



HAPPY education
academy

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CHAPTER 1

Stratejik Yaklaşım

Şirket İletişim Stratejisi

Kampanya İletişim Stratejisi

Dijital İletişim Stratejisi

Sosyal Medya Stratejisi

Sosyal Medya Stratejisi nasıl geliştirilir?

1. Kampanyanın amacı nedir?
2. KPI'lar neler olmalı?
3. Hedef kitle kim?
4. Hedef kitle dijital kullanım davranışları neler?
5. Hangi kanallar nasıl bir konumlandırılmayla kullanılmalı?
6. TOV ne olacak?
7. Hangi formatlar kullanılmalı?

Kampanya Amaçları

1. Marka bilinirliđi

İşletmenizin, markanızın veya hizmetlerinizin bilinirliğini artırmak.

2. Erişim

Reklamınızı hedef kitleniz içinde en fazla sayıda kişiye gösterin.

3. Trafik

İnsanları seçtiğiniz bir URL'ye yönlendirin (ör. internet sitenizin yönlendirme sayfası, bir blog yazısı, uygulama vb.)

4. Etkileşim

Gönderinizle etkileşime geçme olasılığı daha yüksek olan insanlara erişmek. Beğenmeler, yorumlar ve paylaşımlar etkileşime dahildir ancak aynı zamanda sayfanızdan alınan teklifleri de içerir.

5. Uygulama yükleme

İnsanları işletmenizin uygulamasını indirebilecekleri uygulama mağazasına yönlendirin.

6. Video Görüntülemeleri

İşletmenizin videolarını, bu videoları izleme olasılığı en yüksek olan insanlarla paylaşmak.

Kampanya Amaçları

7. Video Görüntülemeleri

İşletmeniz için potansiyel müşteriler toplayın. Ürününüzle ilgilenen insanlardan bilgi toplayan reklamlar oluşturun (örneğin bültenleriniz için aboneler edinmek).

8. Mesajlar

İşletmenize ilgiyi teşvik etmek için Facebook'taki kişilerle bağlantı kurun, potansiyel veya mevcut müşterilerle iletişime geçin.

9. Dönüşümler

İnsanların işletmenizin sitesinde sepete ürün ekleme, uygulamanızı indirme, sitenize kaydolma veya alışveriş yapma gibi belirli eylemi gerçekleştirmeyi teşvik edin.

10. Katalog Satışları

Satışları artırmak için e-ticaret mağazanızın kataloğundaki ürünleri sergileyin.

11. Mağaza Trafiği

Yakındaki kişilere fiziksel işletme konumlarınızın tanıtımını yapın.

KPI listesi

Brand Awareness KPI

Reach
Frekans
Impression
Video izleme
Like
Comment
Share
Reactions
Brand awareness
Favorability
Re-call

Direct Response KPI

Link click
Download
Lead sayısı
Conversion rate
CTR (Click-through-rate)
Reach to lead
Lead to sales
Satış hacmi
Average order value
Customer lifetime value (CLV)
Customer retention rate

Cost per KPI

Cost per click (CPC)
Cost per download
Cost per conversion
Cost per lead
Cost per new customer
Cost per order

Hedef kitle

Hedef kitle belirlerken;

- Gerçekçi olun.
- Çok büyük kümelere odaklanmayın.
- Davranış ve iç görülerini tespit edebileceğiniz alt gruplar belirleyin.
- Alt grupların kendi içinde önceliklendirmesini yapın.
- Farklı eksenlerde filtreler yaratın.
- Geçmiş kampanyalarda ulaşılan “customer audience”ları kullanın.
- Kanalların hedef kitle türetme metotlarını kullanın.

Hedef kitle

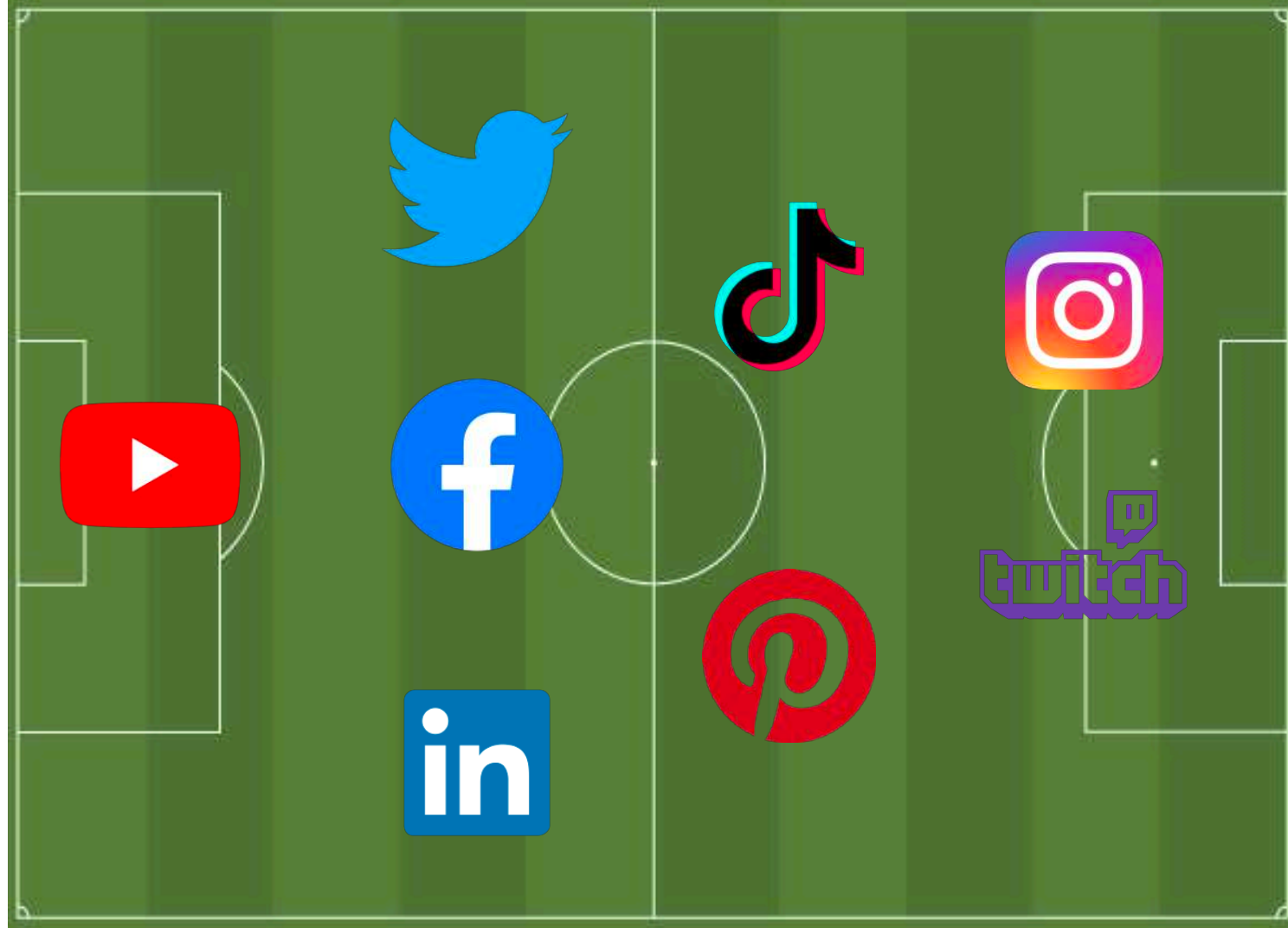
19-25 yaş arası **üniversiteden mezun** olmuş,
Senede 1-2 hafta **rutin tatil planı** yapan,
Tatilini **arkadaşlarıyla yurt içinde** planlayan,
Outdoor sporlara ilgi duyan,
Instagram ve Youtube'u günlük hayatında aktif kullanan,
Tatil **araştırma ve alışverişini online kaynaklardan** gerçekleştiren,
Avantajı ön plana koyan,
Sitemizi **ziyaret eden kitleye %4 benzer**,
Şehirlerde yaşayan kişiler.

Hedef kitle dijital kullanım alışkanlıkları

- **19-25 yaş** arası üniversiteden mezun olmuş,
- Senede 1-2 hafta **rutin tatil planı** yapan,
- Tatilini **arkadaşlarıyla yurt içinde** planlayan,
- **Outdoor sporlara ilgi** duyan,
- **Instagram ve Youtube**'u günlük hayatında aktif kullanan,
- Tatil **araştırma ve alışverişini online kaynaklardan** gerçekleştiren,
- **Avantajı ön plana** koyan,
- Sitemizi **ziyaret eden kitleye %4 benzer**,
- **Şehirlerde yaşayan** kişiler.



Kanal kullanımı



TOV (Tone of Voice)

Markanın ses tonudur. Nasıl konuşur, hangi kelimeleri kullanır, nasıl cümleler kurar gibi soruların cevabıdır.

TOV örnekleri;

Uzman,
Genç,
Fırsatçı,
Yan koltuktaki arkadaşın,
PUBG'de takımın üçüncüsü,
Seni her zaman ön plana çıkararak motivasyon veren destekçin.

Pratik-1

Sosyal Medya Stratejisi Oluřturma

en-Bebek satış kampanyası



2 ay önce satışa sunulan **BABYX modeli için satış kampanyası.**

Web sitesi ve mobil uygulama üzerinden satış yapılmak hedefleniyor.

Hedef kitle 0-24 ay çocuk sahibi AB SES grubu anne ve babalar.

Ürünün en önemli 2 özelliği:

- Ekstra güvenlik sistemleri
- Kompaktlık

e-Bebek satış kampanyası

1. Kampanyanın amacı

....

2. KPI'lar

....

3. Hedef kitle

....

4. Hedef kitle dijital kullanım davranışları

....

5. Kanal konumlandırması

....

6. TOV

....

7. Format

....

CHAPTER 2

Sosyal Medya Kanalları ve Formatlar

Sosyal Medya nedir?

Sosyal hayatın dijitale dokunan her noktası sosyal medyadır.



Sosyal Medya Kanalları



Portal



Eğlence
(Fun)



Diyalog



Dans



Eğlence
(Entertainment)



İlham



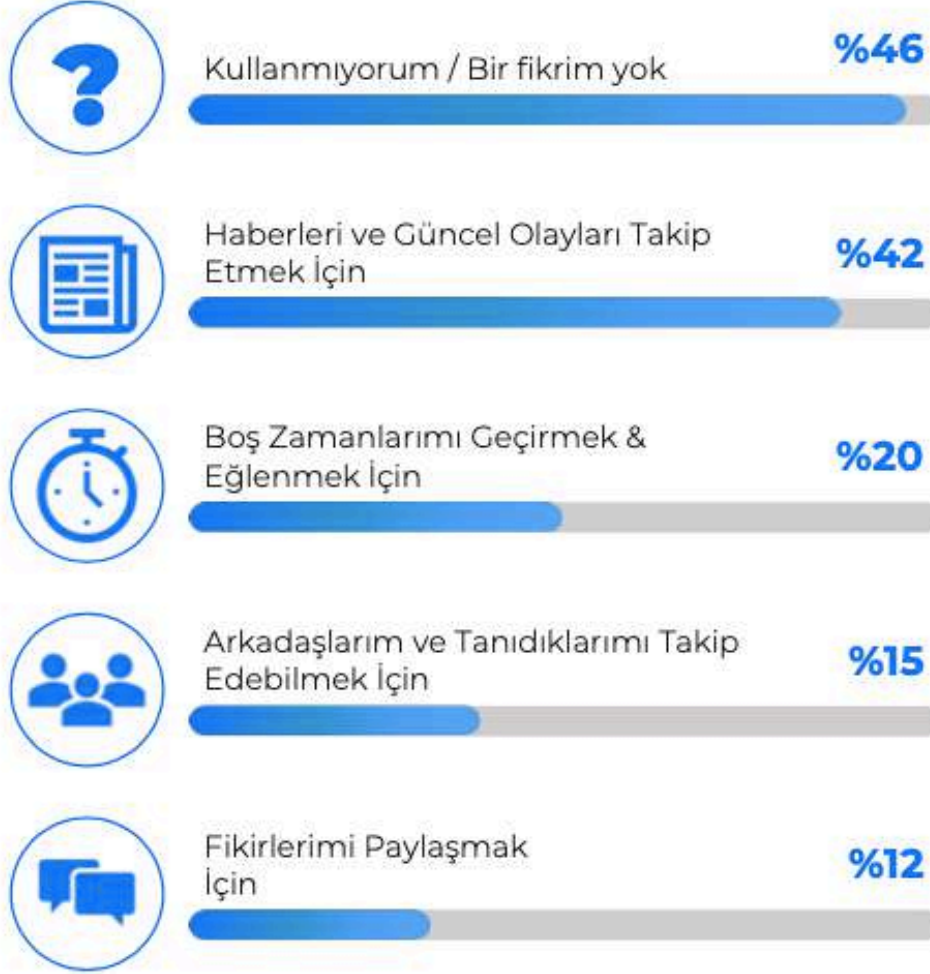
Kariyer



Gaming











Instagram

Story Ads

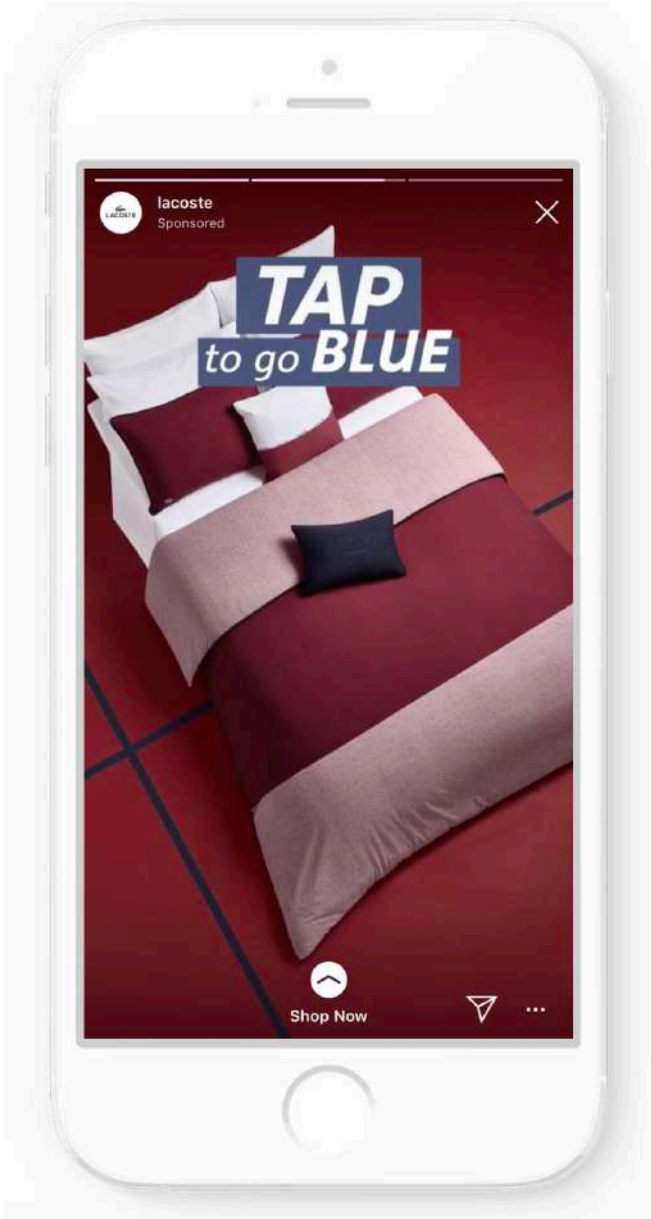
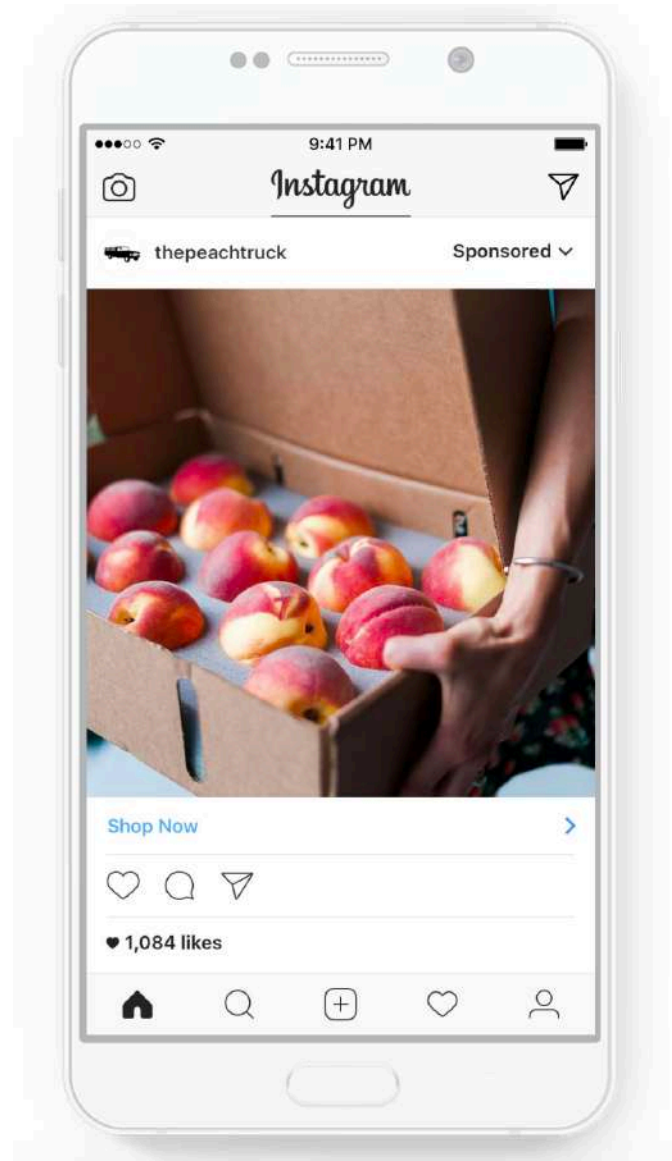
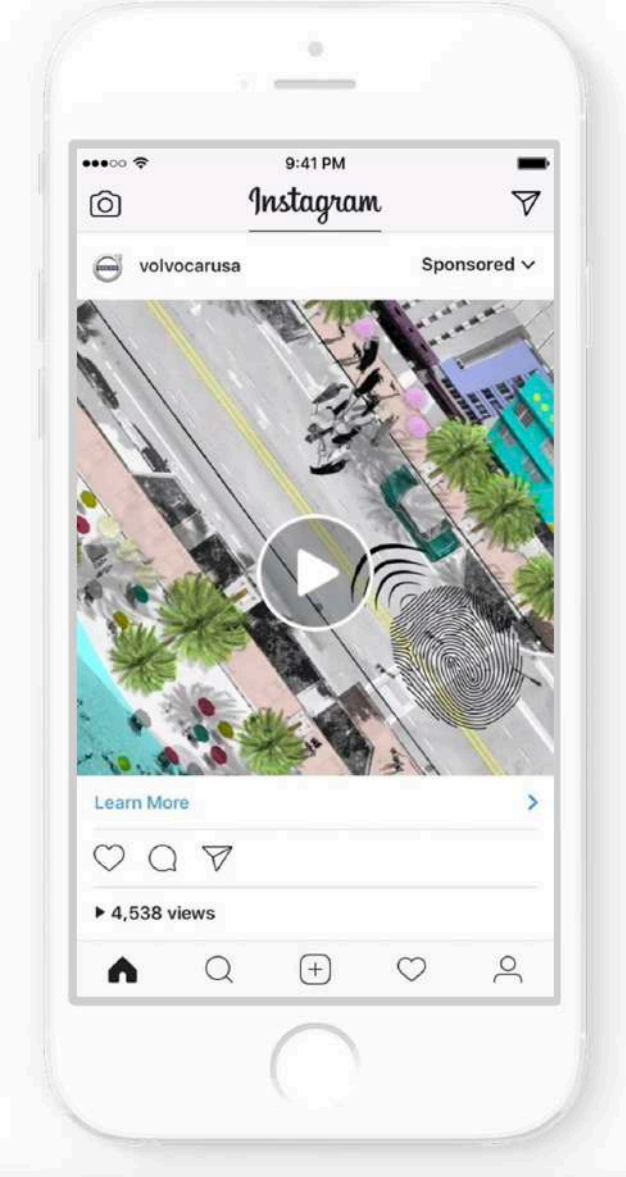


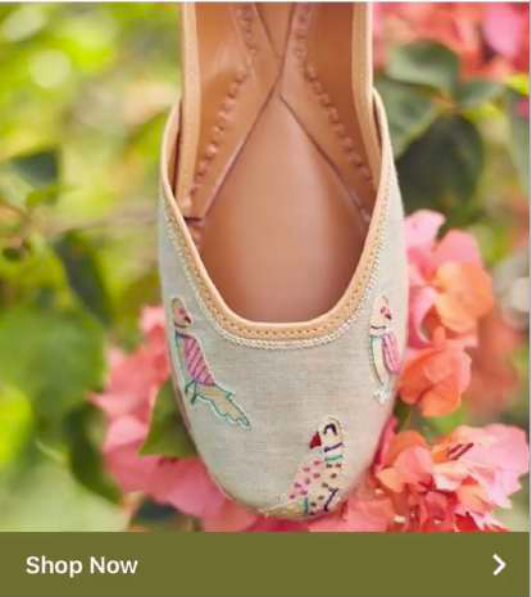
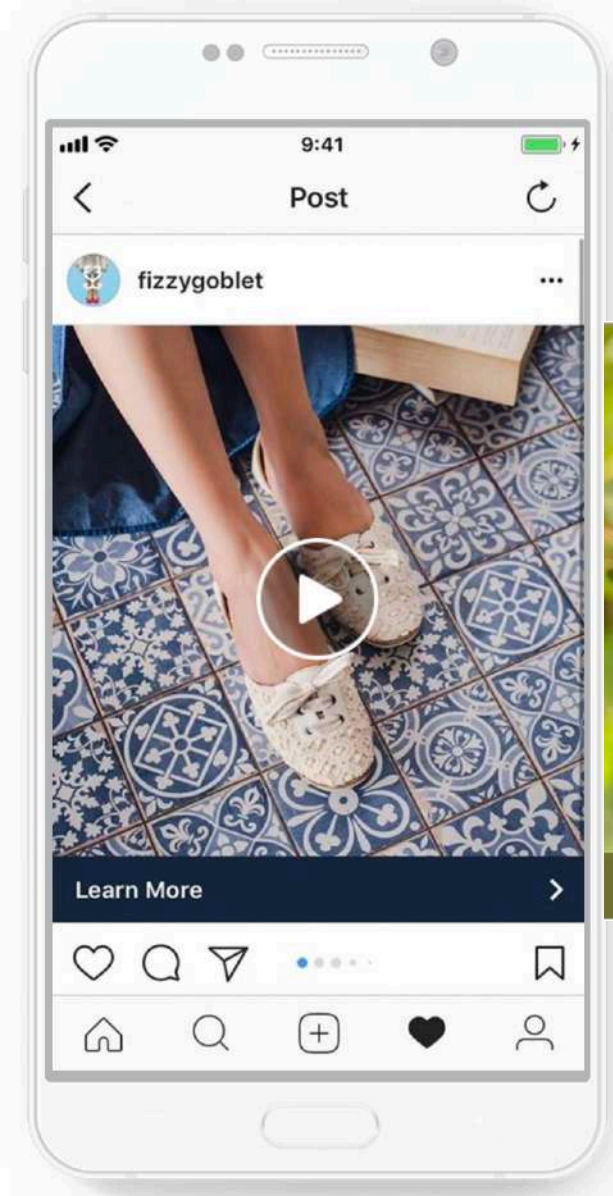
Photo Ads



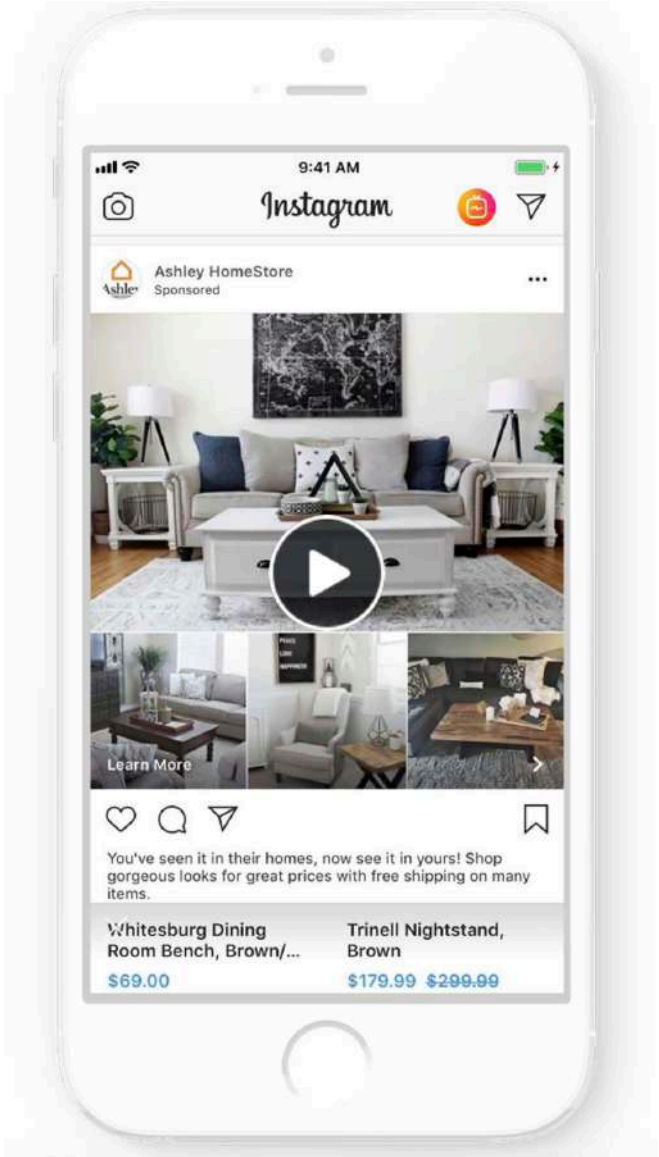
Video Ads



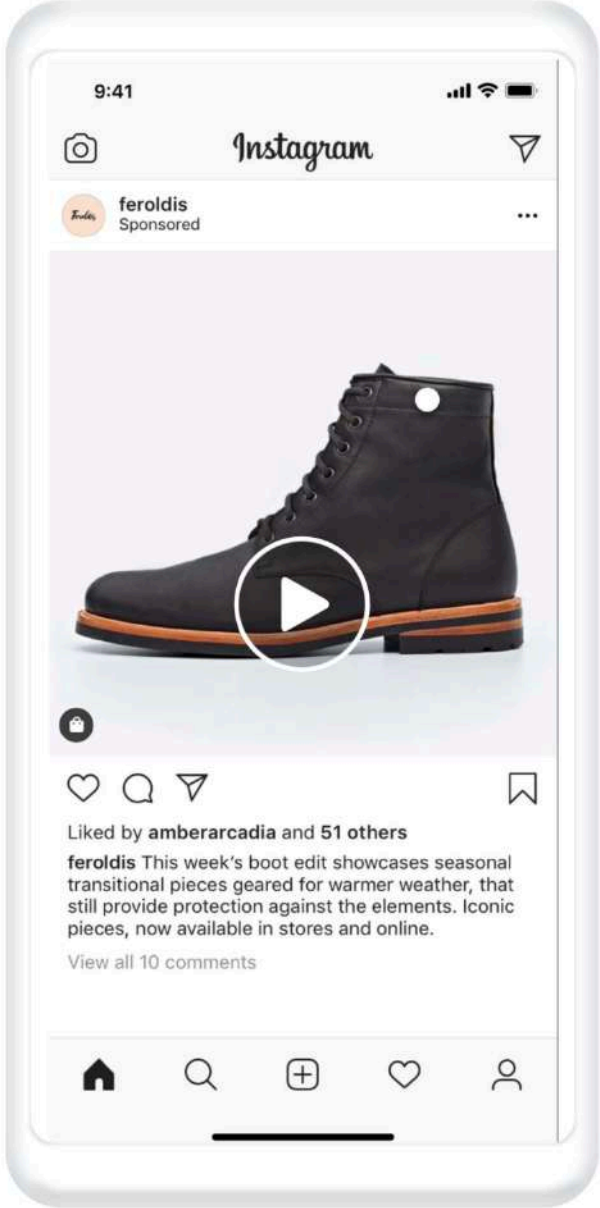
Carousel Ads



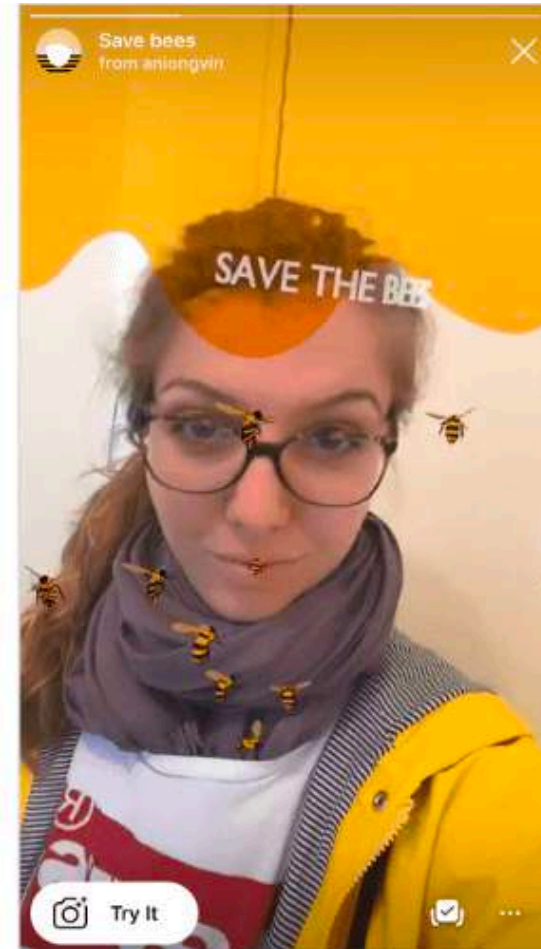
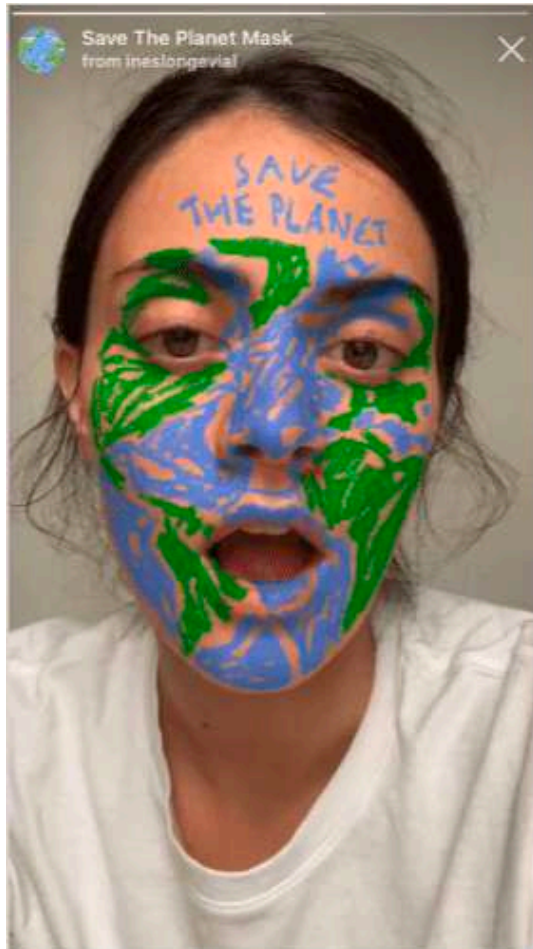
Collection Ads



