LinkedIn

### Women Inmates: Why the Male Model Doesn't Work

As the number of women inmates soars,  
so does the need for policies and programs that meet their needs

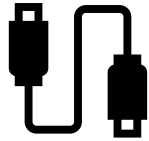
By Melanie Deziel



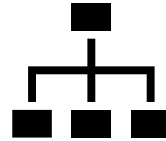
ILLUSTRATIONS BY OTTO STEININGER

# CONTENT MARKETING

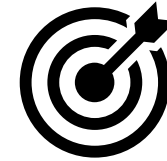
## WHY IS IT USED?



**To contextually  
link brands and  
to position them  
thoroughly**



**To outsource the  
weight of  
creating  
relatable  
messages**



**Benefiting from the  
organic link of  
consumers with  
content**



# CONTENT MARKETING

## WHAT ARE THE ADVANTAGES + DISADVANTAGES?

### THE GOOD

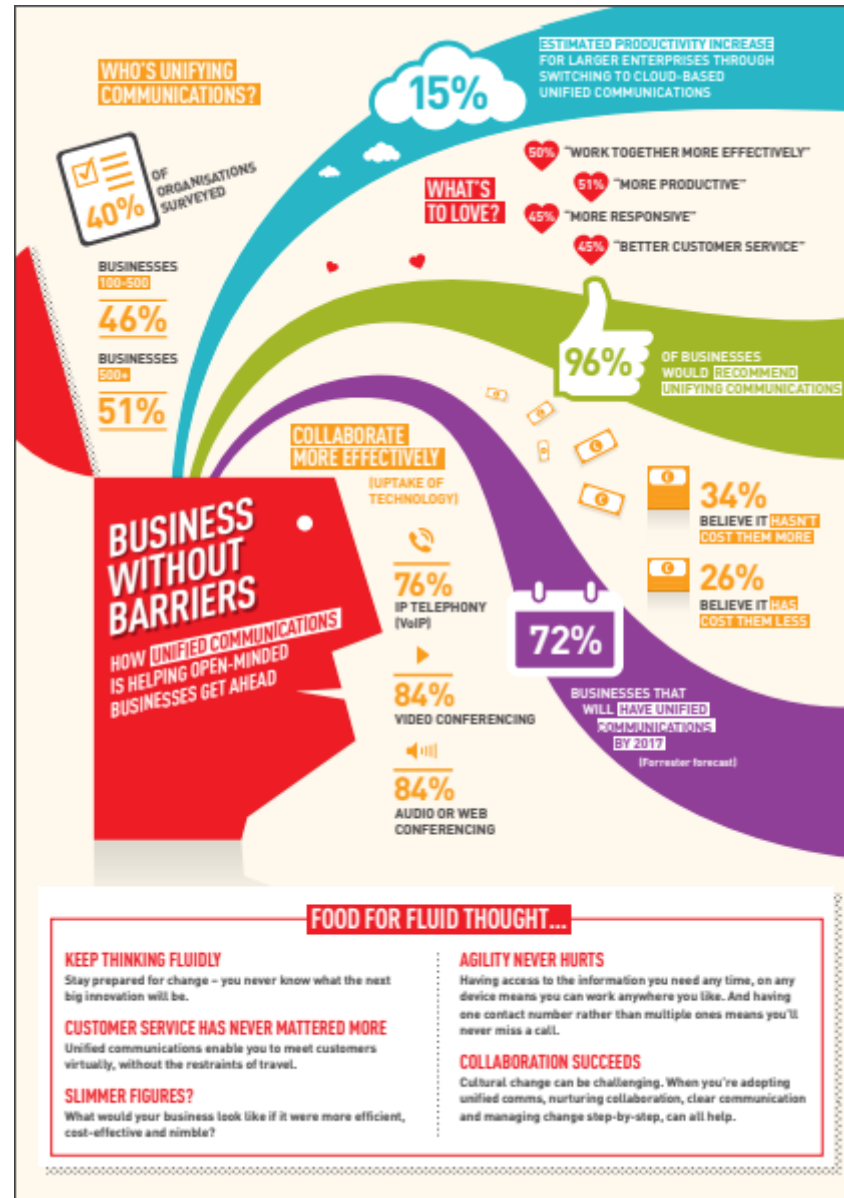
- Evoking an emotional response
- More chances of virality
- Becoming a reliable source of information
- Attracting relevant consumers

### THE BAD

- Not easy to create the organic link
- Costly and hard to replicate
- Very indirect
- Hard to measure the real ROI

# CONTENT MARKETING

## EXAMPLES

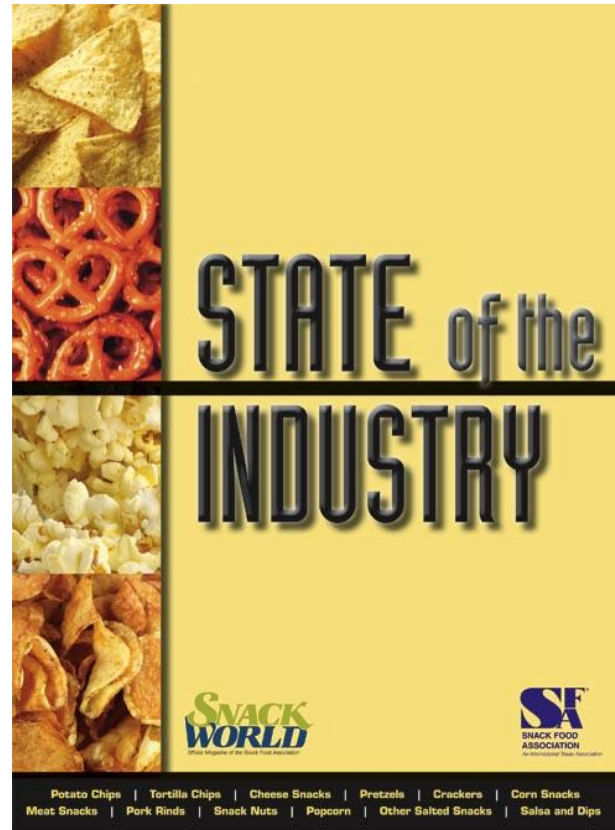


# CONTENT MARKETING

## EXAMPLES



NYC Retail Guide  
2018



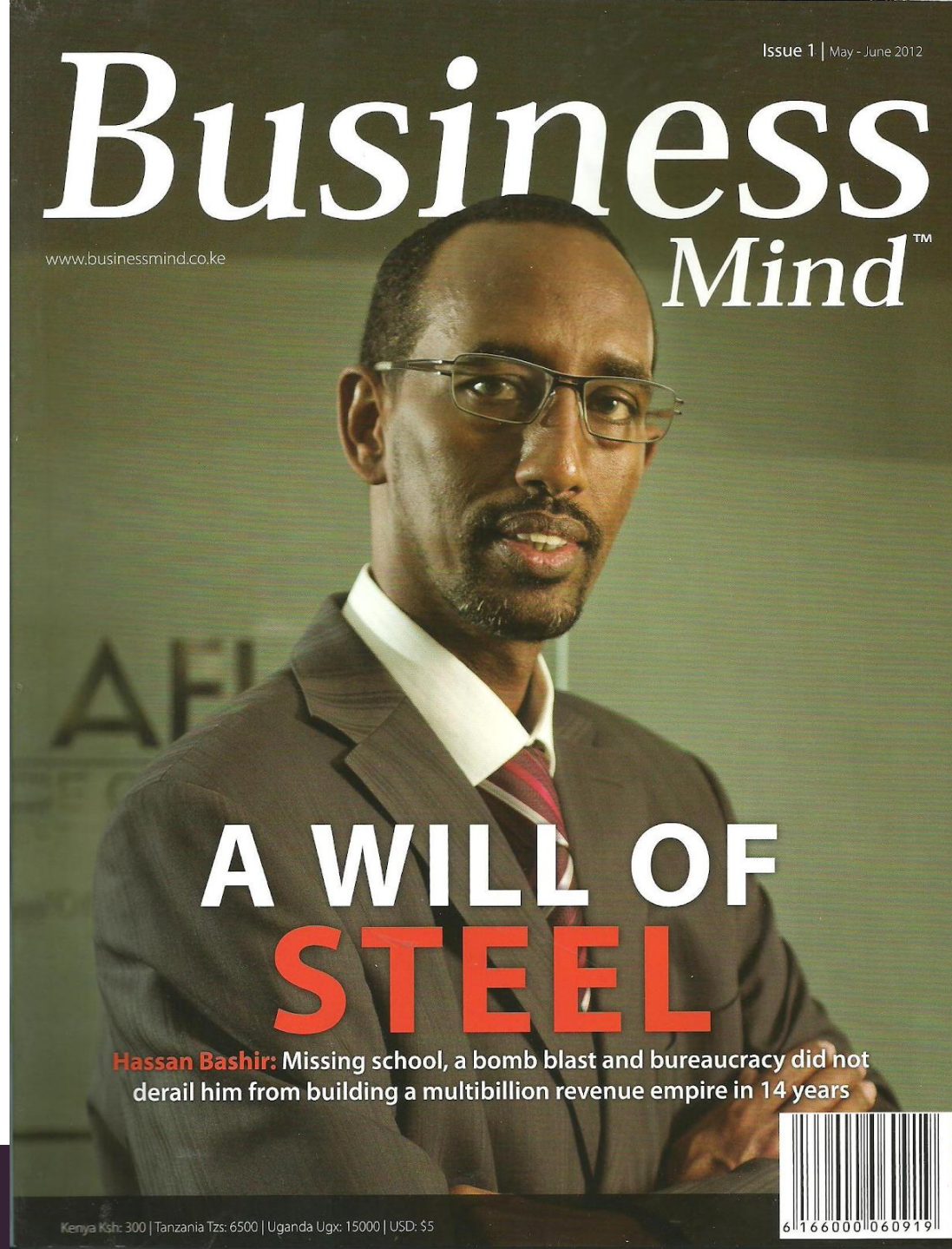
**CONTENT MARKETING**

**EXAMPLES**

Issue 1 | May - June 2012

# Business Mind™


www.businessmind.co.ke



## A WILL OF STEEL

**Hassan Bashir:** Missing school, a bomb blast and bureaucracy did not derail him from building a multibillion revenue empire in 14 years

Kenya Ksh: 300 | Tanzania Tzs: 6500 | Uganda Ugx: 15000 | USD: \$5



6 166000 060919



# What's on the *label*?

Doing the weekly shop but finding yourself confused at what's on the label? *Darren Danks* tells us what to look for. . .

These days many of us are doing our best to eat healthily. We try to choose foods that appear to be a better option, but when it comes to trying to decipher the labels on food products it can be very confusing.

Here at Woman we've recently been looking at food labels while walking around the aisles in the supermarket. We've noticed how the various sources of sweetening ingredients are being listed separately and sit further down the label.

If they had all been listed as sugar, they probably would have sat at the top of the list. This made us realise how much food labels can be confusing. In order to help you read your way around those baffling labels we're revealing how food labels can be occasionally misleading.

### BIGGEST GOES FIRST

When looking at food labels, the ingredient that's first in the list is the one that the food contains most of by weight. So for something such as tomato sauce, you'd expect the first ingredient to be tomatoes. This is your first check, does the food you're buying, mostly contain the food advertised? If a cheese and onion pastry lists the cheese and the onion way down the list, you may not be getting such a good quality product but rather one that may be filled more with air! We've all had those pasties and pies where we've bitten in and found the air cavity is larger than the caves at Cheddar Gorge.

### IT'S A MYSTER-E

Together with the normal ingredients

are those dreaded E-numbers which can hide what's added to our food. If you're trying to limit your intake of artificial sweeteners, then maybe you need to avoid foods containing E-420, E-950 and E-951, commonly known as Sorbitol, Acesulfame-K and Aspartame. Or how about E-102, E-104, E-122 and E-129? These are ingredients that UK food manufacturers have been advised to eliminate due to links with hyperactivity in children, also known as Tartrazine, Carmoisine, Allura Red and Quinoline Yellow. While we're talking E-numbers, a particularly juicy one to look for is E-621, or Monosodium Glutamate (MSG). MSG is a flavour enhancer that's used to make food taste better, but it also has, for some, side effects including headaches, nausea, dizziness, muscle pain and palpitations. It can also contribute to weight gain. While listing ingredients as E numbers is covering the legal requirements of food labelling, they don't really tell us what those ingredients are unless we have the list of E numbers to hand.

### BEWARE OF THE SODIUM

Some food manufacturers may not list 'salt' on their labels, they may instead state the amount of sodium in the food. If you're trying to minimise the amount of salt you're having in your diet and look at a label that lists 'sodium', the salt content is actually two and a half times that amount! So for instance, if you see a food with



Nutrition Facts	
1g Size Whole Orange (165 g)	
Per Serving	
as 1 Orange as from Fat 2 Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat	0%
Cholesterol 0mg	0%
Sodium 2mg	0%
Total Carbohydrate 21g	7%
Dietary Fiber 4g	16%
Sugars 14g	
Protein 2g	
Vitamin A	8% + Vitamin C 163%
Calcium	75% + Iron 1%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Know what to look for on the label



1g Sodium per 1/2 portion, that actually means that there's 5g of actual salt in the whole portion. Now considering that the recommended adult intake of salt per day is 6g, that 2g sodium in a whole portion of the food, using the x2.5 rule, reaches 5g which is almost the whole day's worth of your salt intake. So keep an eye on how salt is actually being listed.

### THE WHOLE STORY, OR IS IT HALF?

Another trick many manufacturers use is swapping around their units of measurement when listing the amounts of carbs, protein, salt etc. One label may say 'per 100g', others may say 'per 1/2 portion', 'per 1/3 portion'.

So while those nice, easy to read levels of fat, sugars etc on the front of the food package gives some great information, it

may not be the whole story, only a fraction of it.

Another trick that seems to be employed with the portion type is to put small, thin, black writing against quite a bright and busy background. This means your eyes are drawn only to the information they want you to see and you may not even notice how large or small the portion size is.

Looking at a bottle of tomato ketchup for instance, the salt content is already labelled with red, meaning it's high in salt, but the serving size is tiny compared to the panel and it's listed as 'amounts per serving (15g)' so you may not realise just how much you're having.

The more you get used to looking at the food labels, the easier it will become and you'll start to see the little tricks being used. In time, you'll be reading them like a pro!



**Darren Danks** is a Holistic Health Coach based near Dudley. Since

childhood he has been overweight but from changing his lifestyle in September 2012, he lost 95lbs, eliminated Type 2 Diabetes, high blood pressure and high cholesterol. This started his passion with health. He specialises in working with Type 2 diabetics and overweight people. His website is [www.simplyhealthywithdarren.com](http://www.simplyhealthywithdarren.com) and he can be contacted through the site.

Darren also produces a fortnightly podcast with fellow health coach Maree Jane Duffy, it's on iTunes called 'The MD Healthcare'. Visit [www.simplyhealthywithdarren.com](http://www.simplyhealthywithdarren.com) to contact him.