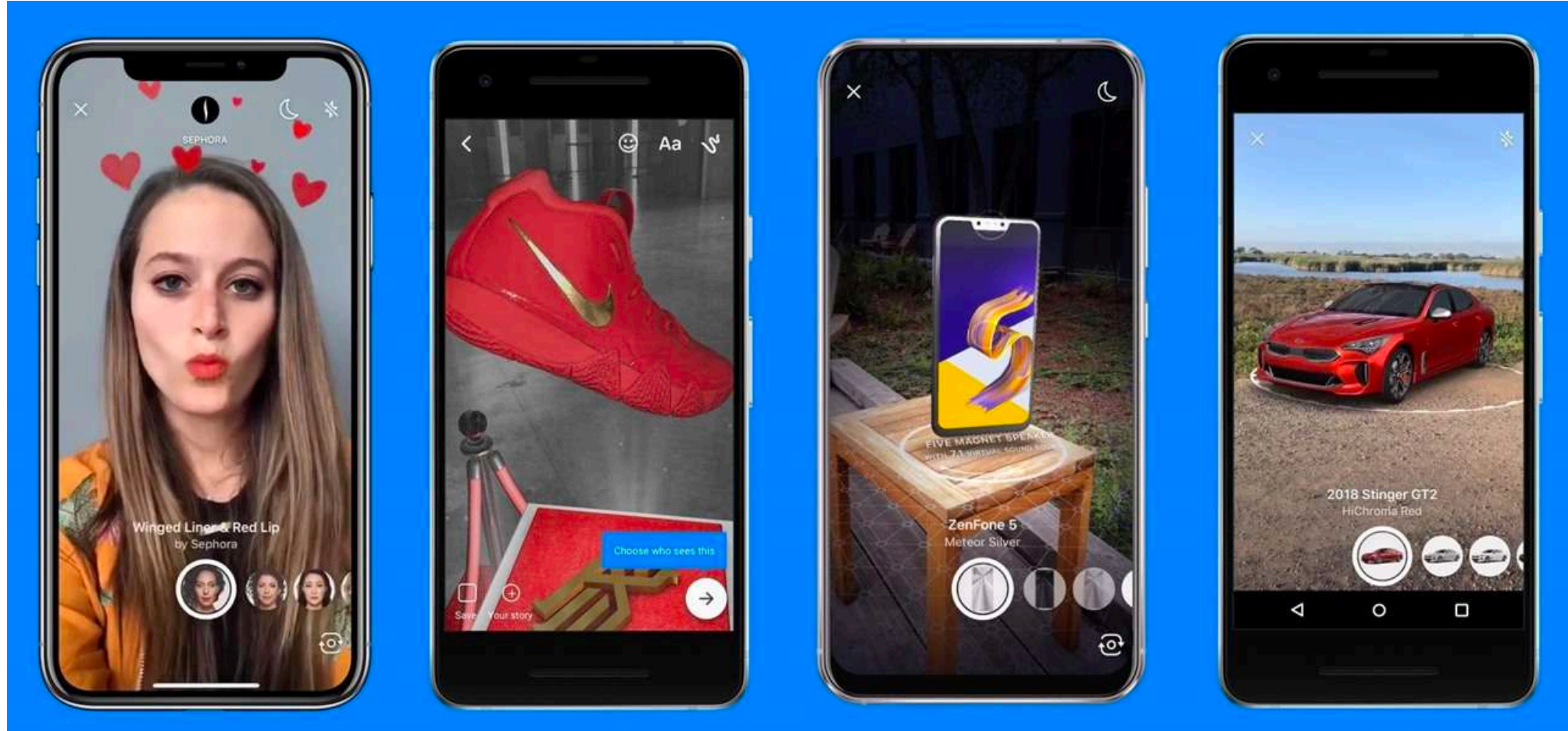
Shopping Ads



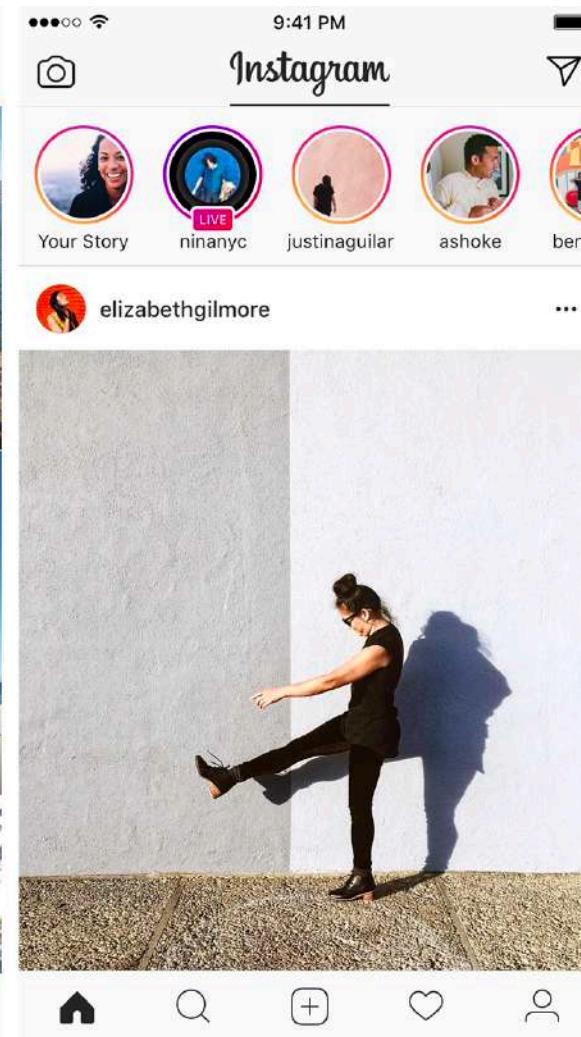
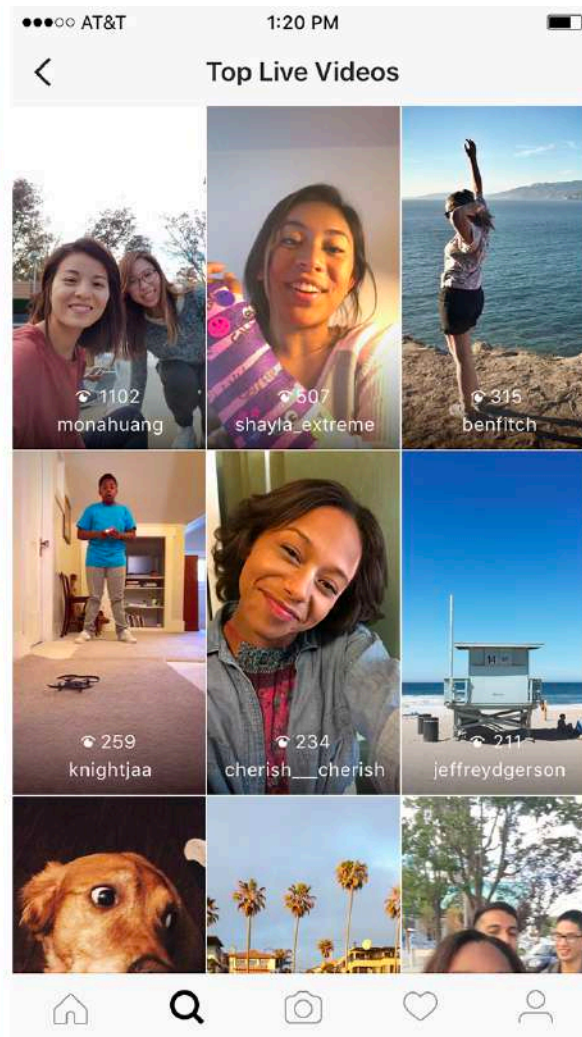
Instagram Filtre



Instagram AR



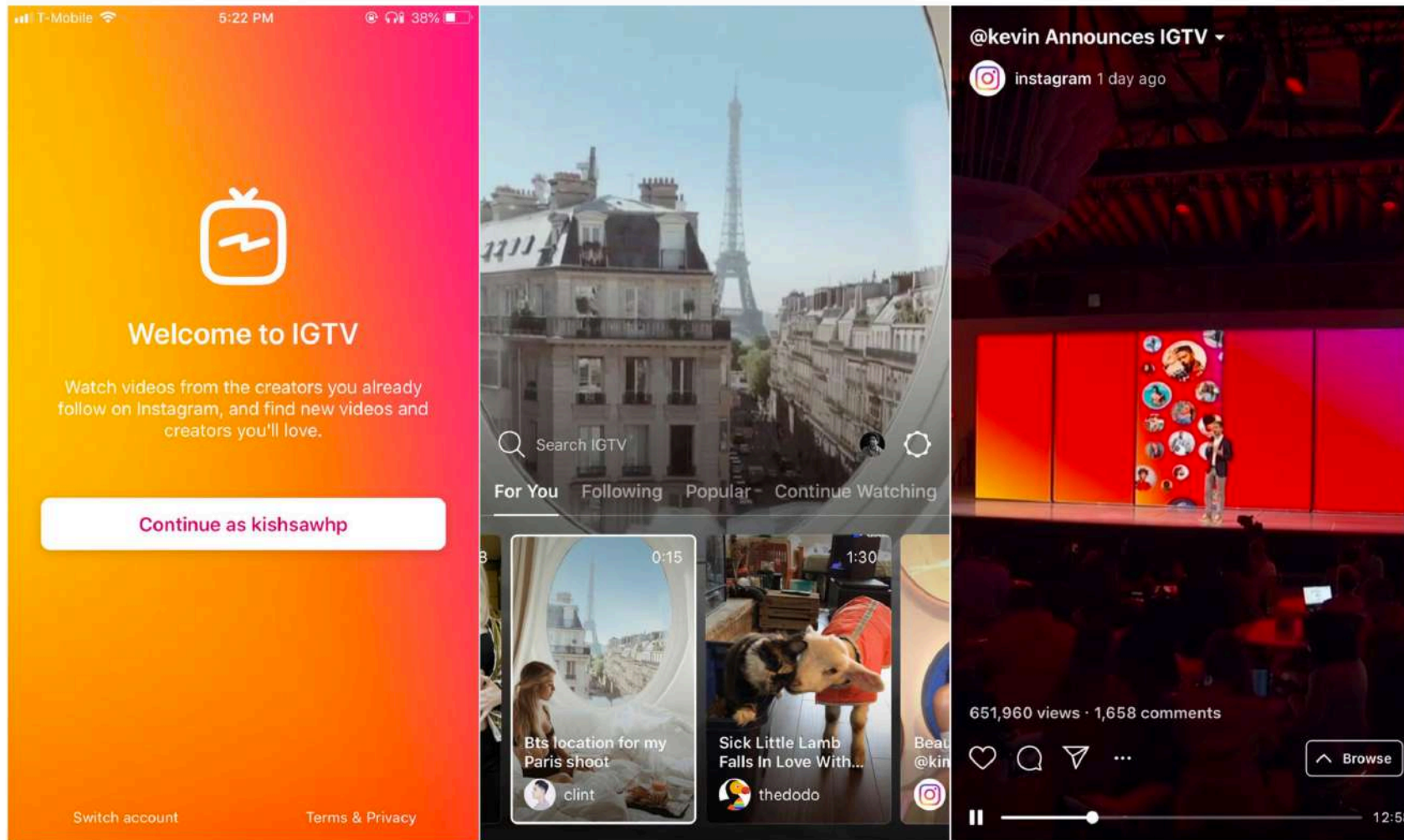
Instagram Live



Instagram Reels



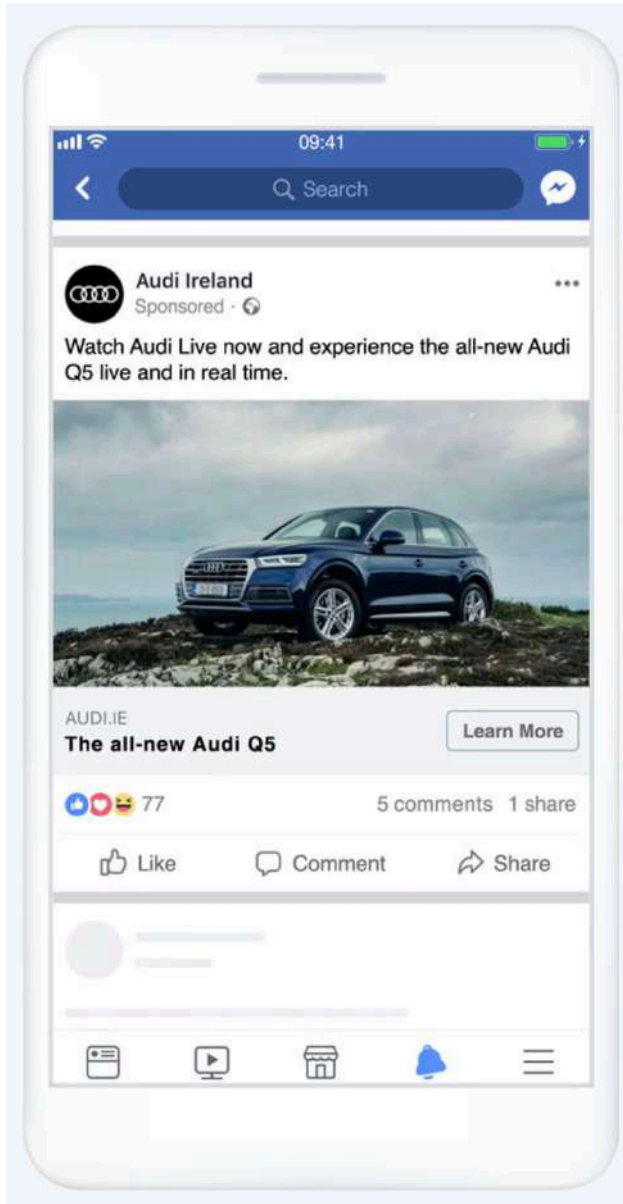
Instagram IG TV





Facebook

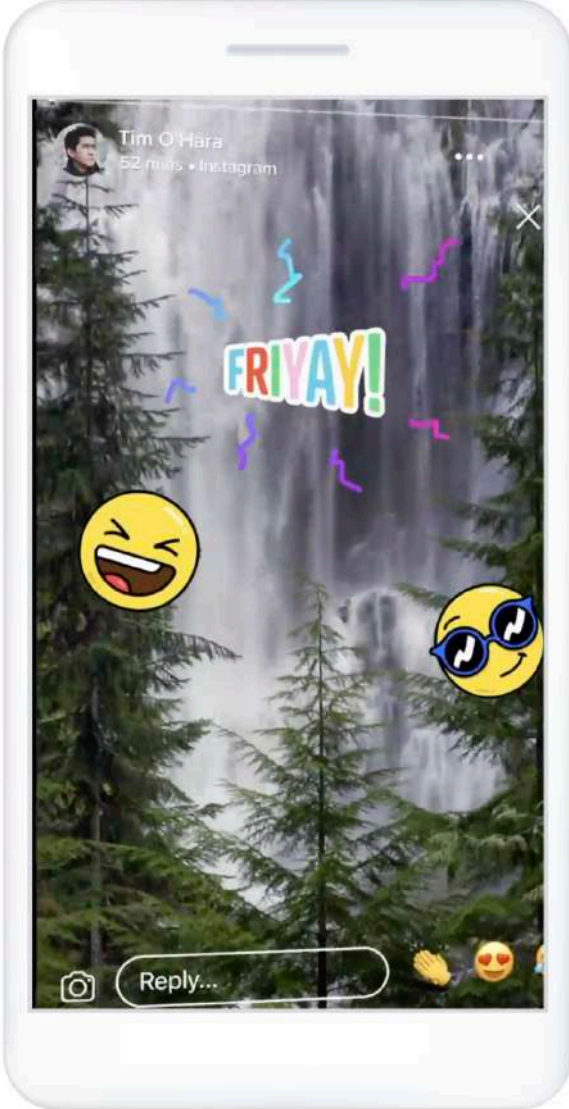
Photo



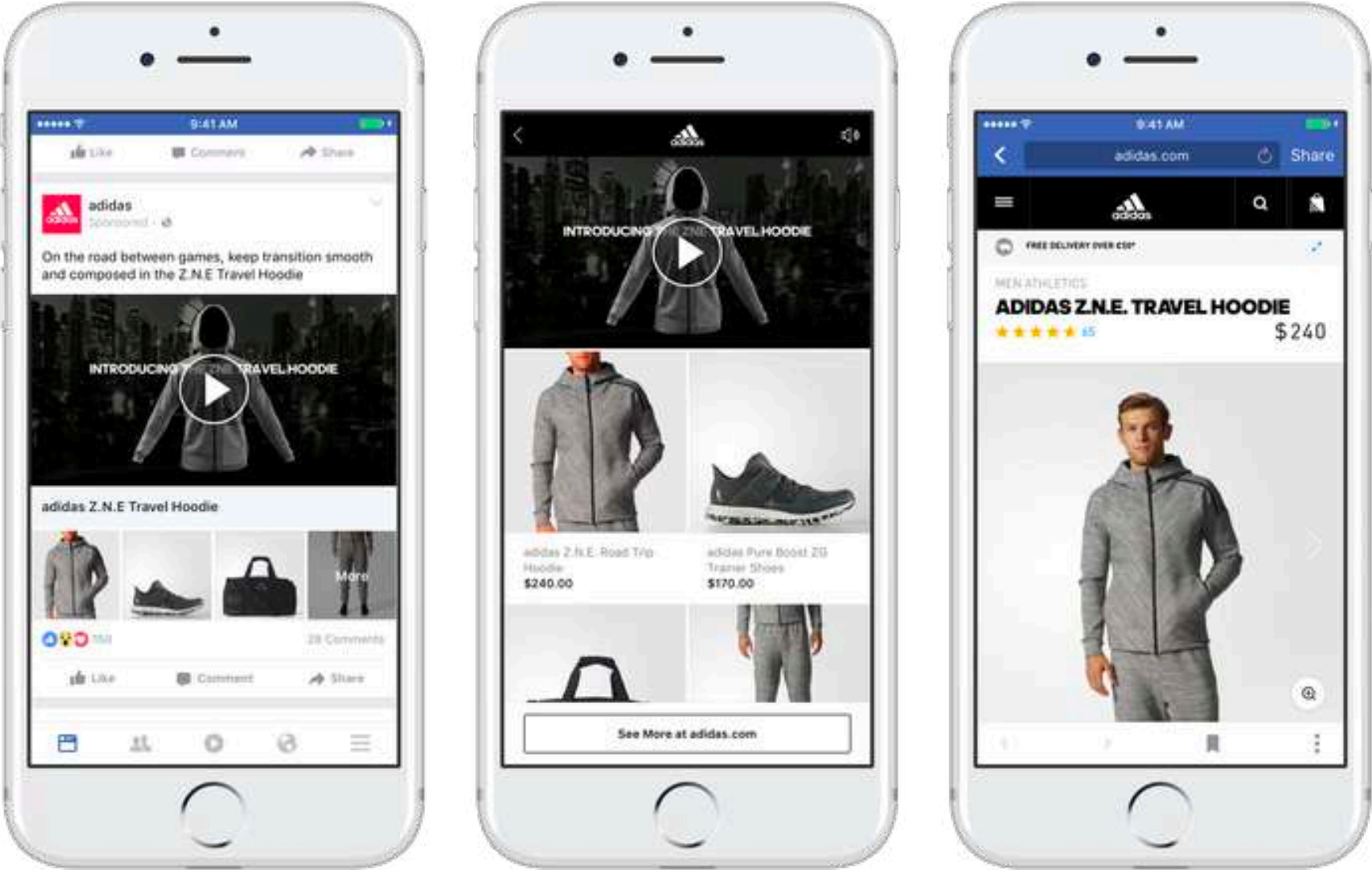
Video



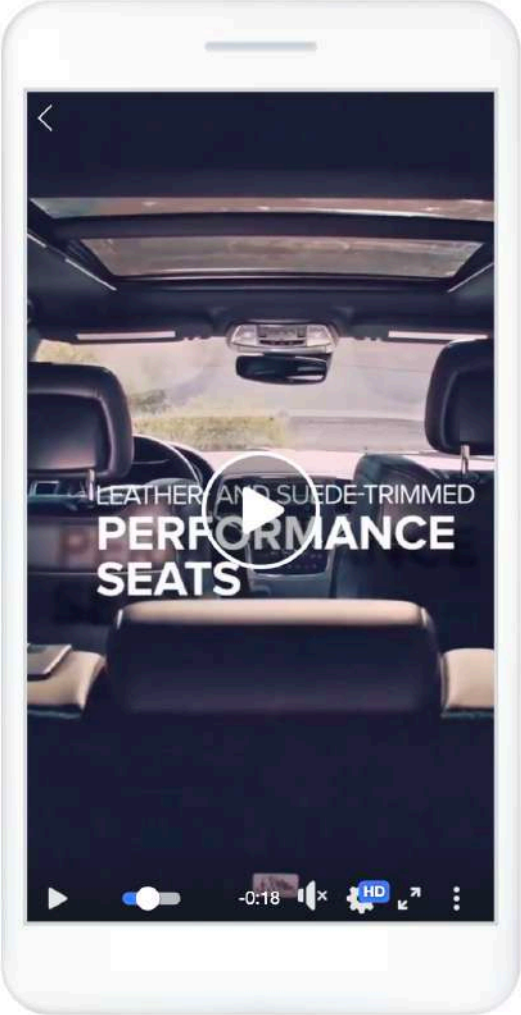
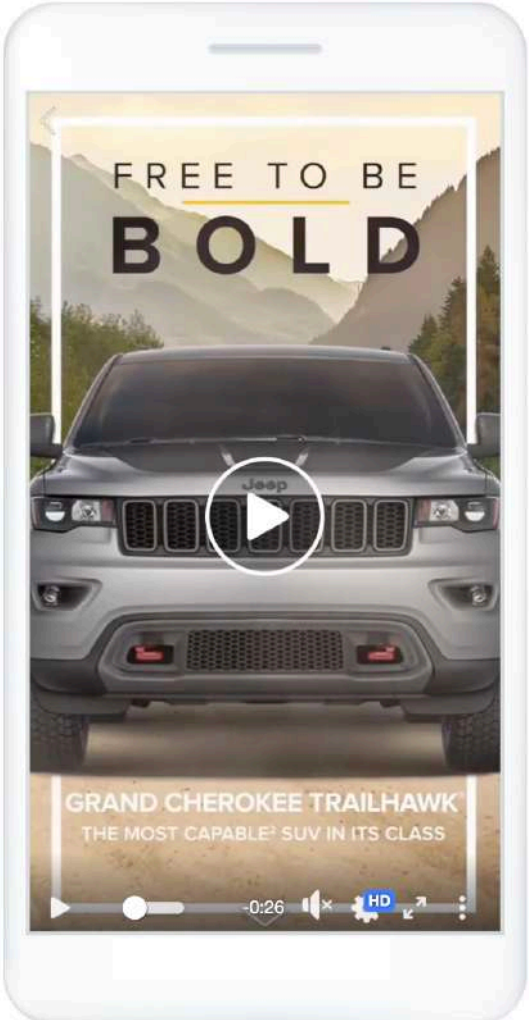
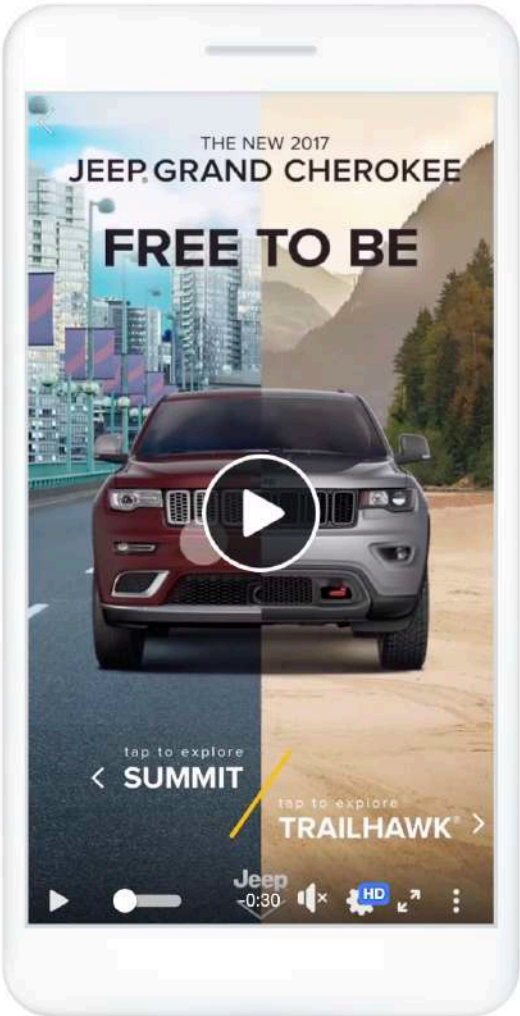
Story



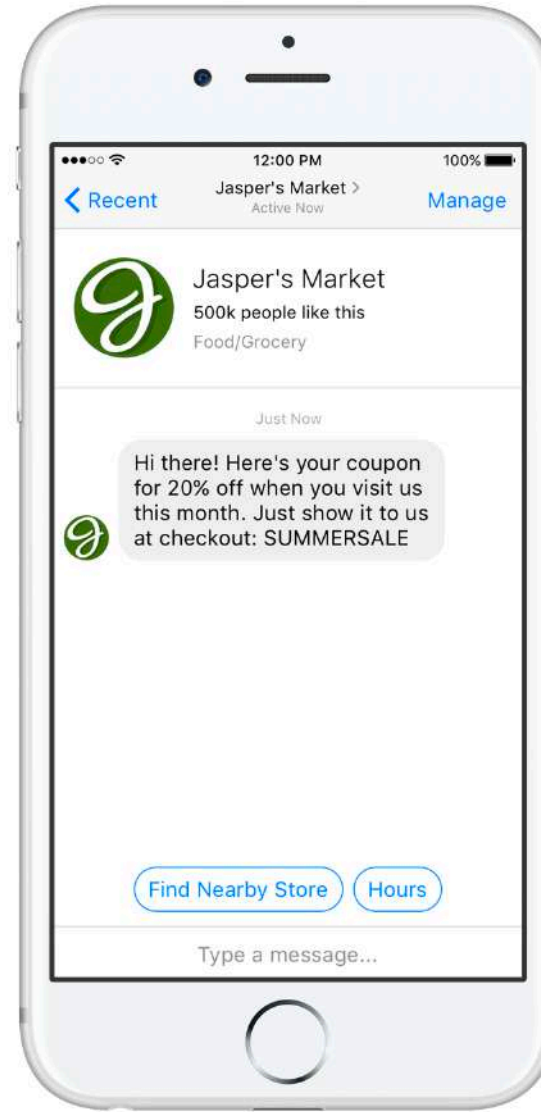
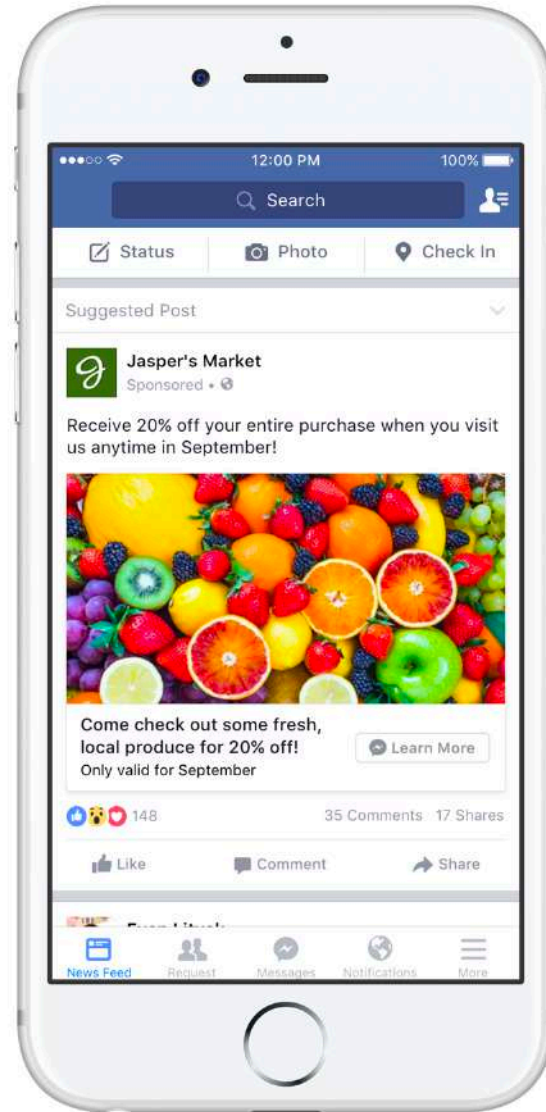
Collection



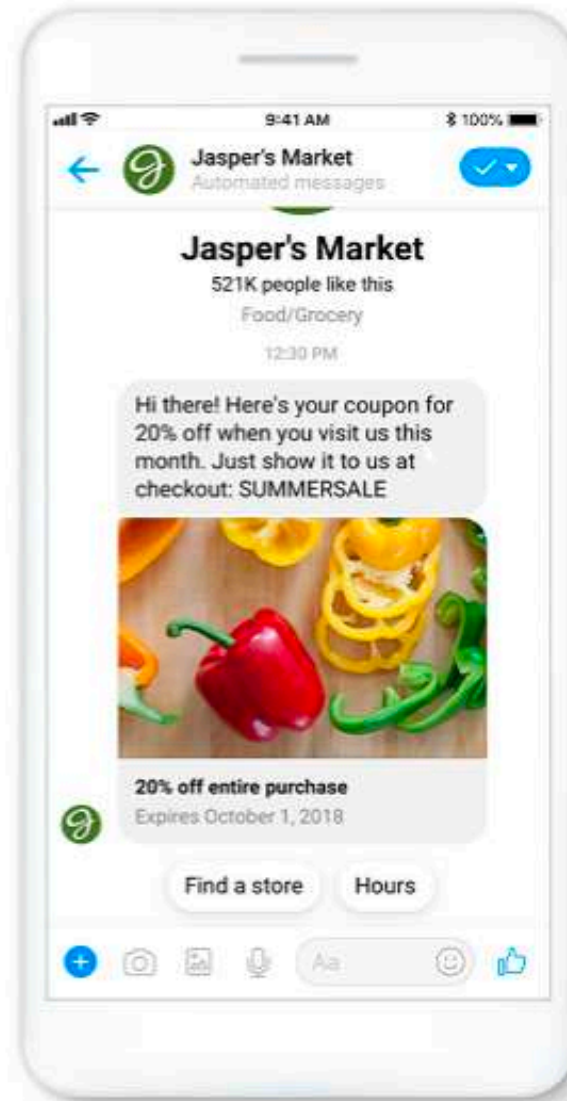
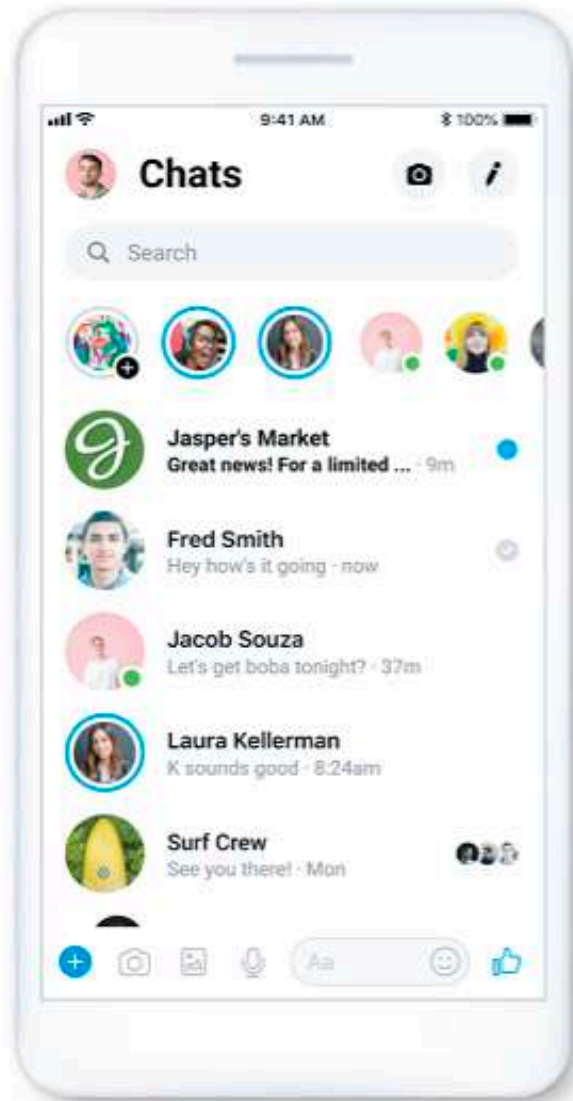
Canvas



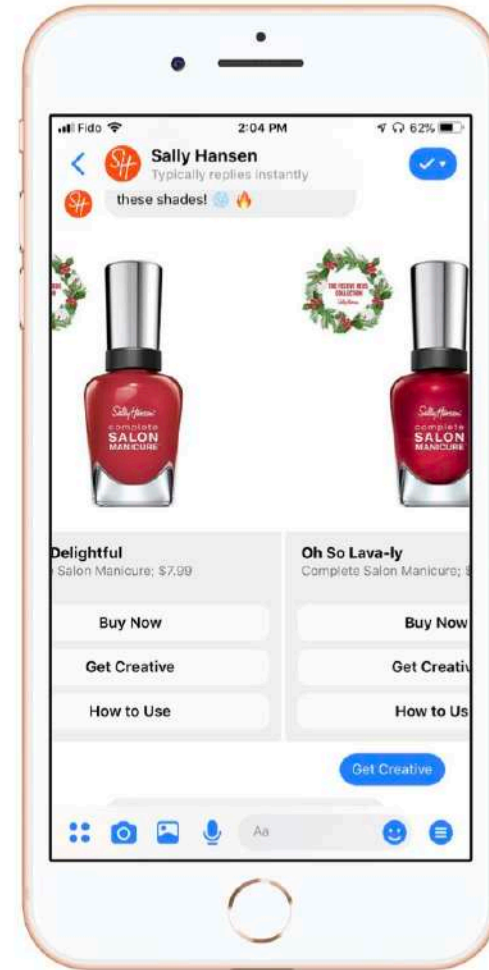
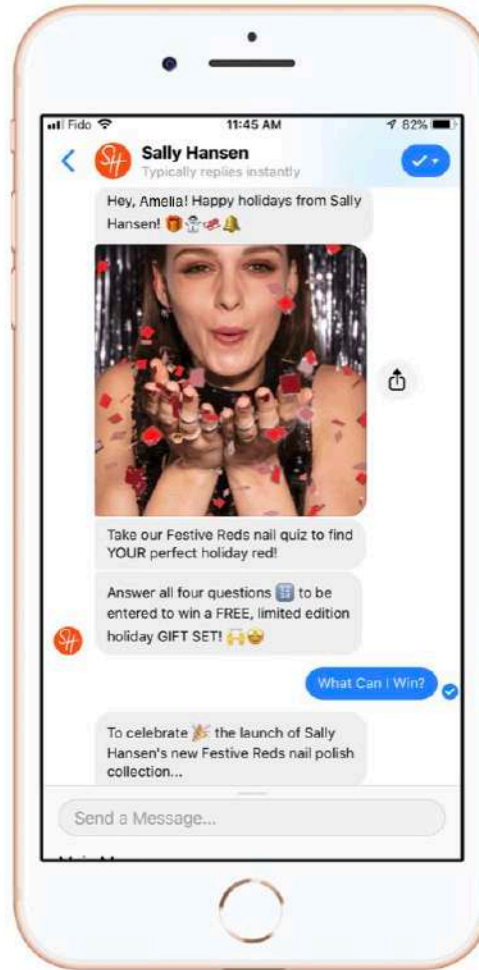
Messenger



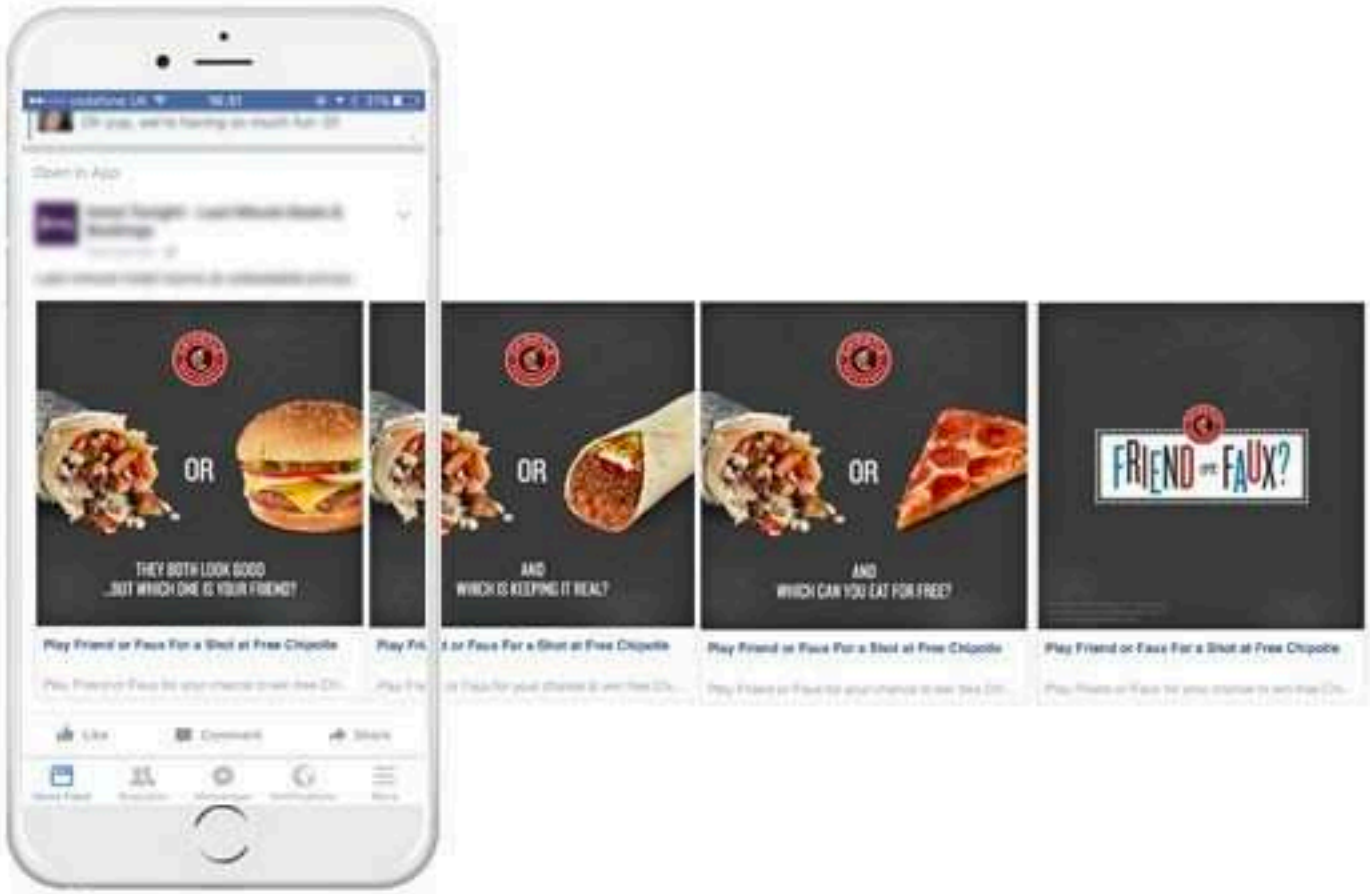
Messenger



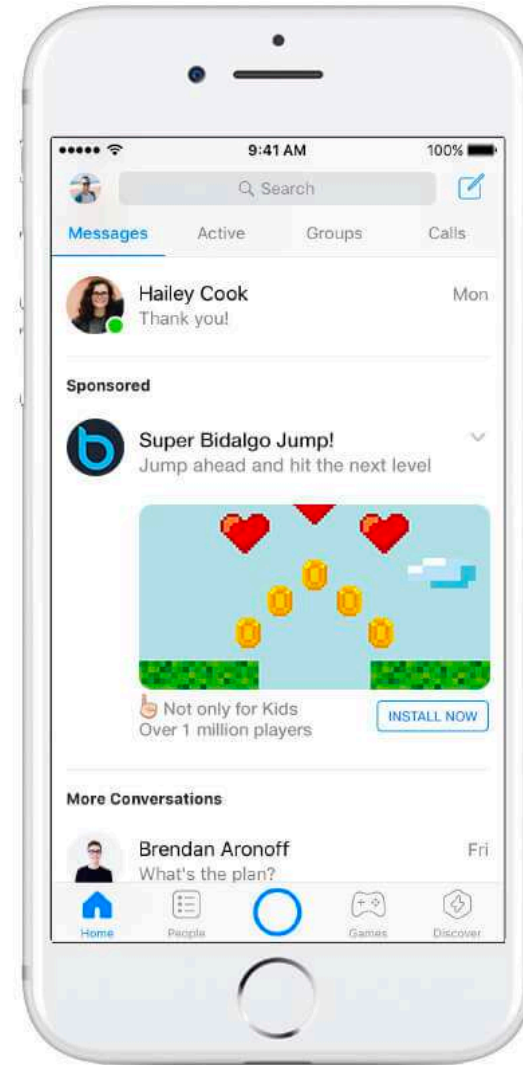
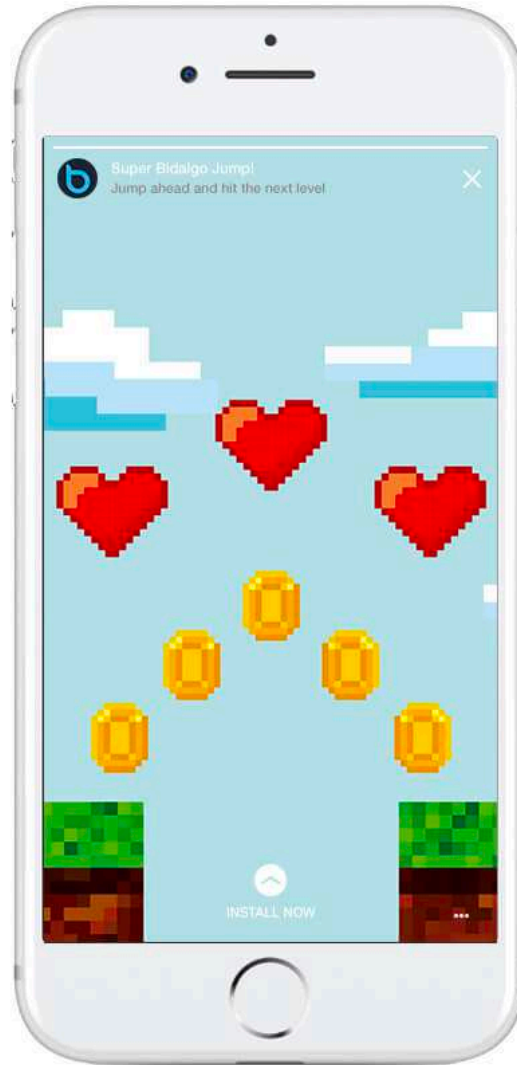
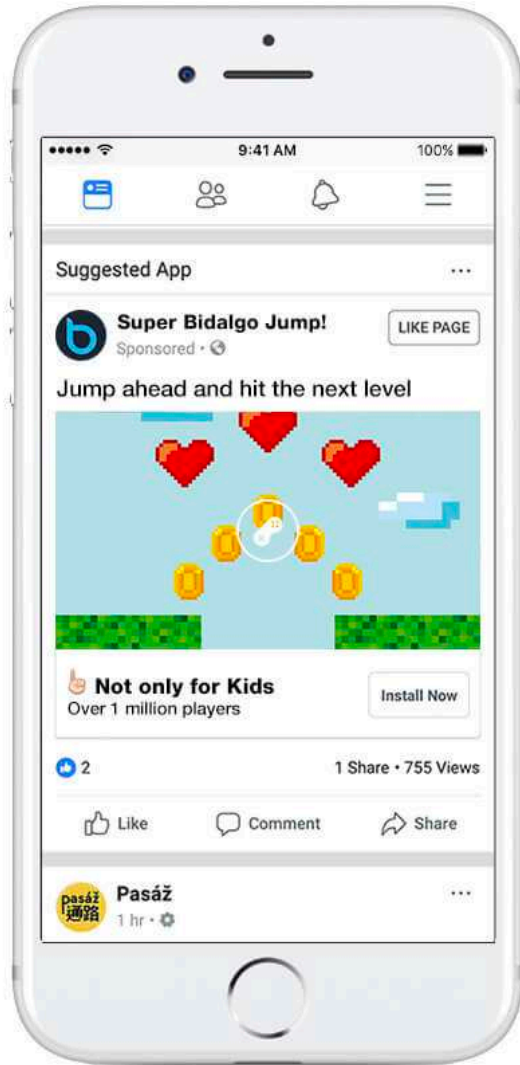
Messenger