# Native Advertising

# NATIVE ADVERTISING

## WHAT IS IT?



### Aslında Hangi Dünya Şehrine Aitsin?

Ana Sayfa > Haberler > Test - 8 Mart 2014, 03:20'de eklendi, 27 Mart 2014, 19:14'te güncellendi



Pegasus Hava Yolları

aracılığı ile sponsorlu içerik

Gördüğümüz en harika mavi top olan Dünyamızın, mimarileri, insanları, yemekleri ve daha pek çok ayrıntıları ile her biri ayrı ayrı karaktere dönüşmüş şehirlerinden hangisinin hiç merak ettin mi?

Testi çöz ait olduğun şehri öğren. Kimbilir belki yakında ziyaret de edersin.

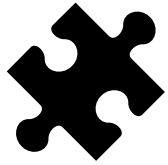
#### 1. Müzik listende ağırlık hangisinde?



- Müzik listem yok, popüler radyolar işimi görüyor.
- Şu aralar sadece XX dinliyorum inanılmaz iyiler. Müzik zevkim geniştir ama.
- Karışık, bir ordan bir burdan seçiyorum kafama göre.
- En son mixlediğim harika parçalar var, dinlemek ister misin?

# NATIVE ADVERTISING

## WHY IS IT USED?



**To fit the platform of the advertising to the fullest**



**To engage with the consumers in the right state of mind**



**To attempt passing as editorial content**



# NATIVE ADVERTISING

## WHAT ARE THE ADVANTAGES + DISADVANTAGES?

### THE GOOD

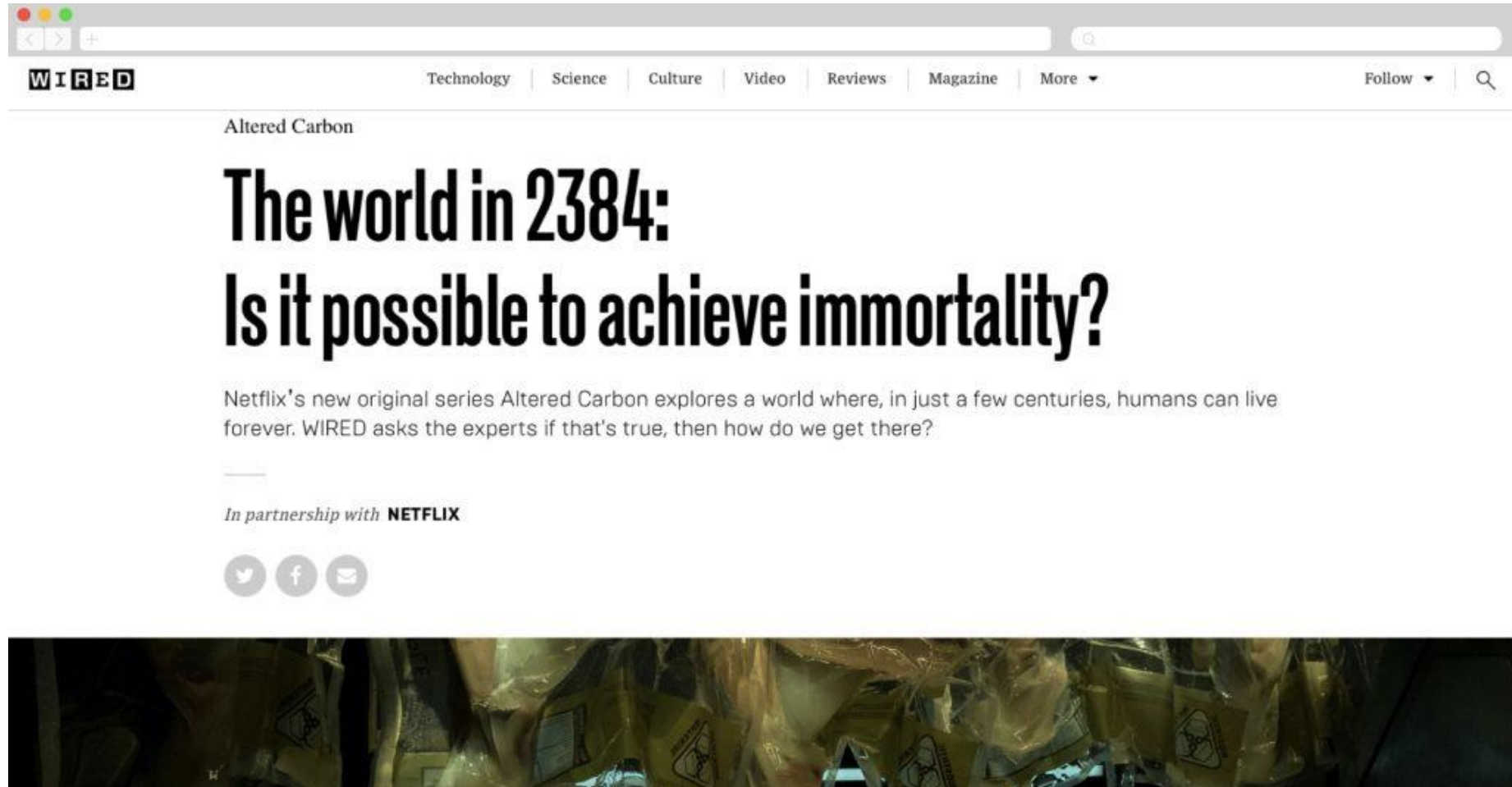
- Great ad placement
- Right and fitting
- Deliver message without the barrier of being an “ad”
- Shareable
- High reach

### THE BAD

- Viewers can feel taken advantage of
- Not real content, just an attempt to be seen as content
- Doesn't bring SEO benefits
- Can be expensive
- Hard to replicate & Sustain

# NATIVE ADVERTISING

## EXAMPLES



The image shows a browser window displaying a WIRED article. The browser's address bar is empty, and the WIRED logo is in the top left. The navigation menu includes Technology, Science, Culture, Video, Reviews, Magazine, and More. The article title is "Altered Carbon" and the main headline is "The world in 2384: Is it possible to achieve immortality?". The sub-headline reads: "Netflix's new original series Altered Carbon explores a world where, in just a few centuries, humans can live forever. WIRED asks the experts if that's true, then how do we get there?". Below the text is a social media sharing bar with icons for Twitter, Facebook, and Email. At the bottom of the article is a wide, dark image showing several yellow biohazard bags filled with what appears to be human bodies or organs, suggesting a futuristic or dystopian setting.

WIRED

Technology | Science | Culture | Video | Reviews | Magazine | More ▾

Follow ▾ | 🔍


Altered Carbon

# The world in 2384: Is it possible to achieve immortality?

Netflix's new original series Altered Carbon explores a world where, in just a few centuries, humans can live forever. WIRED asks the experts if that's true, then how do we get there?

*In partnership with* **NETFLIX**

🐦 | 📘 | ✉



# NATIVE ADVERTISING

## EXAMPLES

The screenshot shows a browser window displaying a native advertisement. The browser's address bar is empty. The page header features the 'The Atlantic' logo on the left, the text 'CRAFTED BY THE ATLANTIC'S MARKETING TEAM AND PAID FOR BY VMware' in the center, and a 'SHARE' button on the right. The main content area has a large, stylized graphic on the left with the text 'THE POSSIBILITY REPORT' in green and blue. To the right of the graphic, the text reads: 'An exploration of how new technologies will reframe our understanding of the world. A multi-part series, delving into new themes monthly.' Below this, a list of categories is shown: 'MOVE • CONNECT • HEAL • LEARN • BUILD • GROW'. At the bottom right of the main content, it says '3 Minute Read', 'Aleksandar Savić', and 'Atlantic Rethink'. The bottom of the advertisement features a colorful, abstract illustration of a factory or industrial setting with various machines, pipes, and workers, including green checkmarks.