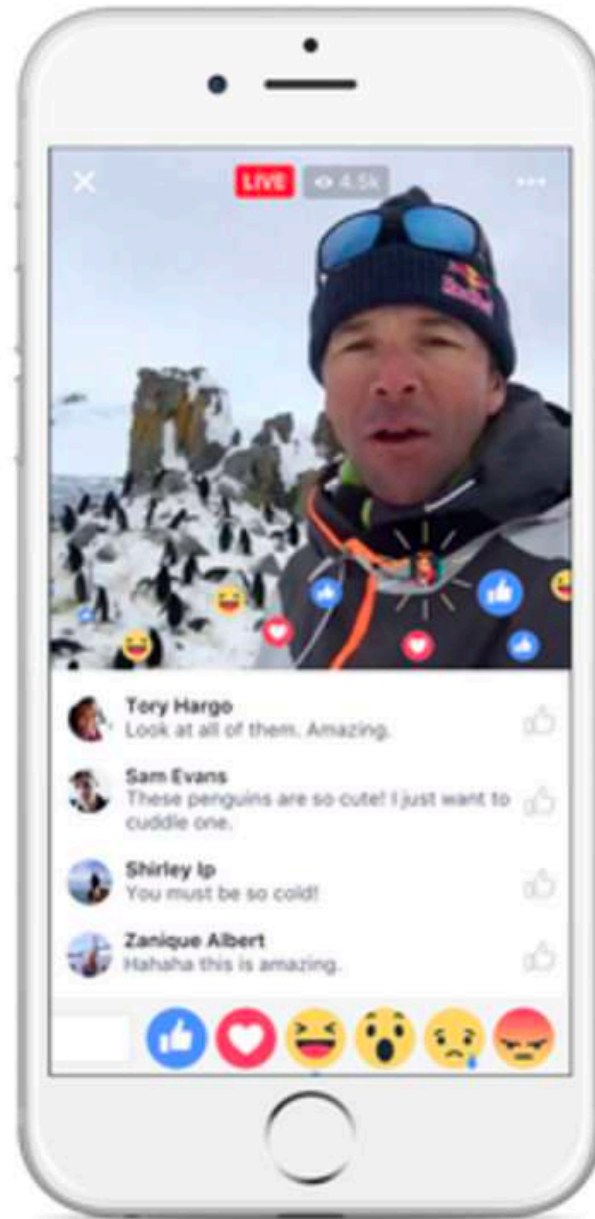
Carousel



Playable

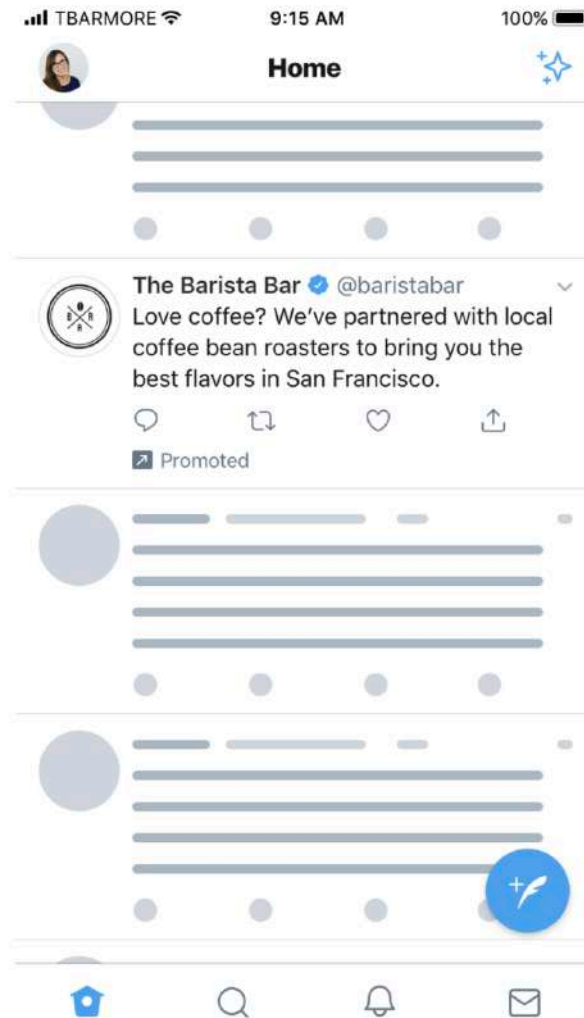


Live





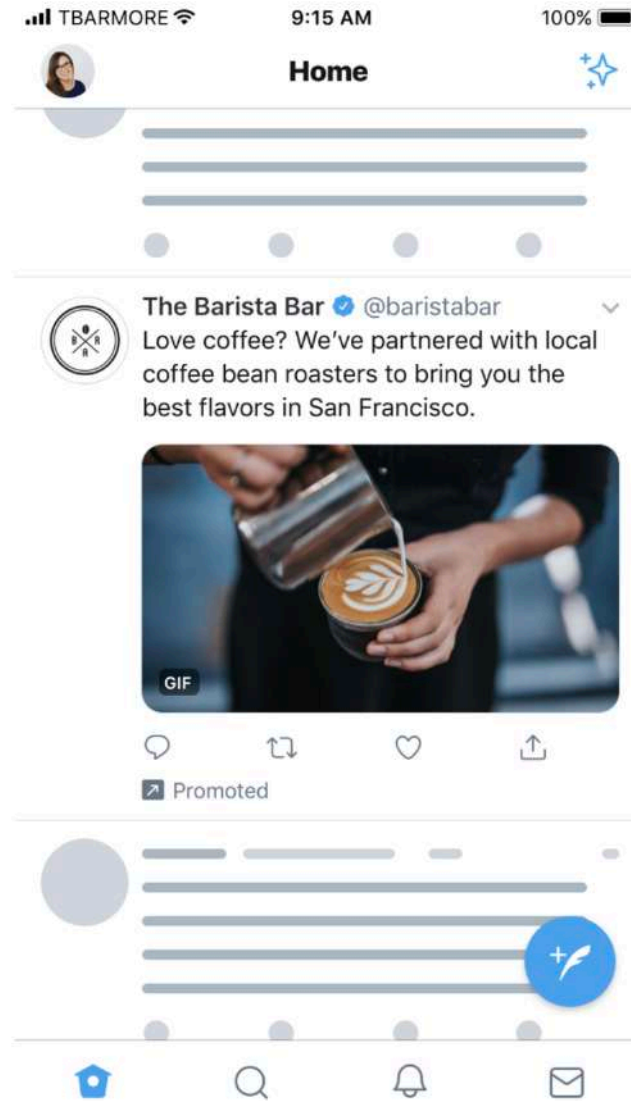
Promoted text



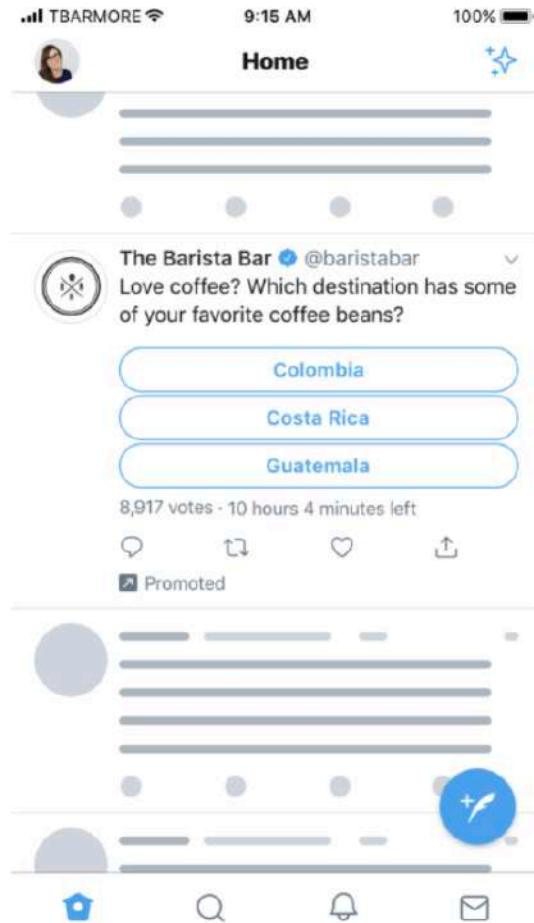
Promoted image



Promoted GIF



Promoted Poll



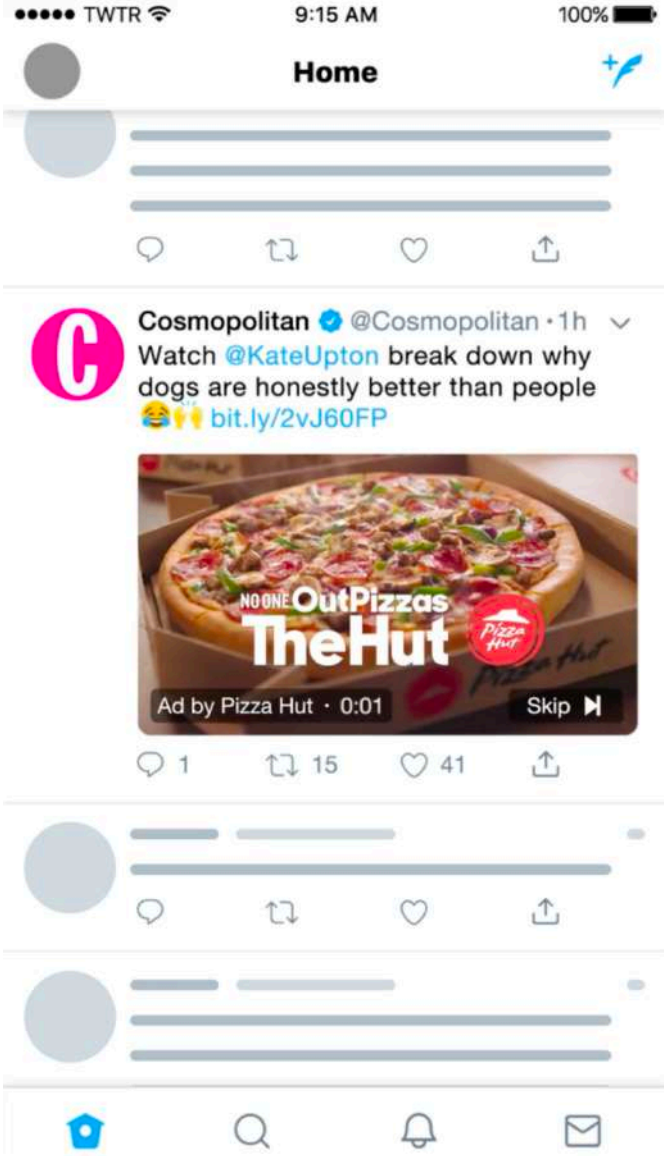
Promoted account



Promoted video



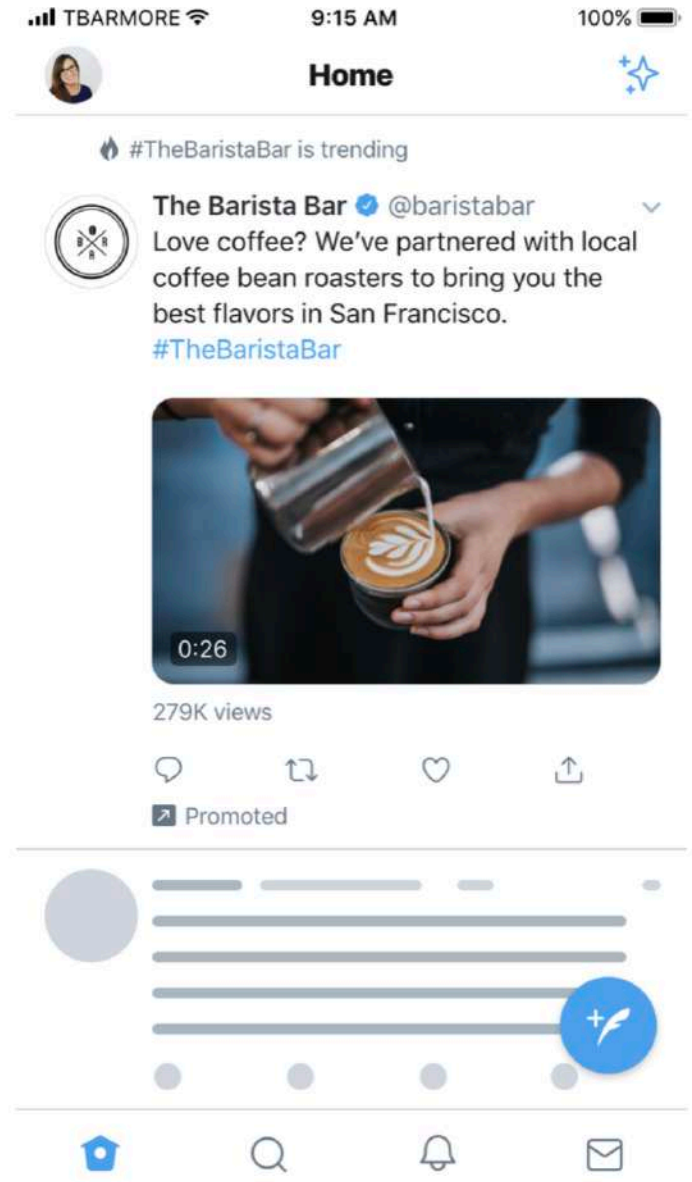
Amplify pre-roll



Amplify sponsorship



First view



Promoted Live



Website card

The image displays a social media post and two website card designs for 'The Barista Bar'. The social media post on the left shows a tweet from @BaristaBar with a video thumbnail of a coffee grinder. The website cards on the right show a video player at the top, a menu section with a coffee cup and pastries, and a promotional text block.

Website Card 1:

The Barista Bar

3.7K Views 2:00 / 3:12

Menu

In our coffee bars you can expect to find the most remarkable coffee in all of its forms: whole bean, various approaches to brewed, and carefully prepared as espresso. Of course, nothing goes better with coffee than the right baked good.

From the Coffee Bar, customized to taste

Website Card 2:

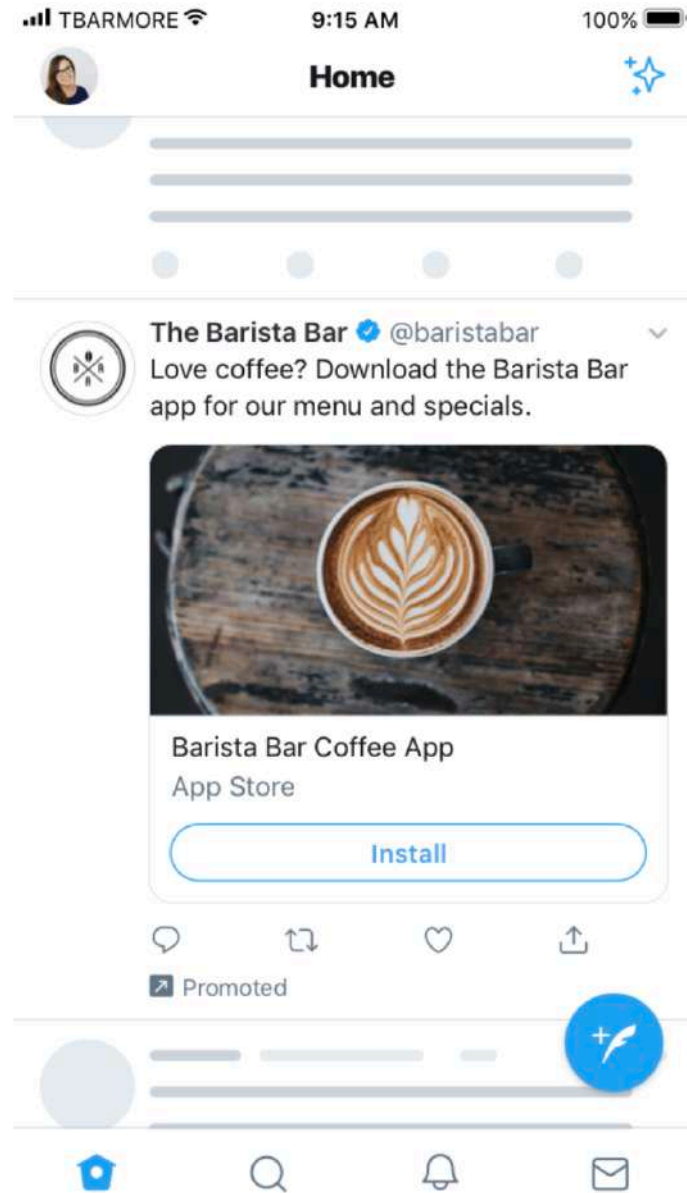
The Barista Bar

Menu

In our coffee bars you can expect to find the most remarkable coffee in all of its forms: whole bean, various approaches to brewed, and carefully prepared as espresso. Of course, nothing goes better with coffee than the right baked good.

From the Coffee Bar, customized to taste

App card



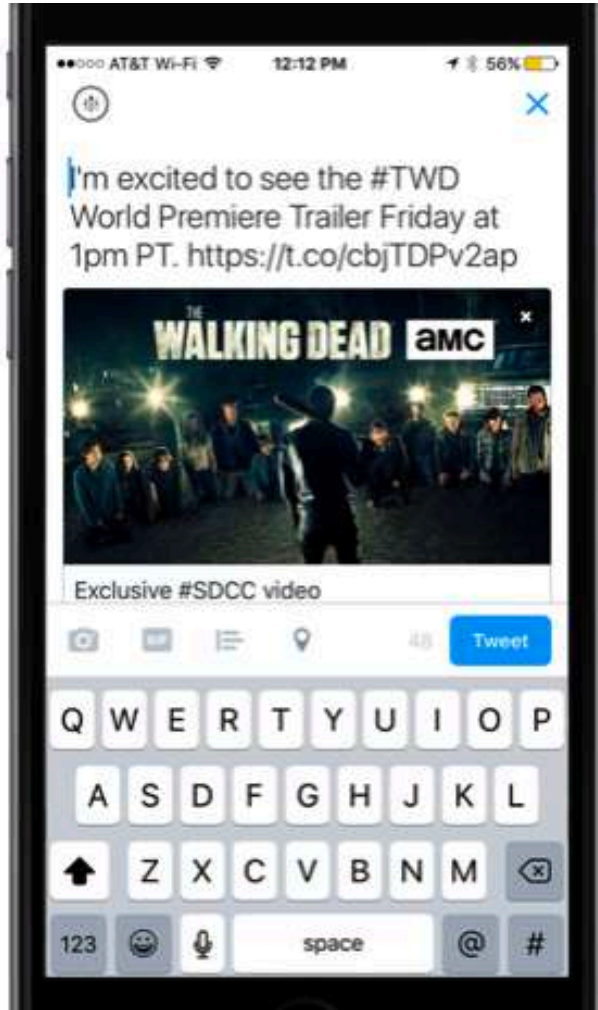
Direct Message Card



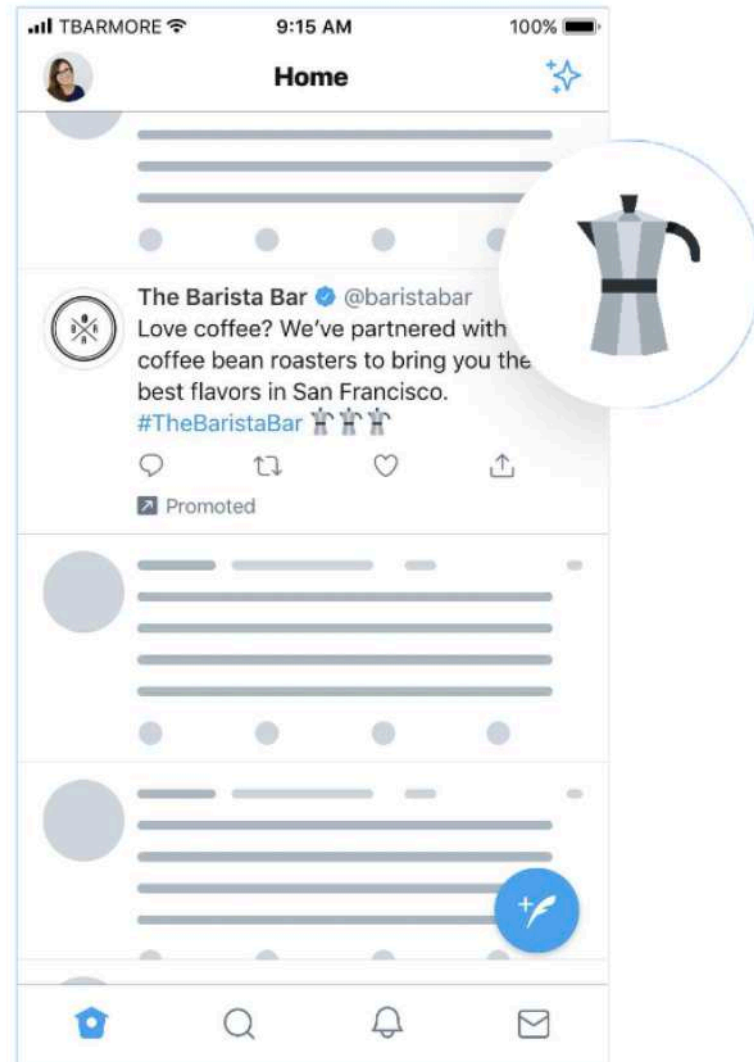
Conversation card



Tweet to unlock



Brand emojis



Brand reminders



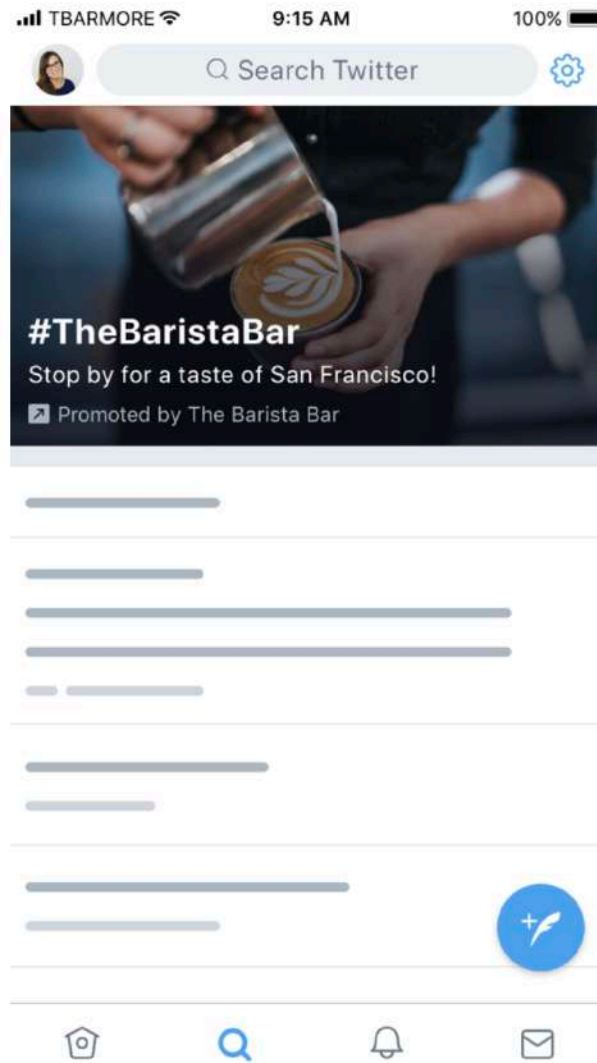
Promoted moments



Promoted trends

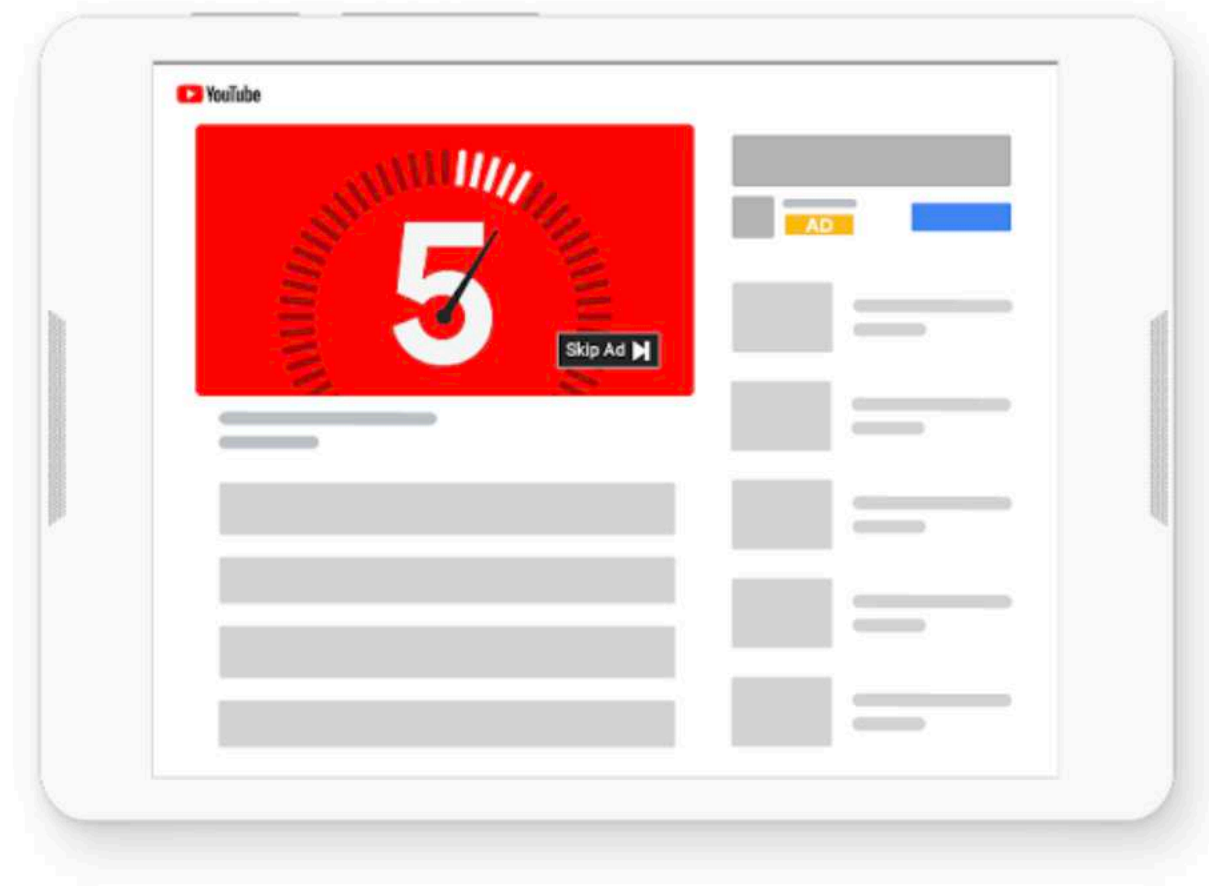


Promoted trend spotlight

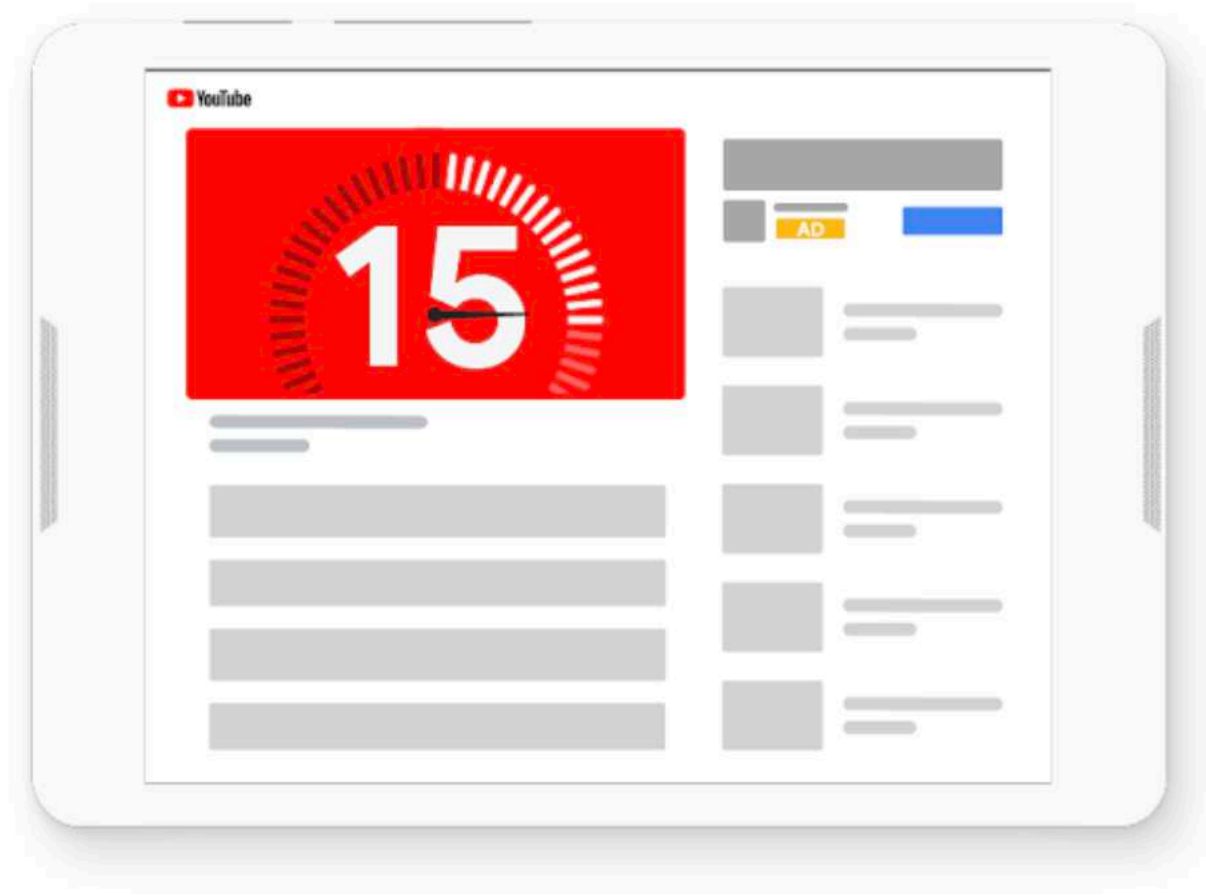




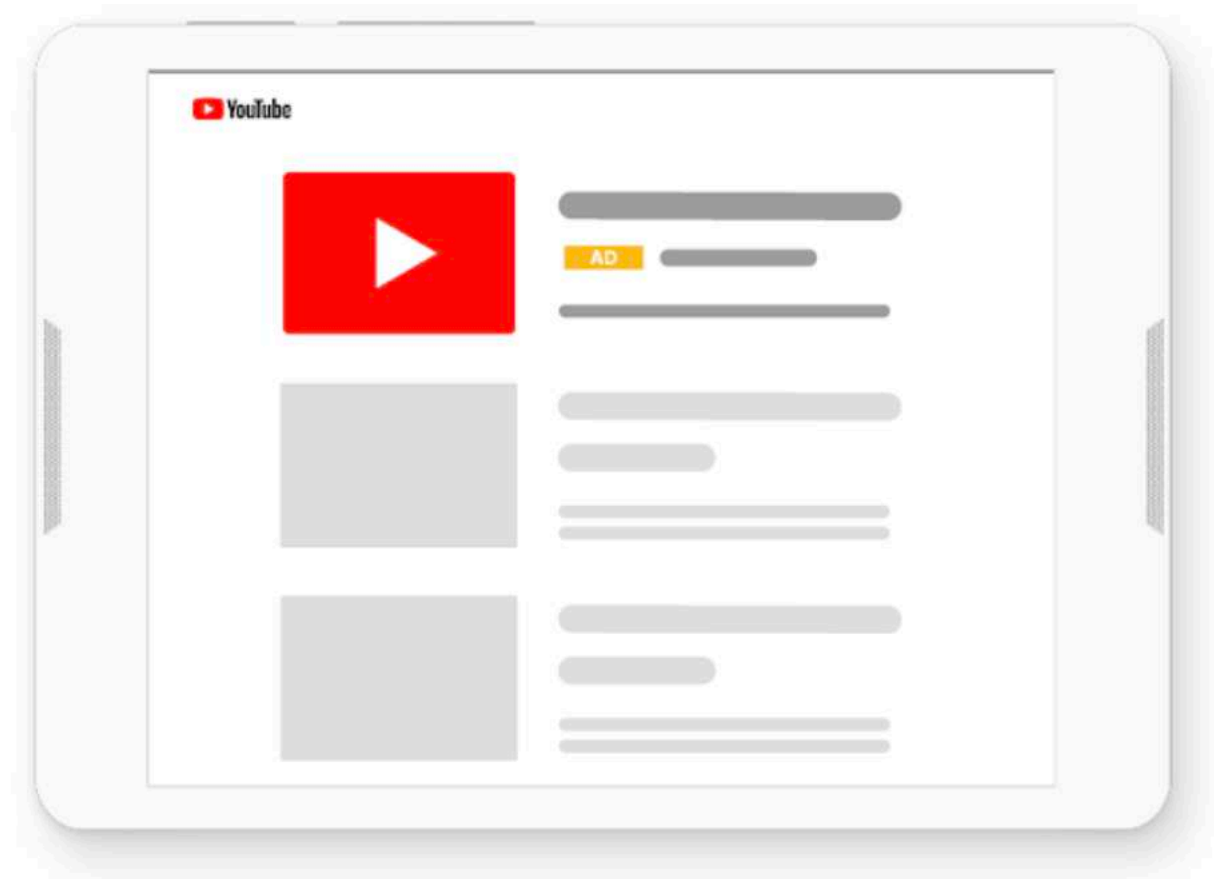
Skippable ads in-stream ads



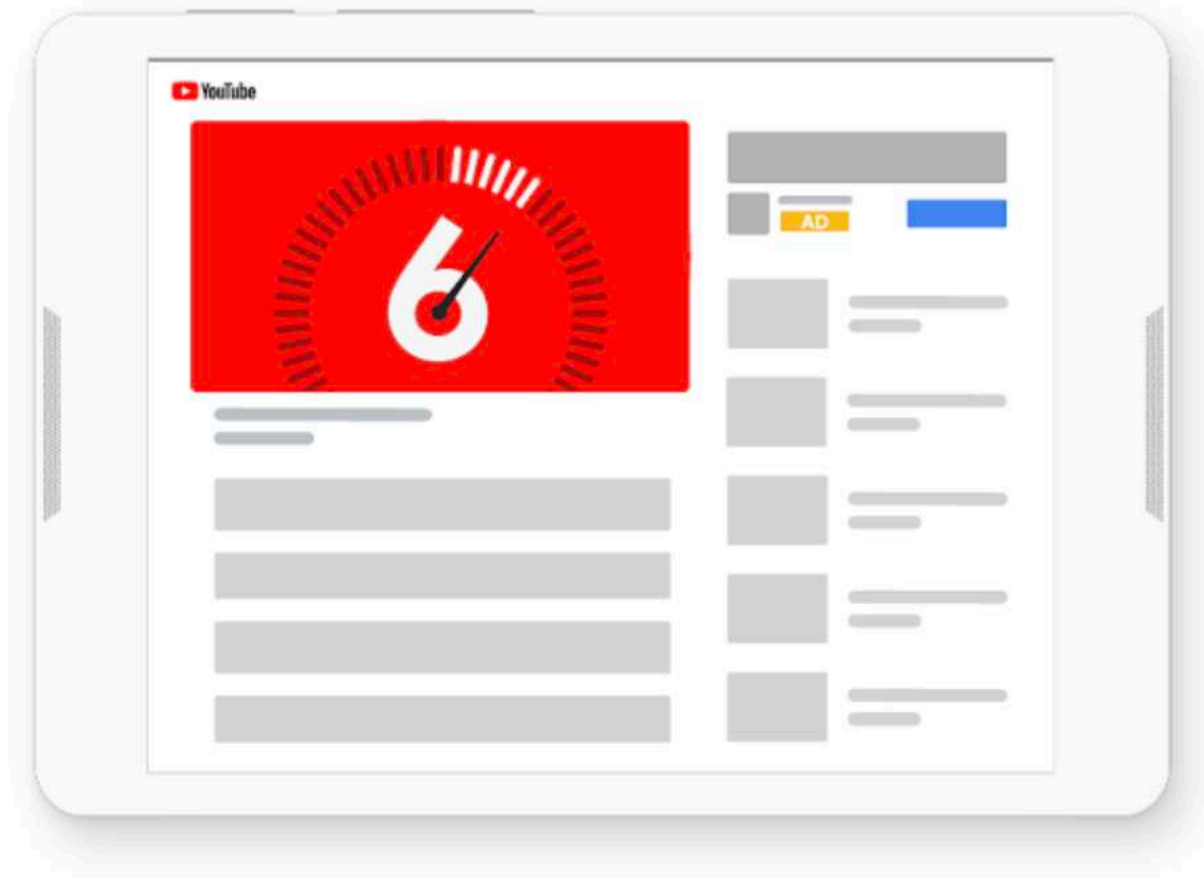
Non-skippable in-stream ads



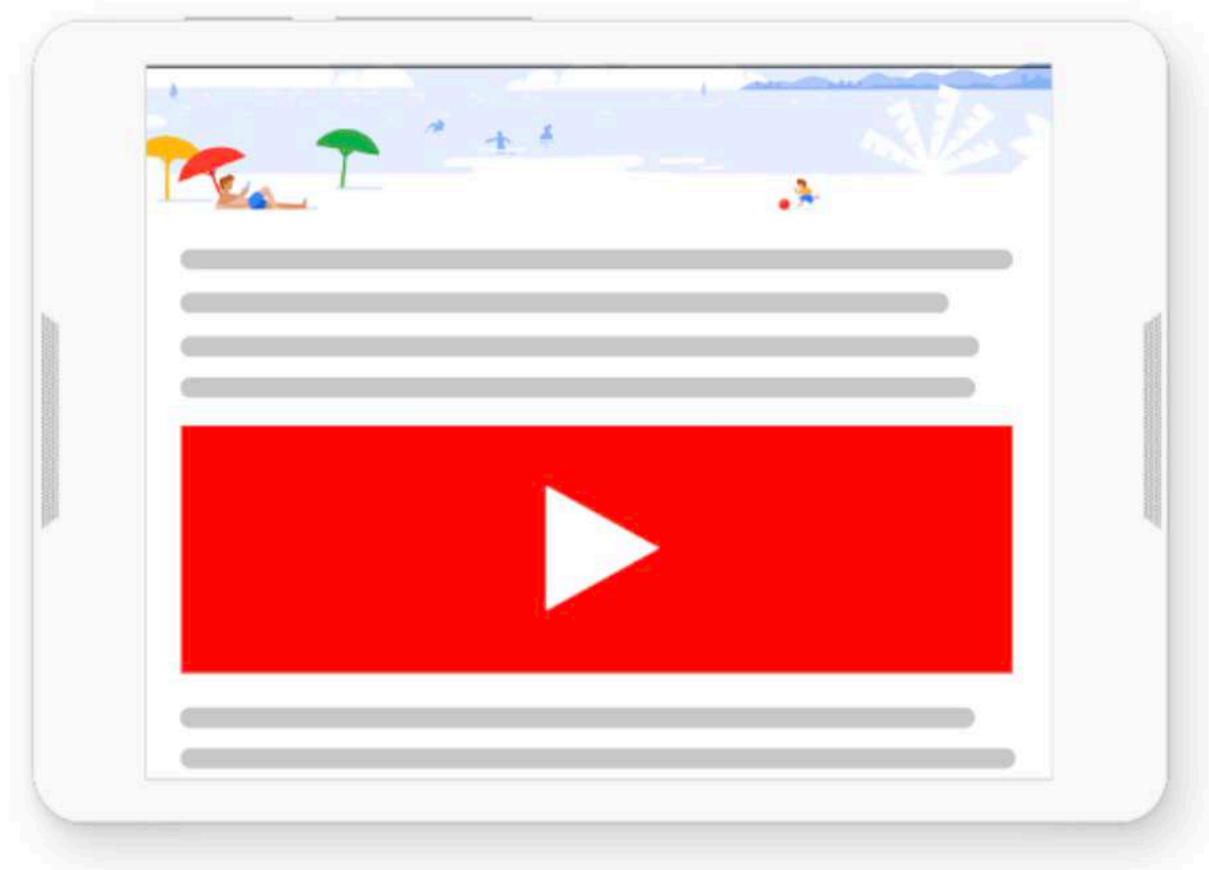
Video discovery ads



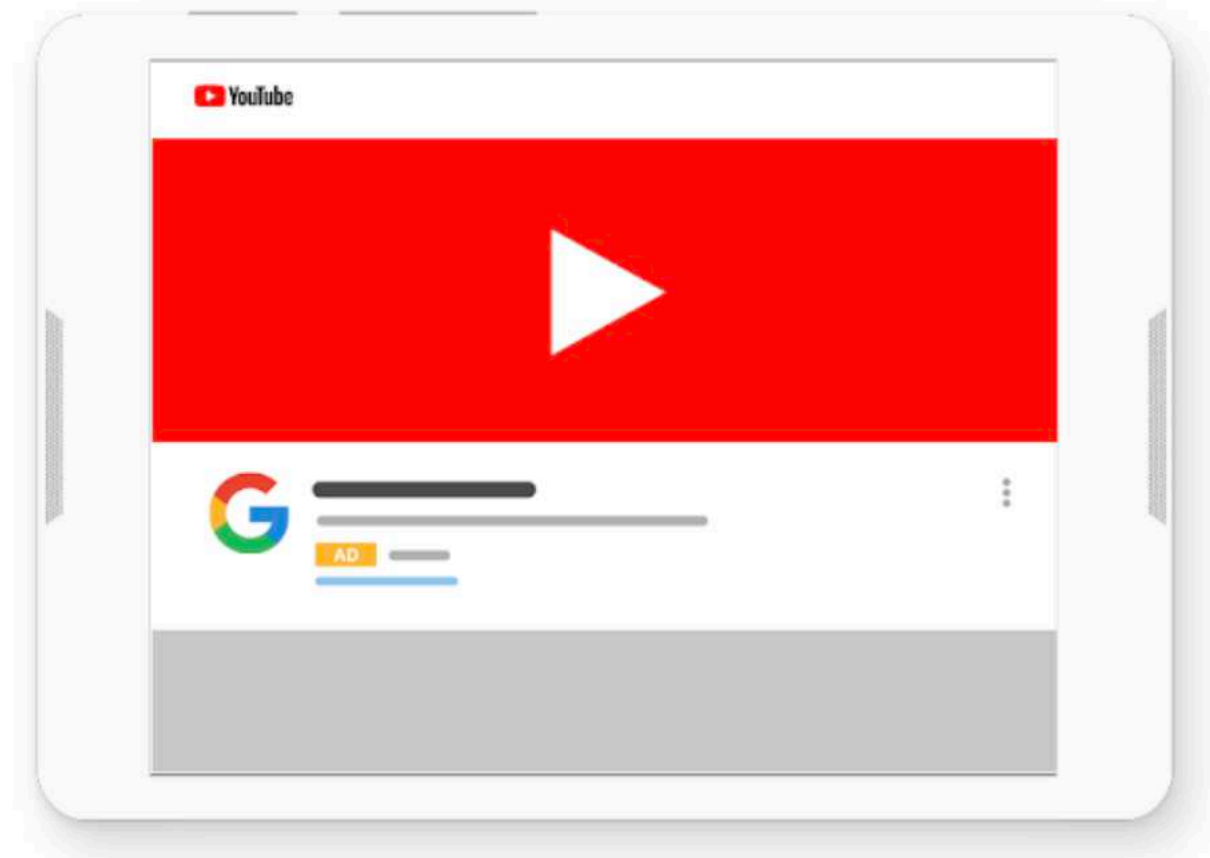
Bumper ads



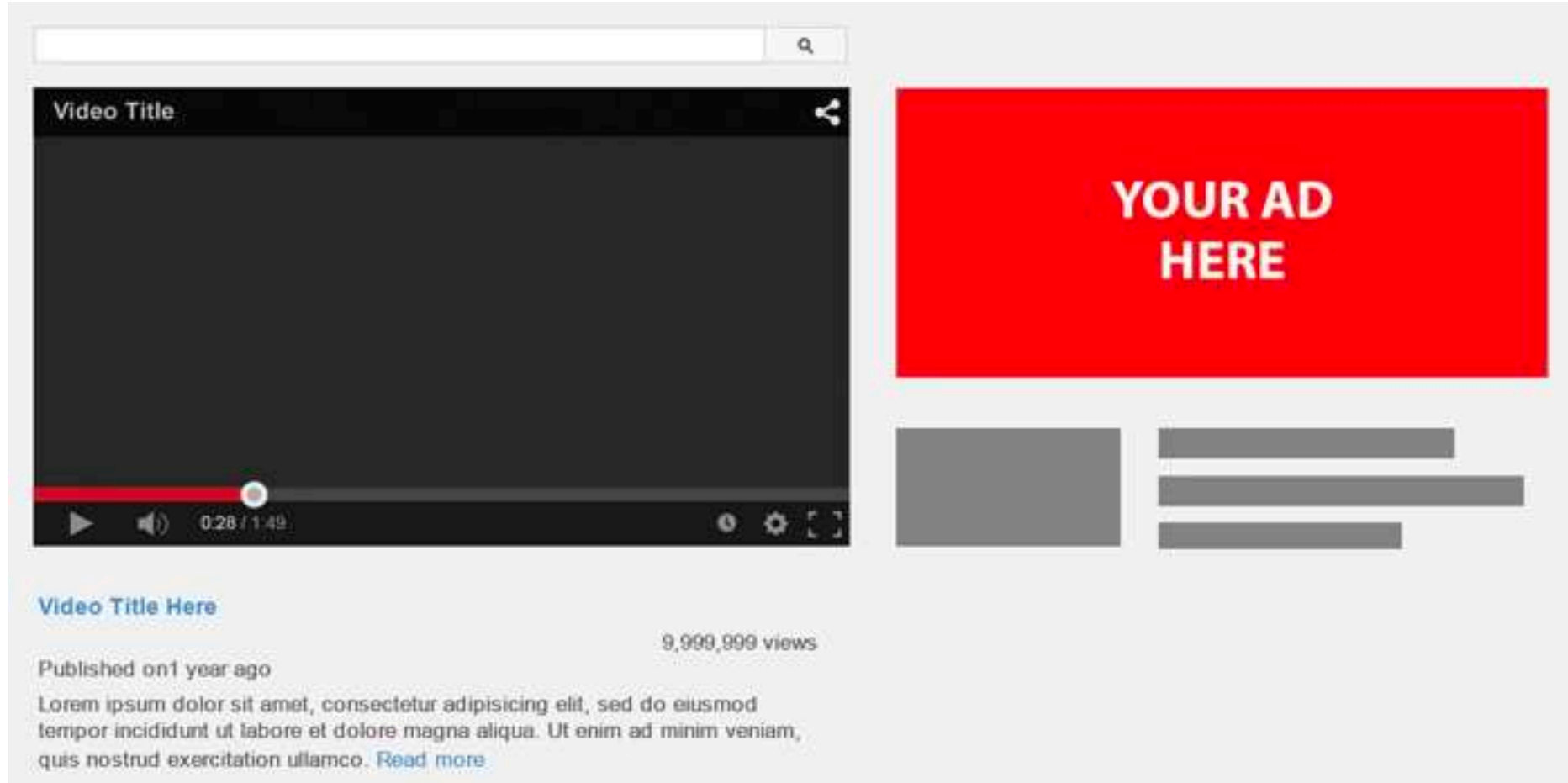
Out stream ads



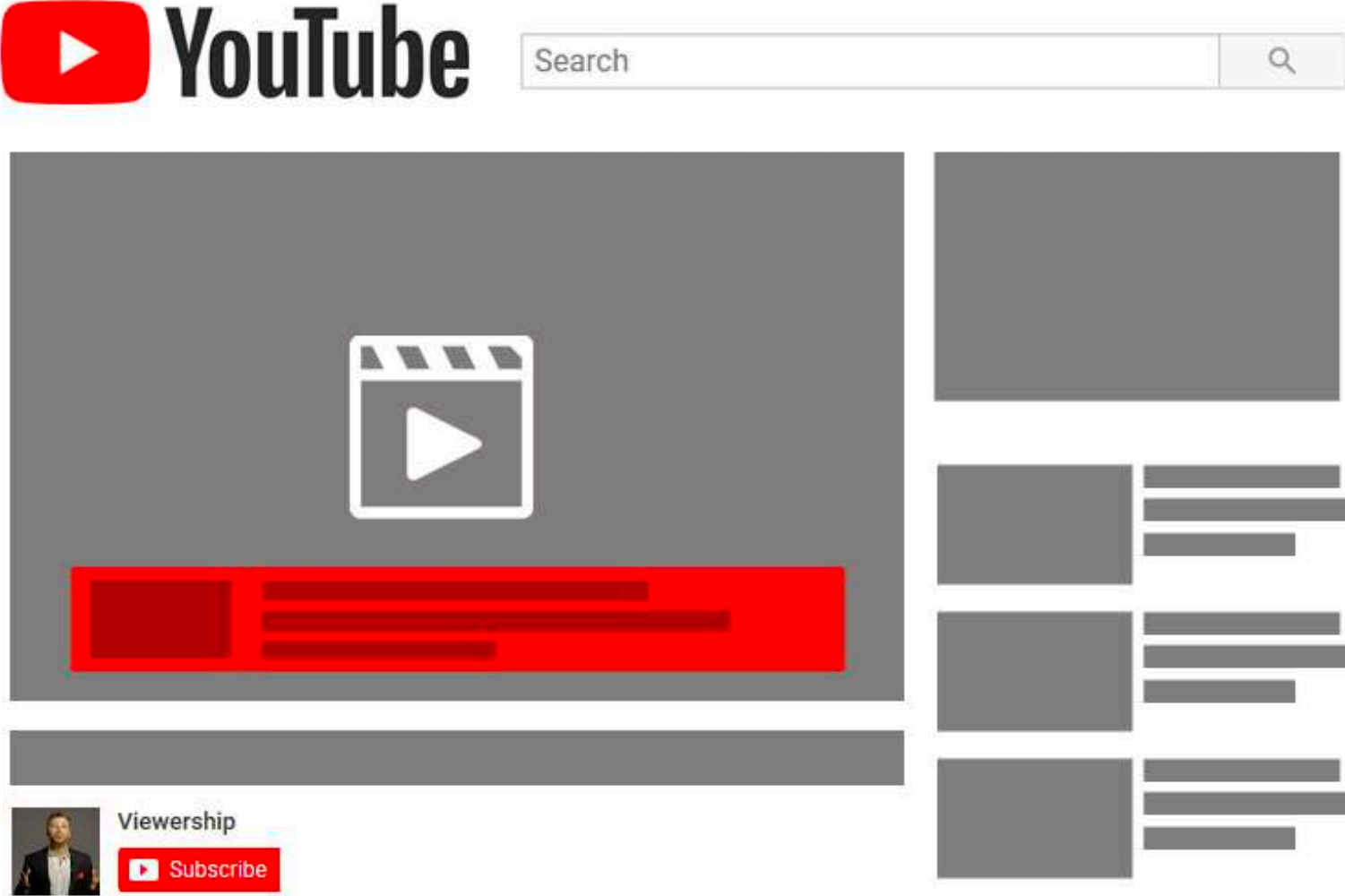
Masthead ads



Youtube display ads



Overlay ads

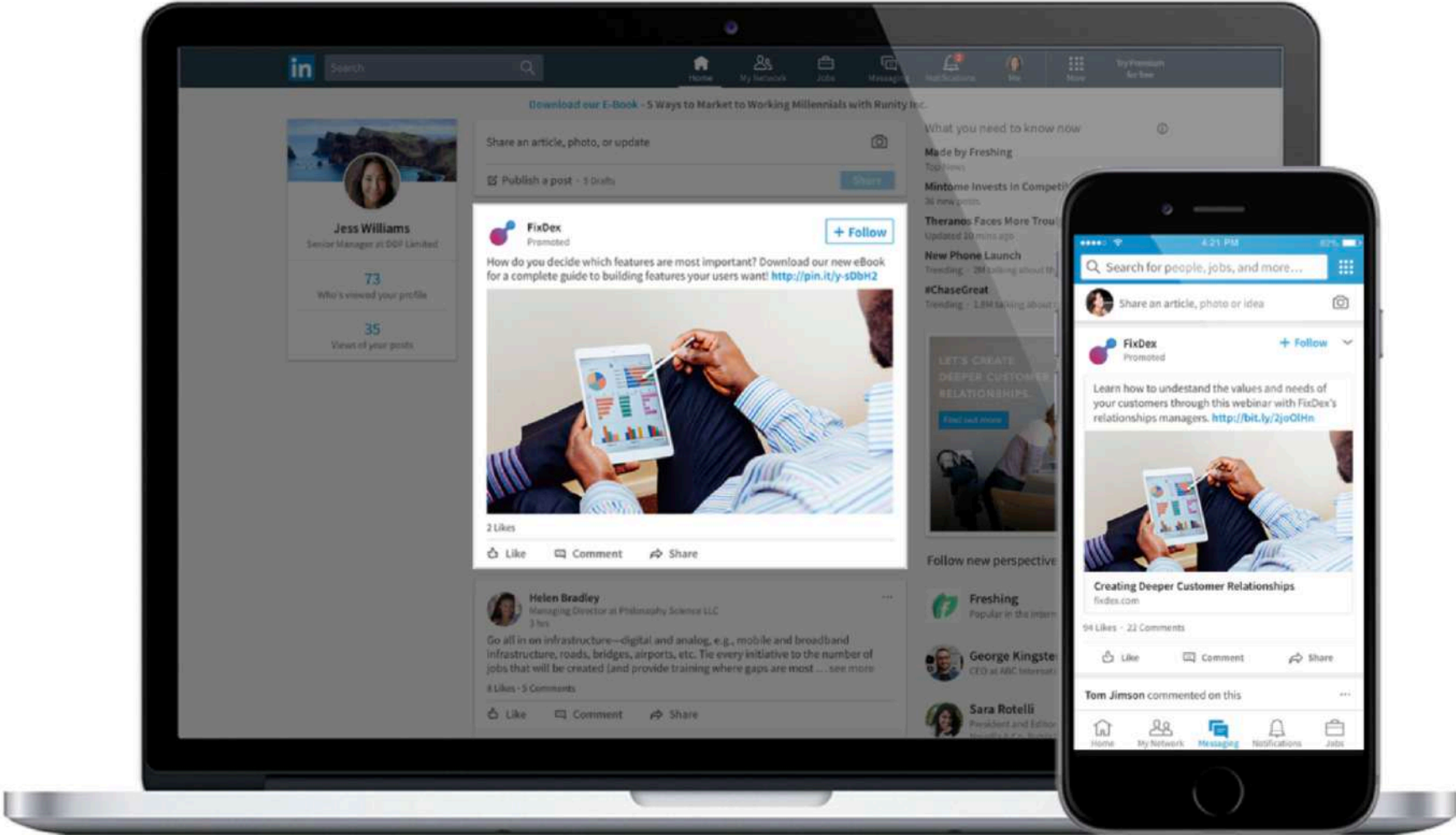


Sponsored cards





Sponsored content




Message ads

Paige @ Codelane

in Sponsored Nov 16

Ideas for better project management

[Get started](#)

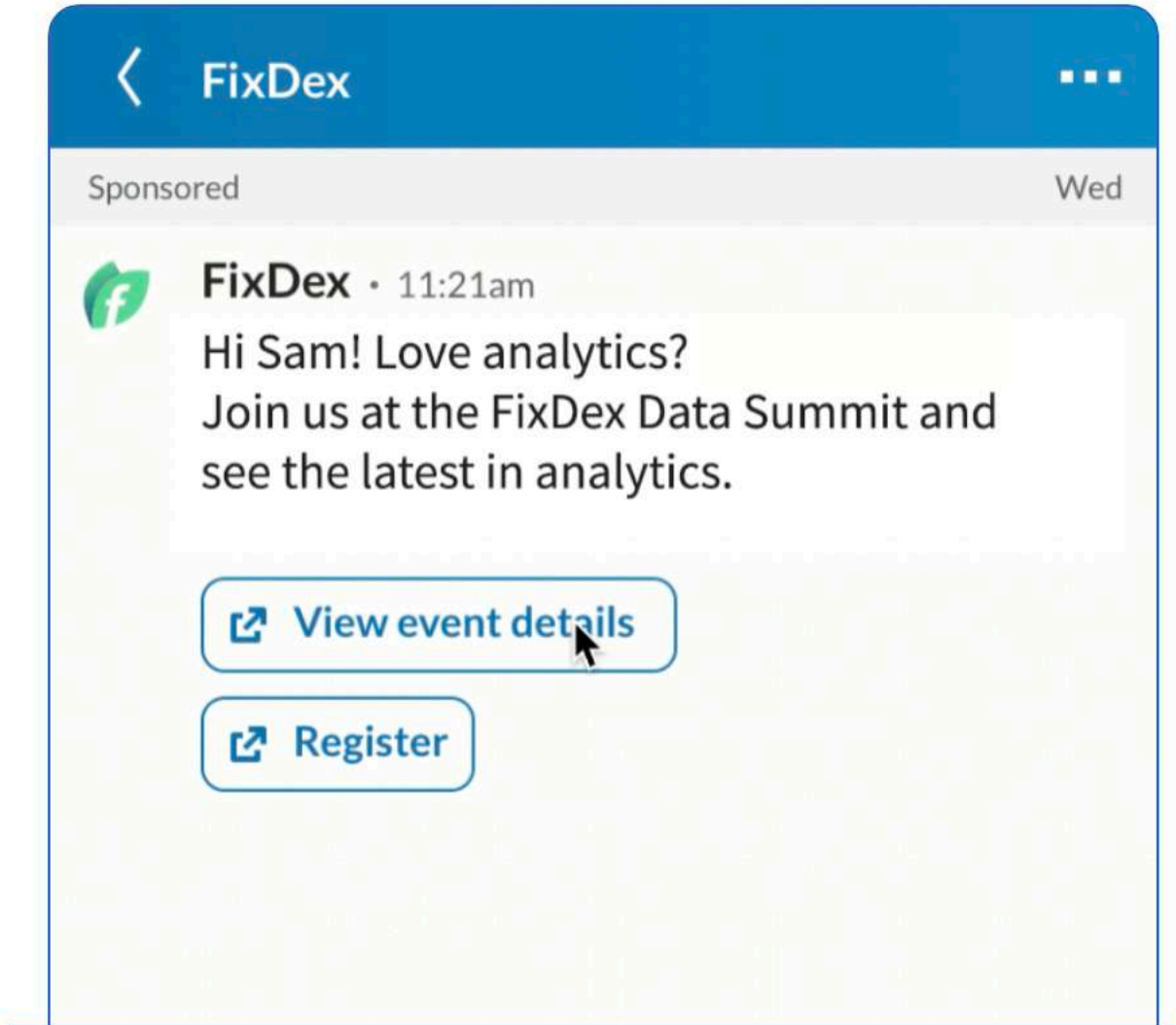
 **Paige Eklund**
Hi Aaron.

With CodeLane's custom solution, it's easy to see your key insights in one place. Your platform will empower your teams to make faster, better-informed decisions to optimize your ROI.

Sign up for a free demo today, and see what CodeLane can do.

[Get started.](#)

Conversation ads



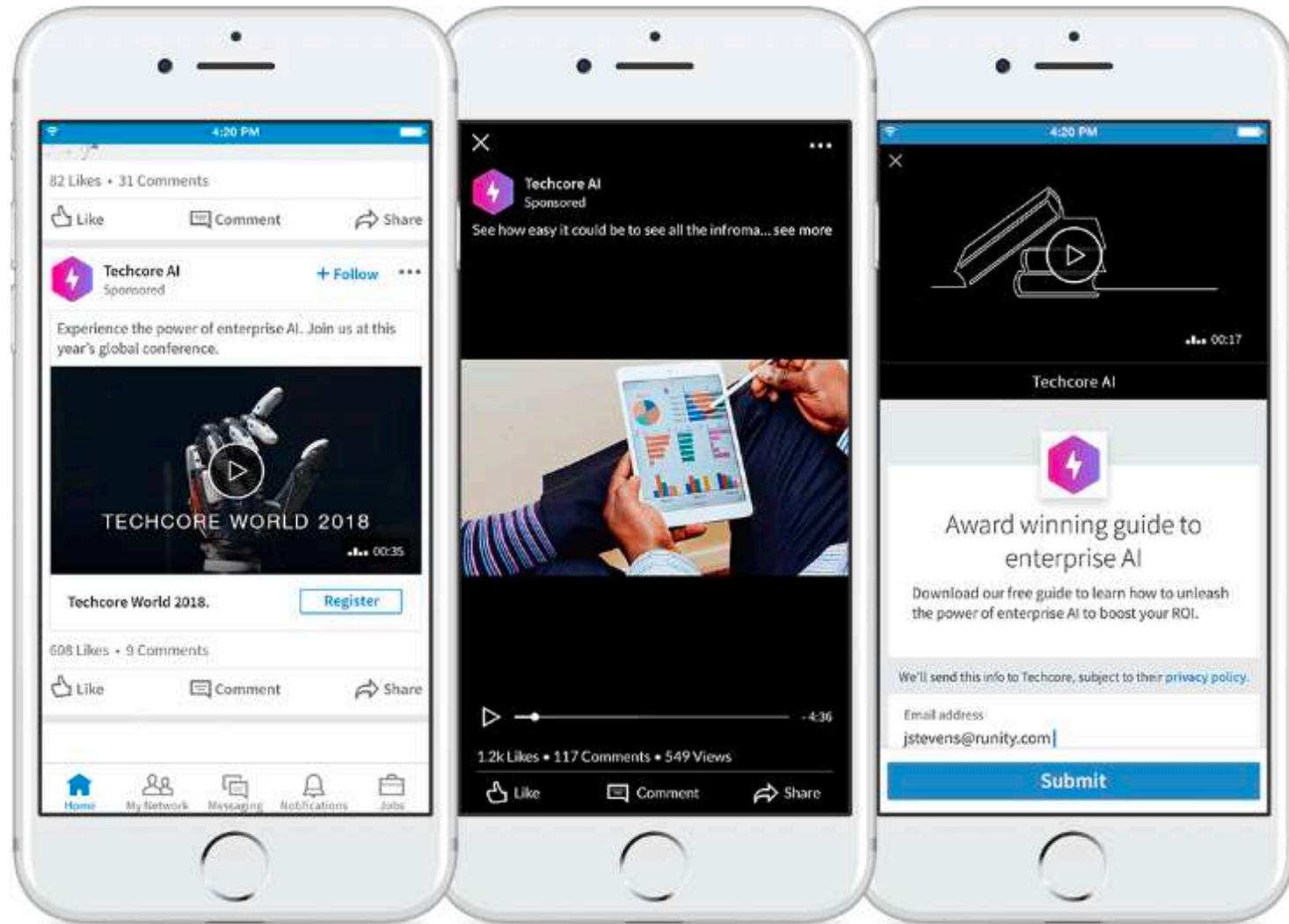
Text ads

The image shows a laptop displaying a LinkedIn profile page. A callout box on the right side of the screen highlights a section titled "Ads You May Be Interested In". This section contains three text-based advertisements:

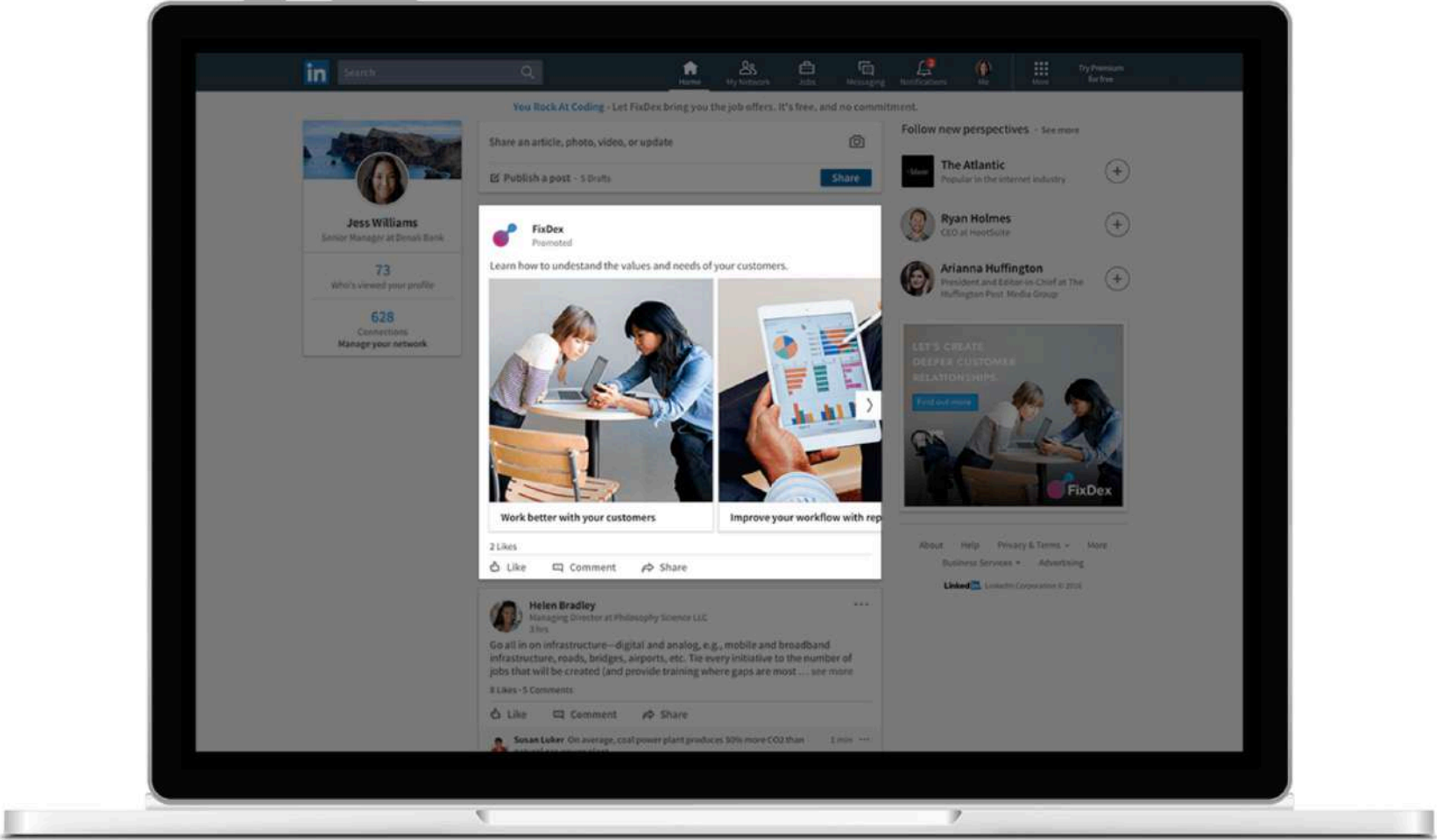
- Propel Your Job Search – Fast!**
On the job hunt? Get your work in front of the right people and let top tier companies compete for you.
- Simple Prototyping**
Create realistic animations and bring your designs to life as interactive prototypes. No code required.
- Deeper Customer Relationships**
Take connections with customers to the next level with FixDex. Call today for a free trial!