# Dark Social

# DARK SOCIAL

## WHAT IS IT?



# DARK SOCIAL

## WHY IS IT USED?



**Dark social is where the real conversation is happening at**



**The most used social media**



**Extremely targetable and conversation based**

# DARK SOCIAL

## WHAT ARE THE ADVANTAGES + DISADVANTAGES?

### THE GOOD

- Right at the heart of conversation
- Can benefit from adding human touch
- Pull based – low cost
- Inbound marketing

### THE BAD

- Extremely hard to pull off
- Can either be perfect or terrible
- Needs constant management and maintenance
- Cannot ever be mass

# DARK SOCIAL

## EXAMPLES

### NOT THIS!!!

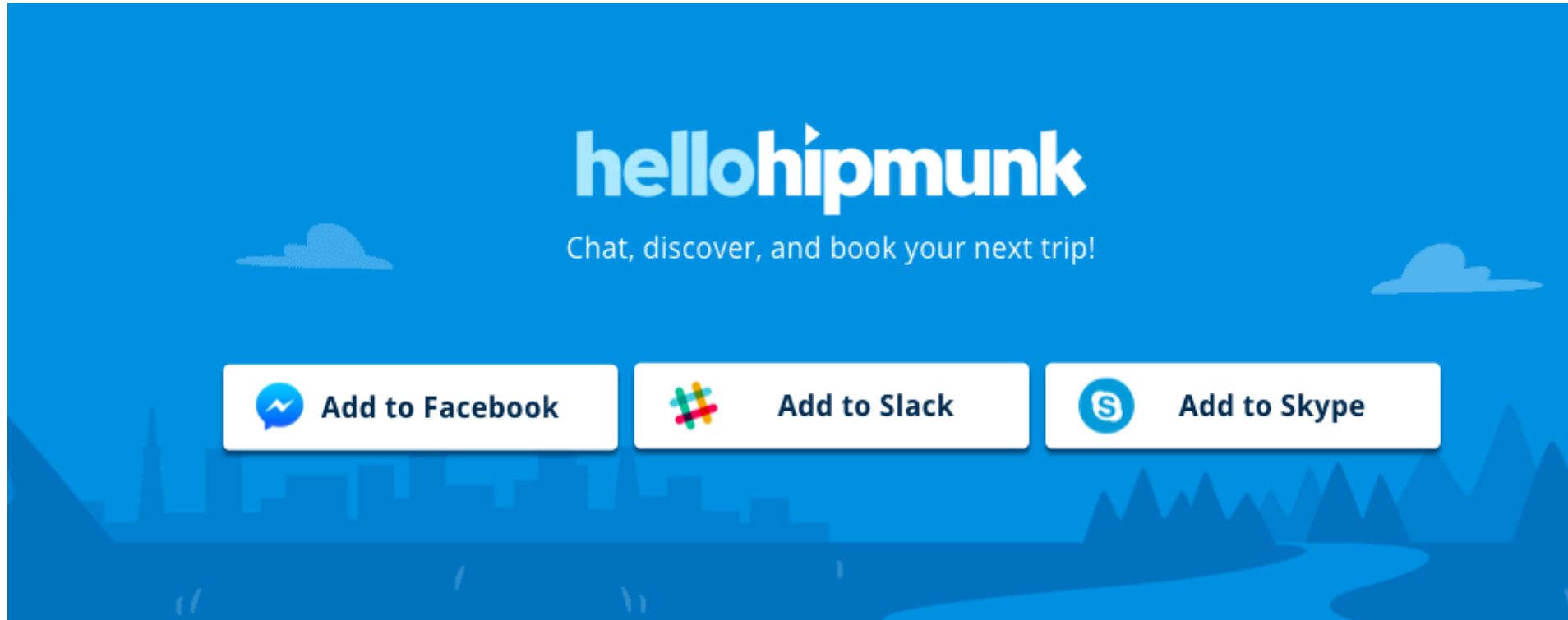




# DARK SOCIAL

## EXAMPLES

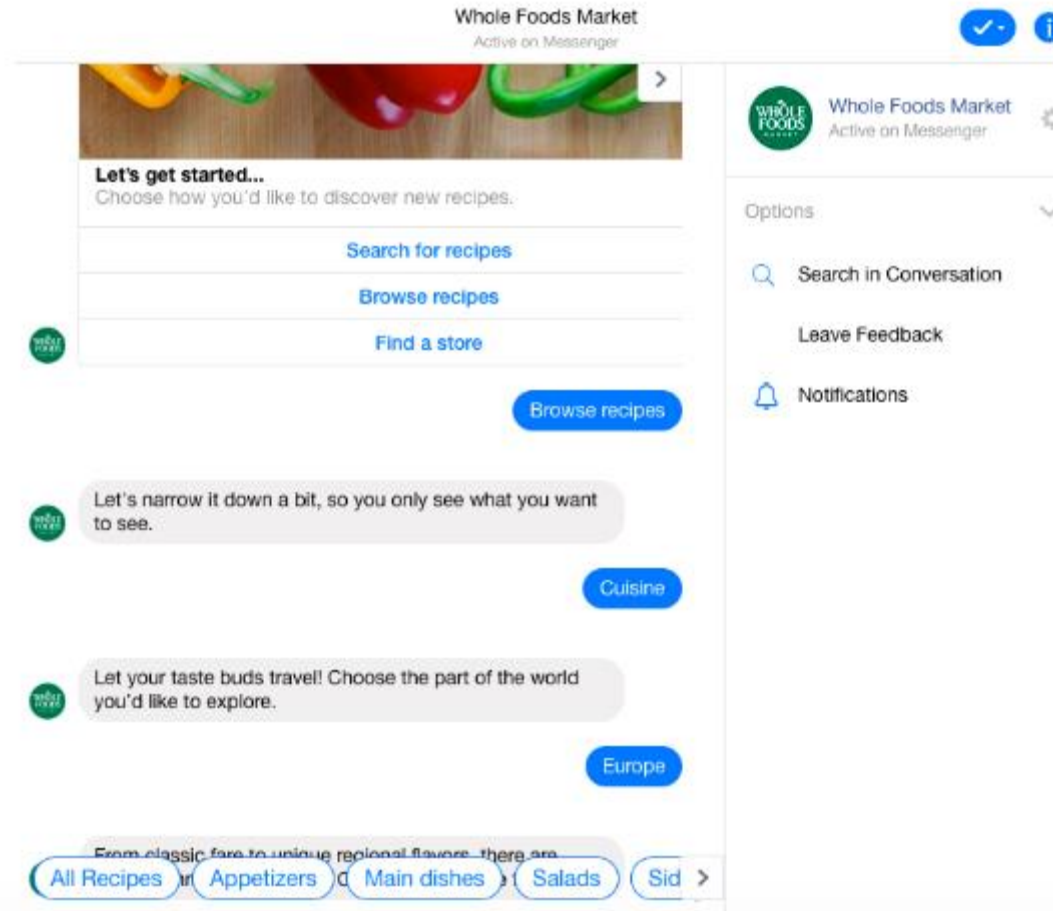
### THIS!!!



# DARK SOCIAL

## EXAMPLES

### THIS!!!





## 2) PRIVACY & THE FUTURE OF DIGITAL

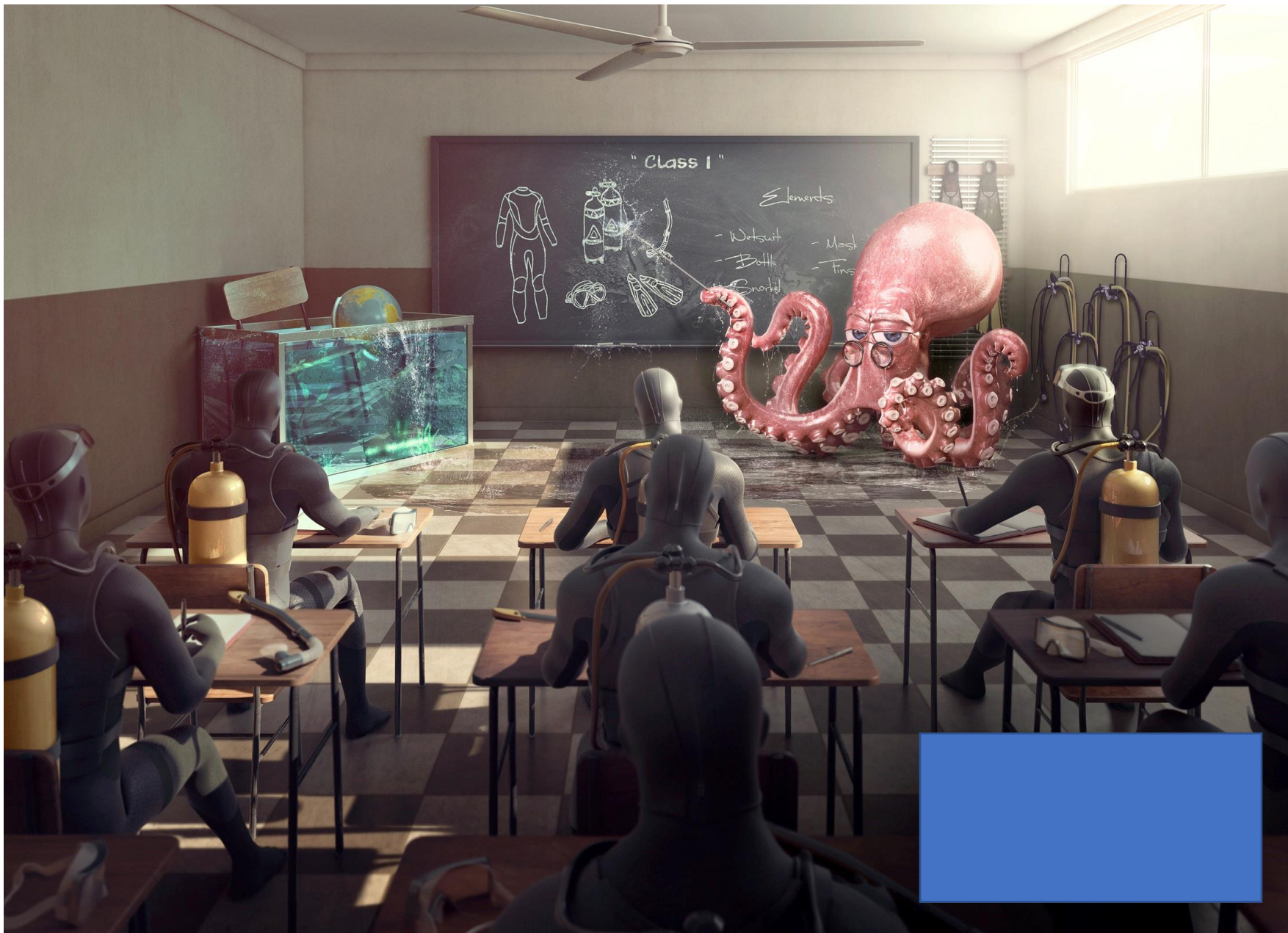




≈ DIVE ≈  
WITH EXPERTS



# Privacy & Ad Blocking





≈ DIVE ≈  
WITH EXPERTS





# Brad is single

Los Angeles. From/one way, incl taxes.

---

**£169\***

\*Start your journey from London-Gatwick (LGW). Travel between 20 January 2017 – Feb 2017. Book by 26th September 2016. The fare is based on our lowest one way direct economy fare incl. taxes and charges excl. weekends, school and public holidays. Restrictions and baggage fees may apply. Fare correct as of 20 September 2016.

**WE**  
**HATE**  
**ADS**

Me

And everyone else

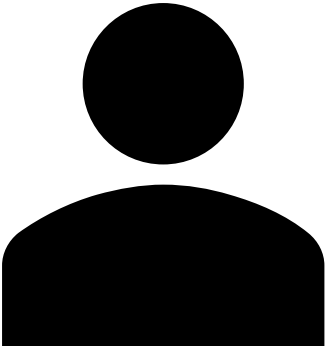


Kimse reklam izlemek istemez,  
insanlar ilgilerini çeken içerikleri tüketir...

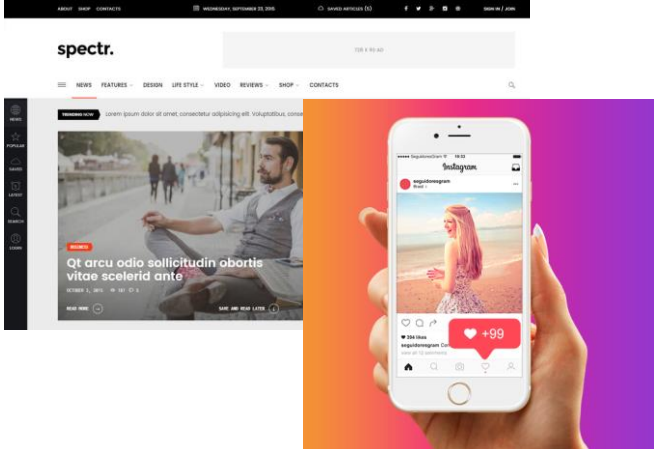
**Tabii ilgi çeken bu şey,  
iyi tasarlanmış bir reklam da olabilir.**

Howard Luck Gossage

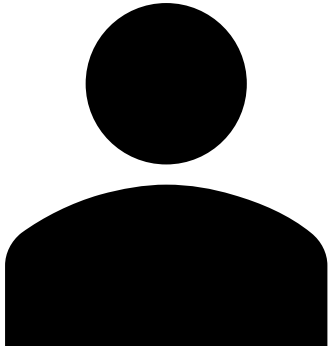
A cool regular person



The awesome content they want to consume



A cool regular person



**ADS**

The awesome content they want to consume



RESULT?