The background of the laptop screen shows a LinkedIn profile for Mindy Bachman, including sections for "Your connections" (437), "Received invitations" (from Judy Castro, James Palacio, and Andrea Colangelo), and "People you may know" (Andrian Wirstick, Mindy Bachmann, and Andrea Colangelo).

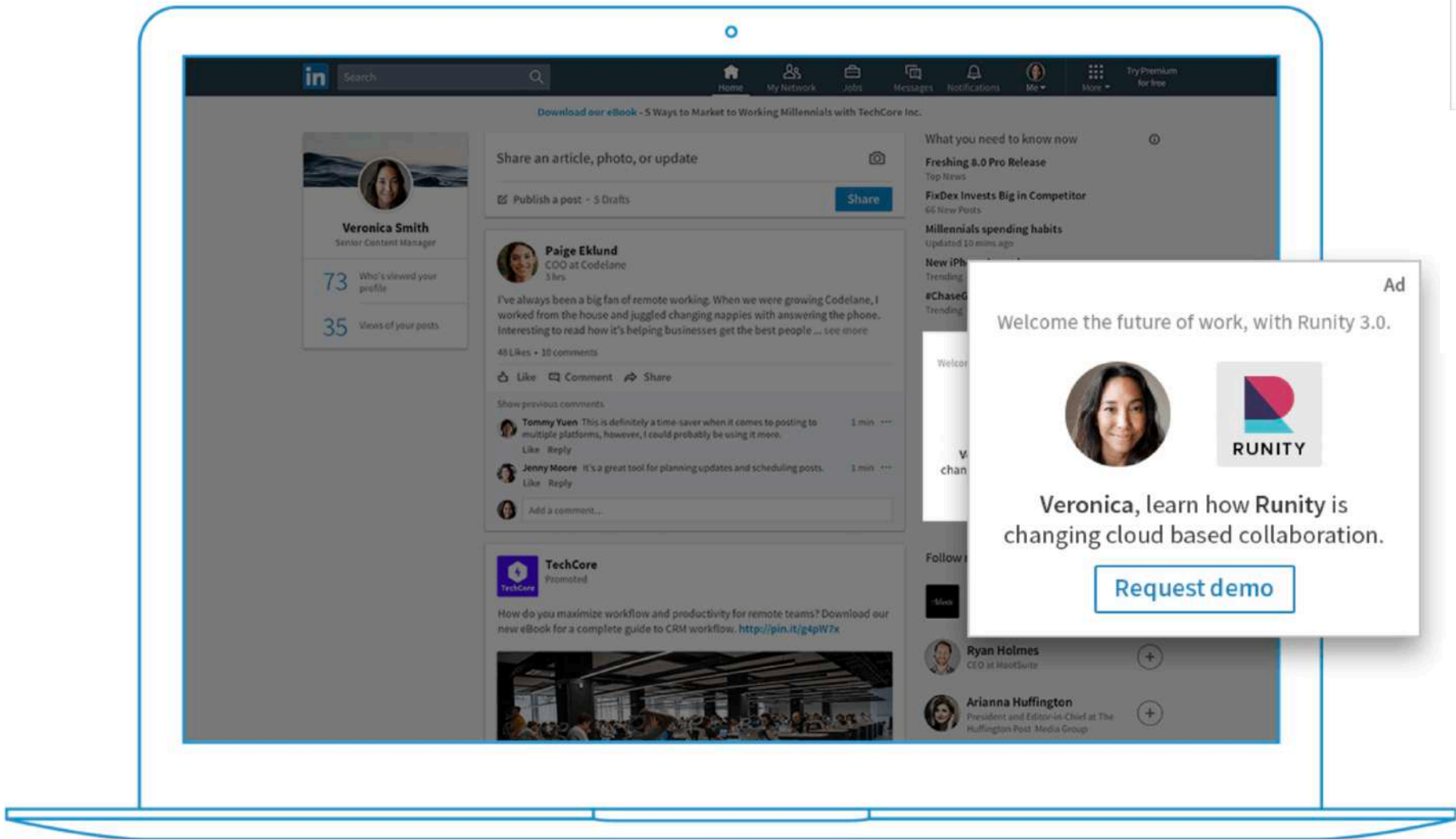
LinkedIn video ads



Carousel ads





Dynamic ads



Ad ...

Get the latest jobs and industry news by joining us on LinkedIn





Theresa, explore opportunities from Golden Phase

[Follow](#)

Ad ...


Get access to 100+ consultants worldwide.




Donald, get the business advice that matters 24/7

[Request demo](#)

Ad ...



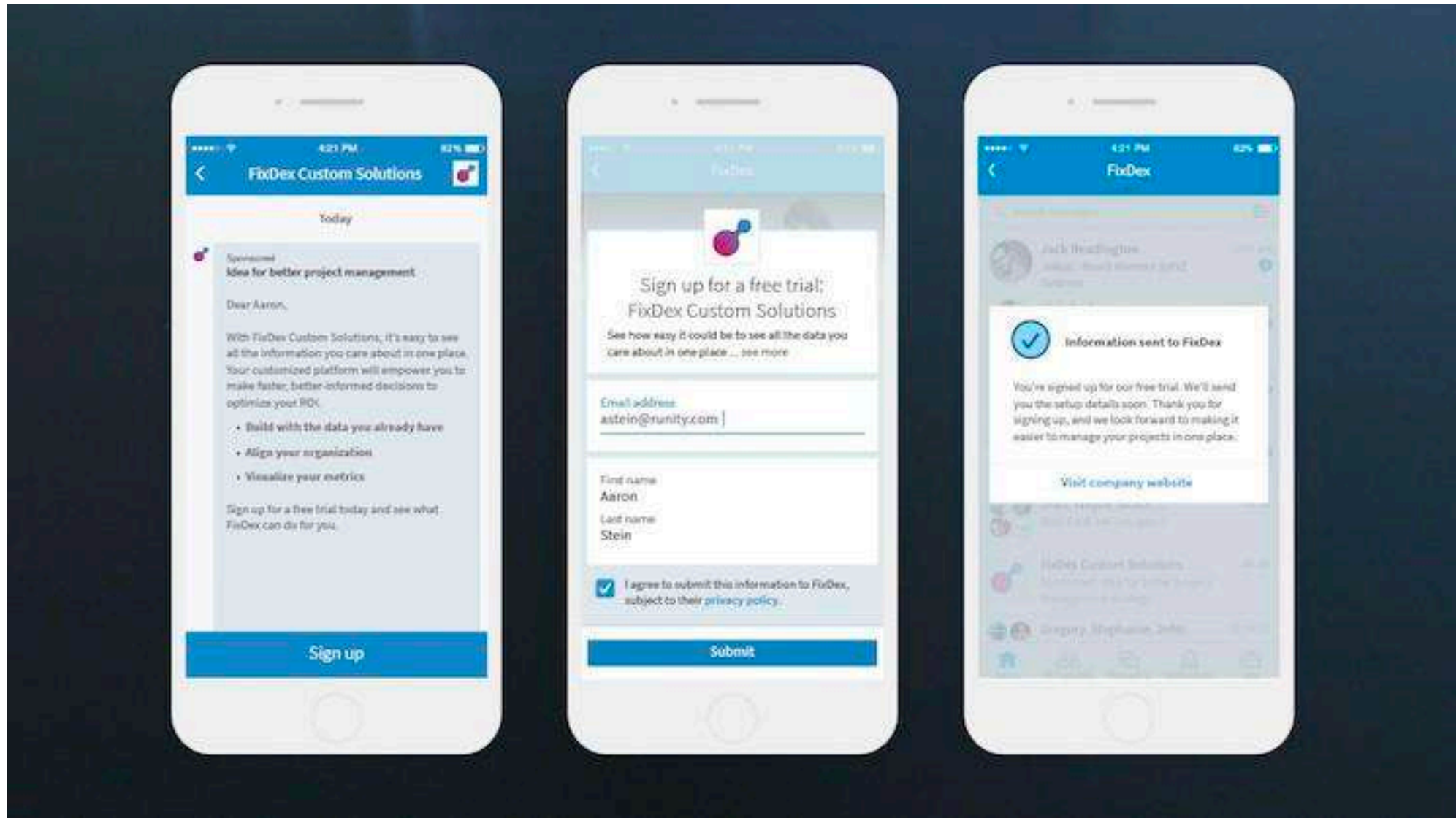
Victoria, expand your reach through these tried and tested strategies

 **The Ultimate Guide to Building Your Social Strategy**

Fixdex - 1,427 followers [PDF](#)

[Preview](#) [Download](#)

Lead gen ads





Desktop video ads

RECOMMENDED CHANNELS

- wtcN Phasmophobia 11.5K
- Rammus53 PLAYERUNKNOWN... 2.1K
- Mithrain Just Chatting 2.4K
- Videoyun Among Us 3.2K
- Riot Games League of Legends 16.7K
- JrokezFTW Just Chatting 3.3K
- Naru League of Legends 1.9K
- pankylol League of Legends 2.3K
- ESL_CSGO Counter-Strike: Gl... 39.7K
- Rogu VALORANT 646

Sign up to experience the best of ESL_CSGO

Chat with other fans
Capture your favorite moments
Follow to get notified when

ESL_CSGO
LIVE: Faze Clan vs. BIG - IEM New York 2020 - Group B - EU
Counter-Strike: Global Offensive • Team: ESL English Esports FPS Shooter Strategy Action

39,665 5:43:06

STREAM CHAT

- Gift a Sub now to be #1!
- nfnity: 4 of them same ads in a row
- dallone: Idhl drop A
- tam1peachlol: S A
- Vytautas1111: !DHLDROP A
- 1Fudd1: these Mountain Dew ads every 2 seconds are going to make me rage quit life
- kn1ghtistakennow: rjewdffrrgh
- nicknameamero: fucking moderators
- Flagge: !DHLDROP A
- aziz_squizy: !DHLDROP A
- worldslasthope8: 🤔
- oddisss: 8 ads OMEGALUL
- mccthjccc: Pog
- mexxx: !DHLDROP A
- warlog844: !DHLDROP A
- alancr1701: 8 ads wtf
- tanayshinde_: !DHLDROP A
- masterjohn2: mommy milkers
- madestiny97: 7 ADS WTFF ????
- fpsentinel: !DHLDROP

Slow Mode

Homepage Headliner

Browse | **Esports** | **Music** | ...

Search

55 | **Log In** | **Sign Up** |

RECOMMENDED CHANNELS ←

- wtcN** Phasmophobia • 11.1K
- Rammus53** PLAYERUNKNOWN'S BATTLEGROUNDS • 1.8K
- Mithrain** Just Chatting • 2.3K
- Videoyun** Among Us • 3.2K
- Riot Games** League of Legends • 16.7K
- JrokezFTW** Phasmophobia • 3.3K
- Naru** League of Legends • 1.9K
- pankylol** League of Legends • 2.3K
- ESL_CSGO** Counter-Strike: Gl... • 39.7K
- Rogu** VALORANT • 646

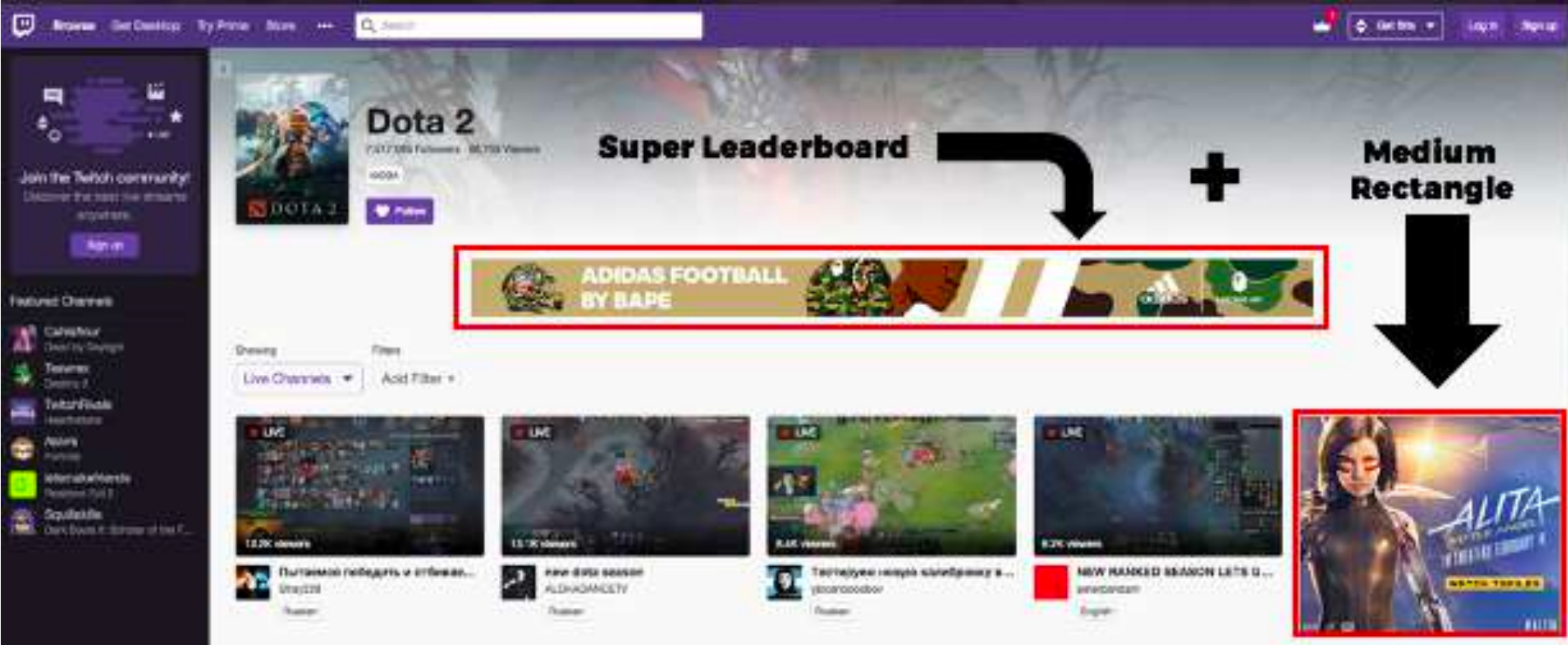
Join the Twitch community!
Discover the best live streams anywhere.
Sign up

Live channels we think you'll like

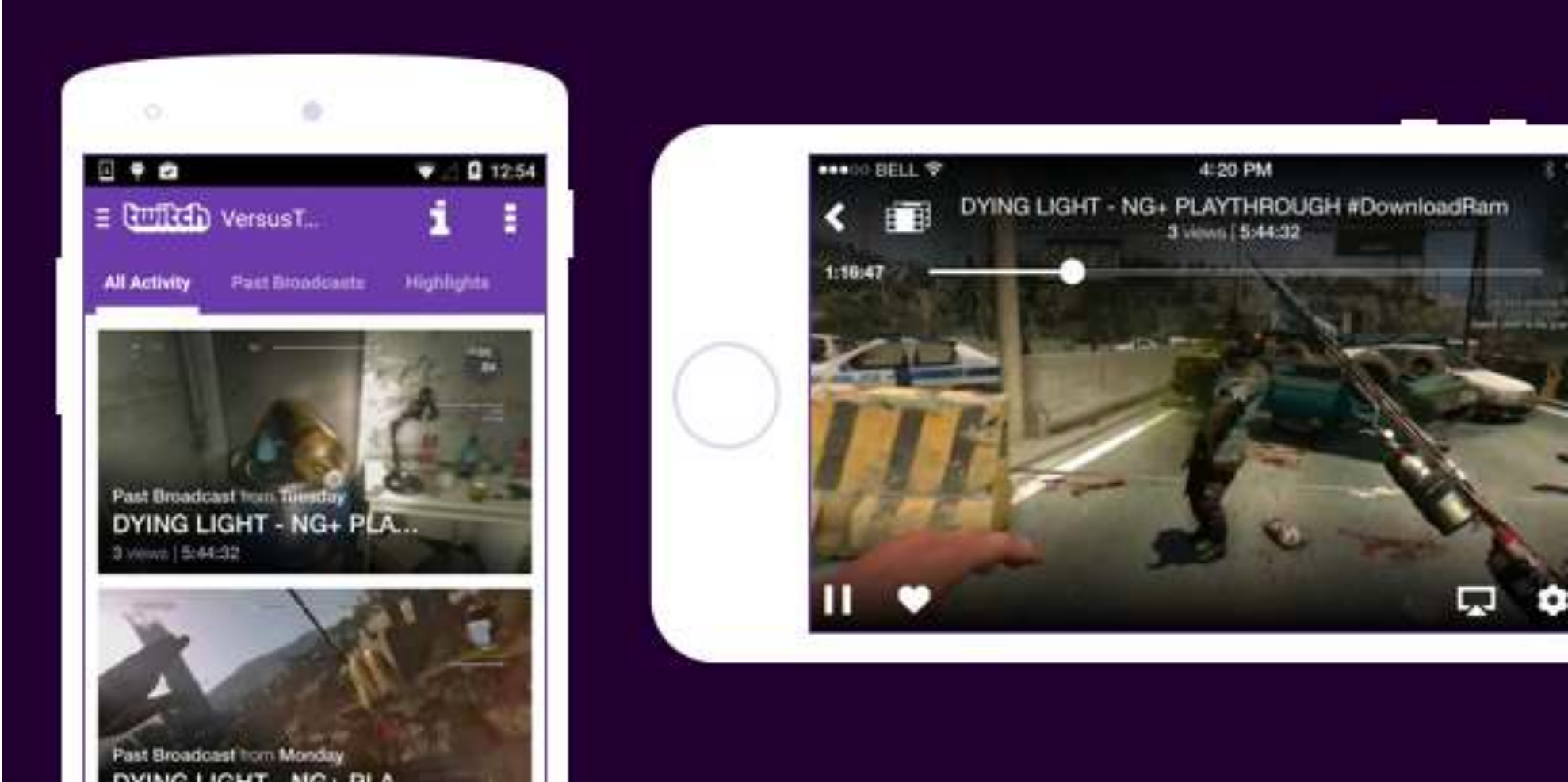
- Hastasina İçekiliş | 20:00'a kadar sub ol ...**
wtcN
Phasmophobia
Turkish
11.1K viewers
- mübarek cuma kanks**
Rammus53
PLAYERUNKNOWN'S BATTLEGROUNDS
Turkish
1.8K viewers
- çokzel bir yayın | instagram.com/cemkar...**
Mithrain
Just Chatting
Turkish
2.3K viewers
- İçekiliş İprime başlık yok yarına sakladım**
Videoyun
Among Us
Turkish
3.2K viewers

Proofy
Call of Duty: Black O...
37 viewers
Squad Stream | English
During Hispanic Heritage Month, we're spotlighting incredible Hispanic and LatinX streamers on Twitch!

Super leaderboard & Medium Rectangle



Mobile video




Picture by picture

LIRIK Videos 2,953 Clips Collections Events Follow Subscribe

This Ad supports LIRIK

OMEN X Laptop



The best Windows ever for PC gaming.

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Not all features are available in all editions or versions of Windows. Systems may require upgraded and/or separately purchased hardware, drivers, software or BIOS updates to take full advantage of Windows functionality. Windows 10 is automatically updated, which is always enabled. ISP fees may apply and additional requirements may apply over time for updates. See <http://www.windows.com>. Screens simulated, subject to change; Apps sold separately, availability may vary.

Advertisement. Your video will begin in 6 seconds.

NOTFORTNITE PogChampa 38,681 229,058,374 Share

Super Seducer The Hammer Squad

Stream Chat Rooms

Recent Cheer

Topramens: 1000 I wish I could redo all

lexcrosss: LMAOOOOO

sam1917:

modernmike1: E

hniBot: Thanks for 1000 bits topramens

pito:

C_8782: A

Djoka: LuL

BigDoopyy:

Kristijan1001: CHOSE THE WRONG ONE for THE FUN OF IT @LIRIK !!!!

Termi: ?

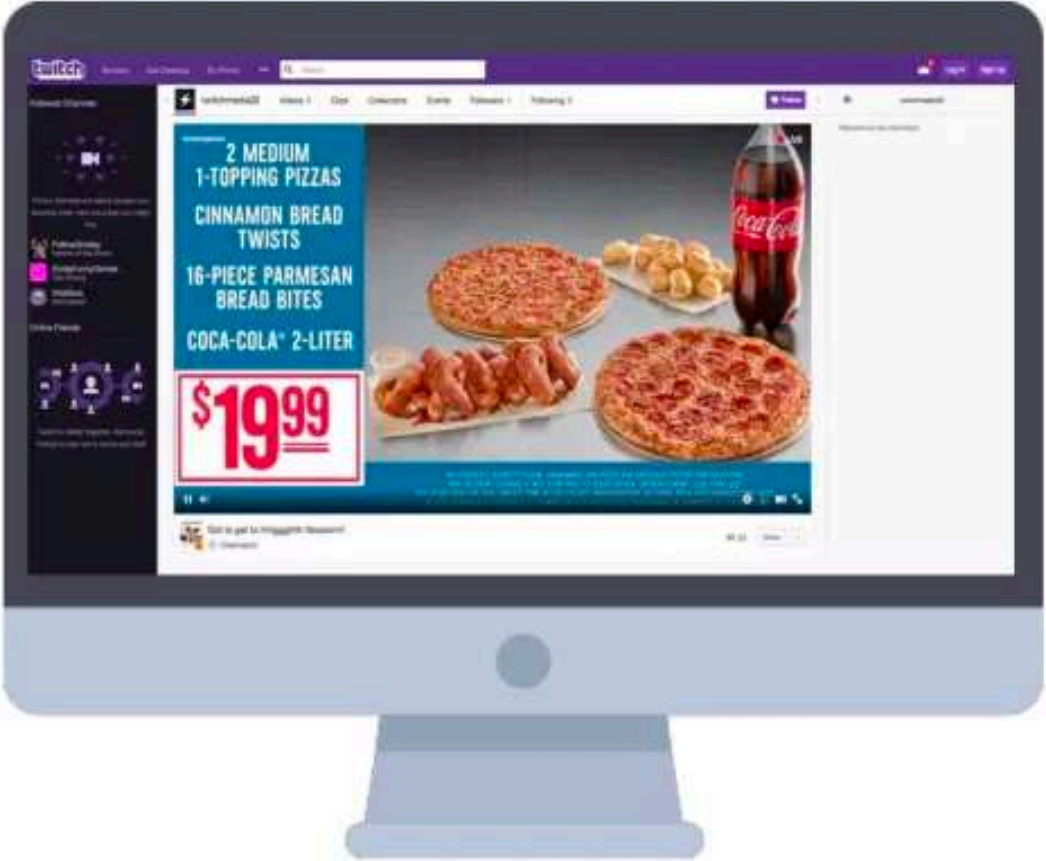
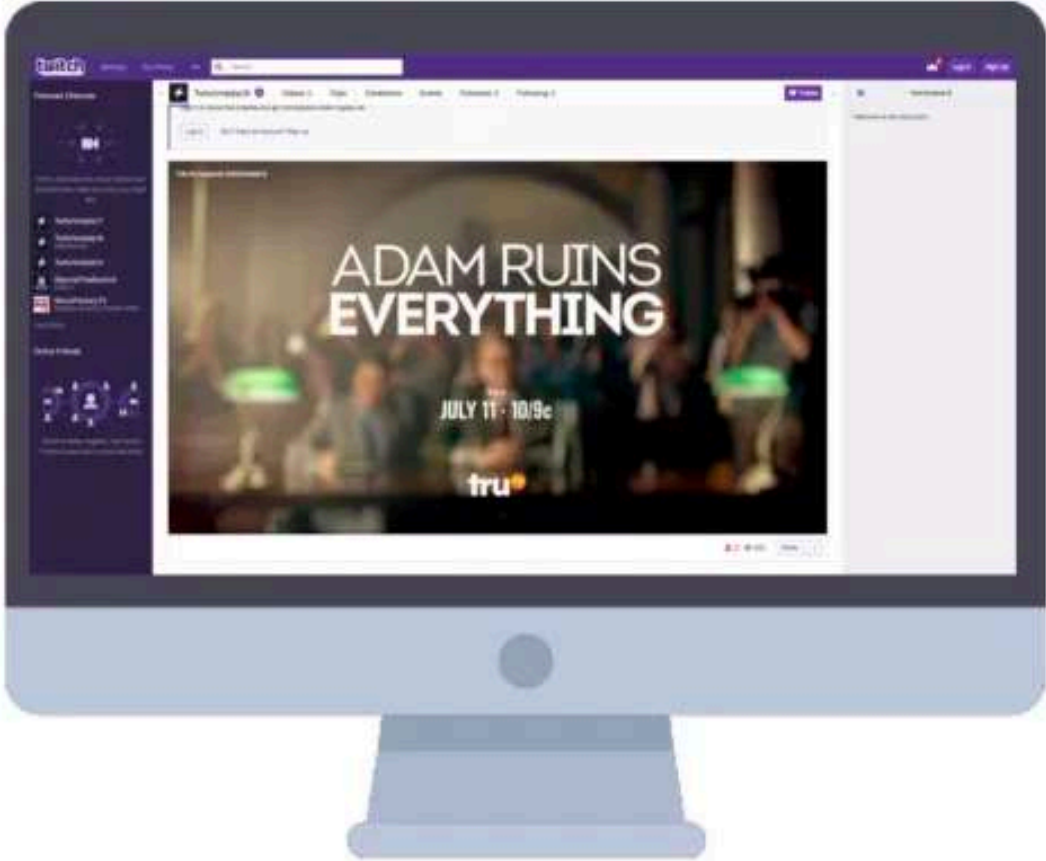
UvoS:

WisdomDota: Cx

Raffahell:

Send a message Chat

SureStream ad



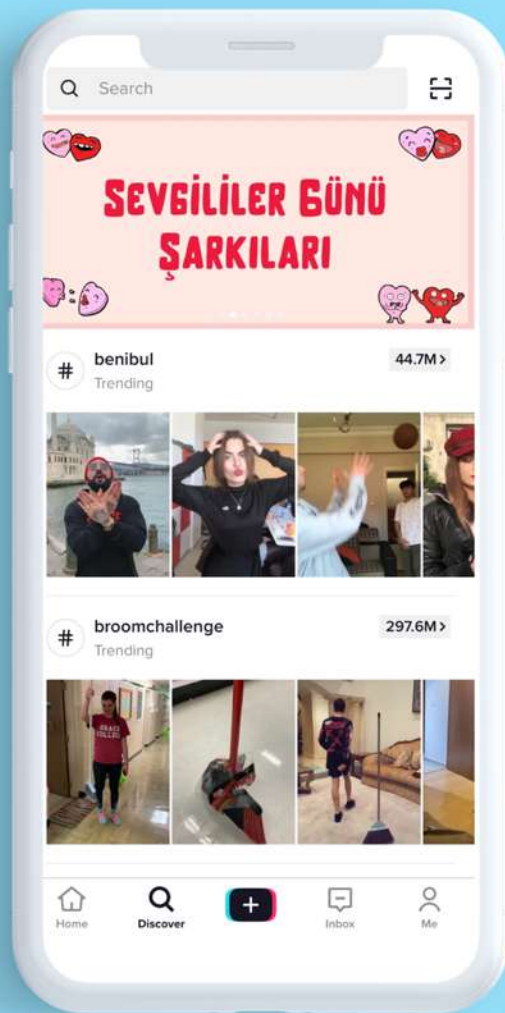


The moment you open TikTok



Watch

(For you & flowing page)