# Google Launched Its Own Ad Blocker, How Could That Impact Advertisers?

Powered by  
**the guardian**





# Key insights



**11%**

of the global internet population is blocking ads on the web, Dec 2016



**615M**

global devices are blocking ads, Dec 2016



**30%**

global growth YoY in adblock usage, Dec 2015 - Dec 2016



**74%**

of adblock users say they leave websites with adblock walls



**77%**

of adblock users are willing to view some ad formats

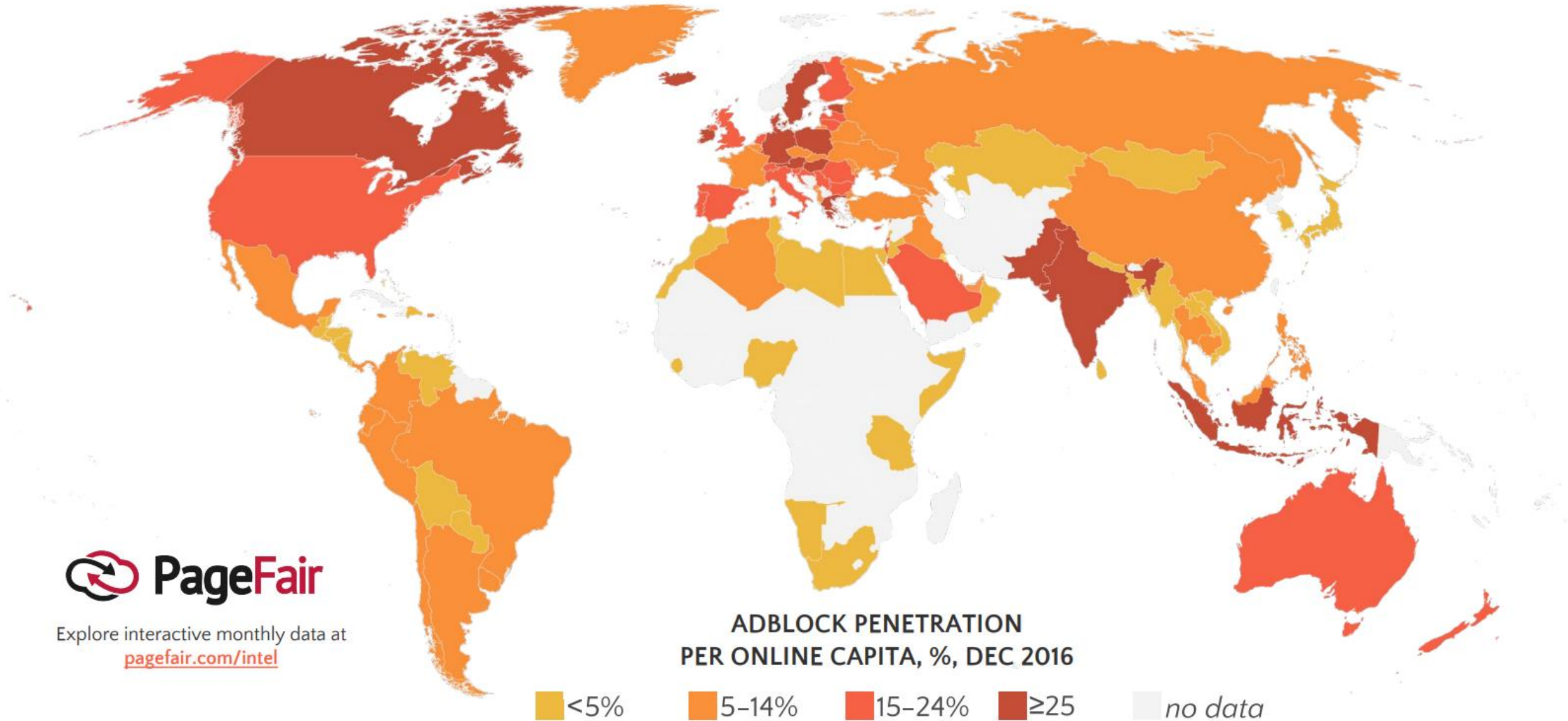
## New empirical data from PageFair shows:

- Mobile adblock usage surged in Asia-Pacific by **40%** in 2016.
- Adblock adoption on desktop and laptop computers continues to grow despite user migration towards the mobile web.
- In December 2016 there were **over 600 million** devices running adblock software globally, **62%** of which were on mobile devices.
- Large emerging markets are the current driving force behind rapid growth in mobile adblock usage.

## New PageFair survey of 4000+ internet users in the United States:

- Specific **interruptive ad formats** and **security concerns** are the leading motivations in adblock usage.
- Adblock users in the US are **1.5x** as likely to have a bachelor's degree than the average American adult, increasing to **3x** as likely among 18-24 year olds.
- The vast majority of users state that they abandon websites that require them to disable their adblock software.

# Adblock penetration per online capita

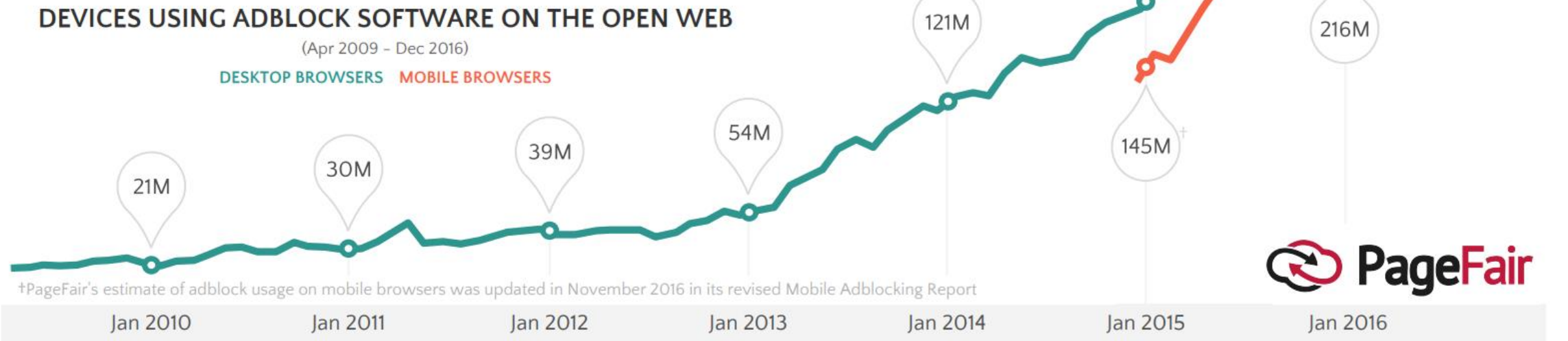


Explore interactive monthly data at [pagefair.com/intel](https://pagefair.com/intel)

# The global picture

Mobile adblock usage is surging internationally, and has overtaken desktop usage.

- The global number of desktop and mobile devices that block ads grew by **142 million** YoY to reach **615 million** devices Dec 2015 - Dec 2016.
- Mobile adblock usage grew by **108 million** YoY to reach **380 million** active devices globally Dec 2015 - Dec 2016.
- Desktop adblock usage grew by **34 million** YoY to reach **236 million** active devices globally Dec 2015 - Dec 2016.



Post Eight

**Adblock detected!**

**To continue reading, please disable adblock for our blog.  
Ads are necessary to keep the blog free for all. :)**

Blog Archive

- 2016 (8)
- October (4)
- Post Eight
- Post Seven
- Post Five
- September (4)

No.

# Verdict on “adblock walls”

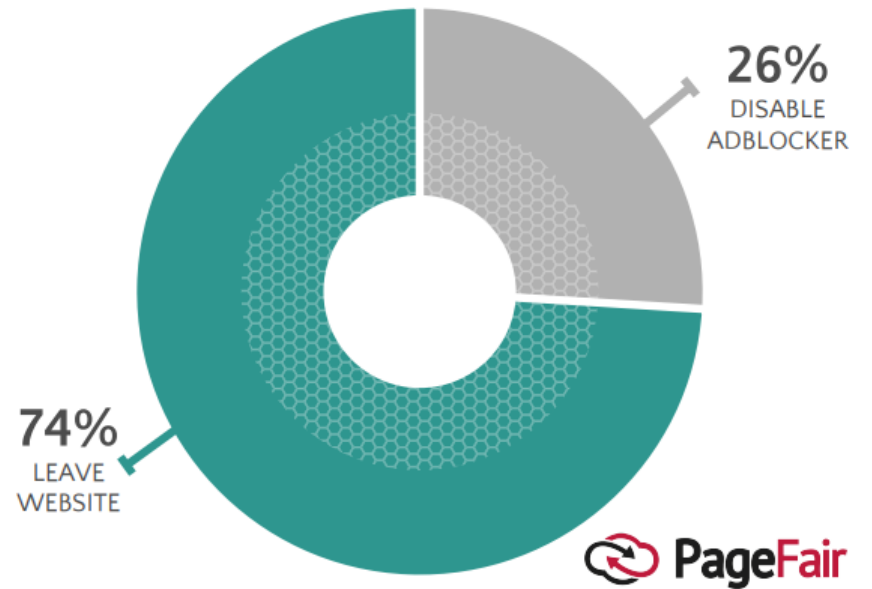
An “adblock wall” bars adblock users until they disable their adblocker on the website.

## Key findings

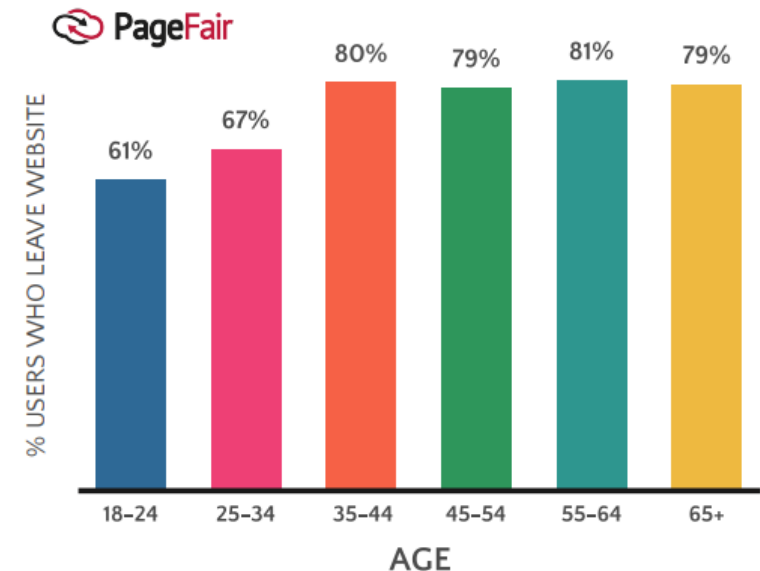
- 90% of adblock users surveyed have encountered an adblock wall.
- 74% of these users say that they leave websites when they encounter such an adblock wall.
- When faced with an adblock wall, older internet users and men are more likely to leave than perform the steps required to disable their adblocker.

## Verdict

Adblock walls are ineffective at motivating most adblock users to disable their adblock software, even temporarily. Unless the website in question has **valued content that cannot be obtained elsewhere**, an adblock wall is likely to be ineffective at combatting adblock usage at any significant rate.

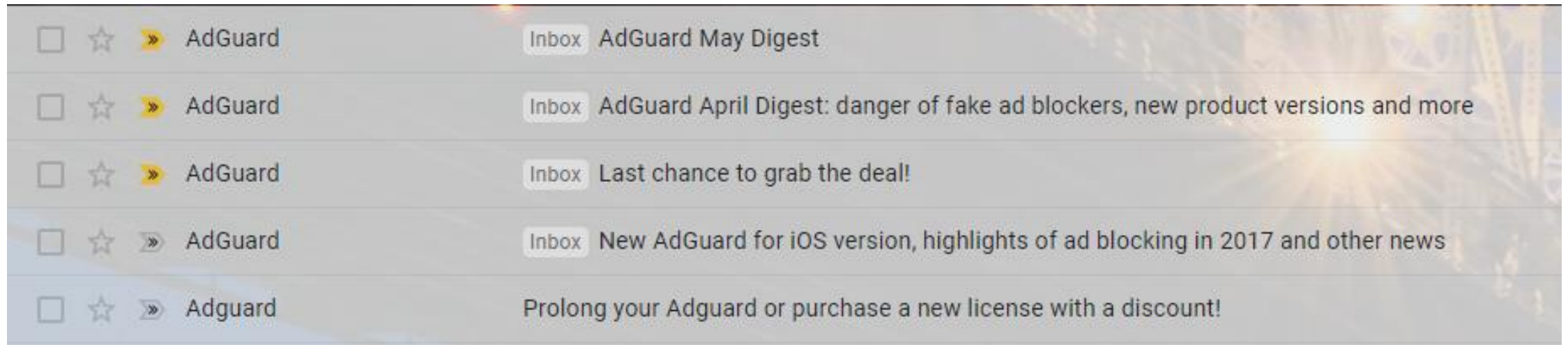


## % USERS WHO LEAVE WEBSITES WHEN FACED WITH AN "ADBLOCK WALL"



THE IRONIC THING IS...

## THAT THE AD BLOCKER COMPANY SENDS ME SPAM, TOO



:(

**BUT WE  
LOVE  
SOME ADS  
:)**

Me

And everyone else





*A glass and a half full of joy*

SORRY, I REALLY LOVE THIS ONE IN PARTICULAR

WHY?

It all depends on three  
variables

**WHERE**

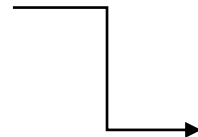
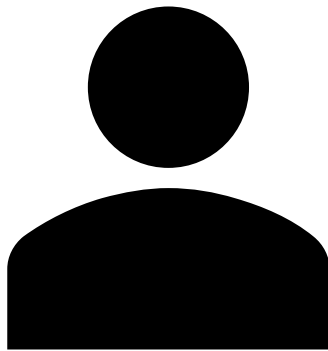
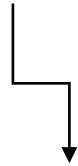
**WHEN**

**HOW**

## 4 SIMPLE WAYS

to overcome the hate towards  
advertisements

**2) ENTERTAIN  
THE TARGET  
AUDIENCE**

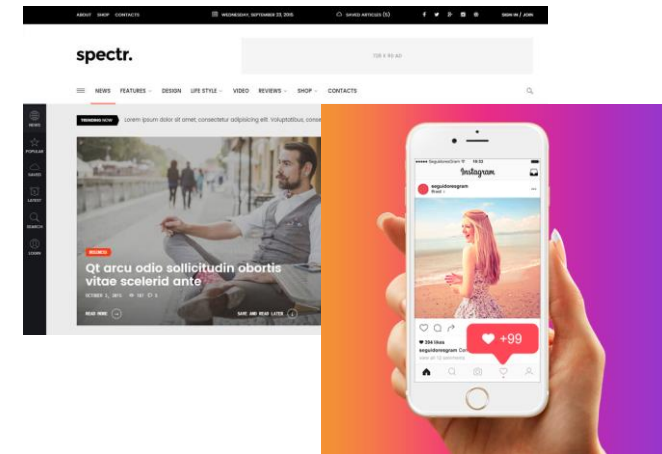
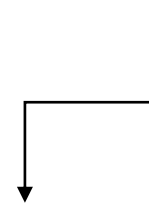


**3) DO  
SOMETHING  
GOOD**

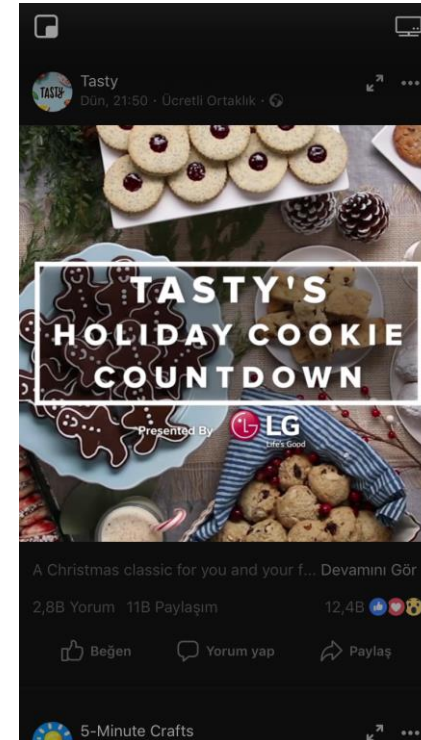


**4) REMOVE  
BARRIERS TO  
CONTENT**

**1) FUND OR  
PROVIDE  
CONTENT**



# 1) FUND OR PROVIDE CONTENT – NOT NATIVE ADVERTISING!!!



:(

## 2) ENTERTAIN THE TARGET AUDIENCE



NOT LIKE THE FOLLOWING THOUGH!!!