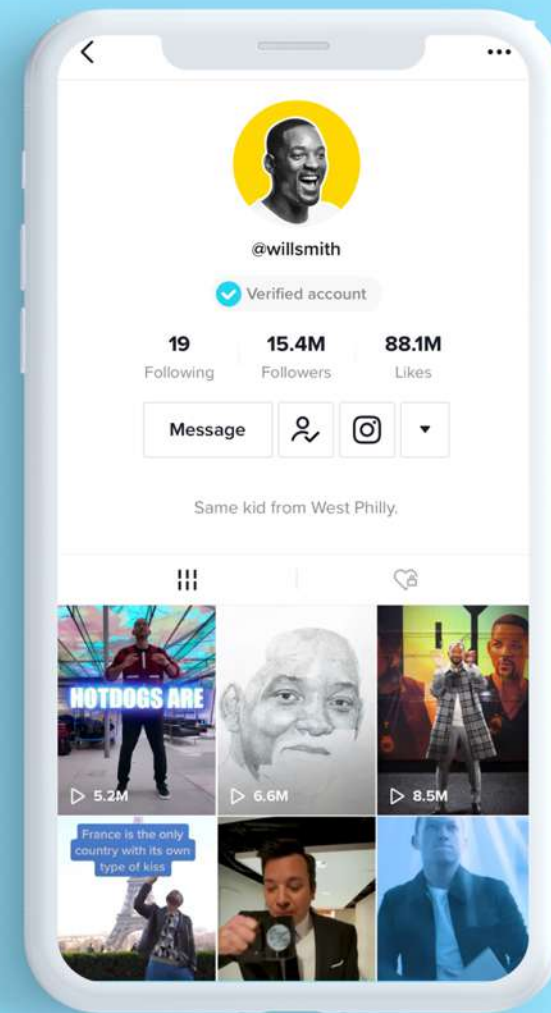
Discover

(Trending Hashtags)



Create

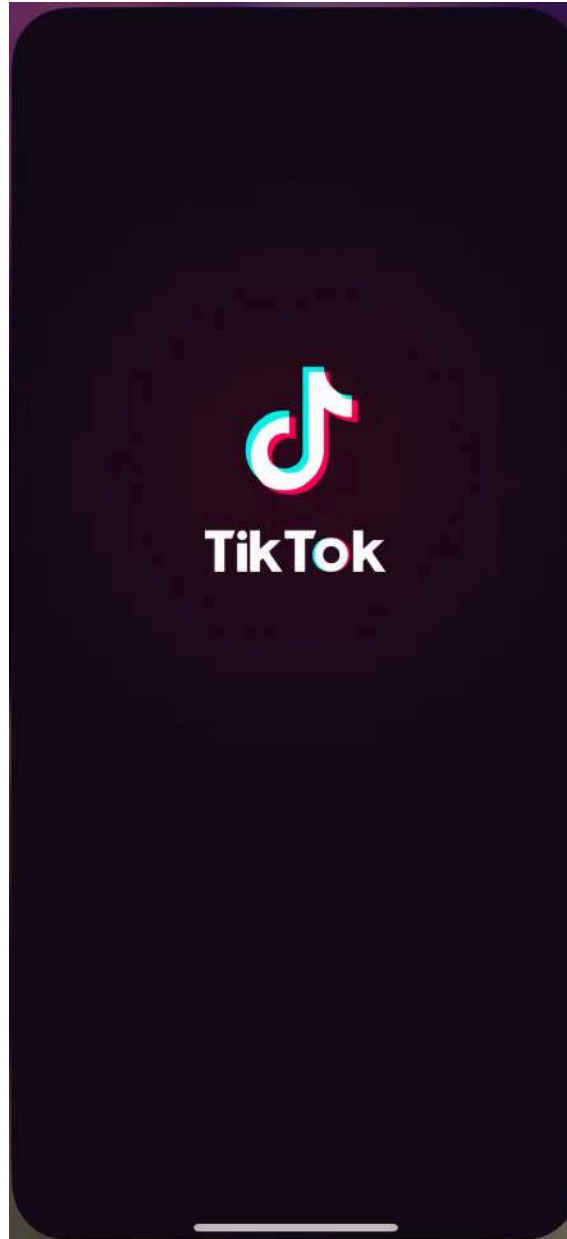
(Shooting page)



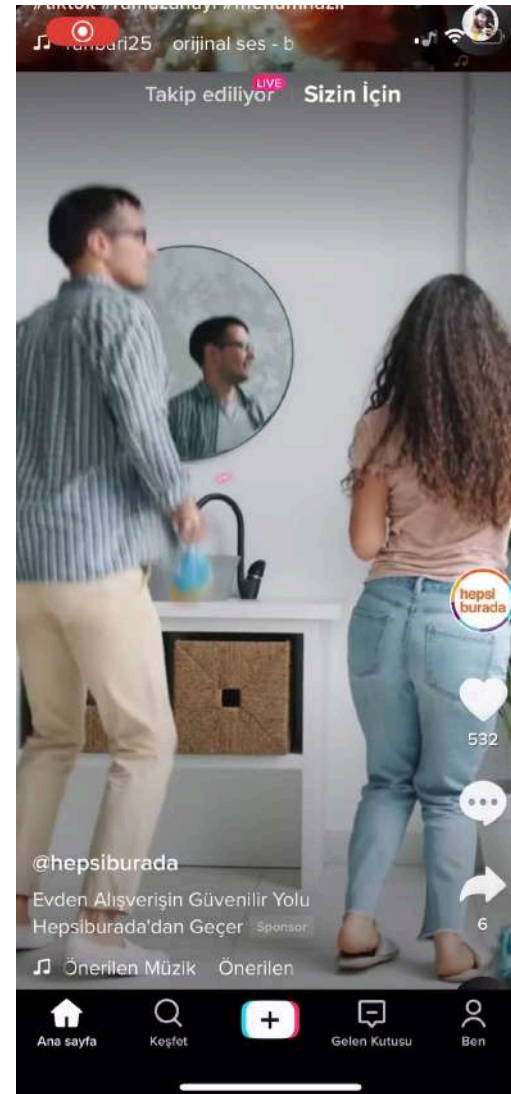
Post

(Profile page)

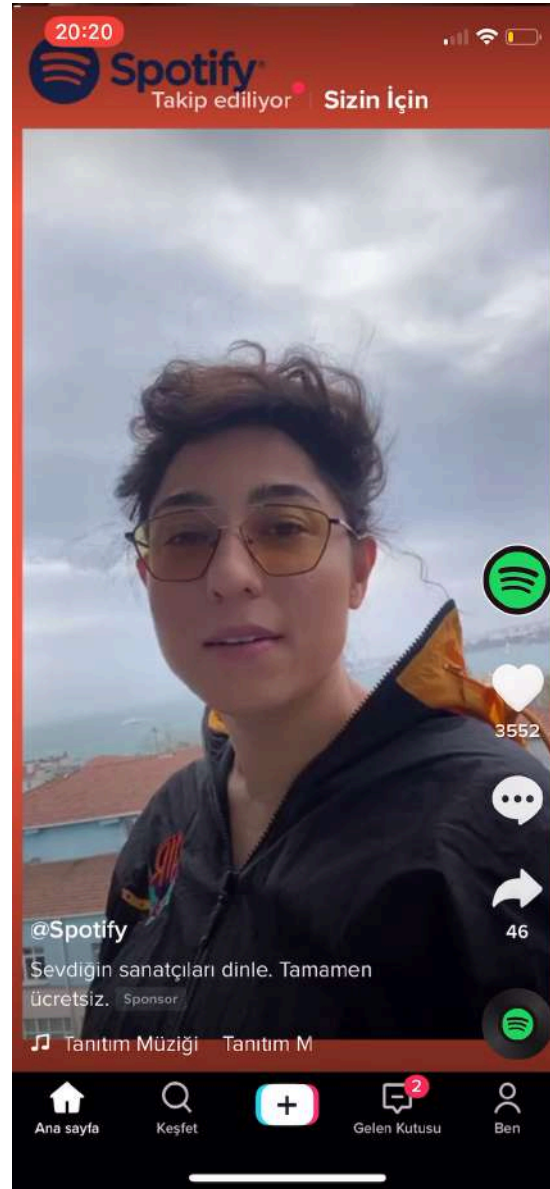
In-Feed ads



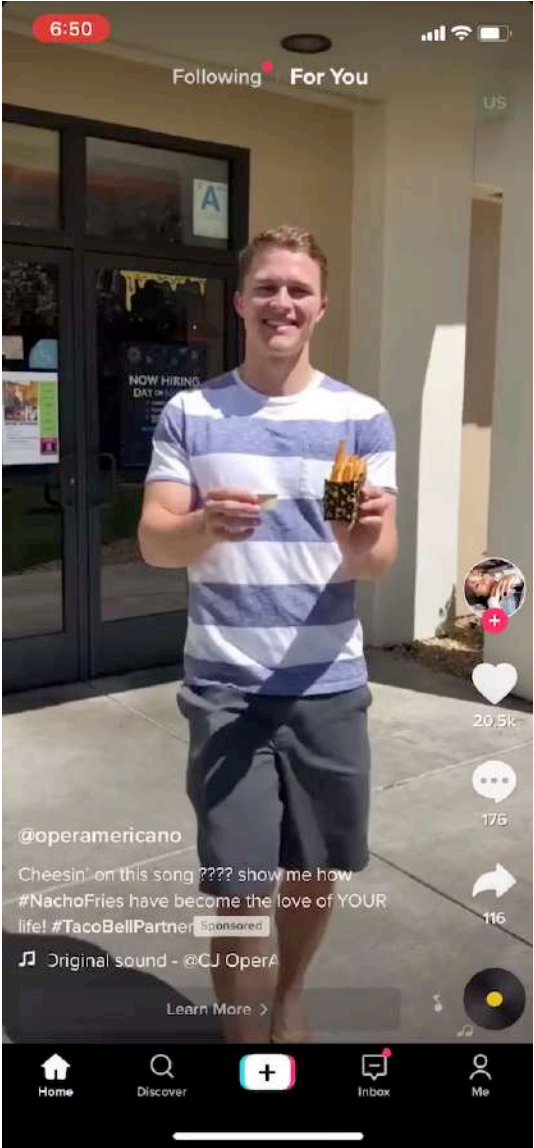
In-Feed ads



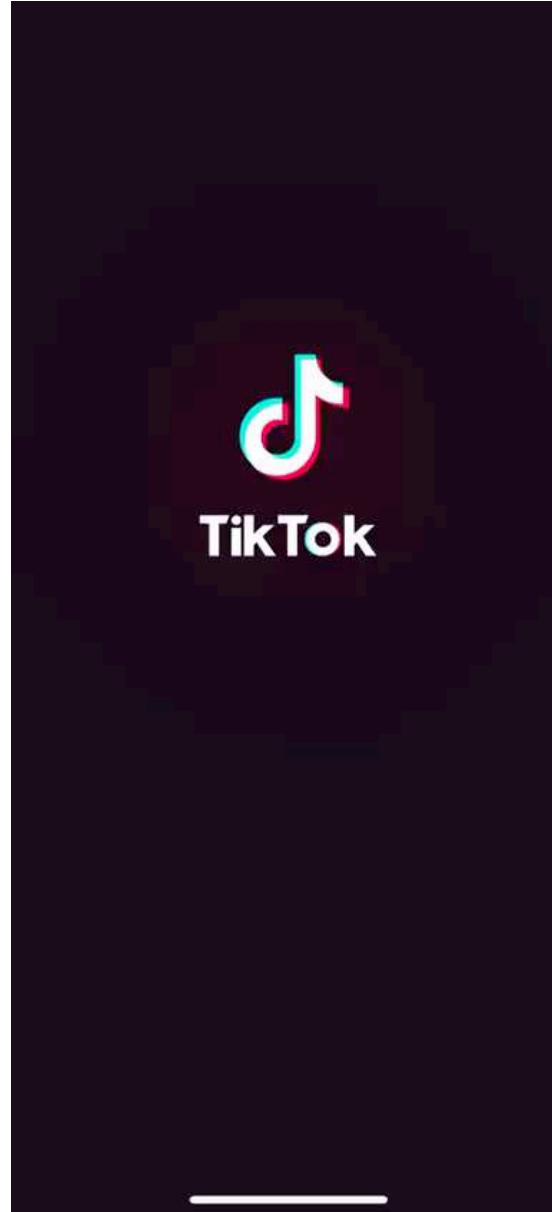
In-Feed ads



Creator partnership



Top view



Hashtag challenge

< ➦

#

#inmydenim

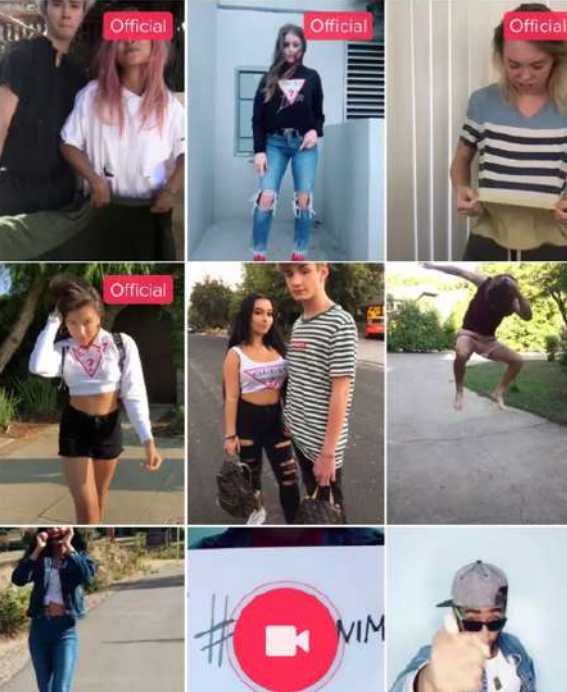
40.9M views

🔖 Add to Favorites

Ready for your close up? Show us how you style your denim

📌 Transform your outfit from a mess to best-dressed! All you need is denim. #inmydenim Challenge your friends

👤 Sponsored by GUESS ▼



Branded effect

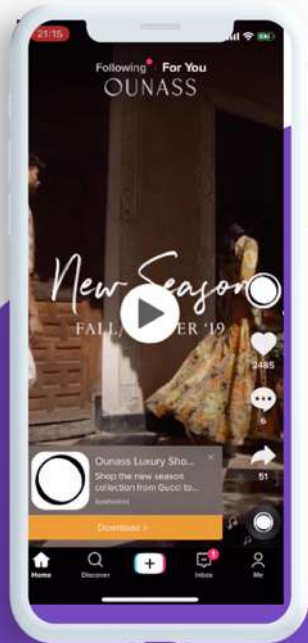


TikTok Ad Models

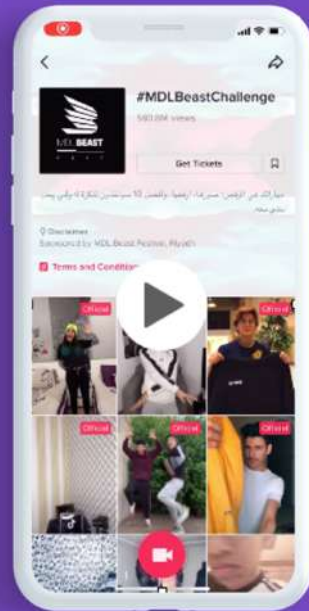
Conversion / Always on

Consideration

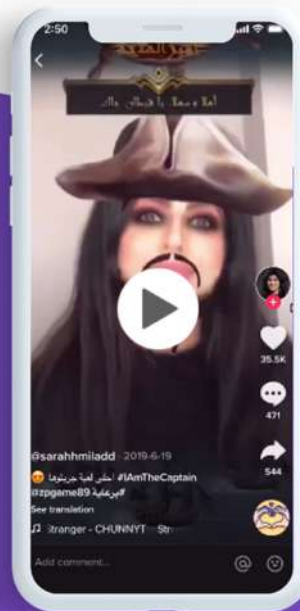
Awareness



In-Feed Ads



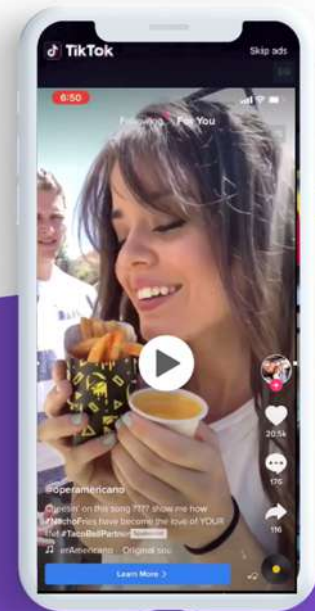
Branded Hashtag Challenge



Branded Effect

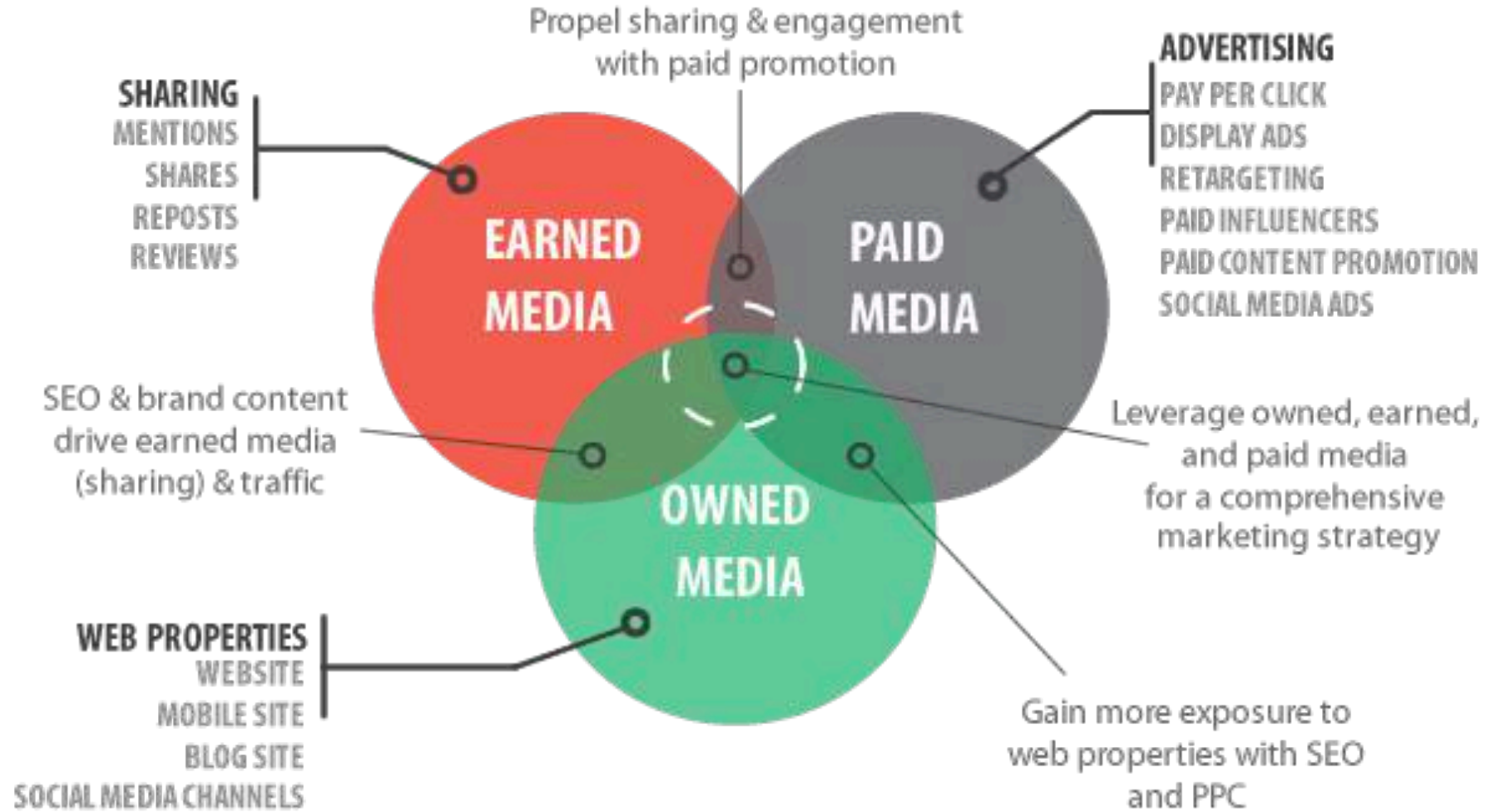


TopView



Creator Partnership

Kullanım amaçlarına göre kanallar



CHAPTER 3

Hedef Kitle Yönetimi Targeting / Re-targeting

Hedef Kitle Funnel

See



Build Awareness

Think



Influence Consideration

Do



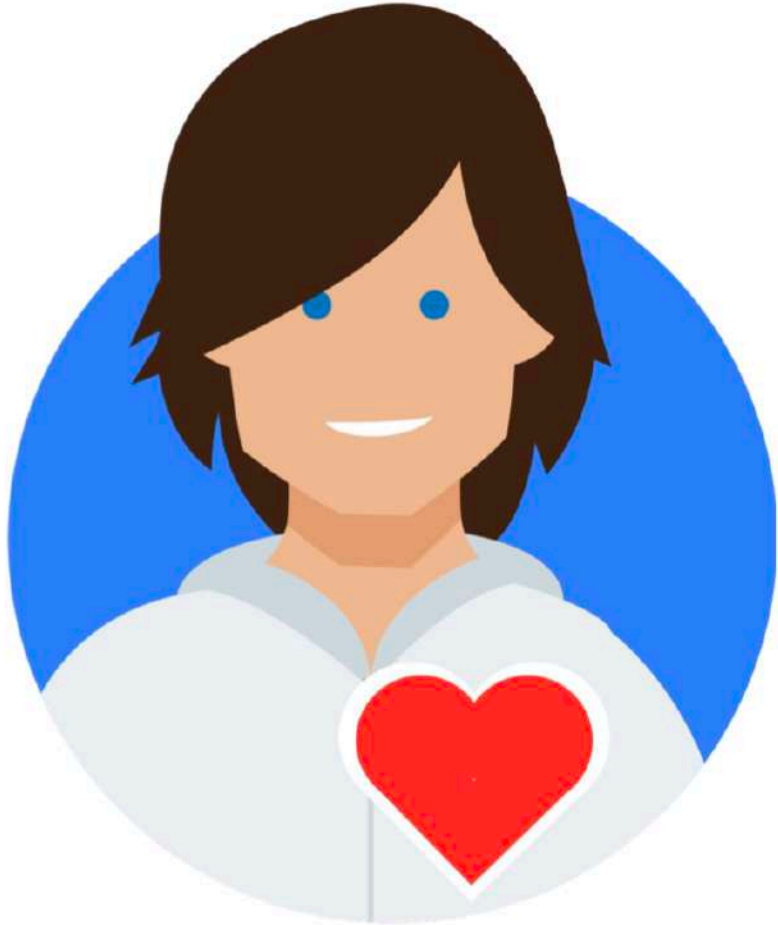
Drive Action

Care



Grow Loyalty

See - Awareness



The largest addressable qualified audience **for which a one size fits all message makes sense**

Think - Consideration



The largest addressable
qualified audience **with**
some commercial intent

Do - Action & Purchase



The largest addressable qualified audience with loads of commercial intent

Care - Loyalty



People with two or more commercial transactions and brand fans

* Or one transaction in high involvement categories

See - Awareness

See



- I am passionate about something
- I'm open for a brand interaction with me
- I know about a brand
- I am interested in certain topics
- I've heard about a product and didn't ignore it.
- I'm interested in a product or products from that category
- I'm in a relevant mindset that fits the brand or product

Think



- I'm looking for information
- I'm scoping out brands / budget / market
- I look for reviews for specific products
- I ask look for expert advice
- I ask my social sphere for feedback and opinion
- I discover new criteria & elements
- I calibrate my criteria
- I want to be inspired
- I am looking for utility

Do



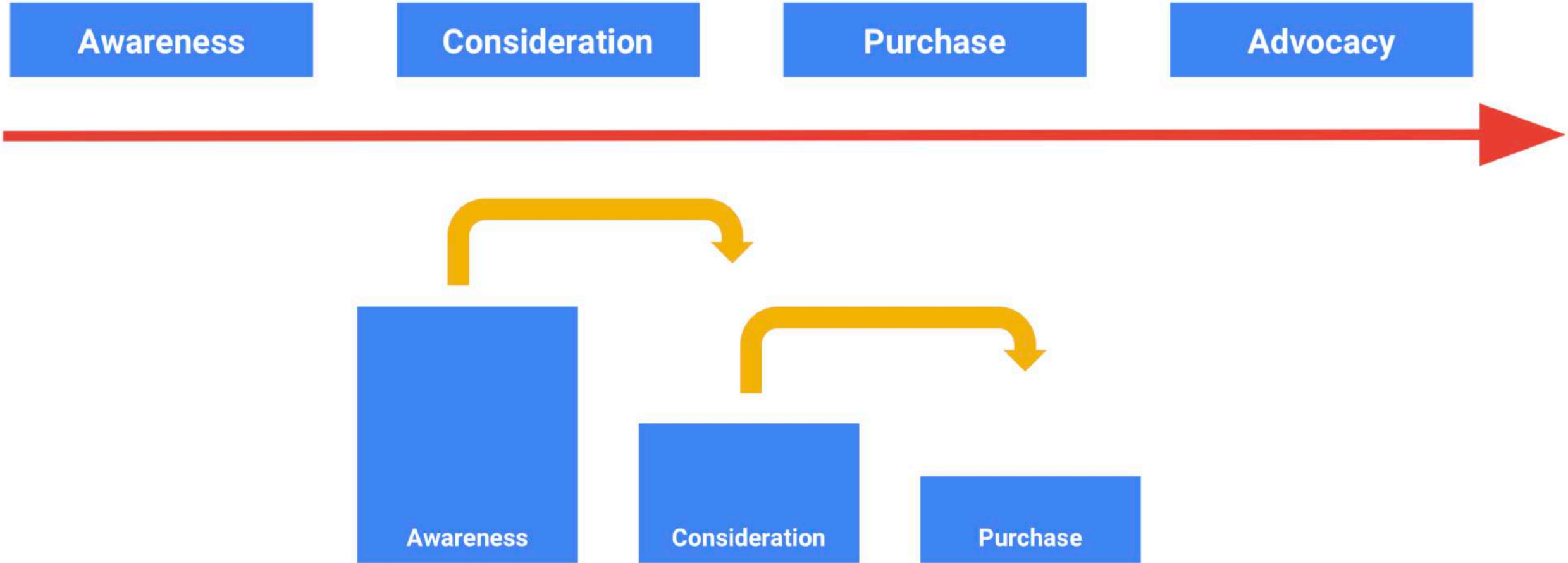
- I want to purchase a product
- I want to find the product
- I want to compare prices
- I want to know where to buy
- I look for the closest POS
- I want to see the product
- I want to feel the product
- I am looking for a quote

Care



- I'm using a product
- I'm satisfied and convinced that I've made right decision
- I believe I can contribute to a conversation around my product
- I believe I should tell the world about it
- I believe I should be recognized as an expert
- I want to be associated with a brand / product
- I'm deeply passionate about the category / brand / product