3 BACON, SAUSAGE & HAM FULLY LOADED CROSSBUN WICK MEAL \$ 6.79 1000 Cal 12.99 14.29

9 BACON, SAUSAGE, EGG & CHEESE BISCUIT MEAL \$ 5.79 1000 Cal 12.99 14.29

12 MAPLE FLAVOR OATMEAL MEAL \$ 4.79 1000 Cal 12.99 14.29

\$ 6.99 1,130 Cal \$ 4.99 800 Cal

Chopped Cheese MEAL \$ 2.99 800 Cal 310 Cal MEAL \$ 4.49 850-870 Cal

Chopped Cheese MEAL \$ 2.99 800 Cal 330 Cal MEAL \$ 4.79 670-890 Cal

7 WHOPPER MEAL \$ 5.79 1000 Cal 12.99 14.29



WHOPPER



BURGER KING® | Connected Whoppers®



WHOPPER®

BURGER  
KING

0:00 / 0:19



OR PERHAPS THAT IS ENTERTAINING AT FIRST 😊

### 3) DO SOMETHING GOOD

Are you ready for the FAST LANE?

#### 4) REMOVE BARRIERS TO CONTENT – OR DO SOMETHING WITH IT!



#### 4) REMOVE BARRIERS TO CONTENT – OR DO SOMETHING WITH IT!

JOIN US AND LET'S CREATE CAMPAIGNS  
THAT ARE REALLY **USEFUL TO PEOPLE.**

## How This Agency Used Ad Blockers to Recruit the Kind of Creatives It Wanted to Hire

Embracing the problem instead of denying it

*This will cost the industry  
\$ 22 billion in 2015  
-Adobe*

*The bell is tolling for current  
business models  
- theconversation.com*

*Except for advertisers and publishers.  
They hate adblockers.*

*Adblocking is theft.  
- Koen Verwee, De Persgroep*

*With an adblocker activated  
, you can no longer visit our site.  
- Bild*

EFFECTIVENESS ≠ LIKEABILITY



# Reklam Magazin

Youtube.com/TiviMagazin



02:23

ANA HABER

# Targeting & Remarketing

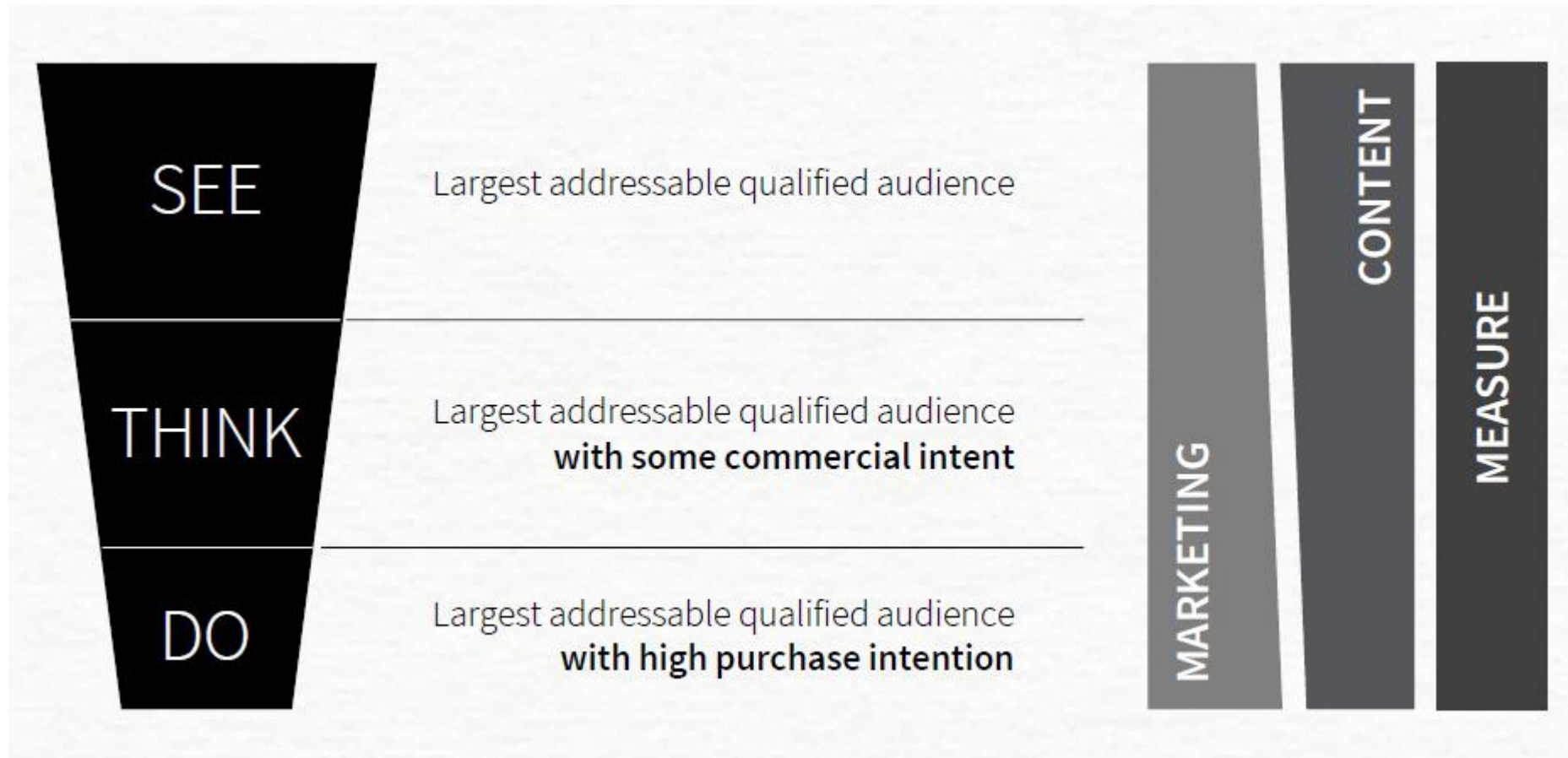
# TARGETING & REMARKETING

## WHAT IS IT?



# TARGETING & REMARKETING

## WHY IS IT USED?



# TARGETING & REMARKETING

## WHAT ARE THE ADVANTAGES + DISADVANTAGES?

### THE GOOD

- Right message for the right audience
- Measurable
- Easily targetable – cookie based

### THE BAD

- Hard to target on mobile
- Device specific + device bound
- Creepy, very very creepy
- Can turn off consumers from a purchase

# TARGETING & REMARKETING

## EXAMPLES