Funnel journey



Sosyal medya hedefleme



Custom Audience



Look a like



Fans



Visitors - Users



Viewers



Location



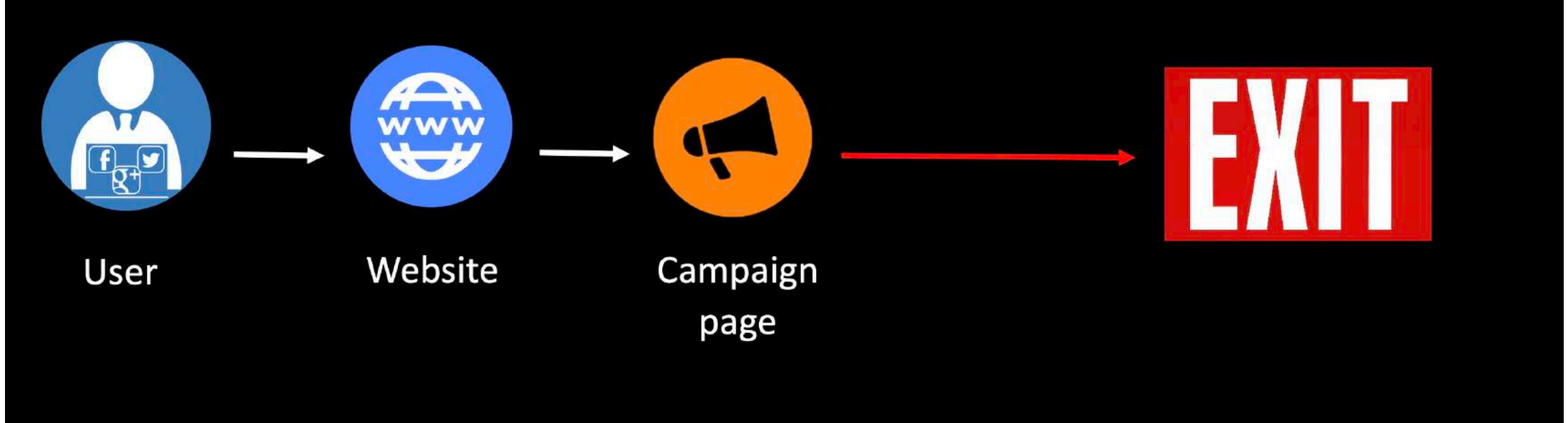
Interest



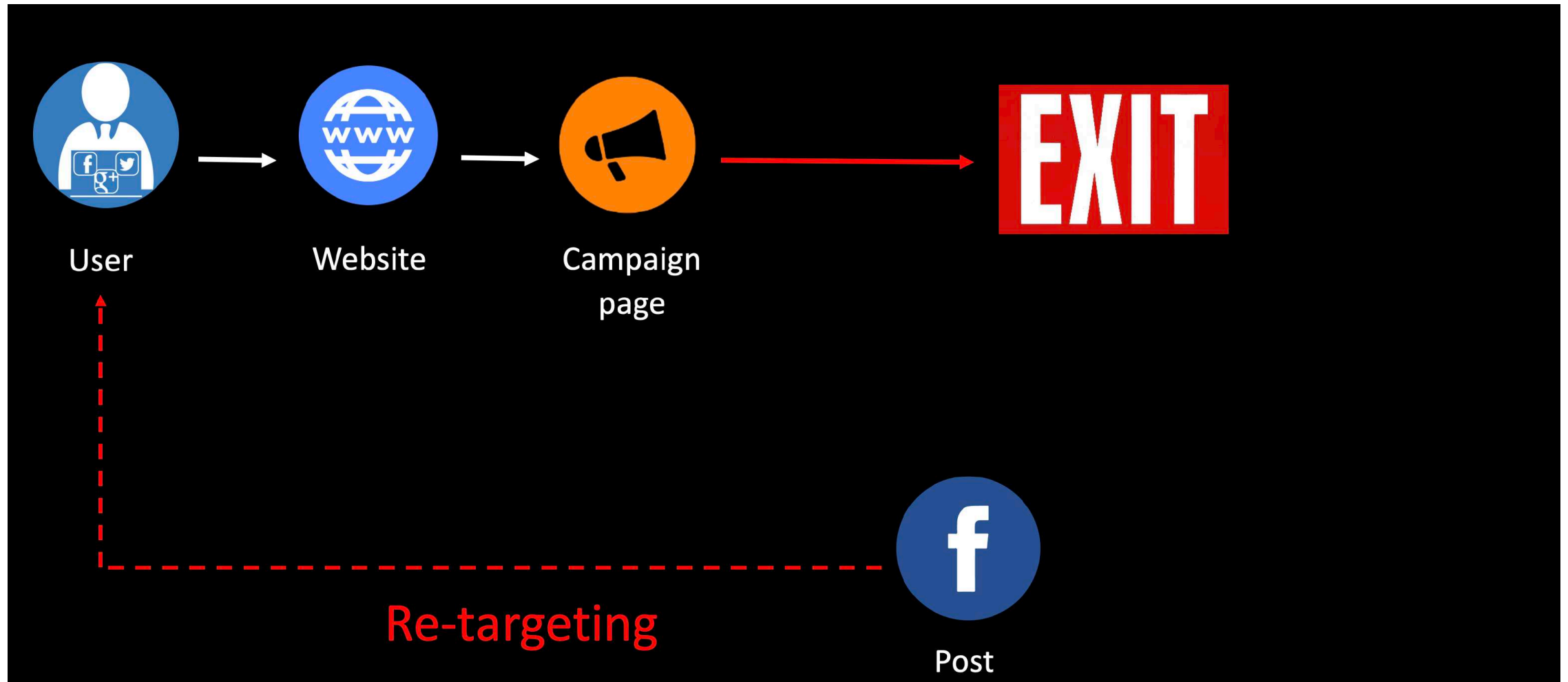
Demography

Hedeflediđimiz kitle istediđimiz aksiyonu
almazsa ne olacak?

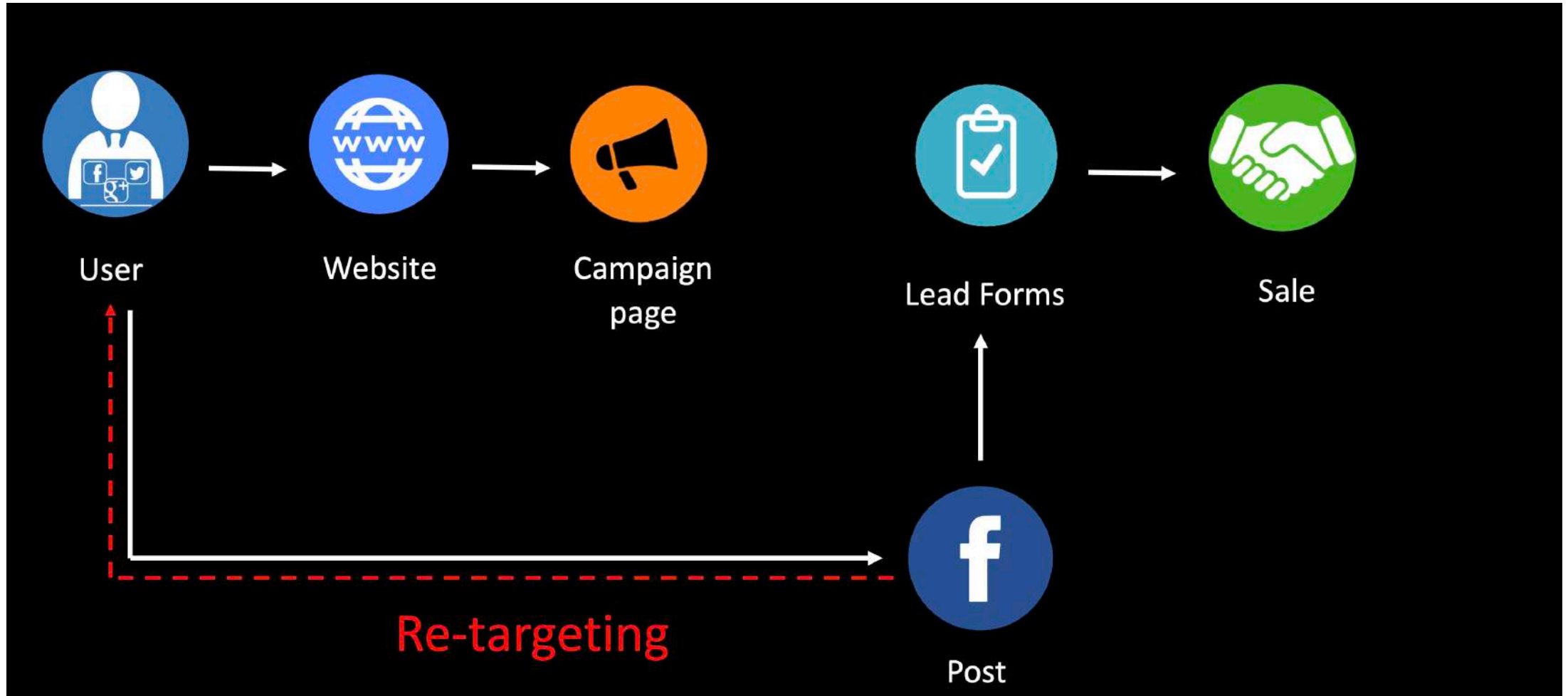
Re-targeting



Re-targeting



Re-targeting



CHAPTER 4

Sosyal medya operasyon

Oyun planı

Always-on içerik planı

Performans içerik planı

Kampanya & Proje

Influencer

İş birliği

Influencer

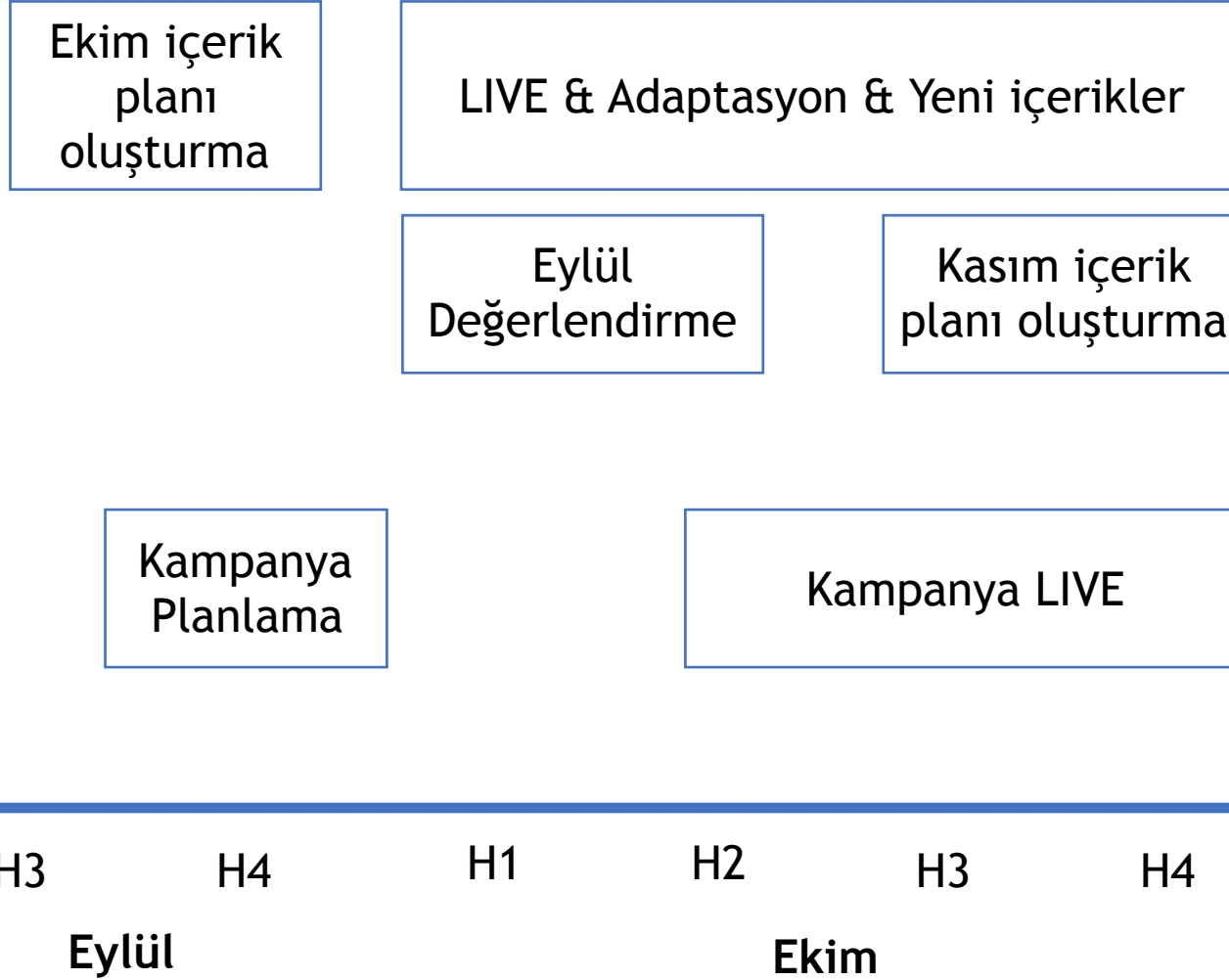
AY

Content Kategorizasyonu

Aylık sosyal medya iletişimde içeriklerin dengeli hazırlanması çok kritik.

- Marka
- Ürün
- Ürün fayda
- Reason-to-Believe
- Kampanya
- Offer
- Satış noktası
- Collaboration (iş birliği)
- Sosyal sorumluluk
- Inovasyon
- Kurumsal

Operasyon



Not

- Operasyondaki tüm paydaşlar masada olmalı. (sosyal medya ajansı, medya ajansı, influencer ajansı vs.)
- Önceki aylardan “çıkarılan dersler” bir sonraki ayı optimize etmek için kullanılmalı.
- Data her zaman ön planda olmalı.
- Oluşturulan plana mümkün olduğunca sadık kalınmalı.
- Operasyonel kolaylık sağlayacak toollar kullanılmalı.

CHAPTER 3

Kreatif Yaklaşım

Yaratıcı içeriklerin

3

temel özelliđi

“Thumb-stopper” olmalı

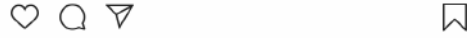


10.259 beğenme

sephoraturkiye 3D Etkiye Sahip Ultra Hacimli Maskara
#OutrageousOversizedLashes #Sephora

6 SAAT ÖNCE

sephoraturkiye



1 like

karbonatsm İsteğin siyah, kıvrımlı ve hacimli kirpikler mi?
O zaman Outrageous Oversized Lashes Maskara Sephora
mağazalarında ve Sephora.com.tr'de seni bekliyor.

March 13, 2019 · See Translation



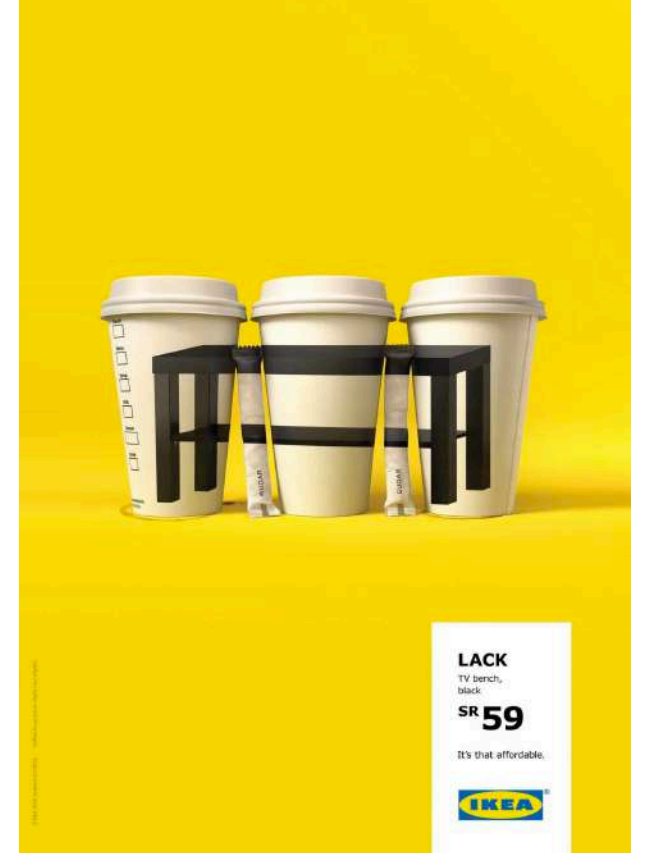
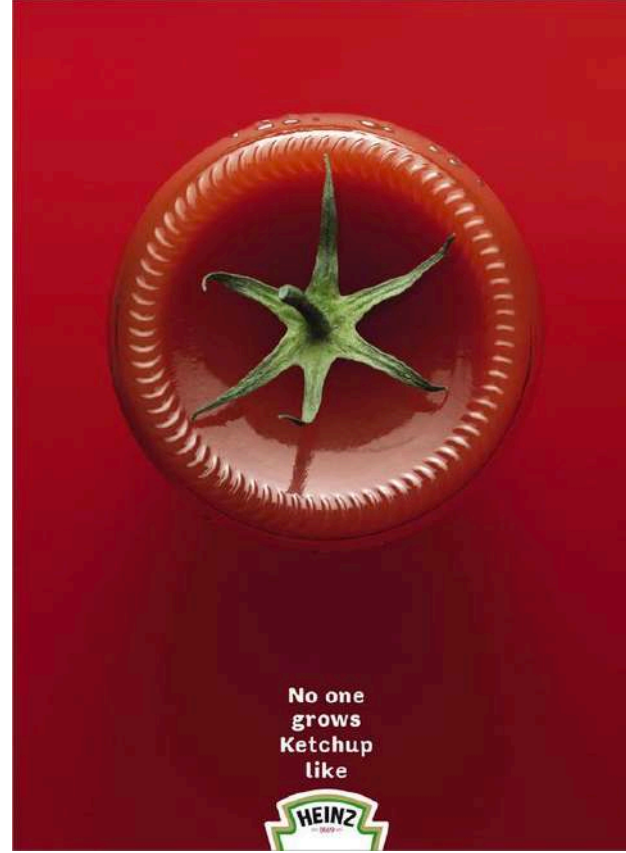
popsockets.turkey

3 yorumun tümünü gör

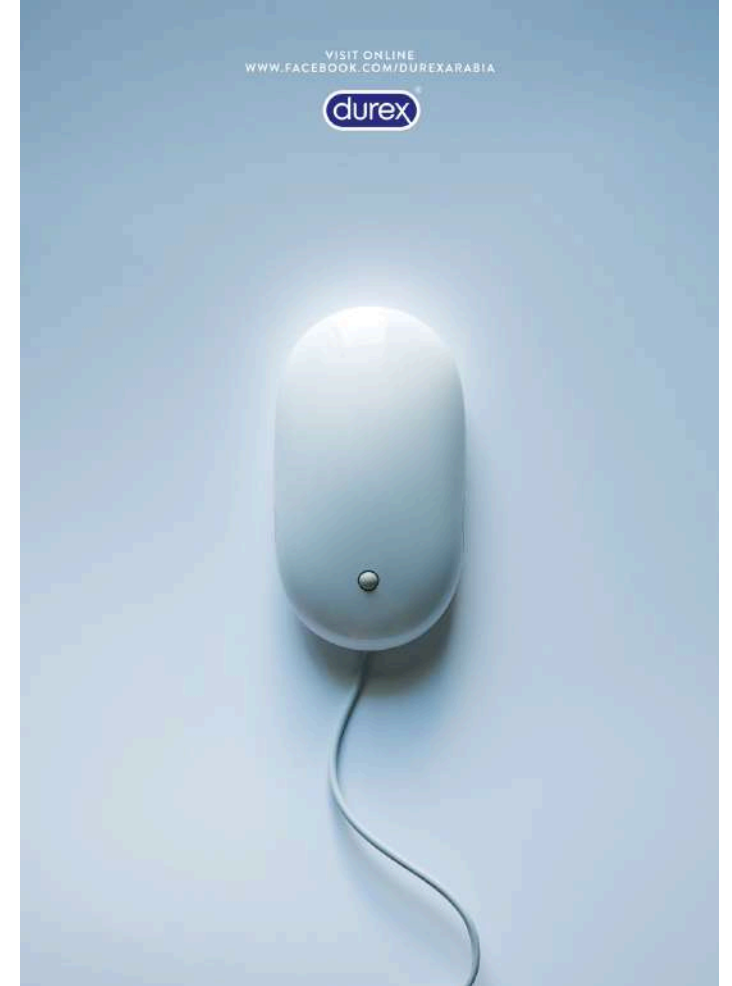


karbonatsm Dikkat et! Bugün eğlence seni sarabilir. 😊

March 13, 2019 · See Translation



Görsel mesajı net olarak vermeli



Güçlü bir metinle desteklenmeli



SOMMAR 2018
hali, turkiaz
75x200 cm
44,99t

SOMMAR 2018
hali, siyah-gri
75x200 cm
44,99t

SOMMAR 2018
hali, turuncu
75x200 cm
44,99t

Aracını doludan korumak
isteyenlere IKEA'dan renkli tavsiyeler.





UEFA
PRESENTS

2005
LIVERPOOL FC

2006
FC BARCELONA


2007
AC MILAN

TV8



AFTER





Sen Biscolata Mood'da beni istedin



20:51

menemen anket

Popüler En son Kişiler Fotoğraflar Videolar

Neden TT oldu? @nedentt... · 29.11.2019

Vedat Milor: "1990'da ABD'de sosyoloji doktorası yaptım. Tezim ABD'de en iyi tez seçildi. Önemli bir şey yaptım. Türkiye'de hiç kimse haber değeri görmedi. Ama 'Menemen soğanlı mı olur, soğansız mı olur?' diye anket yapıyorsunuz. 500 bin kişi katılıyor"



1.18

1,9Mn görüntülenme · Kimden: TRT 2

190 3.628 19,6B

Konyaspor Tarihi @konyas... · 8.09.2020

Hangisinin Konyaspor'dan ayrılığına daha çok üzuldünüz ?

Aykut Kocaman

20:51

Sohbet

Vedat Milor @vedatmilor

Belki Twitter'da dünyayı kurtarmak mümkün değil ama en azından en büyük gastronomik problemimize(!) hemen burada noktayı koyabiliriz. Menemen soğanlı mı olur soğansız mı?

Soğanlı %51

Soğansız %49

437.657 oy · Kesin sonuçlar

16:04 · 24.08.2018 · Twitter for iPhone

5.052 Retweet 6.035 Alıntı Tweet 16,1B Beğeni

Yanıtını Tweetle

Kubilay ÖZEN @_kubilayo... · 26.08.2018

Ege pidesi soğanlı mı olur soğansız mı ? #ege #pide

Soğanlı %67



“Let’s build a wall and the
mexicans will pay for it.”

Stop at the right time.





All the tools you need to create modern art
can be found in **Tekzen!**



The only thing scarier than the threat, is the law. It's not illegal to threaten to share sexual imagery. Demand an end to #TheNakedThreat

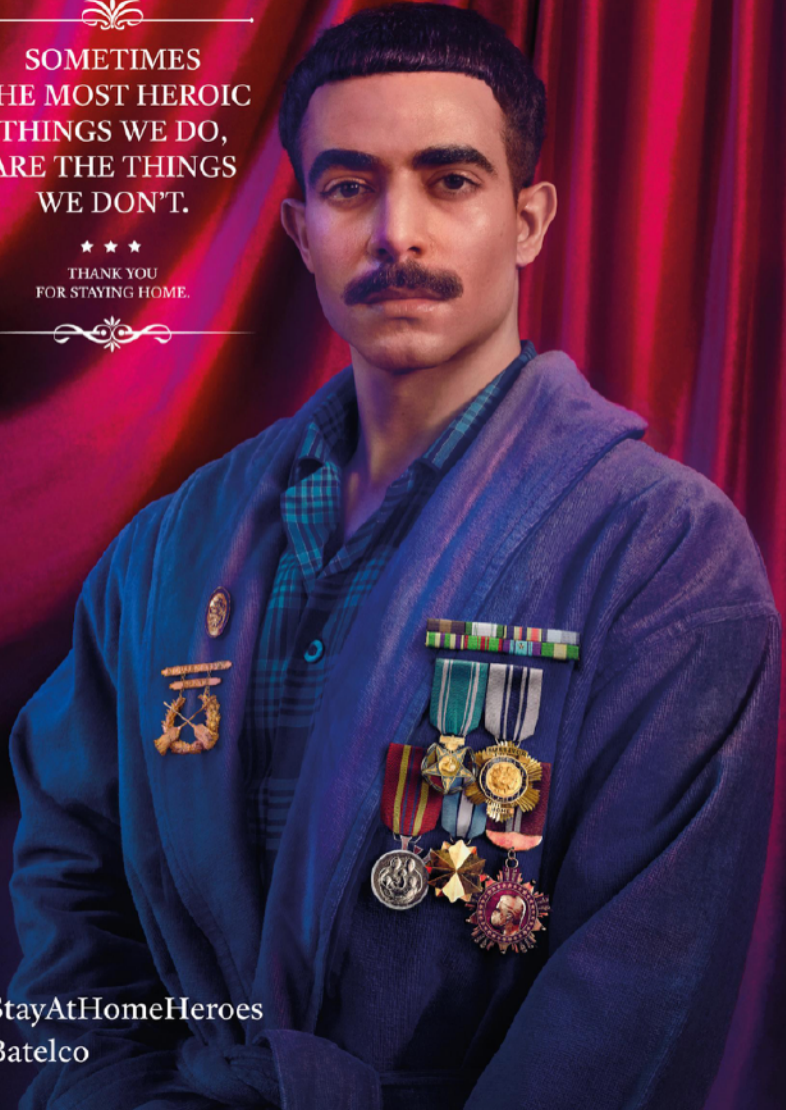
The only thing scarier than the threat, is the law. It's not illegal to threaten to share sexual imagery. Demand an end to #TheNakedThreat

The only thing scarier than the threat, is the law. It's not illegal to threaten to share sexual imagery. Demand an end to #TheNakedThreat



SOMETIMES
THE MOST HEROIC
THINGS WE DO,
ARE THE THINGS
WE DON'T.

THANK YOU
FOR STAYING HOME.



#StayAtHomeHeroes
#Batelco

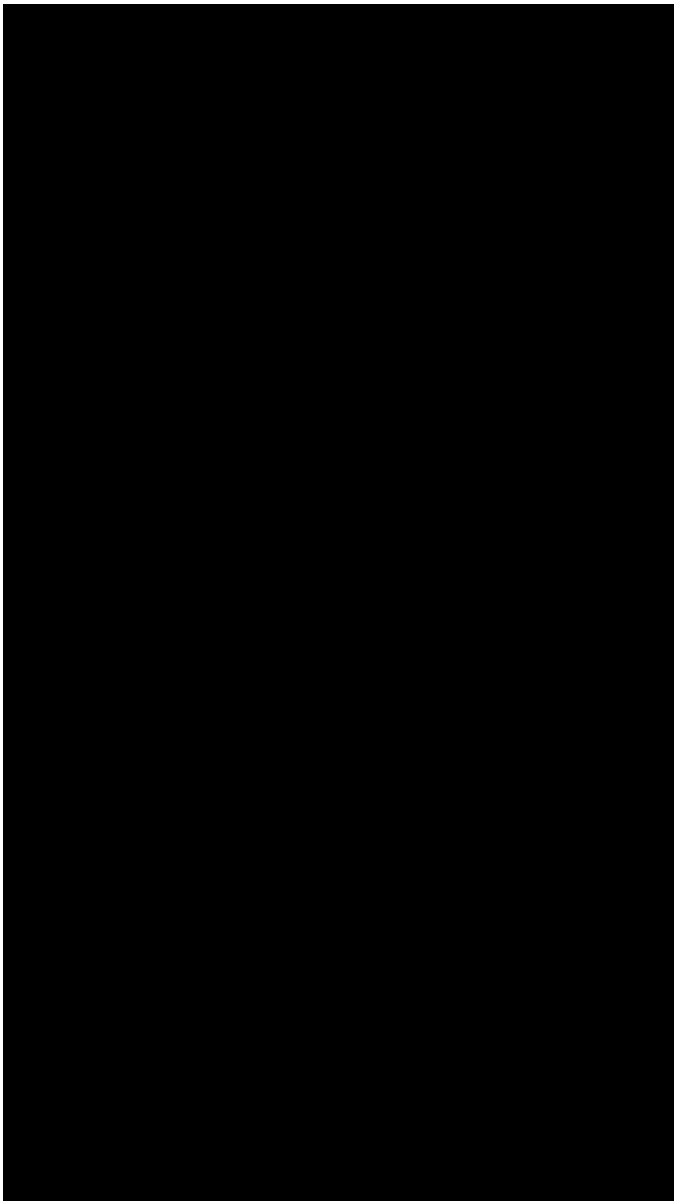
SOMETIMES
THE MOST HEROIC
THINGS WE DO,
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WE DON'T.

THANK YOU
FOR STAYING HOME.



#StayAtHomeHeroes
#Batelco







Compose Message



|



Post

Soru & Cevap



HAPPY education
academy